CONVENTION SPECIAL SECTION Begins on page 47 PRICE:

MAY 20, 1957

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

'Private TV' Husky Baby for Industry

Advertisers See Advantages in Picked Audiences Via Closed Circuit Screens

By BOB BERNSTEIN

NEW YORK-There's a growing feeling that advertisers can and should pre-select their audiences via closed circuit television. As one ad agency exec puts it, "If you've got a product to sell to tall blond career girls, why pitch to short brunet housewives?

In addition to being a natural for firms who cannot ethically ad vertise thru network or syndication properties, such as medical sup a mere closing credit and putting pliers, closed circuit is being on entertainment far removed in tapped more and more by TV sponsors to reach widely separated, screened groups at lower cost with an entertainment-plus-commercials ing toward Private TV this year format. The day when closed cir are Esso, Ford, Chrysler, General cuit was chiefly used for sales Motors, Schenley, General Elec-New Industry Wing

"Private TV" is the name coined by Visual Electronics Corporation for this thriving new wing of the industry. Visual's closed circuit operation, headed by Morris A. Mayers, has produced and serviced business, religious and political meetings and anticipates such accounts will continue. But Mayers foresees increased emphasis on entertainment for hard sell as well as good will.

Hotels have replaced theaters as gives advertisers a logical foodand-drink accompainment to telecasts. Since theater TV was strictly entertainment, the need for same is now transferred to the hotel events, too. Sponsors have found that putting on a show, whether round table or variety or documentary film, with each reception point made more pleasant by refreshpients, can win friends and influence people, the specific people you wish to reach, more quickly than regular TV sponsorship.

Less Costly Doing shows for the "perfect viewing audience" is less costly than sponsoring a web series with a top rating and a bottom costper-thousand, according to a

Time Is of The Essence

NEW YORK - Closed circuit telecasts are being set up on a North-South regional basis, instead of the traditional East West pattern which put audiences in as many as six different time zones With meals and conviviality considered a "must" now, advertisers want each reception point on the same schedule.

General Motors made the switch after a dinner preceding a closed circuit show last month took place in West Coast cities at 3:30 p.m.

spokesman for Smith, Kline & French, which has been staging closed circuit colorcasts every few months since 1949. It also "beats hollow" the cost of personal solici-

tation by salesmen. One of Visual's current clients is Pfizer Labs, which was so impressed by the results of its first closed circuit party in January (in 12 cities) that it produced a second (15 cities) and third (22 cities) in April, contining its commercials to subject matter from its products and the viewers' professions.

Other big business names swingmeetings and conventions is over tric, Atlantic Refining and Westinghouse. These companies in aggregate have staged such diverse amusements as a rodeo, operetta, satirio revues, feature films, episodes of a syndicated comedy series, a guest lecture by a former Communist leader and a courtroom trial. In each case, sponsor identification did not intrude on the show proper.

One ad agency polled its clients and found the reason mentioned most often for the upsurge of interest and increase in budgets for centers for closed circuit, which closed circuit condensed to: "The show can be put on at the specific hour we wish, in the specific markets, for only those people who are our customers."

Will this cut network revenue? (Continued on page 12)

TELEPROMPTER UNVEILS NEW TELEMATION

NEW YORK-Last week TelePrompter unveiled its new TeleMation system, which allows a single operator to exeente all the lighting, slide, film, sound, curtain and script cues of any type of TV performance, legit production or business presentation.

The electronic device can be triggered with any number of caes designed to go off on specific words spoken or sung by an actor or lecturer. It moves as slow or as fast as the human participants, thus can accompany a Broadway show. a telecast or a closed ciruit meeting.

The recently organized Group Communications Division of TelePrompter Corporation is now packaging complete industrial shows, cross-country meetings and TV commercials, providing "fluft-proof insurance." TeleMation was developed by Hubert Schlafly, Jr., engineering veepee of Tele-Prompter.

One-way glass plates allow the speaker or performer to find his text at any point on stage while blending into the backdrop from the audience view. Ad libs or text alterations do not prevent the effects from being carried out, as the TeleMation operator can adjust the cues with a hand control.

TeleMation is now being tested by a small Midwest station before general sale and rental, tho it has already been successfully used by General Motors and other Tele-Prompter clients this year.

Operators Estimate Juke Boxes Absorb Half of 45 Market

Billboard Poll Spotlights Soaring Dollar Power of Music Machines

By BOB DIETMEIER

CHICAGO — Every other 45 r.p.m. single record sold in 1956 was for a juke box.

One out of every seven records of all kinds, including LP disks, sold in 1956 was programmed on juke boxes.

Six out of every 10 45's, both singles and EP's, sold last year were sold to juke box operators.

Nearly one out of every three 78 r.p.m. disks sold in the same year were for juke box consumption.

Juke box operators during 1956 bought a total of 47,519,800 records with a retail value of almost \$45 million.

Dominant in Singles

These figures, pinpointing the dominant position the juke box occupies in the singles record market, are based on findings contained in the 1957 Juke Box Operator Poll, key results of which appear in this issue.

Publication of this data marks the first time that statistically reliable information has been made available on the number and kinds of disks bought for juke boxes.

The following dollar volume figures for 1956 record sales are based on estimates developed by the Record Industry Association of America. All unit-volume juke box figures are based on Poll findings.

Unit volume estimates for 1956 record sales have not yet been developed by RIAA.

ALL OVER THE WORLD

Operators bought 35,640,000 45 r.p.m. singles with a retail value of \$31,719,600 during the year. They also bought 2,851,000 extendedplay disks retailing at \$4,248,000. 60% of All 45's

Of total 45 r.p.m. sales, both singles and EP's, operators bought a total of 38,491,000 disks with a retail value of \$35,967,600, or 60 per cent of total dollar volume of \$60 million.

Operators bought 9,028,800 78 p.m. disks with a retail value of \$8,848,000 during the year. In dollar volume this represents 29.3 per cent of total industry sales of \$30 million in 10-inch 78's for

Total dollar volume at retail of all disks bought by operators in 1956 would be nearly \$45 million, or 14 per cent of estimated record industry sales of \$320 million.

Of all disk purchases made by operators during the year, 75 per cent was for 45 r.p.m. singles, 19 per cent for 78's and 6 per cent for EP's.

Poll statistics, from which the projections on operator disk buying have been made, show that the average number of new disks bought per operator in 1956 was 5,057.3.

Two Records a Week

An average of slightly more than two brand new records per week per juke box were bought by operators for the year.

Of great interest are the distributions of number of disks with (Continued on page 140)

Disk 1-Stops Tops for Ops

CHICAGO - Record one-stops continue to attract an increasing number of disk buvers among the ranks of juke box operators. This finding was pointed up in the 1957 juke box operator poll.

Last year, nearly 56 per cent of music operating companies bought records from one-stops compared to 52.8 per cent in 1955. Two years ago 44 per cent bought from distributors; 41 per cent last year.

Other operator record buying data pointed up by poll: Monday and Tuesday are the two most popular record buying days; tradepaper charts, features and advertisements continue to be pegged as the most important disk buying

NEWS OF THE WEEK

Target Time Again: Networks Brace for Senate TV Report . . .

Speculation is growing about the contents of the imminent Magnuson Committee report on its investigation of the TV industry. Chances are it will recommend some restriction on the

Major and Indie Record Labels In Widespread Talent Splurge . . .

Major and leading indie record manufacturers are signing up an unprecedented number of artists, in line with the industry's increasingly frantic search for new talent. The four majors pacted more than 80 artists during the last two months, while well over 60 were signed by the leading indies, and hundreds more inked

Columbia Records Acquires Bell & Howell Phono Line . . .

Columbia Records has purchased the Bell &

Howell line of high fidelity radio-phono consoles, thereby giving former firm an extensive phono line in a broad price range. Bell & Howell and Columbia will each continue to sell their own line of tape recorders. With the acquisition of the Bell & Howell units, Columbia's phono line now runs a retail price range from \$29.95 to \$1,800. Page 19

DEPARTMENTS AND FEATURES

Amusement Games162	Music Pop Charts-
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'SUPREME COURT BRIEF'

Webs May Be Target Again; Senate TV Report on Way

works may have to get ready to report before the FCC network rather than adding. duck again. The Senate Com- study findings are in, and before merce Committee's TV probe re- Justice Department has finished its in the Cox report might not overport is gradually moving toward investigations into TV. (Also, as a lap some made in the Celler TV its debut on the hill. Recent ac- staff report, the Cox memoranda probe report (not yet officially retions toward getting committee re- would avoid the kind of committee leased), the Commerce Committee action on the networking and allo- wrangle that has so far effectively chairman said, "Naturally, there is cations probe report could put the bottled up the staff report recom- bound to be a certain amount of Senate staff document neck and mending a trial for pay TV.) neck with the presently stymied staff report of the Celler House suggestions to add to the report, committees." Antitrust Subcommittee. (See separate story.)

Sen. Warren Magnuson (D., Wash.), chairman of the Senate Commerce Committee, told The Billboard last week (13) that the report of special counsel Kenneth Cox on the network aspects of the TV probe had his full approval. "It could qualify as a brief before the Supreme Court, just as it is." He indicated that the report was a lengthy one, probably in the same class as the 140-odd pages of the controversial Celler staff report. (The Billboard, April 29-May 6.)

The Cox report has also gone to Sen. Bricker (R., O.), ranking Republican on the committee, who could not be reached for comment. Bricker is author of a bill to regulate networks per se, under the TCC, and also author of last session's hard-hitting report on "network monopoly.'

May Be Memoranda

Magnuson indicated that if the Cox report meets with Sen. Bricker's approval, and no opposition develops among committee members, the report could issue as a staff memoranda, in the manner of the 1955 Plotkin report. This would save committee members

RAISING \$\$

Link Caesar To Weaver For Movies

NEW YORK—Sid Caesar seems season ended, "Dragnet" was ahead to have linked his 1957 fortunes to of "Climax," 32.3 to 28.6 (Ameri-Sylvester (Pat) Weaver. The two can Research Bureau). By fall the are expected to combine and pro- count had been reversed, 32.1 to duce a series of motion pictures 24.0. George Cobel was scoring for theatrical release which later in the middle 30's (36.0) to 21.0 would go into TV. Caesar and his and 22.0 for "Gunsmoke." When troupe would star, and Weaver Gobel returned he dropped to would produce. Financing is 29.7 against 24.2 for the Western, underway.

ABC-TV is interested in Caesar's services for the 1958-'59 season as well. "Lineup" went off the air bout, expected to be between titleand has been talking to him. CBS- with a 33.0 rating and came back holder Floyd Patterson and Tommy in his direction. Caesar's contract programs rebuild their ratings, but reportedly interested in picking up with NBC-TV was terminated last in many others a top-rated show the \$200,000 tab. week.

Magnuson said, "No. I wouldn't add a thing to this report. It covers ate report may be found in the everything." He indicated he questions most repeatedly asked by thought the only possibility might

WASHINGTON - The net- from the problem of endorsing the be in "taking out something,"

Asked if the recommendations overlap in the recommendations to Asked if he would have any the Justice Department by the two

> Clues to the contents of the Sen-(Continued on page 12)

SUMMER PROGRAMMING

How Much the Loss Via Hiatus Shows?

does an advertiser and/or a net- dialed away during the summer. work lose by scheduling inferior programming during the summer? the number of shows going right Evidence is piling up that it's far on thru: Ed Sullivan, "What's My more than a dip in ratings during Line," "Talent Scouts," "Name the hiatus, and that shows which That Tune," "To Tell the Truth," stay on 52 weeks of the year fare "\$64,000 Question," the Spike

gained during the past two or ter," and "The Whiting Girls" three years is due to a consider- move into the "Lucy" slot. able degree to the fact that CBS has had key programs staying on during the summer while NBC sponsors went with reruns or substitute series.

The theory seems borne out by topped the opposition during the "Gunsmoke" appeared in the first 10 in the ratings.

Lose Their Appeal October? For instance, when the never managed to recapture his Meanwhile, it is also known that magic, and continued dropping.

will never be able to recapture its

HOLLYWOOD -- How much | continuing audience after they've

CBS again leads the way with better thruout the season than those which take a summer break.

There is strong feeling at NBC "Gunsmoke." In addition, "Studio" that the dominance CBS has One" will have its "Summer Thea-

NBC Countermoves

NBC, however, is beginning to make some countermoves. Steve Allen will stay on to slug it out with Sullivan (the theory at the web is that Sullivan killed Colgate the evidence. Of 10 CBS shows during the summer). The net's which stayed on last summer, nine biggest gambit is Monday night where, with "Lucy" going off the air, it hopes to entrench "Twentyseason. Five of them, Ed Sullivan, "I've Got a Secret," "\$64,000 One" so firmly in the 9 p.m. slot that by next fall Monday will have that by next fall Monday will have switched from a CBS to an NBC night.

With considerable precedence What happens between June and that a series which makes a sum-(Continued on page 18)

CBS Offered Patterson's Title Defense

NEW YORK -- CBS-TV has been approached to telecast the

Floyd Patterson's manager Cus D'Amato made the approach. The web, however, may be fearful of Palm Beach Story." legal entanglements because it is not clear whether Patterson is completely a free agent. His previous work was for the International Boxing Club.

Maytag, Polaroid

Mull Jaffe Tales

NEW YORK -- Maytag and Polaroid are reported considering sponsorship of the Henry Jaffe European locations. fairy tale productions Sundays, 6:30-7:30 p.m., on NBC-TV. Shirley Temple stars in the color series which Chevrolet had been mulling to alternate with Dinah Shore Sundays, 9-10 p.m.

LATE TV FLASHES

Max Factor and Chesterfield are reported considering a live comedy-with-music series starring Jack Pearl for their Saturday 9-9:30 p.m. fall buy on NBC-TV. Pearl, a veteran radio star and vaudevillian, would play a running character, not his famous Baron Munchausen.

MAY 20, 1957

KAISER NEARS PIC DEAL

The Kaiser Aluminum Company thru Young & Rubicam has been making progress in its search for feature films for next season's showcasing on ABC-TV. Advertiser is now considering a combination of post-1948 features from Columbia Pictures thru its Screen Gems subsidiary and Warner Bros. product. Show would go somewhere between 7:30 and 10 Sunday evenings.

OUAKER BIDS FOR NBC SLOT

NBC-TV has not as yet accepted an alternate week order from Quaker Oats for its Saturday 10-10:30 time period. The potential sponsor wants to program a beefed-up Jane Wyman show there. The new version would concentrate on adventure. COLGATE WEIGHS 3 SHOWS

Colgate-Palmolive is said to be considering three shows for next fall, among several others. They are MGM-TV's video remake of "The Thin Man" starring Peter Lawford and Phyllis Kirk, "Colonel Flack," the Alan Mowbray vehicle, and "Decoy," which stars Beverly Garland. Client is considering two time periods, Tuesday 10-10:30 on NBC-TV and Friday at 10 on ABC-TV.

REMINGTON EYES FRIDAY AT 8 The typewriter division of Remington-Rand thru the Compton agency is said to have placed an option on alternate weeks Friday 8-8:30 p.m. on CBS-TV. Indications are that General Foods will not sponsor any portion of the half hour next fall. No show has been selected.

NATIONAL TV WEEK SET FOR SEPT 8-14

National Television Week has been set for September 8 to 14 by co-sponsors NARTB, RETMA, TvB and the National Appliance and Radio-TV Dealers Association (NARDA). The date agreed upon will tie in the promotional week with post-Labor Day period, when fall programming is beginning to perk, and when new model TV sets make their bows in show rooms across the country. HARBOURMASTER' IS AVAILABLE

Alternate weeks of "Harbourmaster" is now available, CBS-TV Thursday evenings 8-8:30. R. J. Reynolds will sponsor alternate

weeks of the Frederic W. Ziv property. PILLSBURY, STANDARD UP DAYTIME

CBS-TV expects some healthy daytime business from Fillsbury and Standard Brands, which will increase their daytime commitments. No shows have been selected, tho they both may move into one or both of the half hour soap operas, "Edge of Night,

and "As the World Turns." LORILLARD SATURDAY SLOT SOUGHT

The P. Lorillard Company has until May 25 to decide whether it will retain the Saturday 8:30-9 time period on CBS-TV. The web has Helene Curtis and Mogen David Wine standing in the wings ready to snap up the slot for a property reported to be "Dick and the Duchess."

VALLEE SHOW HOT

Preston Sturges Plans TV Series

NEW YORK-Preston Sturges, newest feature, "The French They one of the last film-making greats Are a Funny Race," which opens to hold out from TV, this week tonight (20) in New York. Having finally set plans for his television worked in France for the past five entry. The Oscar-winning producer-director-writer, now resident in Paris, set a deal with TV packager Ted Lloyd after conferring in New York with Lloyd for the part of last week.

One of the key items being pre-The process works against CBS next heavyweight championship pared by Lloyd and Sturges is a weekly situation comedy film series starring Rudy Vallee in a role simi-TV has not, as yet, made any move with a 26.4. In some instances the (Hurricane) Jackson. Mennen is lar to the one which launched Vallee's comeback as a comic. This was the part of John D. Hackensacker Jr., world's second richest man, in Sturges' comedy, "The

> Also planned were two half-hour dramatic series, and a group of 60-minute and 90-minute films which Sturges would produce for showing at intervals of four to six weeks. The longer shows were blueprinted with an eye to distribution for theatrical showing abroad, enabling the sponsor or network to get off the nut quickly. All series would be shot in France, to reduce costs and to take advantage of

the technique he utilized in his ings.

years, Sturges is completely con-versant with film-making there.

The author of the legit smash "Strictly Dishonorable," and producer of such notable film comedies as "Great McGinty," "Miracle of Morgan's Creek," and "Hail the Conquering Hero," Sturges stirred up a rash of comment along Madison Avenue last week with his aplomb and humor during an appearance on Mike Wallace's "Nightbeat" show.

'Price Is Right'

NEW YORK-A nighttime version of Goodson-Todman's "The Price Is Right" will probably fill the Monday 7:30-8 p.m. slot on NBC-TV next fall.

Mogen David, which has op-Sturges also is interested in the tioned the time, and three other possibility of shooting some of advertisers, Speidel, Sunbeam and these shows simultaneously in two Lever Bros., are reported interlanguages, to assure greater return ested. The daytime show has been from foreign distribution. This is pulling strong ratings in the morn-

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20TH COMPETITION TO WELCOME RADIO BACK

The industry's only yardstick of the effectiveness of broadcast promotion has been The Billboard's annual Promotion Competition. Winners of the 19th Annual Awards are announced elsewhere in this issue.

Next year's competition, evaluating promotion done during the calendar year of 1957, will undergo a drastic revision of rules. This is in keeping with The Billboard's policy of amending the competition from time to time to keep pace with the everchanging directions of the industry.

We believe it timely to announce therefore that the 20th Annual Promotion Competition will again welcome entries from radio stations.

For the past three years the competition has been restricted to television stations and film distributors. An increasing volume of requests from radio broadcasters, together with evidences that radio promotion is growing both in quantity and quality, has made it eminently clear that the competition should again be opened to radio stations.

Each year a distinguished board of judges, consisting of some of the finest minds from among both advertisers and advertising agencies, has selected the winners of the Promotion Competition. When the board meets again early in 1958 to select the best promotion work of 1937, it will select winners from radio as well as the TV field.

Sales Added

The 20th Annual Competition also will undergo another major revision. In addition to surveying audience promotion, as in the current competition, there will be awards for sales promotion—the other side of the programming coin. This, too, is a realistic assessment of the fact that a station must not only acquire an audience for its programs, but must also secure and retain sponsors.

There will thus be three classifications of entrants in next year's competition: Radio stations, TV stations and program services, the last including radio transcription companies, distributors of syndicated films and distributors of feature films.

Full details and rules including the deadline for receipt of entries-which will be early in 1958-will be made late this year. This announcement is now being made so that promotion managers may be able to plan ahead.

We are delighted to welcome back the radio broadcasters at the conclusion of our second decade of holding these competitions. We are proud that they thought so much of the competitions that they themselves continually requested this revision over the past three years. So the next awards will come from The Billboard's 20th Annual Radio & TV Promotion Competition.

Billböard

The Amusement Industry's Leading Newsweekly Founded 1894 by W. H. Donaldson

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2 Sponsors Eye NBC 'Deadlock'

NEW YORK -- American Tobacco and Singer Sewing Machine are displaying strong interest in purchasing a half hour each of the open alternate hour of NBC-TV's new Monday 10-11 p.m. dramatic entry. Ford has already bought an alternate hour of the stanza, the newest title of which is "Dead-

American Tobacco would buy the property for its Pall Mall division. The advertiser has bought "Manhunt," a Lee Marvin detective vehicle, from MCA's Revue Productions as a replacement for "Big Story" next fall. The show will go into the 9:30-10 spot, a half hour later than at present. Campbell Soup, the present owner of the time period, will move into the created the situation, the one by 9-9:30 slot on NBC.

Reports are also current that the other by demanding name actors. American Tobacco will drop the Marge and Gower Champion show at the end of its current run in the cently, had talent development proalternate 7:30-8 Sunday evening slot on CBS-TV. Among the replacements being considered are 'Mademoiselle Jones," "Maggie," the Margaret O'Brien situationecmedy, and "Adventures of a Model.

NBC Hiatus Spots Go to June Valli And Andy Williams

NEW YORK-NBC-TV has set new stanzas as summer replacements for its 7:30-7:45 p.m. music strip. June Valli and Andy Williams co-star Tuesdays and Thursdays, replacing Jonathan Winters and Dinah Shore. Helen O'Connell subs for Xavier Cugat Wednesdays and Fridays. Nat (King) Cole remains in his Monday slot thru the summer.

WELK SHOWS THE WAY

Full-Scale Musical Revival Looms For Coming Television Season

As of this moment it appears the crucial criteria. there will be a minimum of 15 NBC, which has already de- Storm show is another comedy with 20. What has happened to tele- Como), is adding three and possibly in the fall. vision to bring this about?

itself remarkably well this year de- for the fall. spite the fact that Welk took on and New Talent."

HOLLYWOOD -- Not since | More importantly, the cost of "Ozark Jubilee") adds Pat Boone television was a one-camera 20 by the Welk show has been fan- and Guy Mitchell, both live, and 20 studio operation will there have tastically low, never topping \$15,- Frank Sinatra on film. been so much music in the air as 000 (the program has consistently this coming season. While only two headed The Billboard CPM charts the trend-setter, but, in this inyears ago advertising agencies were with a latest cost per thousand of sloughing off music as "something \$1.08), and, in an industry where all right for radio," this fall will most programming costs are see a full-scale musical revival. | steadily rising, this can come to be

musicals on the air in 1957-'58, molished one CBS landmark, Jackie with the number possibly pushing Gleason, with a musical (Perry a summer sub which may stay on four new ones: The hour Dinah The answer can be encompassed Shore and Eddie Fisher shows in two words: Lawrence Welk. (live), the half-hour Gisele Mac-When Welk went on the air two Kenzie show (live) and the halfyears ago music on TV was dead. hour "Sally" (film). Added to Ernie next. The crux of the matter seems The show proved the sleeper of the Ford, "Hit Parade" and Como, to be that the musical must have 1955-'56 season and has sustained this gives the web seven musicals a strong leading personality to keep

ABC, now telecasting three and week to the next. a second hour musical, "Top Tunes one half hours per week (the two Welk shows, "Voice of Firestone,"

CBS, which has usually been stance, has trailed, is coming up with "The Big Record," musicalvariety hour, and may keep the Spike Jones show, which went on the air late this season. The Gale music, as is "The Whiting Girls,"

That musicals are not infallible was proven by the Ray Anthony show this season, and will probably be emphasized during the the viewers tuned in from one

It all harks back to the early 1950's when Paul Whiteman, Fred Waring, Kate Smith, Freddy Martin, Don Ameche, Wayne King, Sammy Kaye, et al., were making sweet melodies in front of the cameras.

TV CASTING TROUBLE

Actor Shortage Puts Star, Agent in Clover

in the throes of serious casting these were for bit parts. To date difficulties, resulting from a star no one in television has instituted shortage which has been growing a comprehensive buildup program continuously for the past two or for new players such as exists in three years. In a medium which motion picture studios; the latter uses up more talent quicker than have done only a very limited any other in the history of man, amount of it themselves since telethe awful truth is that only a vision pulled the rug out from FCC designations. Altho the trickle of new talent is being de- under the theater business.

the key position in television to-

The agent, in turn, has also become the packager, in many cases controlling the writer and producer as well. In this manner he has taken on to a considerable degree the role the advertising agency played in the haleyon days of radio.

The networks, and in some sense the advertising agencies, do not particularly like this. The reason most often propounded is that, in becoming the packager, the agent takes his 10 per cent not from the talent (above the line) but from the entire package. This increases the cost of, for example, a \$30,000 show to \$33,000.

The agents (those willing to talk, on the other hand, point out that it is the networks and the ad agencies who themselves have failing to develop new talent, the

Both CBS-in the days of Harry Ackerman-and NBC, up till regrams of sorts, but they were carried on in haphazard fashion and neither paid off. Ziv-TV held

Marlboro to Take Last NCAA Quarter

NEW YORK -- Marlboro cigarettes is expected to pick up the last quarter of the National Collegiate Athletic Association football games on the NBC-TV web next fall. Already contracted for quarters of the football package are Zenith, Bristol-Myers and Sunbeam.

PROGRAMMINGthe key to successful TV advortising THE BILLBOARDthe key to successful programming

HOLLYWOOD-Television is player tryouts for a period, but

In the meantime, advertisers This has placed the star and, in looking at pilots still search for a more real sense, the agent in the stars, even tho, as CBS V.-P. Les Harris avers, it's been proved without doubt that television creates its own stars, e.g., James Arness, Hugh O'Brian, Steve Allen, George Gobel, et al., while programs with the biggest leads have fallen flat. Yet in selling the series the name still counts all out

> of proportion to the effect. The result is that some top actors are now receiving 50 per cent of the package and up, while others are chasing themselves around on

seem in sight.

Doerfer in Line For FCC Post

WASHINGTON -- The retirement of FCC Chairman George McConnaughey from his post in that agency is racking up new scores for the most official of un-FCC chairman has made no public announcement, he has let it be known that he is exiting June 30 to return to private law practice in Ohio, with branch office in Washington.

Commissioner John Doerfer is presently the odds-on favorite to be next chairman.

Possible candidates for the FCC membership vacancy include the agency's highly regarded general counsel, Warren F. Baker, Also mentioned have been Robert King, assistant to vice-president Richard M. Nixon, and other government figures, none so far mentioned having communications backgrounds. It's interesting to note, too, that Reported Presidential appointee to while production costs have held the chairmanship, Edward K. Mills stable the past year, acting and Jr., publicly announced last week writing budgets have continued to that he did not care for the job, increase. With demand far outstrip- preferring to stay on with General ping supply the end does not yet Services Administration, where he is deputy administrator.

> An agency that believes "good advertising has to have a bite in it" is

N SPOT

as a basic advertising medium



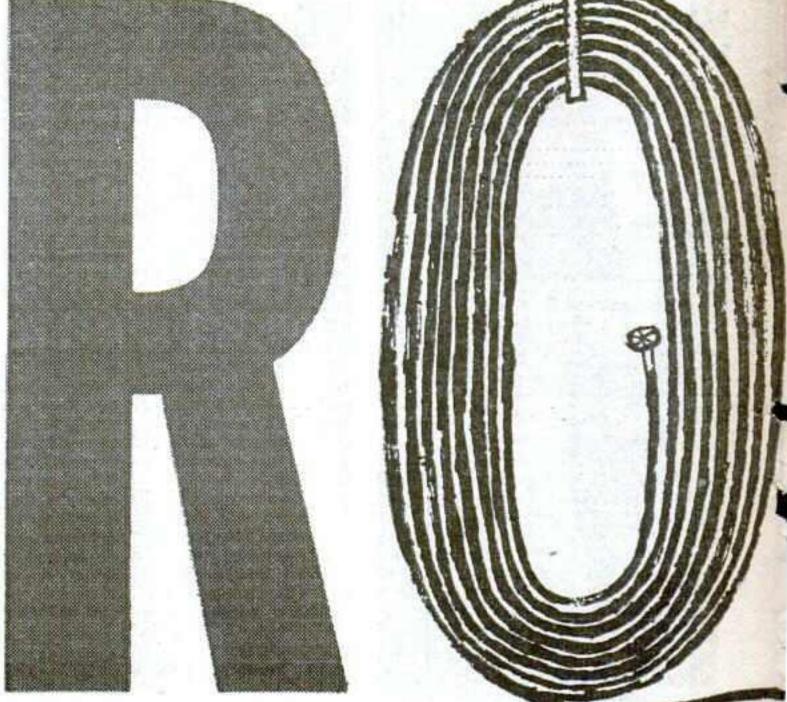


LEN MATTHEWS and TOM WRIGHT of THE LEO BURNETT CO.

(Vice President in Charge of Media, and Media Manager, respectively) state the case this way: "The Leo Burnett Company was founded in 1935, and has been recommending Spot broadcasting as an advertising vehicle to its clients ever since. Twenty-one of

the twenty-three advertisers handled by Burnett have used, or are using, Spot broadcasting."







The April National ARB, just out, shows: In daytime entertainment programs, NBC Television now leads the second network in 15 out of 18 competitive quarter-hours. In just one year, NBC Television's daytime entertainment audience has increased 48%.

This is the greatest one-year growth-story in the entire history of television.

NBC TELEVISION

PROGNOSTICATION

Daly Takes a Look At Fall ABC News

lie service series and status quo on noon programming plans now the controversial subject of net- being formulated. work coverage of special news and public affairs.

age round table will be tried for balance."

NEW YORK--Interesting pub- pends on the extent of the after-

"We don't believe in going in for ABC-TV veepee in charge of news ing the before and after," says Daly, referring to telecasts of Con-A science series hinged to the gressional hearings, UN sessions into House meetings, by order of Geophysical Year, which culmi- and similar topical happenings nates in the launching of the first which critics urge should be given space satellite in 1958, is on the priority. "The very newspapers web agenda, with all film shot in they write for print only excerpts co'or in anticipation of the web's of the transcripts, which is exactly

vision. A daytime news strip de- techniques, anticipating the arrival sports news.

of magnetic tape, but our news CLICKS shows will be essentially the same next season. The combination of live guests and film, a format we are now trying with 'Open Hearing,' will be adapted for other programs," the exec continues.

Of ABC's rejection of WBKB's Chicago request that the web carry the Beck hearings last week, Daly points out that harm would be done if only the "juicy hours" favoring one side were aired. Will hearings? "We are still not allowed Sam Rayburn," says Daly.

The number of hours per week devoted to public affairs will increase slightly next fall on ABC,

Jimmy Dean, 'Susan' Get Off Winging

NEWYORK, -- CBS-TV is chortling over ratings on two of its newer shows. The first Nielsen on Jimmy Dean, the CBS morning entry, shows it with a 3.5 average audience and 42.2 share of audience as against "Today," on NBC-TV which hit a 3.3 AA and 32.7

On May 11 "Susan's Show," the CBS 11-11:30 a.m. Saturday tint entry later next year. A teen- what the networks do for proper according to Daly, and a sportscast stanza, got a 9.0 Trendex and 51.8 will be stripped at 7 p.m., with SoF as against "Fury" on NBC the first time without adult super- "ABC will be polishing its film a five-minute cut-off for local which received a 7.7 and 40.8

ABC Joins Battle On 10 P.M. Slot

NEW YORK -- For the first time in its history, ABC-TV will be competing with the other networks in the 10 p.m. time periods next fall. With five shows bought and two tottering on the brink, the web will be making the 10-10:30 slot a three-way rating race.

Set already are Mike Wallace (Sunday) for Philip Morris, Lawrence Welk (Monday) for Dodge, "Wednesday Night Fights" for Mennen and Miles Labs, "Navy Log" (Thursday) for U. S. Rubber, and Guy Mitchell (Saturday) for Revlon. ABC currently has multiclient interest in the Tuesday period either for "UF 61" or "Man Against Crime" and the Friday spot for "Tin Pan Sally" and Ted Mack's "Amateur Hour."

RATINGS INCREASE

Ford's Faith In Himself Is Worth It

NEW YORK -- Ford Motors' sponsorship faith in Tennessee Ernie, Thursday 9:30-10 p.m. on NBC-TV, has resulted in the development of one of the best new nighttime properties of the current season

Ernie has been under tremendous pressure all year because of his time slot which pits him against the first half hour of "Playhouse 90," which consistently throws a large number of names against him. Yet he has improved his rating from a 28.5 Nielsen Average Audience in October to a 33.0 in

During that time his rating has been as low as 23.4 AA for the first report of November and has gone as high as 34.8 AA for the last report of March. Ernie really moved into the big time in December, when the first report gave him a 30.6. The sponsor can perhaps also look forward to an even better season next fall, when Ernie will no longer be on NBC daytime and can concentrate his full energies on his evening show. J. Walter Thompson is the agency.

Pepsi-Cola Hunts **Network Property** In Next 4 Weeks

NEW YORK -- Pepsi-Cola will return to weekly sponsorship of a network show if it finds the right property within the next four weeks. Its last such buy was "Pepsi-Cola Playhouse," an MCA-TV dramatic anthology three seasons back.

Since then, Pepsi has concentrated on one-shot specials and spot time, the latter costing \$1,993,000 in 1956, according to Television Bureau of Advertising.

Bergman to Make Pilot on Lady Artist

PARIS -- Ingrid Bergman will make a pilot film here next week for producer-packager Jean Paul Blondeau. The series, aimed for U. S. exposure first, deals with the adventures of a lady artist whose portrait painting involves her in the troubles of her subjects.





That's practically half of the country's major markets. The BIG half . . . million-plus audiences in Boston, Pittsburgh, Cleveland and San Francisco are watching WBC.

WBC promotion attracts them-WBC programming holds them . . . for your sales message.

Plan your most effective spot campaign by calling the station direct. Or by talking to A. W. "Bink" Dannenbaum, WBC VP-Sales, at MUrray Hill 7-0808 in New York.

WESTINGHOUSE **BROADCASTING** COMPANY, INC.



PITTSBURGH, KOKA CLEVELAND, KYW FORT WAYNE, WOWO CHICAGO, WIND PORTLAND, KEX TELEVISION BOSTON, WBZ TV PITTSBURGH, KOKATY CLEVELAND, KYW TV SAN FRANCISCO, KPIX

BOSTON, WBZ-WEZA

WIND represented by A.M. Radio Sales KPIX represented by The Katz Agency, Inc. All other WBC stations represented by Peters, Griffin, Woodward, Inc.

TOLL TV

Use Caution On Toll TV, FCC Urged

WASHINGTON-The question of authorizing a trial for toll TV is rights to the shorts are owned by an extremely "serious" business. and the FCC should move very far as is known C&C has made cautionsly, possibly holding evi- only a few sales on the shorts, havdentiary hearings before coming to ing been preoccupied with sales a decision in this field. This was of the features. the tenor of a brief, informal meeting House Interstate Commerce anything about the barter deals it Committee Chairman Oren Harris was reported making on the time it (D., Ark.) with FCC Chairman has acquired in the course of its McConnaughey, and Commission- many library sales. For Hazel

The commission is now expected minute prayer films it has. The commission is now expected minute prayer films it has.

to get back on the toll problem, after a long pause caused by last week was that a pending barter and "O. Henry Playhouse" reported working on a spot spon
The commission is now expected minute prayer films it has.

definite starts at that time. In addition, "Frontier Doctor," "The fall debut. But meanwhile it is namely "Official Detective" and reported working on a spot spon
The commission is now expected minute prayer films it has.

Speculation from some quarters dition, "Frontier Doctor," "The fall debut. But meanwhile it is reported working on a spot spon
The commission is now expected minute prayer films it has.

Speculation from some quarters dition, "Frontier Doctor," "The fall debut. But meanwhile it is reported working on a spot spon
The commission is now expected minute prayer films it has.

Speculation from some quarters dition, "Frontier Doctor," "The fall debut. But meanwhile it is reported working on a spot spon
The Last Marshal." probing questions from Represent- deal with Product Services was not were getting on the air sporadic- sorship deal on "Casey Jones," ative Harris as to the legality of going to work out to the large ally around that time. such a trial and the FCC's ability proportions originally contemplat-

Harris questions and comments during the informal meeting as an "invitation" to come to Congress for whatever authority the agency feels needed to decide whether a trial should be authorized, and for type service, possibly after a trial type service, possibly after a trial type service. Harris also 'Tonight' in legislative controls for the new to the idea of keeping toll a closed circuit proposition.

Westinghouse Reads Future

SKYTOP, Pa. -- National TV radio budgets will expand, technological improvements are a must, viewing patterns will grow, advertisers will look to TV for dynamic "Tonight" got in any of its four power in marketing, and local stations have the best opportunity ever to enhance their prestige thru The average for "Tonight" was public service. These were the conclusions reached at a four-day management meeting here of Westinghouse Broadcasting Company CX 'CS.

Industry leaders helped the meeting explore the relationship of broadcasting media to industry and national economy.

Doug Jr., Passes 100 in Markets

NEW YORK--ABC Film Syndication racked up five new sales for "Douglas Fairbanks Jr., Presents" last week, putting the dramas in over 100 markets. Sales York: include WABD, New WMAR-TV. Baltimore; WJBK, Detroit; KWK, St. Louis; and WFAA, Dallas, All five stations WRCA-TV, Friday, 7-7:30 p.m. will strip the 117 episodes.

Pat McDermott to Open N. Y. Office

NEW YORK-Pat McDermott is expanding her Hollywood public relations operation to include a New York office, headed by Don Carrett, consumer press editor for Screen Cems. The McDermott company now handles three web shows, "Panie," "Matince Theater" and "Mr. Adams and Eve

WNYT, KTVO, WEAR Buy M-G-M Package

its feature film package to three off. more stations. WNYT, A UHF stafive-year deal.

Guild May Get RKO Shorts

NEW YORK -- Guild Films is reported taking over distribution of the RKO short subjects. The TV Matty Fox C&C Television. But as

Guild last week would not say ers Doerfer, Craven and Bartley Bishop it was reported making one-last week (14).

Bishop it was reported making one-for-one deals with a series of one-"Sheriff of Cochise" were the two

for the deal.

Movie Shades KYW Trial

CLEVELAND—KYW-TV, the NBC affiliate here, pushed "Tonight" out of its Thursday schedule and put in an RKO feature film. The experiment has proven a success. The American Research Bureau report for April gave the film, "Theater 3," an 8.6 at 1:30 p.m., topping the two competing features. This was also higher than nights. The high for "Tonight" in phenomenal growth in the past weeks. Guild's net profit for the mous Sherift and Outlaws.

The Westinghouse station has this week installed "Theater 3" in Sunday night also, Lawson Deming as host provides relaxed introductions to the movies, KYW says Theater 3" has a promising future.

Sub Drama Up

NEW YORK--"Silent Service" got a good start in this market, according to the American Research Bureau. Its April rating was \$4,418,706. Of the \$10 million in share at the end of last week. 12.9, making it the second ranking sales made thus far, Kaufman said syndicated show in New York.

The submarine show plays during the past 50 days alone.

STEADY RISE IN FAVOR

Distributors Push Toward Syndication Boom in Fall

more fall debuts this year than paign in a matter of weeks.

Ziv-TV has the one definite fall start, "Harbor Command" starring Wendell Corey. Sales to Hamm's ing "Vagabond" for a fall debut. Beer, Miles Laboratories and P. It will probably also push another Lorillard place it in around 70 show in for the fall. It is expected markets already.

is likely to have "The New Adven- The possibilities are "Marco the

NEW YORK -- With the up- | tures of Charlie Chan" on the air | Magnificent," "At Pistol Point" and beat attitude toward syndication this fall. The show is now in full "The Sixth Sense," now pervading the major distribu- production in England, and TPA

Altho there has been a gradual started production on "Union Pa- will be a series of 30 half-hour increase in the number of first-run cific" and is understood to have book musicals. "George Jessel's syndicated shows over the past considerable interest from regional Music Hall" will be a series of couple of years, the number of sponsors already. The formal sales revues. These two shows will actual debuts last fall was rela- campaign will probably start next probably be sold to stations. In

which might also make it avail- less definite. As far as is known, For the fall of 1957 there is the able for sell-off syndication, they have not crystalized their to control it once it got underway. ed, the reason being that the likelihood that more of the big Screen Gems is also beginning proplans for the fall, and have not green agency would not be able to line distributors will be putting shows duction on "Johnny Nighthawk," begun to prepare or peddle any up all the clients it had in mind on the air. But at the moment this but that one doesn't look as if it new properties for syndication. is, of course, all in the realm of would be ready for airing before However, most of them have porthe winter.

Choice of Three Official Films is currently sellto decide this week which of its Television Programs of America other properties it will be. The

National Telefilm Associates is tors, there is a good expectation of is expected to start its sales cam- now preparing two series from material in the Paramount short li-NBC Television Films has just brary. "The Big Little Show" addition, NTA is understood to be Screen Gems apparently would pitching at least two of its pilot

> The rest of the distributors are perties on their shelves that should be regarded as at least possibilities for fall syndication debuts.

> New Films, Reruns CBS TV Films Sales 'Colonel Humphrey Flack' and 'Assignment Foreign Legion," the latter with 26 films in the can.

ABC Film Syndication has "Exclusive!" with 13 in the can, and it has pilots of "Snowfire" and "26 Men."

MCA-TV, as far as is known, has not se' any definite plans for new first-run syndication, but is considering a couple of first-offnetwork reruns.

Guild Films is just starting work on four new series, but doesn't look as if it will have any of them ready for immediate syndication.

Hollywood TV Service has "Fa-

Gross-Krasne is trying for national business on "African Patrol"

Ready to Roll

NEW YORK -- Edward Byron will produce a pilot film of "The Fire ighter," first series to receive the endorsement of the New York Fire Department, with CBS Film Sales handling the distribution. The true-story adventures, starring Mark Miller, are ticketed for network or national spot sale.

Shooting starts June 9 at the IIi Brown studios here. Ceorge Bellak scripted.

WALA Suing Over Cartoon Sale Clash

MOBILE, Ala.-WALA-TV here Kong (adventure-mystery, with has sued Associated Artists Productions charging breach of contract. The station claims it bought a package of cartoons from AAP on (Continued on page 11) April 24 only to learn on May 3 that the distributor was offering the films to a competing station, WKRG-TV here.

According to the complaint, the contract was for 202 "Popcye" and 337 Warner Bros. cartoons at \$60 each for four years, with three years to pay. The station said it began soliciting advertising on the basis of the deal. It asks for \$1,100,000 damages and an injunc-AAP, however, remarked that "The distributor." He said there was no contract agreed upon or signed, that the parties were merely in negotiation.

GUILD NET: 8G TO

Triples Last Year's Sales in 6 Mos., Kaufman Reveals; 4 Color Series Set

NEW YORK -- A picture of racked up during the past few for the future, was painted for shareholders of Guild Films ou entire previous year. He also out- of last year's total volume. lined production plans for four

period for syndicated shows. The from the picture for the first quar- with 18 per cent of the U.S. and previous occupant of the slot, ter alone, in which Guild's net act the whole foreign market still re-"Science Fiction Theater," also did cording to rough unaudited fig- maining to be sold. quite well there. In February, for ures, was \$155,000, which does instance, "Science" had 12.8 ARB, not reflect the \$7½ million of sales

six months, with glowing prospects full year of 1956 was only \$8,000. \$20-Million Year

Projecting ahead, Kaufman said but might vet syndicate it. Saturday (18) by Reuben R. Kaufsnan, Guild president. Kaufman
stated that sales in only the first
the remainder of the year equal to
that already written. If this is acfrom December 1, are about 320 complished, he said, Guild will per cent of the total volume have written \$20 million of busiachieved by the company in the ness for the year, or 640 per cent Pressed for an indication of the

new series soon to start production, profit potential for the year against all to be shot abroad and in color. last year's \$8,000 he said it should Kaufman stated that better than fall somewhere between \$1.000, With 12.9 ARB \$10,000,000 of sales have been 000 and \$1,750,000. Based on the racked up in this half-year period. 1,535,000 shares of Guild stock This compares with the full 1956 outstanding, this could mean a total of \$3,248,000. Guild's big- profit of up to \$1.20 per share by gest complete year in the past was the end of the year. Guild's stock 1955, when its total sales were was selling at about \$4.50 per

Guild's biggest-selling series at that about \$7,500,000 were signed present is "Captain David Grief," based on the Jack London stories. What this means in terms of Kaufman said the series has That has always been a choice profits, said Kaufman, may be seen grossed almost \$1,750,000 to date,

Smake Bellew New New series, said Kaufman, include shows to be shot in England (with a king-sized cast), Hong production starting in a few weeks), and in Canada. The lastnamed will be based on another

DEAL 'ALMOST MADE'

Exquisite, UA Cooling On Feature Package

Brassiere was close to a deal on schedules. United Artists new package of feature films, but by the end of the NEW YORK-M-G-M has sold week the deal apparently cooled about it.

pictures. WEAR-TV, Pensacola, trying to do this on a barter basis. Vitapix Corporation, which is un- here. Fla., took the full package in a It was said to be asking for spon- derstood to have cleared about 50 sorship of half the pictures plus stations for the pictures.

NEW YORK--Exquisite Form spots elsewhere in the stations'

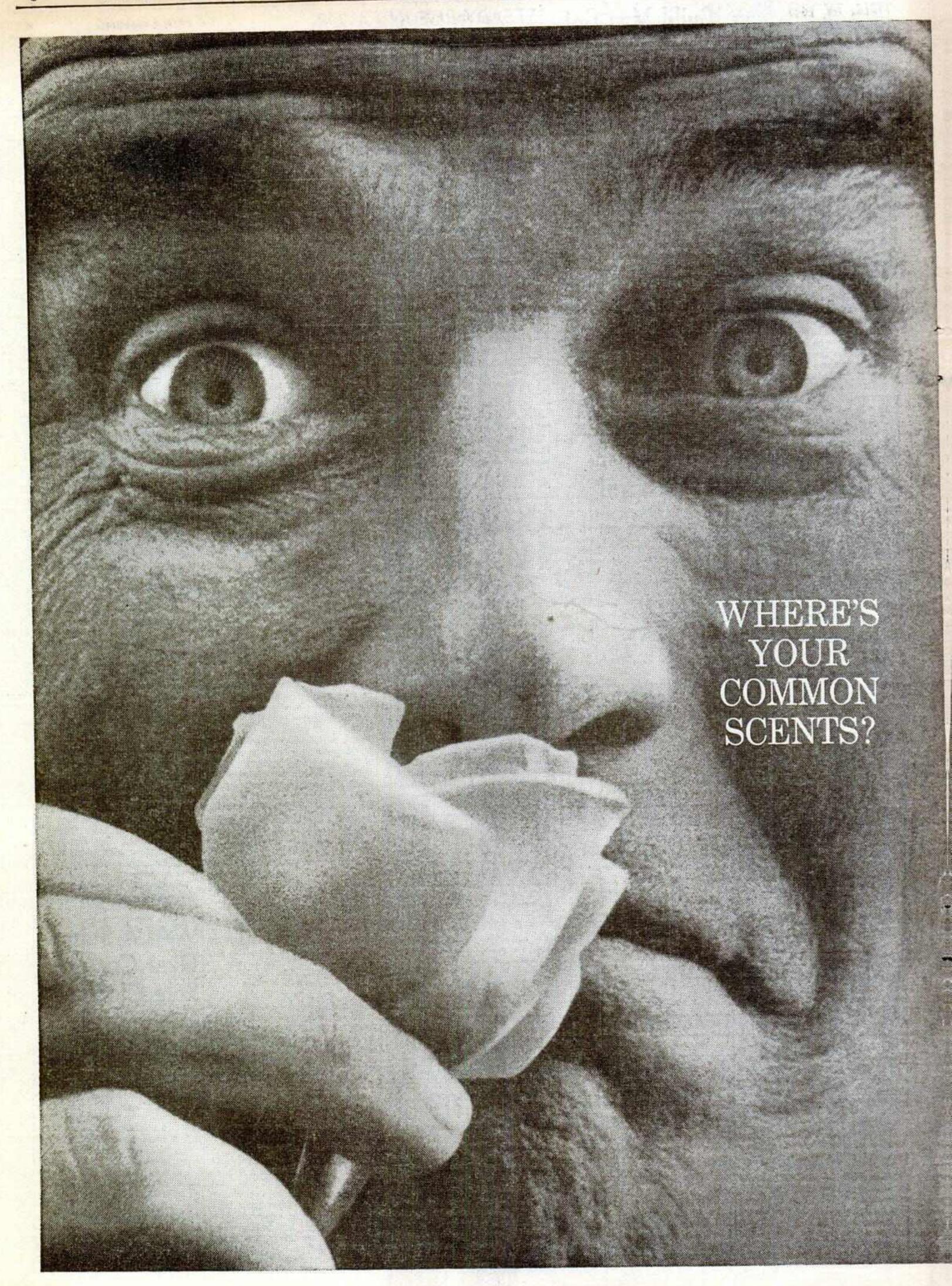
UA management appears to have soured on the deal after Flamingo

Warner Films Set Fridays at KGEO

ENID, Okla.-KCEO TV here is had begun to talk to some stations going to strip Warner Bros. features at 9:30 p.m. Immediately after Meanwhile, UA itself is under- buying a large package of Warner Exquisite Form was reported to stood to have continued trying to features and cartoons from AAP, tion. David Stillman, attorney for tion in Buffalo, bought the library have brought in Flamingo Films keep open spot time for a possible Inc., the station sold sponsorship of for an estimated \$1 million, KTVO, to help clear time for the pictures. national sponsorship deal on the the Friday night film to Household facts negate any liability of the Ottomwa, Ia., bought 100 of the Flamingo was understood to be package. It has been working with Outfitting, large furniture dealer

> The deal with AAP was reported at around \$500,000.

> > Copyrighted material



The human nose is being pushed around! It can't be sure of anything any more. And Science is to blame! Men spend long hours in the laboratories, inventing magic formulas for removing the natural odor of things. Others take equal time to devise ways of introducing fragrances and flavors into places where they never existed.

It's got to stop, say we! Let things be as they really are!

You'll be glad to know we're doing our bit. In "The Silent Service," our hot new syndicated TV film series about the men who man the nation's submarines, we really plumb the depths. We go to extraordinary lengths—on location, amidst the perils of the deep—to capture that true briny flavor. Why, you can practically breathe the diesel. The salt spray stings to high heaven. The pitch and roll, the sweat and grime, the sights and sounds and smells—they're all there, all real. And some scientist thinks he's going to filter the breath of reality out of our series? We'll see him inhale first!

And we've got friends, too. CNP, as more and more people are finding out, insists on giving local, regional and spot advertisers first crack at first-class product. But do you suppose that this is the reason "The Silent Service" has now been bought in more than 100 markets, including 21 of the country's top 25? Nonsense! It's the zesty savor of reality that gets 'em!

NBC TELEVISION FILMS a division of

CALIFORNIA NATIONAL PRODUCTIONS, INC.



13 WINNERS RETURN

Only WCCC and WBNS Repeat in Top Spots

winners in this year's Promotion year. Competition were also winners last year. But in no case did a first- top honors both years. place winner of the 18th annual recapture a comparable first-place award in the current contest. In fact, in only two cases did a firstplace winner of last year also come last year and came in strong to TV. Boston: WREX-TV, Rockoff with any kind of a first place this year.

WCCO - TV, Minneapolis - St. Paul, was one that retained its honors. In the 1955 contest, it was first for network and second for film. In the 1956 finals WCCO-TV dropped to second for networkprogram promotion, but picked up a first-place award for general promotion.

WBNS-TV, Columbus, O., won first place for a local program promotion last year and first place for

30 Hours of Cartoons on WABC Local

NEW YORK-WABC-TV here will be programming cartoons for 30 of its 77 hours per week of local telecasting, starting June 17, when "Cartoon Time" replaces deejay Martin Block in the daily 11:30-12 noon strip.

Cartoons are giving WABC its highest ratings and lowest costs in every time period in which they are placed, according to a station spokesman, and the number of hours may well be increased beyond 30 The 6-6:30 p.m. adventure strip has been gradually transformed into more of the same, with "Oswald Rabbit" enlarging May 27 to a Monday-Wednesday-Friday schedule in that time.

WABC also programs cartoons on its "Time for Fun" noon strip and carries the ABC network "Mickey Mouse Club" and "Disneyland," both of which feature a large proportion of cartoons.

Study Courses Set for WPIX

NEW YORK -- The Board of Education here will produce a daily half-hour show on WPIX next season for the Metropolitan Educational Television Association. Patterned on the NBC-TV "Notebook' series, launched two months ago, the series will feature courses in Science, Biology, English, Asia. Vocational Guidance and Musical Instruments on fixed days of the weeks.

'Rocky Jones' Hops From MCA-TV to Official Family

NEW YORK -- Official Films has taken over distribution of "Rocky Jones, Space Ranger." It was handled heretofore by MCA-TV. Official did have an option on the show in its very earliest days but never did anything with

Every three episodes of "Rocky" have an integrated story line. A station can thus play them as 90minute films. This feature of the series has never been exploited before, but Official hopes to take ad-

vantage of it. The show was produced by Roland Reed.

NEW YORK-Thirteen of the a network program promotion this

Those are the only two that won plus a third for general promotion.

Rouge, La., which had a second place for network promotion last years' competition were WCBSincluding a first in the network category and a first in syndicated

KBTV, Denver, also registered some improvement in its promotional competitiveness. Winner of a second-place award for film last year, this year it copped a first place for local program promotion

Other award winners in both The most phenomenal improve- years' competition were WCBSments were racked up by this TV, New York; WTRF-TV, year's two big winners. KTTV, Los Wheeling, W. Va.; WBKB, Chitake two first-place prizes this ford, Ill.; KTVH, Wichita, Kan., year. And WAFB-TV, Baton and National Telefilm Associates.

BERLE STAYS OFF **NEXT SEASON**

NEW YORK -- Milton Berle will definitely not appear on TV next season. Approached by a sponsor interested in his new "Follow That Man" Sheldon Reynolds-produced series, Berle declared that it was too late to go into production for next fall now.

Berle said that if he had been made an offer by April I, he would have been glad to accept it, but that now he did not feel be could do justice to the show. The show would have been seen on NBC-TV.

WABC to Add 'Midnight' Film

NEW YORK -- With its sixweek-old "Night Show" close to sold-out status, WABC-TV will add a "Night-Night" or "Midnight" feature film Saturdays, 12-2 a.m., beginning May 25. The Saturday showing of "Night Show" will be moved from 11 to 10:30 p.m.

Features for the midnight slot will be culled from all the station's stock except the Screen Gems' Columbia Pictures package, currently supplying the "Night Show" series.

THE BILLBOARD'S

19th ANNUAL PROMOTION COMPETITION

for the best audience promotion by stations and film distributors

WHERE TO FIND THE WINNERS:

TV STATION WINNERS Promotion of Network Programs......

Promotion of Syndicated Film Programs...... Promotion of Feature Film Programs Promotion of Locally Produced Programs..... General Audience Promotion......

FILM DISTRIBUTOR WINNERS Promotion of Syndicated Film Series

Promotion of Featured Film Packages

Smaller Stations Key Quality Work Revealed in Competition Entries

The judges in The Billboard's 19th Annual Promotion Competition were markedly impressed by many of the entries from stations in smaller markets. By and large, they weren't as elaborate as the entries from the big stations. But it was noted that they displayed a "high level of creativity." One judge remarked that he felt uncomfortable reviewing entries from markets with which he was not familiar, since he didn't know the problems and limitations the stations faced. But he, too, said he was impressed with some of the good ideas that came out of the hinterlands.

This recognition of the small markets was a switch from last year's judging, when the showing of the small-town stations was regarded as disappointing. As a matter of fact, in terms of quantity, the small-market entries lagged behind the major markets this year, too. But as far as the major markets were concerned, the judges in general felt that the response was not heavy enough. They missed seeing entries from some of the well-known call letters.

It was noted that many of the promotions entered were obviously put together because the sponsors had specifically asked for them. This was especially true of the network program category, where, it was remarked, a large proportion of the entries were on Colgate sponsored shows. It was also true to an extent of the entries in the syndication department.

Two New Categories Two new categories were added to this year's competition. Where last year there was one category for all locally originated film programs, this year there was one for syndicated film series and another for feature film programs. In addition, there was a new category labeled "general" audience promotion. This was to cover such projects as public service, special events, call letter changes and UHF conversion. The "general" category drew one of the heaviest responses.

There were again two divisions for film distributors, one for syndicated series and the other for feature film packages. The latter got a somewhat heavier turnout than last year, thanks to two powerhouse entries from two distributors that only entered the field in 1956, MGM-TV and C&C Television. The syndicated division, on the other hand, ran far behind last year. There were no entries from any of the smaller distributors, and a number of the major ones also failed to enter.

The 19th Annual Promotion Competition was to give recognition to outstanding audience promotion work conceived and started during 1956. The stations' entries were grouped according to the number of stations they competed with inside their own markets, with the Standard Rate and Data Service listing serving as arbiter of market competition.

In all, there were 17 different sub-categories, in effect 17 different competitions since a first-place winner was selected in each one.

Expert Judging

The judging took place Monday morning, April 15, at the Advertising Club in New York. The judges, all executives of major ad agencies and sponsor firms, spent two hours reviewing the entries and casting their ballots. Each judge covered

BOARD OF JUDGES

The following 19 advertising executives made up the board of judges in The Billboard's 19th Annual Promotion Competition. The judging took place at the Advertising Club, New York, on April 15:

ADVERTISER PANEL

Chester A. Jackson American Tobacco

Col. Harry D. Henshel

Bulora Watch Paul E. Chandler

Kraft Foods

Stephen J. Schmidt

Piel Brothers

AGENCY PANEL

Thomas McDermott N. W. Ayer & Son

Lewis Titterton Compton Advertising

Sam Northcross

William Esty

William Templeton Bryan Houston

Ted Bergmann McCann-Erickson Steve Davis

William Dye

James Hagen

Young & Rubicam

James Macwithey

Bristol-Myers

Luther B. Horning

Campbell Soup

Liebmann Breweries

United States Steel

Peter Krug

Calkins & Holden

Rollo Hunter Erwin, Wasey

Hal Davis

Grey Advertising

Nicholas Keesely Lennen & Newell

Walter Craig Norman, Craig & Kummel

several categories of entries. After the judging the board convened at a round table luncheon for a discussion of the general quality of promotion as manifested in the competition. On the the afternoon of the judging, the exhibit of entries was opened to the trade.

The Billboard's Promotion Competition was originally devoted only to radio stations. TV was brought into the competition in 1948. For a few years it remained a minor category. But for the past few years the competition has been devoted solely to TV. The TV film distributors were brought in last year for the first time.

Constant Changes

Over the years the rules and categorizations have been changed constantly to confirm with the changing trends and interests in the business. For two years, for instance, there was a category for "promotion of radio as a medium." To a great extent the changes that are made each year are a result of the recommendations of the board of judges of the previous vears.

Under consideration for next year is some method of limiting the format of the entries. It is a recurring problem to focus the judges' attention on the actual promotion job done by the entrant and not on the elaborateness of the presentation by which he documents it. Many stations submit large and fancy displays. Others will submit modest looking scrapbooks which may actually tell a very good story. The judges, consequently, have to be on their guard. They suggested some means of standardizing the entries that would not take the flash out of the competition.

It has also been decided that next year, in the 20th Annual Promotion Competition, it will again be opened to radio stations. Details of this will be announced early in 1958.

Webs Stand Pat on Only One Time Slot

one half-hour nighttime slot in vice-president, assumed the presiwhich, according to present plans, dency of the organization, succeedall three networks will carry the ing Robert Burton, of Broadcast same programs next season as they Music, Inc. did this season. This was pointed out by ABC President Leonard Goldenson at his speech before the Radio & Television Executives Society last Wednesday (15).

Wednesday, 9-9:30 p.m., where atop the State-Lake Building. ABC will continue to carry "Ozzie and Harriet," CBS will continue "The Millionaire" and NBC will again have the first half of "Kraft TV Theater."

In every other prime-time period a change will be made by at least one of the networks and sometimes

The Billboard's

NEW YORK - There is only ABC's John Daly, public affairs

CHICAGO -- Goldenson also spoke before the Chicago Broadcast Advertising Club last week. The occasion was the official open-The period referred to was ing of WBKB's elaborate new plant

The network chief took the occasion to thump the tub for daytime TV, knocking the frequent notion that by day the TV set is used as a radio-heard but not watched-or, worse still, left tuned to one station and ignored alto-At last week's RTES meeting, nel retuning is a proof of pro- set of three in the evening.

WCHS Transmits From **New Site in Charleston**

CHARLESTON, W. Va. --WCHS-TV has begun transmitting here at a new site with a 1,000foot tower. Radiated power will be about 32 kw. until June then full power of 158 kw. The station is now using a 5-kw. transmitter.

gram selectivity, thus of attention. A Nielsen survey of 14 markets sponsors who have bought and are where all networks compete with buying syndicated programs with live outlets, he said, shows more program selection by day than by night: 4.6 channel switches in the 7 a.m. to 7 p.m. period during an others move in and out of the field on a year-to-year basis, albeit the pared with 4.2 switches at night during 2.6 average viewing hours. Average duration for watching each channel is about the same, 35 minutes in the daytime, 37 night.

SPONSORS & SYNDICATION

In and Out of Field In Spite of Success

HOLLYWOOD-An advertiser syndication. Tho there are many constancy, e.g., Standard Oil Company of California, Bowman Biscuit Company and Hamm's Beer, on a year-to-year basis, albeit the series they sponsor are successful.

At the moment the field appears as fluid as it has ever been. Several major sponsors are, at least temporarily, pulling out of syndication, but others are coming in to These figures, he said, must be take their places. Especially active gether. He based his pro-daytime correlated to the ratio of sets in are advertisers in the pocket reargument on the premise that chan- use, which in about one daytime gional business-those buying programs for four or five markets.

Sponsors which have been on whose show may pay off in syndi- but are now off or going off incation doesn't necessarily stay in clude Foremost Dairies, Richfield Oil Company, Lucky Lager Brewing Company, Olympia Beer, Sig-nal Oil Company, Rheingold Beer and possibly Socony Mobil.

Reasons Vary In each instance the reason is different, and in most cases not connected with the sponsored pro-

"Rosemary Clooney," for example, proved "very satisfactory" for Foremost, according to Advertising Manager E. L. Volkwein. But Foremost is faced with the problem of consolidating various brand names and, in Volkwein's opinion, television has taken up too much of the advertising budget, partly due to the fact that each brand required filming of a different commercial. Foremost will continue with spots in some markets, and once consolidation has been achieved will probably buy another show. At that time, however, Volkwein feels the company will go into network sponsorship.

Richfield is an entirely different case. The firm bought "Mayor of the Town" to publicize its conservation campaign, and now that this issue has been settlled has pulled out of TV.

The series which Lucky Lager ("Crunch and Des") and Olympia ("Science Fiction Theater") have had on are ending their first runs, and neither sponsor has yet decided on a replacement. Olympia will probably use spots until the fall, then come back with another show. The status of Signal Oil Company ("The Whistler") and Rheingold are similarly vague.

Socony, which has sponsored Douglas Fairbanks and "Sheriff of Cochise," is now mulling the pos-

on the other hand, there is an influx of new sponsors into syndication. Alka-Seltzer made its first regional buy with "Harbor Command." P&G reportedly is considering purchase of a series for national spot booking. Gallo Wine has been trying to put a regional together. Picsweet, which alternated with Signal Oil, and Italian Swiss Colony are other sponsor pos-

STATION WINNERS NETWORK PROGRAM PROMOTION

LOCAL PROGRAM PROMOTION

19th ANNUAL PROMOTION COMPETITION

Colgate, 'Millionaire' Got Much Hoopla

The promotion value of a program with a strong hook that can capture the public's fancy is strikingly illustrated in the use made by stations of "The Millionaire," the Colgate-Palmolive property on CBS-TV. One after another stations ran contests that took advantage of the get-rich-quick fancies of the public.

WCBS-TV used orthodox promotion during the summer to raise the show's rating. WABF-TV ran a mystery "Millionaire" contest with a Havana vacation as the prize, and thereby won a top prize here. WREX-TV created excitement by asking viewers what they would do with a \$1,000,000.

A variation on this theme was used by WTRF-TV in selling "It's a Great Life." A style show was created to sell both show and idea. Colgate-Palmolive also benefitted by traveling its two daytime shows, "Strike It Rich" and "The Big Payoff," to Minneapolis and Miami. WTVJ, Miami, and WCCO-TV, Minneapolis, used the remotes for comprehensive promotions. WTVJ ran a beatuy contest to pick "Pay-Off" guests.

Public service was the keynote of WBNS-TV's, runaway winning entry. "Robin Hood" stars, Richard Greene and Bernadette O'Farrell, visited Columbus, O., where they made a massive contribution to the United Appeal. Public service was also the theme of WBEN-TV's promotion of the political conventions. Dog lovers were cultivated by WISH-TV with a "Lassie" promotion.

KBTV, WSM, KWTV Boost Local Shows

KWTV topped the one-and-two-station markets with a public service project which sent newman Bruce Palmer to 92 European installations to interview Oklahomans in the Armed Forces. He made 13 shows out of the footage, with relatives and local papers notified each week.

WAFB and "Buckskin Bill" also stressed public service, with dental health, Cub Scout and March of Dimes tie-ins. WBZ-TV got 205,000 entries in a baseball contest during its "Project Fencebustes" support of the Red Sox games.

Three-station markets were led by WSM for "Noon" in a runaway. Weeks of on-the-air teasers, 10 girls making daily phone calls and big ads hammered "It Happens at Noon" to herald the new variety show.

WLW-C filmed "Big Bear Hunt" in 13 Alaskan episodes for sponsor Big Bear Supermarkets, brought two live bears into stores, gave away rugs and served bearburgers. WJW lined up a 35-unit military parade, jet planes, recruiting offices, menus, proclamations and newspaper contests to help the telecast dedicating its new call letters and home.

In four-station markets, KBTV won easily by backing "Romper Room" with visits of clowns and letters to schools, wide giveaways of candy and hats and a lavish party at Elitch's Gardens.

CHCH used streetcars, lobbies and bookmatches to promote "Monte Carlo," plus a postage-free mail box. WCBS-TV supported Vincent Lopez with outdoor electric signs, ads and a saturation spot campaign.

PROMOTION OF NETWORK PROGRAMS

MARKETS OF FOUR OR MORE STATIONS

- 1. WTVJ, Miami General Manager: Lee Ruwitch; Promotion Manager: Burt Toppan
- 2. WCCO-TV. Minneapolis-St. Paul General Manager: F. Van Konynenburg; Promotion Manager: Gene Godt
- 3. WCBS-TV, New York General Manager: Sam Cook Digges: Promotion Manager: Robert Patt

THREE-STATION MARKETS

- 1. WBNS-TV, Columbus, O. General Manager: Richard Borel; Promotion Manager: Barbara Haddox
- 2. WBENTV, Buffalo General Manager: C. Robert Thompson; Promotion Manager: Joseph Haeffner
- 3. WISH-TV, Indianapolis General Manager: Robert McConnell; Promotion Manager: Jim Buck

ONE AND TWO-STATION MARKETS

- 1. WAFB-TV, Baton Rouge, La. General Manager: Tom Gibbens; Promotion Manager: Grace McElveen
- 2. (Tie) WTRF, Wheeling, W. Va. General Manager: Robert F. Ferguson; Promotion Manager: C. Greg Van Camp
- 2. (Tie) WREX-TV, Rockford, Ill. General Manager: J. Michael Balsch; Promotion Manager: Charles Olson

PROMOTION OF LOCAL PROGRAMS

MARKETS OF FOUR OR MORE STATIONS

- 1. KBTV, Denver Station Manager: Joseph Herold; Promotion Manager: Bill Walker
- 2. CHCH-TV, Hamilton, Ont. General Manager: Kenneth Soble; Promotion Manager: S. F. Habberfield
- 3. WCBS-TV, New York General Manager: Sam Cook Digges; Promotion Manager: Robert Patt

THREE-STATION MARKETS

- 1. WSM-TV, Nashville General Manager: John DeWift, Jr.; Promotion Manager: Harrianne Moore
- 2. WLW-C, Columbus, O. General Manager: James Leonard; Promotion Manager: Jack Kavanagh
- 3. WJW-TV, Cleveland Managing Director: Ben Wickham; Promotion Manager: Ted Anthony

ONE AND TWO-STATION MARKETS

- 1. KWTV, Oklahoma City General Manager: Edgar Bell; Promotion Manager: Montez Tjaden
- 1. WAFB-TV, Baton Rouge, La. General Manager: Tom Gibbens; Promotion Manager: Grace McElveen
- 3. WBZ-TV, Boston General Manager: Franklin Tooke; Promotion Manager: James Allen

Guild Net

Continued from page 7

Jack London character, Smoke Bellew, and will deal with adventure in the Yukon goldfields.

All new Guild series are being shot in color, Kaufman said. He is leaving for Europe on June 5, to conclude arrangements for the British and German shooting. He also said he anticipates bringing out an average of four new series per year in the future, geared primarily for national sale.

Guild also has just opened a Mexico City sales set-up, and has started dubbing its shows into Spanish. Kaufman said a Latin-American sale is now being wrapped up involving more money than previously paid for a U. S. vidfilm series.

Kaufman told shareholders that he anticipates that the current rate of net profit should be maintained annually, on the basis that sales closed this year will be played off over periods running up to five and one half years. He said Guild's program inventory now includes 230 musical films, 169 mystery-adventures, 286 comedy and dramatic films, 364 cartoons, and over 500 children's, women's service, Western features and top major studio feature films.

John J. Cole, Guild's sales veepee, was elected a director of the company at the meeting.

Senate's TV Report May Be On the Way

TV FILM PROGRAMMING

Continued from page 2

probe. He posed the same ques- agers and network heads on postions on network practices to out- sible tie-ins between sales of netspoken independent station presi- work time and programs which of the number of stations." Until dent Dick Moore, (KTTV-TV, nets owned wholly or in part. L. A.), equally outspoken network At one point, Cox noted that, station managers and independent in net affiliate contracts. He fre- in the industry. programmers, including Ely Landau of NTA.

'Tie-ins' Quiz

The Cox questions went most often to the subject of option time and the possible "pressure" of this and "must buy" on competition among stations, programmers, advertisers. Cox also closely ques-

REPEATERS

4 Awards To WAFB, 2 to KTTV

NEW YORK -- Seven stations won in more than one category of The Billboard's 19th Annual Promotion Competition. Biggest winner was WAFB-TV, Baton Rouge, La., which took awards in four categories, two of them first-place awards. Its top awards were for promotion of "Millionaire" in the network category and "Football Forecasts" in the syndication category.

The next biggest winner was KTTV, Los Angeles, which won two first-place awards in the big market division, both in film

categories.

WCCO-TV, Minneapolis - St. Paul, took a first place in general promotion and a runner-up award in the network program category.

KBTV, Denver, took first place in its division for promotion of a local show and was third in the general promotion department.

WCBS-TV, New York, was runner-up for syndicated film and third in two other categories. WREX-TV, Rockford, Ill., was second in the network category and third in two others. WBZ-TV, Boston, had a second in general and a third in local.

'Private TV' On Upswing

Continued from page 1

From many advertisers, yes, thinks a Kenyon & Eckhardt official, tho there will always be replacements waiting for prime time, as well as makers of products that anyone might buy.

Equity Report

Symptomatic of the trend is an Actors' Equity Association report that the number of performers in Private TV during the first three months of 1957 was 10 times the figure for the same period in 1956, with the total salaries 20 times the 1956 amount. Bigger name performers, more elaborate physical productions and less infiltration of sponsor and product into the body of the show were noted.

So far, the audiences for such "fun" telecasts have been confined to specific professions, organiza-tions and denominations. They've only just begun experimenting with age, sex, hobby and income groups. But if these divisions are made with the rapidity many industry thinkers feel is now in progress, a closed circuit party for tall, blond career girls is just around the corner.

Special Counsel Cox during the tioned independent program pack-

quently asked witnesses if they culated."

have nets regulated per se by the to own."

FCC met with little favor at the hearings, Cox frequently asked why, if stations were licensees of the FCC, it was not "logical for networks as such to be licensed and judged at intervals," on whether they were acting "in the public interest." 'Natural Monopoly'

Cox said he asked the question particularly in view of the anatural monopoly" almost imposed on the networks by the severe "limitation the later was relieved, he asked if

"competition alone provided a sufheads Stanton, Sarnoff and Kint- originally, FCC's chain broadcast ficient protection" of public interner, and a roster of net affiliate regulations prohibited time options est, and of the competing elements locally - produced programs in

> On multiple ownership, Cox thought time options were "truly wondered if the option time prac-necessary" to get net programming tice, in effect, did not cancel out station markets for promotion of its national circulation. Network the FCC's policy of limiting station network programs. Previously, heads, asked if it was a question of ownership to prevent "control" of other firms' entries turned out by "all or none" in retention of framework of time options and must- one owner." He asked if the net- top three places every time subbuy, emphatically said it was, if work, through option time, could mitted. These included WABD, networking was not to be "emas- not "dominate" as far as program New York and the Du Mont netcontrol was concerned, "many work; KYW, Philadelphia, and Altho the Bricker proposal to more stations than it is permitted WFIL, Philadelphia.

NEW YORK - Art Schofield, advertising and sales promotion veepee for the Storer stations, maintained his record of never finishing out of the money in The Billboard's promotion competitions. Ir. the current edition, Storer's WJW-TV, Cleveland, captured third place for promotion of three-station markets.

Last year, Storer's WGBS-TV.

The WJW-TV entry, prepared of the competition judging.

ROCKY A HEAVY IN 'GRIEF' ROLE

NEW YORK-Rocky Marciano, who retired undefeated as world's heavyweight boxing champion, finally met his match, Maxwell Reed. The champ plays a smuggler in the episode of "Captain David Grief" titled "Idols of Rapa-Nui."

Rocky isn't the only fighter to play "Grief." Buddy Baer, Vince Barbi, Mickey Simpson and Phil Keneally all play meanies in the series. At times Reed has truly felt himself boxed in.

under Schofield's direction, encompassed promotion done during Bob Nashick's tenure at the outlet as promotion manager. Ted Anthony held the promotion post at the time

The Billboard's

19th ANNUAL PROMOTION COMPETITION

Public Service Keys Successful Ballyhoo

Public service proved the key to successful promotion for many stations. WCCO-TV, Minneapolis, got the kids all whipped up about its "Robin Hood" archery contest. KNXT, Los Angeles, capitalizing on the huge area it serves, saluted the L.A. suburbs and their community activities. KYW-TV, Cleveland, promoted a "Kooler" summer theme complete with boat rides on Lake Erie, which was close to a unanimous choice of the judges. .

WBAL-TV, Baltimore, ran a unique series of newspaper ads titled "Towers of Strength," distinguished for their copy, which accented the station's responsibility to viewers. WBZ-TV, Boston, used a promotion "Summertime With You in Mind" which stressed the utilization of the station's personnel and their creativity. And WABF-TV, Baton Rouge, La., ran a March of Dimes Telethon and tied in with community groups by letting station talent appear at their conclaves.

Two other winning stations used interesting tie-ins. KTVH, Wichita, Kan., switched its studios to the Kansas State Fair where 100,000 people visited. KBTV-TV, Denver, made swap promotion deals with newspapers, theaters and cab companies and even nearby radio stations.

KOOL-TV, Phoenix, Ariz., ballyhooed its switch to CBS-TV affiliation. WBUF, the new NBC o.&o. in Buffalo, promoted conversion to UHF. And KDAL-TV, Duluth, Minn., hit the "TV as a family viewing medium" theme hard. KDAL's mammoth promotion produced a notable increase in ratings, and won a top award here.

MCA, M-G-M Win in Close Distrib Races

It was a close race in the syndication department. The key to MCA-TV's success seemed to be that its show had been on the air almost a year and thus had a longer track record than its competitors. Its Rosemary Clooney entry reviewed the volume of promotion support MCA gave the stations, including a Valentine's Day card, and a song book. It wound up showing its big publicity breaks, including one in Life, and testimonials from stations on their use of the MCA materials.

TPA's entry on "Hawkeye," which had made its debut only a couple of months before, was also impressively thoro. Its most impressive element was its display of Indian merchandise. The cutest trick in CGS' "Whirlybirds" entry was the directory of helicopter operators.

MGM-TV edged to victory among feature distributors with a three-volume "encyclopedia" of casts and synopses, an idea file, and a photo section, all packaged in a handsome replica of a TV set.

NTA proved a close second with a personalized file on each station's needs and its bulging pressbooks. An informative "how to" booklet offered stations statistics, methods and creative ideas. More extensive than M-G-M was the NTA quota of mats, slides and telops. C&C Television stressed window displays and theater lobby posters as aids for the RKO pictures. Its generous supply of releases, trailers and cards were nicely packaged in a small file cabinet.

STATION WINNERS

GENERAL AUDIENCE PROMOTION

DISTRIBUTOR WINNERS SYNDICATED FILM SERIES FEATURE FILM PACKAGES

GENERAL AUDIENCE PROMOTION

MARKETS OF FOUR OR MORE STATIONS

- 1. WCCO-TV, Minneapolis, St. Paul General Manager: F. Van Konynenburg; Promotion Manager: Gene Godt
- 2. KOOL-TV, Phoenix, Ariz. General Manager: Thomas Chauncey; Promotion Manager: Homer L. Lane
- 3. (Tie) KBTV, Denver General Manager: Joseph Herold; Promotion Manager: Bill Walker
- 3. (Tie) KNXT, Los Angeles General Manager: Clark George; Promotion Manager: Dean Linger

THREE-STATION MARKETS

- 1. KYW-TV, Cleveland General Manager: Rolland Tooke; Promotion Manager: Edward Wallis
- 2. WBAL-TV, Baltimore General Manager: Leslie Peard; Promotion Manager: Wall Matthews
- 3. (Tie) WBUF, Buffalo General Manager: Charles Bevis; Promotion Manager: Robert A. Fillmore
- 3. (Tie) KTVH, Wichita, Kan. General Manager: Howard O. Peferson; Promotion Manager: Dale Larsen

ONE AND TWO-STATION MARKETS

- 1. KDAL-TV, Duluth, Minn. General Manager: Dalton LeMasurier; Promotion Manager: Dale Cowle
- 2. WBZ-TV, Boston General Manager: Franklin Tooke; Promotion Manager: James Allen
- 3. WAFB-TV, Baton Rouge, La. General Manager: Tom E. Gibbens; Promotion Manager: Grace McElveen

FILM DISTRIBUTORS

PROMOTION OF A SYNDICATED SERIES

1. MCA-TV

Vice-President: David Sutton; Promotion Director: Frank McMahon

- 2. Television Programs of America President: Milton Gordon; Publicity Director: Jerry Franken; Promotion Co-Ordinator: Jean Hurvins; Advertising Manager: Elihu Harris
- 3. CBS Television Film Sales Vice-President; Leslie Harris; Promotion Director: Walter Scanlon

PROMOTION OF FEATURE FILM PACKAGE

1. MGM-TV

Vice-President: Charles Barry; Promotion Director: Monroe Mendelsohn

- 2. National Telefilm Associates President: Ely Landau; Promotion Director: Marin Roberts; Advertising Director: Kermit Kahn
- 8. C & C Television

McCadden Makes No Rush on Line of Pilots

film producer plays the pilot market. One that is conspicuous for its lack of concern about preparing the usual spring line is George Burns' McCadden Productions.

Al Simon, production vice-president, in town last week to try to button up new time for "Panic," said that at the moment McCadden has only two new properties under development-"Maggie," a situation comedy with Margaret O'Brien, and "Courage," another gimmick anthology.

Simon said he is not worried if in turning out a selection of new trated on production values.

NEW YORK -- Not every TV offerings in time for each selling season. He will put a new property up for sale only when he feels the idea is fully developed.

Undoubtedly what enables Mc-Cadden to be so nonchalant about sales competition is the fact that it has four shows comfortably on the air, three of them firm for next season and one probable. Furthermore, it has no sales force to support, and it does not even have any fixed sales representation.

Each of its shows was sold 321 for pix. under different auspices, "People's a new show remains on the sales Cummings by MAC and "Panic" for about two years before it finally marketing considerations, its pol-

DISNEY REPORT

TV Income Tops Film Rental \$\$

HOLLYWOOD-Television income of Walt Disney Productions exceeded rental from theatrical pix for the first time in the earnings March 30, 1957.

TV income for the period was ginning to settle. \$6,747,759 as against \$6,631,805 only \$3,337,757 as against \$7,200,- tends to forego pilots in the initial Manby would rather make his

AGONIZING REAPPRAISAL

'Risky' Pilot Films Fall Into Disfavor

NEW YORK-The tradition of films seems to be getting some report for the six months ending serious reappraisal now that the furor of the selling season is be-

RKO-TV, which is about to ing out that "Panic" was available thinking is relatively uncolored by slightly, however, \$1.03 to \$1.09. of over \$5,000,000, which the pro-Disneyland Park income is up ducers will ultimately pass on to got on the air. He is not interested icies being almost wholely concen- approximately 25 per cent over a advertisers. This is not sound business practice, as Manby sees it.

Many of these pilots were proselling program series via pilot duced without any serious consideration of specific sponsor requirements. Further, the pilot of itself often does not prove the potentiality of the program concept for a 39- or 78-film series.

Instead of making pilots for all for theatrical films. In the same move into the national sales field its properties, for random display period last year TV accounted for with a selection of properties, in- to any ad agencies willing to look, stages of its sales effort on each original approach with a paper Cross earnings are up \$16,457,- show. According to Bob Manby, presentation that would detail Choice" by William Morris, Bob 933 as against \$13,621,369, with a vice-president in charge of RKO- everything about the property short net of \$1,532,391 versus \$1,418,- TV, the 100-odd pilots produced of actual shooting. He believes block for a year or even two, point- by NBC. Hence, McCadden's 850. Earnings per share are down this season represent an investment such a presentation can tell the prospect more than a pilot.

This is not to say that he is dead set against pilot films, he added. If these initial presentations indicate that there is specific sponsor interest, then the RKO producer will shoot the pilot film.

A different policy on pilots is also planned by California National Productions. Bob Levitt, president, says CNP is getting out of the pilot race, but it will go into full series production when it believes a property has general market value.

CNP can affort full series production even without a sale, where RKO cannot. The reason is that CNP has a fully developed syndication department in NBC Television Films, which no doubt is happy to take over any series that might not land a national sale first. But RKO does not have that strong a syndication operation.

Winery Mulls

NEW YORK — Mogen David, which retires "Treasure Hunt"

turn to ABC-TV with "Fame and

Fortune," talent competition for

which the web made a pilot last

month. Don Defore hosts the live

musical stanza which would be

slotted Wednesday, 9:30-10 p.m.,

The wine company is also con-

sidering a quiz entry on NBC-TV

in the Monday 7:30-8 p.m. spot.

Seven-Up Renews

or Saturday, 8:30-9 p.m.

one season, is mulling a re-

ABC Return

PROMOTION OF SYNDICATED FILM PROGRAMS

STATION WINNERS

SYNDICATED FILM PROMOTION

FEATURE FILM PROMOTION

MARKETS OF FOUR OR MORE STATIONS

1. KTTV, Los Angeles President: Richard Moore; Premotion Manager: Jack O'Mara

2. WCBS-TV, New York General Manager: Sam Cook Bigges; Promotion Manager: Robert G. Patt

3. WDAU-TV, Scranton, Pa. General Manager: Vance Eckersley; Promotion Manager: Doug Holcomb

THREE-STATION MARKETS

1. WSLS-TV, Roanoke, Va. General Manager: James Moore; Promotion Manager: Fred Corstaphney

2. WFBM-TV, Indianapolis General Manager: William F. Kiley; Promotion Manager: Estel D. Freeman

3. WSUN-TV, St. Petersburg, Fla. General Manager: Fred Shawn; Promotion Manager: Chad Mason

ONE AND TWO-STATION MARKETS

1. WAFB-TV, Baton Rouge, La.

2. KSYD-TV, Wichita Falls, Tex. General Manager: Sidney Grayson; Promotion Manager: Parales Norman

3. WREX-TV, Rockford, Ill.

General Manager: Tom Gibbens; Promotion Manager: Grace McElveen

General Manager: J. Michael Baisch; Promotion Manager: Charles Olson

PROMOTION OF FEATURE FILM PROGRAMS

MARKETS OF FOUR OR MORE STATIONS

1. KTTV, Los Angeles President: Richard A. Moore; Promotion Manager: Jack O'Mara

2. WBKB, Chicago General Manager: Sterling Quinlan; Prometion Manager: Ell Henry

3. WOR-TV, New York General Manager: Gordon Gray; Promotion Manager: Robert Sullivan

THREE-STATION MARKETS

1. (Tie) WFIL-TV, Philadelphia General Manager: Roger W. Clipp; Promotion Manager: Joe Zimmerman

1. (Tie) WCAU-TV, Philadelphia General Manager: Donald W. Thornburgh; Promotion Manager: Robert Pryor

3. WHCT, Hartford, Conn. General Manager: Harvey J. Struthers; Promotion Manager: Joseph Dowling

ONE AND TWO-STATION MARKETS

1. WFBG-TV, Altoona, Pa. General Manager: Edward M. Scala; Promotion Manager: David P. Pretz

2. WNBF-TV, Binghamton, N. Y. General Manager: George Dunham; Promotion Manager: Donn E. Winther

3. WREX-TV, Rockford, Ill. General Manager: J. Michael Baisch; Promotion Manager: Charles Olson

'Soldiers,' But Set to Switch

NEW YORK --- Seven-up Bottling has renewed "Soldiers of Fortune" thru the summer. It is expected to drop the show in the fall, since it has bought into network, specifically half of "Zorro" on ABC-TV. MCA-TV will probably offer "Soldiers" for rerun syndication next season.

Seven-Up started "Soldiers" in September, 1955. There are 52 films in the can. Here in New York, it plays WPIX, Saturday, 7:30-8 p.m., where it maintains a 9.8 Nielsen average.

Italian Pic Series Launched by WSUN Sunday Matinees

ST. PETERSBURG, Fla. -WSUN-TV here last week started an Italian movie theater. Titled "Continental Theater," it plays Sunday, 5:30 p.m. and has as hostess Susan Wright, formerly assistant to Dennis James on "Chance of a Lifetime" on ABC-TV.

The coverage area of the station includes 114,000 Italian and Spanish speaking people, but this is the first Italian language feature film program here.

The Billboard's

19th ANNUAL PROMOTION COMPETITION

Judges Laud KTTV for 'Code 3' Gimmicks

KTTV was the unanimous first choice of the judges for its promotion of "Code 3." Its big attraction was a press preview party telecast prior to debut. The editors were summoned by subpoena, they were given miniature billy clubs and promotional parking tickets were put on their cars during the party. They subsequently received gimmick letters enclosing handcuffs, sirens and Sing Sing hats. WCBS' entry on its "My Little Margie" strip was a saturation campaign featuring spectacular signs at Times Square and Radio City.

WSLS had Irish McCalla in Roanoke, Va., for 72 hours to promote "Sheena, Queen of the Jungle." She was greeted at the airport by a troop of Boy Scouts. She then visited hospitals and other youth centers in town.

To promote "I Search for Adventure," WFBM ran classified ads reading, "Searching for adventure? Call me, Velma . . ." and gave the number. When they called they heard a recorded pitch for the show. WSUN gave "Men of Annapolis" a send-off by screening it for the cadets of the local naval academy followed by an "I'd like to attend Annapolis because . . ." contest.

WAFB-TV did an all-out campaign for "Frank Leahy and His Football Forecasts," highlight of which was a "Little Miss Zerex Contest" in the studio. It also showed an informational film, "Pigskin Pointers," at school and club meetings. KSYD-TV ran a four-week series of teaser spots saying "Whirlybirds are coming! When? Soon." WREX staged a series of local hillbilly shows to promote "Stars of the Grand Ole Opry."

Race Tight on Features, Except for WFBG

It was a tight race in all but the one-station division, in which WFBG-TV, Altoona, Pa., drew special praise for staging a large promotion in a small market. The Triangle stations won two firstplace awards in this category for their individual promotions of the "World's Best Movies." M-G-M pictures got the heaviest attention from the three first-place winners, whose campaigns thus had a few things in common. One was the use of costumes from Metro movies. KTTV had them shown in department stores. WFBG ran a contest to find the girl who best fit the Marie Antionette costume. Another was the use of a man in a lion costume. WFIL had him on local shows and at downtown stores distributing promotional cards and balloons.

It's amazing how much mileage you can get out of a horse and wagon. Triangle's two small-town winners sent Leo thru town in it and thereby attracted loads of attention. WFIL, being in a big town, sent Leo down the street in a convertible. He was delivering the "Mrs. Miniver" print to the studio, and the signs let all the pedestrians know it.

KTTV's no-holds-barred campaign for its "Colgate Theater" had lucious models visiting local editors, gimmick letters sent to same and a helicopter trailer for sky watchers. WBKB's \$102,000 campaign for "Movietime U.S.A." wound up with a Celeste Holm visit. WCAU-TV placed mystery ads, naming last night's picture and asking, "What will be the 'Million Dollar Movie' tonight?"

TV FILM PROGRAMMING

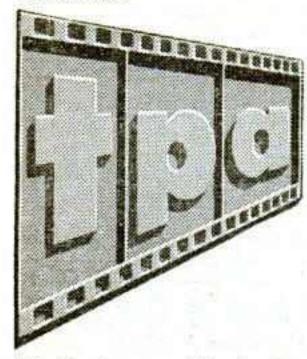


San Francisco - highest rated syndicated program (22.7, Pulse, 2/57) outrating George Gobel, Gunsmoke, Zane Grey Theatre, Jackie Gleason, Lux Video Theatre, etc.

STAGE

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, fineselling job in your market, as it already doing in more than a hundred others. Better check Stage 7 for your market today. Write, wire or phone collect for



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

BMI Issue Is Key to Anti-Trust Report

Dissenting Statements Are Probable; Staff Report Could Be 'Minority'

get out as a committee report, provided the BMI issue is omitted. be reached by Congressmen on 'certain other features of the re-'mesh gears" on a final compromise report, it may carry dissenting

reports will emerge from the smoke of battle if Judiciary Chairman Emanuel Celler (D., N. Y.) insists on retaining the BMI issue. Iron-ically, the blockbusting staff re-port (The Billboard, April 29-May 6) would then become the minority report. The majority report would be written to reflect the views that cut across party lines, to put both GOP and Democratic members in opposition to the present document, which is still officially unreleased.

A Final Decision Chairman Celler, who is also chairman of the full House Judiciary Committee, told The Billboard last week (16) that only future executive meetings of the subcommittee will bring about a final decision. He had no comment

WPIX, WGN Take Reruns of 'Mama'

last week sold the reruns of which it has published the past not be considered grist for a net-WGN-TV, Chicago. with the two stations are said to returning its multi-market reports. run well over \$100,000. The distributor had already sold the property to BWB Foods, Syracuse, N. Y., for nine up-State New York

Schwalberg Joins NTA As Executive

NEW YORK-Alfred Schwalberg has joined National Telefilm Associates in a general executive capacity. He will apparently concentrate on NTA Pictures, the theatrical distribution arm. It was not disclosed what he is doing with his for Spring" June 1 in the 9-10 new half-hour film series titled own company, Artists - Producers p.m. slot. Gordon MacRae, June "Cousin Fuzzy and His Cousin" Associates, but it was speculated Valli, Andy Williams, Nat (King) available. Information concerning he would bring it under the NTA Cole and Patti Page have been this country music show can be

WASHINGTON -- It now ap- on possible deletion of the BMI pears possible that the controver- issue, or its inclusion in a minority sial House Anti-Trust Subcommit- report, other than to hope that tee's staff report on television may committee meetings would result "in a committee report."

Rep. Kenneth Keating, (R., Also, compromise would have to N. Y.), ranking Republican member of the full House Judiciary Committee as well as the Antiport." Even if the opposing forces | Trust Subcommittee, told The Billboard last week (14) that there was "no chance" of the report getstatements by individual members. ting majority approval unless the There is still a chance that two (Continued on page 19)

Brylcreem, Lipton Set 'Hawkeye' for 33 CBC Stations

TORONTO - Brylcreem and Lipton Tea will co-sponsor "Hawkeye and the Last of the Mohicans' on the full English-language network of the Canadian Broadcasting Corporation. It will be slotted Friday, 8-8:30 p.m., beginning Octo-ber 4, and will play 33 stations.

CBC is a co-producer of "Hawkeye" with Normandie Productions, Canadian production arm of Television Programs of America. TPA is syndicating the show in the U. S., and has sold about 125 markets so far.

Pulse Nat'l Dropped for Multi-Market Reports

NEW YORK-CBS Film Sales discontinued its national ratings, involves "third parties" that could "Mama" to WPIX, here, and three years in its U. S. Pulse re-Contracts ports. With its May survey, it is average rating.

One-Shot Musicals Set By Bulova and Shulton

NEW YORK -- Bulova and Shulton have each scheduled oneshot musical stanzas for June on NBC-TV. Latter is looking for a property for Monday, June 10, exact time not yet set.

signed.

Videodex Top 15 TV Web Shows

	(April 1-7)	
Rank	Program & Distribute	r Rtg
1. I Lo	ve Lucy (CBS)	33.0
2. The	\$64,000 Question (CBS	31.6
3. Drag	met (NBC)	31.0
	Como (NBC)	
5. Ed 8	sullivan (CBS)	30.8
	le Gleason (CBS)	
	y Show-Bob Hope (NBC)	
	house 90 (CBS)	
	Skelton (CBS)	
	ax! (CBS)	

Packagers Still **Defying FCC**

WASHINGTON -- The seven TV program packagers who objected to FCC network study committee's questions and subpoenas in New York recently, were ap-parently still adamant last week (14). An informal meeting between the members of the FCC network study's four-man parent committee, and the TV programmers, which took place here, left the situation without a compromise. Actorneys for the programmers, and the network study counsel, Ashbrook Bryant, proceeded with plans to present formal briefs Friday (17) on the motion to quash the subpoenas. FCC hearing examiner Cunningham is referee.

arranged by attorney Paul A. Porter, acting for the programmers' counsels. The TV packagers claim p.m., starting July 25. the FCC study group under Dean them, since they are not station Purex and Speidel for Tucsdays, licensees. They also objected to 8-8:30 p.m. giving "confidential" business data NEW YORK-The Pulse has to the group, particularly since it work study.

Leaves After 11 Years

II-year association with the com- mer replacement last year. pany. He was vice-president in charge of production of TV commercials and industrial films. His departure is understood to be due Half of 'Sally' on NBC to a policy disagreement.

'Cousin Fuzzy' Series

NEW YORK—Gallagher Films Bulova will sponsor "Five Stars of Green Bay, Wis., has made a had by contacting Gallagher Films.

New Mystery Series to Roll For Flying A

NEW YORK - Mitch Hamilburg, vice-president of Flying A Productions, is taking over the agenting of a new mystery-adventure series that seems likely to go into full production in Europe shortly. Titled "Europe Confidential," the new property was conceived by Frank Smith, sales manager of Cinema-Vue, a small film distributor here. Smith has already scripted 26 episodes.

Smith has gone into partnership for this show with Egon Neilson, who owns the Paladium Studios in Copenhagen. Also in the venture is Hal Raywin, associate producer of Ray Bolger's "Washington Square," who will edit the scripts.

Smith is reported to have interest from Charles Antell even before any film has been shot. Hamilburg flew to Copenhagen last week to look over the studios.

Loretta Reruns On ABC, Too

NEW YORK--First reruns of the Loretta Young show will be aired this summer on ABC-TV as well as the previously announced NBC-TV. Kleenex and Armour will sponsor 10 stanzas as summer The attempt at compromise was replacement for their Danny Thomas series, which exits ABC for CBS fall debut Thursdays, 9-9:30

The NBC-TV group of Loretta Barrow had no jurisdiction over Young films has been bought by

NBC TV Films Gets 'Farrell' Reruns

HOLLYWOOD -- NBC-TV Klaeger, Transfilm V-P, Films last week bought the reruns of the "Charlie Farrell Show" to place in syndication. There are 12 resigned from Tansfilm after an filmed by Hal Roach Jr. as a sum-

NEW YORK -- The Royal McBee Corporation has signed to sponsor half of "Sally," NBC-TV's new situation comedy starring Joan Caulfield which is planned to run Sundays 7:30-8 p.m. Chemstrand is the alternate sponsor of the show. Young & Rubicam is the agency for Royal McBee.

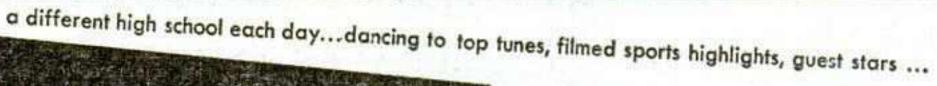
Naroff, 46, Dies While On Rd. for Trans-Lux

NEW YCRK---Al Naroff, West Coast manager of Trans-Lux TV, died suddenly while on the road last Friday (10). He was 46.

He had been in the film and TV business 25 years. He is survived by his widow and two chil-



All the news of your industry every week in The Billboard . . .





"ROCK 'N RALLY"

with Dick Crest

4:00 - 4:30 PM, Monday thru Friday

"... good show, good kids, a good time"

Dwight Newton, SF Examiner Available now! Call Lou Simon

or your Katz Agency representative.

KPIX 5 SAN FRANCISCO

TO THE WESTINGHOUSE BROADCASTING COMPANY

New TV Spot Campaigns

Contracts Set in Every Region In Two Weeks Ending April 27

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

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

On Eastern Stations

Bobbi Home Permanent, Toni thru Tatham-Laird (Ann.) Bon Ami Jet Spray thru Ruthrauff & Ryan (Ann., ID) Cities Service thru Ellington (Prog.) Clorox thru Honig-Cooper (Ann.) Decaf Coffee, Nestle thru Dancer, Fitzgerald & Sample (Ann.) Dentyne Gum, American Chicle thru

Dancer, Fitzgerald & Sample (Ann.) Fanny Farmer Candy thru Charles L. Rumrill (ID) Fizzie's Soft Drink, Emerson thru Len-

nen & Newell (Part.) Heide's Candy thru Kelly, Nason (Part.) Kool Aid, General Foods thru Foote, Cone & Belding (ID)

Lestoil Detergent, Adell Chemical thru Jackson (Ann.)

Lucky Tiger Hair Tonic thru Fox, Reshkin & Allmayer (Part.) Mattel Toys thru Carson-Roberts (Ann., Part.)

Nabisco, National Biscuit thru McCann-Erickson (Ann.) Nair Lotion, Carter thru Ted Bates (Ann.)

Nytol, Block Drug thru SSC&B (Ann.) Rolaids, American Chicle thru Ted Bates (Ann.) 7-Minit Frostings, Natl. Selected Prod-

ucts thru Hilton & Riggio (Ann.) Texaco Gasoline thru Cunningham & Walsh (Ann.) Wisk, Lever thru BBD&O (Ann.)

On Southern Stations

Armstrong Tires thru Lenen & Newell (Ann.) Grant Salad Mixer thru Arthur Meyer-

hoff (Prog.) Instant Maxwell House Coffee, General Foods thru Benton & Bowles (ID) Kool Aid, General Foods thru Foote, Cone & Belding (Ann.) Lipton Tea thru Young & Rubicam

(Ann.)

No Bugs My Lady, Paper Products thru Wade (Part.) Preparation H Medical, Whitehall Pharmacal thru Ted Bates (Part.) Pure Oil thru Leo Burnett (Ann., Part.) Royal Crown Cola, Nehi thru Compton White Lily Flour, V. Allen Smith thru

On Midwestern Stations

Alka-Seltzer, Miles Labs thru Geoffrey

Wade (Ann.) American Radio Transcription Library, Sterling-Warner thru T.A.A. (Prog.) Armour Meat Spread thru Tatham-Laird (Ann.)

Armstrong Tires thru Lennen & Newell (Ann.) Art Instruction thru Knox Reeves

(Ann.) Auro Pep, American Cyanamid thru Cunningham & Walsh (Ann., Part.)

Bliss Coffee, General Foods thru Benton & Bowles (ID) Crystal Domino Sugar, American Sugar

Refining thru Bruce B. Brewer (Ann.) DX-Sunra Petroleum thru Potts-Woodbury (Prog.)

Deep Rock Petroleum Products thru Winius-Brandon (Ann., ID) Edelmen's Beer, Drewry's thru Allan-

Brooner Hills Bros. Coffee thru N. W. Ayer (Ann.)

Hutchinson Auto Wax thru Henry Senne (Prog.)

Kaiser Shade Screens thru Young & Rubicam (Ann., Part.) Life Magazine, Time thru Young & Rubicam (ID)

Lucky Tiger Hair Tonic thru Pox. Reshkin & Allmayer (Ann.) Manor House Coffee, W. F. McLaughlin thru Earle Ludgin (Ann.)

Nair, Carter thru Ted Bates (Part.) Nytol, Block Drug thru SSC&B (Ann., Part.)

Chas. Tombros (Ann.)

Omar Cakes thru Fitzmorris (Ann.

Pest Guard Products thru Bloom (Part.) Phillips 66 Gasoline & Motor Oil thru Lambert & Feasley (Ann.)

Plantrons Fertilizer, Olio Mathieson thru Grey (Ann.) Polident, Block Drug thru Grey (Ann.,

Poligrip, Block Drug thru Grey (Part.) Profile Bread, Continental Baking thru Ted Bates (Ann.)

Quaker Oats thru Wherry, Baker & Tilden (Ann., Part.) Rayco Seat Covers thru Emil Mogul

(Ann., Part.) Restonic Mattresses thru Bozell & Jacobs (ID)

Rinse-Away Electric Disposer, Alberts Culver thru Geoffrey Wade (Ann.) Sani-Wax thru Bloom (Part.)

Spic & Span Cleaner, Procter & Gamble thru Young & Rubicam (Ann.) Swift Ice Cream thru McCann-Erickson (Part.)

Texaco Petroleum thru Cunningham-Walsh (Ann.)

Vam Hair Formula, Wildroot thru BBD&O (Ann.) Wilson Ham thru Needham, Louis & Brorby (Ann.)

Wisk, Lever thru BBD&O (Ann.)

On Southwestern Stations

Clorets, American Chicle thru Ted Bates (Ann.) Dr. Pepper Soft Drinks thru Grant (Ann.)

Dodge Cars thru Grant (Ann.) Falstaff Beer thru Dancer, Fitzgerald & Sample (Ann.) Grant Robot Gardner thru Arthur Meyerhoff (Prog.) Grant Salad Mixer thru Arthur Meyer-

hoff (Prog.) Household Finance (Prog.) Lincoln Cars thru Kenyon & Eckhardt

(Part.)

Mercury Cars thru Kenyon & Eckhardt (Part.) Mountain States Tel. & Tele, thru Rippey, Henderson & Bucknum (Ann.) Pearl Beer thru Pitluk (Ann., ID) Schlitz Beer thru Lennen & Newell (Ann.) Seven Up thru J. Walter Thompson (Prog.) Southwest Telephone Service thru

Texaco Gasoline thru Cunningham-

Gardner (Ann., ID)

Walsh (Ann.)

On Rocky Mountain & West Coast Stations

Arden Milk thru Fred E. Baker (Ann.) Arctic Coolers, International Metal Products thru McCarty (Ann., ID) Carter Oil Products thru McCana-Erickson (Ann.) Conoco Gasoline, Continental Oil thru Benton & Bowles (Prog.) Duncan Hines Cake Mixes, Procter &

Gamble thru Gardner (Ann.) Faultless Starch thru Bruce B. Brewer (Part.)

Gallo Wines thru Doyle, Dane & Bernbach (Ann.) Hamm's Beer thru Campbell-Mithun (Ann.)

"The Happiest Millionaire," Broadway Productions thru Blaine-Thompson

(Ann.) Heidelberg Beer thru MacFarland-Aveyard (Ann.)

Kaiser Shade Screens thru Young & Rubicam (Ann.) Kellogg Cereals thru Leo Burnett (Prog.) Lucky Tiger Hair Tonic thru McCann-Erickson (Ann., Part.) Life Magazine, Time thru Young & Rubicam (Ann., Part.) Olympia Beer thru Botsford, Constantine & Gardner (Ann., Part.) Palmolive Soap, Colgate-Palmolive thru Ted Bates (Ann., Part.) Sealy Mattresses thru H. Richard Seller (Part.) Shell Petroleum Products thru J. Walter Thompson (Prog.) Texaco Gasoline thru Cunningham & Walsh (Ann., Part.)

Zest, Procter & Gamble thru Benton &

Bowles (Ann.)

COMMERCIAL CUES

BAR SERVICE

Broadcast Advertisers Reports, Inc., has introduced a new competitive copy service. The new plan takes much of the guesswork out of "where, when and how" changes in copy line occur. BAR's monitors of TV and radio commercials will notify copy chiefs and account execs of competitors' changes and, for a nominal fee, delivers a verbatim transcript of the spot.

GRIME DOESN'T PAY

The S.O.S. Cinema Supply Corporation has come up with a new product for conditioning film. Called Sosolvex, it's harmless, non-toxic, non-flammable, yet anti-static and contains no carbon tetrachloride. The firm claims it's good for just about everything, and it dries immediately without streaking, clouding or leaving residue.

JINGLE SPURS

The singing commercial field is a good one for young singers to get a start up the ladder, says Richard Olmsted, of the Olmsted Sound Studios. He points to the success of Peggy King and others, to the high pay and the security while trying to make the grade elsewhere. Advantages of commercial training, says Olmsted, offer training in diction clarity, sight reading, timing and development of a voice "personality."

QUESTIONS ANSWERED

Du-Art Film Laboratories has published a bulletin called Rushes which purports to be of interest to cameramen, producers and other lab clients. It's bulletin No. 4, and it answers many questions about preparation of film, etc., for lab work on negative processing.

ID's . . .

FRANCIS C. THAYER, president of United States Productions, Inc., has gone to Europe to set up film production facilities in Rome, Paris and London. . . . GENE HAZELTON, creative supervisor of Grantray-Lawrence Animation, Inc., Hollywood, is touring major cities to confer with ad ager.cies. . . . E. H. JOHNSON has been named co-ordinator of branch operations for Association Films, Inc. . . . Animation, Inc., has added LEW MARSHALL, EDITH VERNICK, BILL Mc-GOVERN and MARK LETH-ERMAN to its staff. . . . Robert Lawrence Productions has just completed six 60-second blurbs for Winston. . . . In the past four months Play touse Pictures wrapped up 78 different commercials for seven ad agencies.

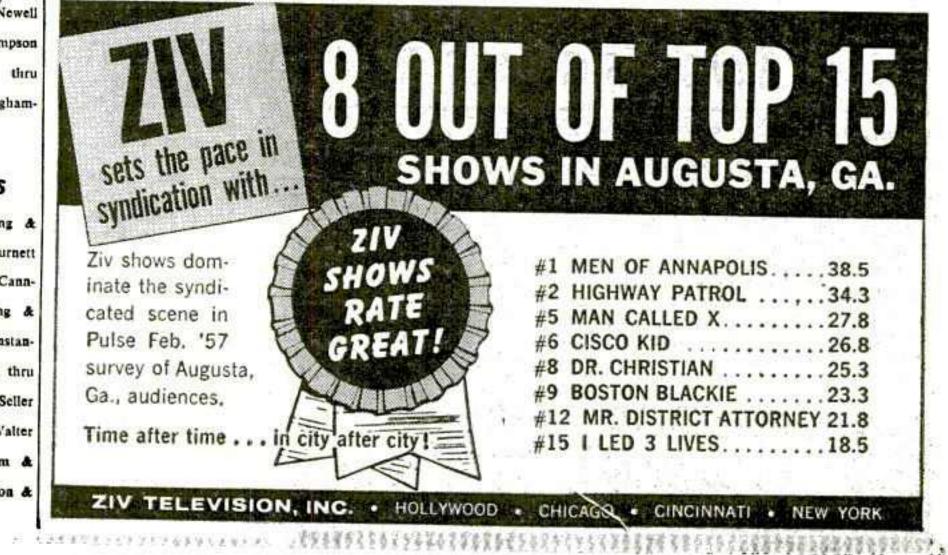
• TV Commercials in Production

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

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

(Continued from last week)

100						10,000,000		
Trende	SPURIALI	ct & Agency (No.	(Seconds)	Typ (C-Col		Commercials Producer
Unit	ed States F	essories, Equi Rubber, Safety	-R Tires					
Do	Fletcher D minion R	. Richards (N loyal Master fety-8 Tires,	avy Log) Tires, Fletcher					
Gene	ral Motors,		Richards acManus, & Adams					
Ame	rican Moto	rs, Rambler,		1 (1	0)	LA,	A, M	Transfilm Transfilm
Ra	mbler. Gev	(Di	sneyland)	1 (6)	01	LA, I	Α,.	Transfilm
	. Mercury	Cars. Kenyor	. &	_	******	NA .	Nat	ional Screen
Fo	rd Cars, J.	Eckhardt (E. W. Thompso						
Gene	ral Motors,		ie Ford) ampbeli-					
Gene	ral Motors,	ah Shore, Bo						
Ford,	Ford Car	s, J. W. Tho						Universal
	(Tennesse	e Ernie Ford ord, J. W. Ti	Theater)	1 (90 3 (30		FA	•••••	Playhouse
Chrys		ord, J. W. Ti		2 (20)	FA		Playhouse
DeSo	to Cars, B					2.4		Universal
Chrys	ler Corp.,	(Grouch Plymouth Car	o Marx)	1 (90))	LA .		Volcano
20000			W. Ayer	2 (12	0), 2 (60), 20)	TA	e_	nd Masters
		lacManus, Joi	Adams					
Conoc	o Gas and	Oil, Benton &	Bowles		,, = (20),	NA	AShar	Universal
alessa.	aseam wei	McCann-I	Dil. Erickson					
		(omplos	1 (20)	V	1		
Derby	Oil, Gas	and Oil, McC	ormick-	1 (00)		. FA	••••••	.Ray Patin
Pure	Oll Co., G	as and Oils,	mstrong	2 (20)		. FA (C)	Keitz	& Herndon
Folletrie	AND TOIL s and Tolk en Co., Pro (Robt, M	Contract of the Contract of th	Burnett					
Colgat		Mr. Adams a						
John	Wrisley Co	A						
Colgat	e Palmolive	at manager of the	forrisey ne,					
Deo Lever		Soan I W			••••••	. NA		. Universal
Procte	Thomp	son (Video T e, Camay Soa	Pr.					
Lever	Bros., Life	coupy South.	Burnett	= :::	••••••	NA		Universal
Richar	d Hudnut,	Creme Rinse and Quick.	n oct					
		P.	ckhardt					04800508 1 70175
Lanvin	Perfumes,	LIVIUM CLUYS						Market Committee of the
Colgate	e-Palmolive,	g. John Shaw weed Hair Sp						
****	Gordon	Best (Oh! Si	isanna)					
Cheseb	(Norough-Pond	Mr. Adams an	d Eve) Hand					
		"kin Cream, I ter The	-	2 (60)	*******	LA	Soun	1 Masters
Colgate	, Top Bras -Palmolive,	Vel Soap,	*********	1 (60),	1 (20)	LA	Film	Creations
		Carl ration, Geoffs	Brown 1	0 (20)	••••••	LA, FA	Shamu	s Culhane
Barbase		shless Shave	Wade					
Prost		eream, Erwin Erwin Wasey.	10 (520)	4 (00)	*******	LA	Nation	al Screen
* * 631	- Latinet, L			1 (20),	1 (08)	LA	Nation	al Screen
	lage Chan-	Cream C.	11.00					
	nless Shave	Cream, Erw	Wasey	2 (20)		LA. SE	M. Na	il, Screen



PULSE FILM RATINGS for February

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

The Pulse Audience Composition Studies

Syndicated Film Western Shows

FEBRUARY RATINGS	AMONG WOMEN
Rank Show & Distrib. Rating	Women Per 100 Homes
1. Frontier Doctor	Rank Show & Distrib. Tuned In
(Hollywood)16.5	1. Frontier (NBC) 85
2. Annie Oakley (CBS)14.6	2. Stories of the Century
3. Death Valley Days	(Hollywood) 82
(Pacific Boras)14.2	3. Frontier Doctor
4. Cisco Kid (Ziv)13.5	(Hollywood) 79
5. Sheriff of Cochise (NTA)12.6	4. Death Valley Days
6. Sky King (Nabisco) 12.1	(Pacific Boras) 77
7. Wild Bill Hickok	5. Judge Roy Bean
	(Screencraft) 72
(Flamingo)11.7	6. Sheriff of Cochise (NTA) 66
8. Buffalo Bill Jr. (CBS)11.0	7. Annie Oakley (CBS) 56
9. Kit Carson (MCA)10.6	8. Hopalong Cassidy—1/2 hour
10. Steve Donovan, Western	
Marshal (NBC) 8.9	
ANONG MEN	9. Gene Autry-16 hour (CBS) . 51
AMONG MEN	10. Gene Autry-1 hour (CBS) 50
Men Per 100 Homes	AMONG CHILDREN
Rank Show & Distrib. Tuned In	Klds Per
- () 하면 휴가의 [[100 Homes
1. Death Valley Days (Pacific Boras)	Rank Show & Distrib. Tuned In
2. Frontier (NBC) 77	
3. Sheriff of Cochise (NTA) 74	
4. Frontier Doctor	3. Hopalong Cassidy-1 hour
(Hollywood) 72	(NBC) 85
5. Stories of the Century	3. Sky King (Nabisco) 85
(Hollywood) 70	3. Steve Donovan, Western
6. Gene Autry-1/2 hour	Marshal (NBC) 85
(CBS) 59	6. Cisco Kid (Ziv) 84
6. Hopalong Cassidy-1/2 hour	6. Kit Carson (MCA) 84
(NBC) 59	6. Range Rider (CBS) 84
6. Judge Roy Bean	9. Hopalong Cassidy-1/2 hour
(Screencraft) 59	(NBC) 83
9. Gene Antry-1 hour (CBS) 57	9. Wild Bill Hickok
9. Range Rider (CBS) 57	(Flamingo) 83
or marke much (ODS) or	frammakai cristianisti

Synd. Film Miscellaneous Shows

FEBRUARY RATINGS	AMONG WOMEN
Avg.	Women
Rank Show & Distrib. Ruting	100 Hor
1. Popeye (Assoc. Artists)13.4	Rank Show & Distrib. Tuned
2. Rosemary Clooney (MCA)11.2	I. Patti Page (Screen Gems)
3 Looney Tones	2. Liberace (Guild)
(Assoc. Artists)11.0	3. Rosemary Clooney (MCA)
4. Patti Page	4. Confidential File (Guild)
(Screen Gems)10.2	5. Stars of the Grand Ole Opry
5. Stars of the Grand Ole Opry	(Flamingo)
(Flamingo) 8.5	6. Drew Pearson (NTA)
6. Little Rascals	7. Florian Zabach (Guild)
(Interstate)	8. Championship Bowling
7. Victory at Sea (NBC) 6.4	(Walt Schwimmer)
8. Confidential File	9. Victory at Sea (NBC)
(Guild) 5.5	10. Texas Rasslin'
8. Texas Rasslin'	(Texas Rasslin', Inc.)
(Texas Rasslin', Inc.) 5.5	Marine Committee &
10. Drew Pearson (NTA) 3.3	AMONG CHILDREN
AMONG MEN	Kids
Men Per	100 Hor
100 Homes	Rank Show & Distrib. Tuned
Rank Show & Distrib. Tuned In	1. Looney Tunes
1. Drew Pearson (NTA) 83	- (Assoc. Artists)
2. Championship Bowling	2. Popeye (Assoc. Artists)
(Walt Schwimmer) 81	3. Little Rascals (Interstate)
2. Confidential File (Guild) 81	4. Texas Rasslin'
4. Victory at Sea (NBC) 76	(Texas Rasslin', Inc.)
5. Texas Rasslin'	5. Stars of the Grand Ole Opry
(Texas Rasslin', Inc.) . : 72	(Flamingo)
6. Patti Page (Screen Gems) 70	6. Florian Zabach (Guild)
6. Rosemary Clooney (MCA) 70	7. Rosemary Clooney (MCA)
8. Stars of the Grand Ole Opry	8. Championship Bowling

	[] ***********************************	2107
3.	Rosemary Clooney (MCA)	86
4.	Confidential File (Guild)	84
	Stars of the Grand Ole Opry	Version
ne.	(Flamingo)	82
6	Drew Pearson (NTA)	78
7	Florian Zabach (Guild)	73
8	Championship Bowling	
٥.	(Walt Schwimmer)	71
0	Victory at Sea (NBC)	70
10	Texas Rasslin'	2.050
10.	(Texas Basslin', Inc.)	59
	(Texas massim, mc.)	0.0
	AMONG CHILDREN	
	이를 즐기면 없다면 하는 하게 보고 있다면 가장을 하고 있다면 있다.	1744 (SEE
	100 He	Per
LECTOR		
Ran	k Show & Distrib. Tunes	a In
1,	Looney Tunes	
	(Assoc. Artists)	9.3
2.	Popeye (Assoc, Artists)	91
	Little Rascals (Interstate)	86
	Texas Rasslin'	
	(Texas Rasslin', Inc.)	33
5.	Stars of the Grand Ole Opry	
	(Flamingo)	24
6.	Florian Zabach (Guild)	19
	Rosemary Clooney (MCA)	17
	Championship Bowling	
335	(Walt Schwimmer)	16
Q	Liberace (Guild)	15

Women Per

100 Homes

RATINGS FOR MARCH

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

BANGOR, ME. 2 TV STATIONS-106,500 TV HOMES	CHARLESTON, S. C. 2 TV STATIONS-42,400 TV HOMES
Population—109,200 (180th in U. S.) *Jying Income—\$145,957,000	Population—189,200 (113th in U. S.) Buying Income—\$235,969,000
(199th) Retail Sales-\$134,559,000 (167th) Food Sales-\$31,356,000 (164th)	(137th) Retail Sales—\$176,742,000 (134th) Food Sales—\$41,121,000 (129th)
Drug Sales—\$2,704,000 (164th) Automotive—\$29,974,000 (157th)	Drug Sales—\$5,981,000 (121st) Automotive—\$32,097,000 (153d)
Above figures include following counties: Penobscott	Above figures include following counties: Charleston
TOP NETWORK SHOWS	TOP NETWORK SHOWS
 Groucho Marx, WABI, Th 44.3 Perry Como, WABI, S 40.8 	1. Millionaire, WCSC, W46.8 2. I've Got a Secret, WCSC, W46.0
3. Alcon Hour, WABI, Su39.4 4. Loretta Young, WABI, Su38.3	3. Ed Sullivan, WCSC, Str
5. Dragnet, WABI, Th36.3 6. Ernie Ford, WABI, Th36.0	5. Disneyland, WCSC, Su43.0 6. G. E. Theater, WCSC, Su42.8
7 Fop Tunes-Talent, WABI, M 35.3 8. This Is Your Life, WABI, Th34.8	7. Gunsmoke, WCSC, S42.3 8. Climax, WCSC, Th42.1
9. Your Hit Parade, WABI, S34.5 10. People Are Funny, WABI, S32.8	9. \$64,000 Challenge, WCSC, Su 40.8 10. Boxing, WCSC, W
TOP MULTI-WEEKLY SHOWS	1. Mickey Mouse Club, WCSC,
1. Western Theater, WABI, WF22.7	MF
 News, Weather, Misc. (6 p.m.), WABI, MF	3. Lucky 2 Ranch, WUSN, MF 25.6 3. News, Weather, Misc. (6:45
3. Queen for a Day, WABI, MF 20.8 4. Modern Romances, WABI,	p.m.), WUSN, MF25.6 8. News—John Daly, WCSC,
MF	MF
MF. 14.8 6. News, Weather, Sports (11 p.m.).	7. Edge of Night, WCSC, MF14.8 8. Movietime U. S. A., WUSN,
WABI, MF	M., W., F
8. Tonight, WABI, MF 9.4 9. Guiding Light, WABI, MF 8.6	MF14.5
10. It Could Be You, WTWO, MF 8.5	MF14.0
TOP FEATURE FILMS	TOP FEATURE FILMS
1. Weekend Theater, WABI, Su11:00-12:00 mid	1. Million \$ Movie, WUSN, . Su2:30-4:00 p.m
2. Mystery Spectacular, WABI, Su2:00-3:00 p.m 9.9	2. International Playhouse, WUSN, TII:00-12:00 mid11.6
2. Dusty Trail, WABI, S2:30-1:30 p.m	Multi-Weekly 1. Movietime, U. S. A., WUSN,
Multi-Weekly 1. Morning Show, WTWO,	MF11:00-12:00 mld13.7 2. Western Movie, WCSC,
MS7:80-9:00 a.m 4.6 2. Stage 9, WABI,	MS8:00-2:00 p.m 9.4
MF9:00-10:00 s.m 3.8	1. Dateline Europe (Official),
TOP SYNDICATED FILMS 1. Badge 714 (NBC), WABI,	WCSC, F8:00
S7:00	cial), WUSN, T8:3036.0 3. O. Henry Playhouse (Gross-
3. Jungle Jim (Screen Gems),	Krasne), WCSC, Su9:3035.5 4. Jungle Jim (Screen Gems),
WABI, Th7:00	WUSN, F7:00
5. Men of Annapolis (Ziv), WABI, M7:00	(MCA), WCSC, S9:3032.5 6. Dr. Christian (Ziv), WCSC,
6. Count of Monte Cristo (TPA), WTWO, M8:3027.6	T8:30
7. Annie Oakley (CBS), WABI, Th6:3024.8	Su9:3032.0 8. Frontier (Hollywood), WCSC,
8. 1 Spy (Guild), WABI, T7:3024.3 9. Frontier (NBC), WABI, M6:30.23.3	Th7:30
10. State Trooper (MCA), WABI, W7:00	F7:30
10. Dateline Europe (Official), WABI, T6:30	WUSN, W8:00
12. Inner Sanctum (NBC), WABI, M10:30	Shore), WUSN, W8:3027.3 12. Looney Tunes (Assoc. Artists,
13. Dr. Hudson's Secret Journal (MCA), WABI, Su7;3022.3	Guild), WUSN, MF6:3025.8 12. Soldiers of Fortune (MCA),
14. Mr. District Attorney (Ziv), WTWO, T7:0021.8	WUSN, Th7:3025.8 14. Superman (Flamingo), WCSC,
15. Esso Golden Plaphouse (Offi- cial), WABI, W7:3020.8	T6:00
16. Stars of the Grand Ole Opry (Flamingo), WABI, S6:3020.3	16. Mr. and Mrs. North (Schubert),
17. Captured (NBC), WIWO, T9;30	WUSN, F9:3023.5 17. Championship Bowling (Schwim-
18. †Sky King (Nabisco), WABI, S5:30	mer), WCSC, S5:0023.4 18. Foreign Legionnaire (TPA),
19. Rosemary Clooney (MCA), WABI, F9:30	WCSC, M6:0023.3 19. Cisco Kid (Ziv), WCSC, Th6:00
20. Crunch and Des (NBC), WTWO, M10:00	Th6:00
S6:00	21. Your All Star Theater (Screen Gems), WCSC, W7:3021.3
	and the second s

...30.8 ...29.3 ...27.8 ...27.3 1515. ...25.8 ...25.8 ...24.3 ...23.8 rt), ...23.5 im-...23.4 ...23.3 ...22,8 ...22.8 Gems), WCSC, W.-7:30......21.3

ERIE, PA.

2 TV STATIONS-68,600 TV HOMES Population-236.600 (96th in U. S.) Buying Income—\$406,788,000 (87th) Retail Sales-\$274,287,000 (94th) Food Sales-\$62,523,000 (89th) Drug Sales-\$6,531,000 (116th) Automotive - \$60,610,000 (80th) Above figures include following counties:

TOP NETWORK SHOWS

1.	Jane Wyman, WICU, T52.4
2.	Groncho Marx, WICU, Th 56.5
	Big Story, WICU, F 49.8
4.	Dragnet, WICU. Th49.3
5.	Perry Come, WICU, S 48.9
	Life of Riley, WICU, F48.3
7.	On Trial, WICU, F48.0
8.	George Gobel, WICU, S47.5
9.	Biondie, WICU, F
10.	March of Medicine, WICU,
	T46.6

	T46.6
	TOP MULTI-WEEKLY SHOWS
1.	NBC News, WICU, MF43.0
2.	Xavier Cugat, WICU, W., F 37.4
3.	Mickey Mouse Club, WICU,
	MF
4.	Weather, News (11 p.m.),
	WICU, MF34.6
5.	Serial Adventure, WICU,
	MF
6.	Dateline Erie (6:45 p.m.),
	WICU, MF32.6
	Sta-Later, WICU, MF 19.9
	Queen for a Day, WICU,
	MF19.5
9.	Modern Romances, WICU,
	MF17.3
10.	Matinee Theater, WICU, MF16.4
	TOP FEATURE FILMS

TOP FEATURE FILMS	
Once Weekly	
1. Circle 12 Ranch, WICU,	
5,-10:30-11:30 a.m	
2. Zenith Million S Movie, WSEE,	
Su11:00-12:00 mid	
3. Curtain Time, WSEE,	
S5:15-6:30 p.m	
4. Action Theater, WSEE,	
S4:15-5:15 p.m 9.9	ij
Multi-Weekly	
1. Sta-Later, WICU,	
MF11:15-12:00 mid 19.9	i
2. Afternoon Playhouse, WICU,	
MF1:15-2:30 p.m12.1	
3. Early Show, WSEE,	
MF5:00-6:30 p.m 5.1	
TOP SYNDICATED FILMS	
1. Code Three (ABC), WICU,	
. M8:0050.0	F

	Borax), WICU, W8:3045.3
3.	Studio 57 (MCA), WICU,
-	Th9:0044.5
4.	Esso Golden Playhouse (Offi-
	clai), WICU, Su10:3038.5
5.	Superman (Flamingo), WICU,
	T6:00
6.	Wild Bill Hickok (Flamingo),
	WICU, Th6:0036.3
7.	Annie Oakley (CBS), WICU,
	M6:0034.0
8.	Ramar of the Jungle (TPA),
	WICU, W6:0032.5
9.	Foreign Legionnaire (TPA),
	WICU, F6:0032.0
10.	Championship Bowling (Schwim-
	mer), WICU, S11:0031.1
11.	Highway Patrol (Ziv), WICU,
	Th7:0027.8
12.	Frontier Doctor (Hollywood),
	WSEE, T8:30
13.	Crunch and Des (NBC), WSEE,
	M .8:00

2. Death Valley Days (Pacific

14. Ray Milland Show (MCA), WSEE, F.-7:00u16.1 15. Crunch and Des (NBC), WSEE, F.-10:30u16.5 16. Mayor of the Town (MCA),

17. Badge 714 (NBC), WSEE, 18. Dr. Hudson's Secret Journal (MCA), WSEE, W.-7:00 p11.8

STATION SIGNALS

38

By NORMAN MORRIS

9. Florian Zabach (Guild)

10. Popeye (Assoc. Artists)

dedicated its new headquarters in sylvania. the Loop on May 16, Participat- In a major financial and protion.

vice-president of radio and TV for Station WBKB, Chicago, owned Triangle Publications, has been and operated by ABC, officially elected a trustee of the U. of Penn-

35 10. Victory at Sea (NBC)

ing in the ceremonies last week gramming arrangement, WTVHwere Leonard G. Goldenson, pres- TV, Peoria, Ill., has completed neident of American Broadcasting- gotiations to purchase the entire Paramount Theaters, Inc.; Chi- M-G-M library of feature films cago's Mayor Richard J. Daley; now available to TV. . . . The and David B. Wallerstein, presi- news and public affairs department new Indianapolis outlet. dent of Balaban & Katz Corpora- of KRNT TV, Des Moines, Ia., has launched "Religious News." it's tor Frenkil TV Script Award goes In Philadelphia; WFIL-TV's me- a live weekly quarter-hour discus- to Catherine Rapp Wenzel, a stuteorologist Francis Davis has a new sion of local, national and inter- dent at the U. of Pittsburgh, for her bureaus. . Roger W. Clipp, gen- as part of one of the greatest ad- 2 p.m. May 26. eral manager of WFIL-AM-TV and vertising campaigns in its history.

N. Y., becomes manager of WKY-AM-TV, Oklahoma City, on June 3. . H. E. Lloyd, formerly with KTRK-TV, Houston, Tex., has been KRIS-TV, Corpus Christi, Tex. . . George Bowe, with WTIC-AM, Hartford, Conn., since 1935, has been promoted to production manager of WTIC-TV. . . . Bruce Cox is the new director of Special

The U. of Maryland's 1957 Vic-

The new personnel lineup at South Bend.

Raymond W. Welpott, station KOLO-TV, Reno, Nev., shapes up manager of WRGB, Schenectady, like this: Lee David Hirshland, local sales manager, Ed Cardinal, Daytime Audience program director, George Rogers, local sales staff. . . . Jerry Dunphy, named commercial manager of formerly news director of WXIX, Milwaukee, has joined the announcing staff of WBBM-TV, Chi-WFAA-TV, Dallas, till now, has Broadcast Services for WLW-I, KTVX, Muskogee, Okla. . . . Joe Crosley Broadcasting Company's Coffer is the new TV personality at KGUL-TV, Galveston, Tex. He'll host the new "Early Show" film feature, viewed at 3 p.m. Monday Service No. 2. thru Friday.

KCMC Doubles In Texark Area

TEXARKANA, Tex.-Ark.--Station KCMC-TV, here, reports a big cago. . . . Henry J. Davis, with increase in daytime audiences in the area, which covers 29 counties. been made a new account exec at The counties included in the report were those reporting 25 per cent or more weekly coverage for KCMC-TV in Nielsen Coverage

In September, 1955, in 26 of WNDU-TV, South Bend, Ind., these 29 counties, sets in use for "panel of experts" to consult in re- national religious events presented play "I Saw the Silver Wings." has filed with the FCC for Channel the week, from sign-on to 6 p.m., porting the weather. The station by reporters representing major re- The winner of the all-university 16. The station now operates on was 15.7 per cent. In February, has installed a complete set of me- ligious faiths. . . . Colgate Dental competition will receive \$500 and Channel 46 in the all UHF South 1956, the daytime audience had teorological instruments in the stu- Cream is introducing a heavy spot her play will be produced in color Bend-Elkhart market. WNDU-TV's gone up to 21.2 per cent and this dio and becomes a virtual weather campaign on WNAC-TV, Boston, over Baltimore's WBAL-TV at application seeks transfer of Chan- February it rose again to 33.5 per nel 16 from Aurora, Ill., to cent, or more than double in less than 18 months.

Merc. Signs Del Vikings To Long Term

NEW YORK -- Mercury Records has signed the Del Vikings group, which is currently riding high on the best selling pop chart with "Come Go With Me," on the Dot label. Deal was set by Art Talmadge, Mercury Records veepee and a.&r. chief. Talmadge stated he signed the group to a long-term pact.

The Del Vikings' big hit, "Come Go With Me," was a bought master which Dot acquired from Joe Aberbach of Pittsburgh. Several weeks ago, Dot released another disk by the group — "Little Billy Boy," backed by "What Made Maggie

Am-Par. Splits Production of LP's & Singles

NEW YORK - ABC-Paramount's singles and album production operations-heretofore handled by one department-have been split into two separate departments.

headed up all production, has been named director of album production, while Romeo Fabrizio, veteran staffer with the label's parent company ABC - Paramount Theaters, last week joined Am-Par in charge of detail reproduction and co-ordination of singles production. Fabriz'o and Natoli will operate independently, both reporting to Am-Par prexy Sam Clark.

Rogers Heads Decca at SLC

HOLLYWOOD -- Decca Records opened a company-owned branch in Salt Lake City last week, (Continued on page 23) series.

LIEBERSON GETS MUSIC DEGREE

NEW YORK -- Goddard Lieberson, Columbia Records president, was awarded the honorary degree of Doctor of Music by Temple University at Temple's Annual Music Convocation last week. Dr. Millard Gladfelter, Provost and vice-president of Temple, conferred the degree.

The citation lauded Lieberson for his many activities in the fields of music composition, teaching, as founder of the American Composers' Alliance, and as an executive.

Soundtracks From 3 Films To Imperial

HOLLYWOOD-Imperial Records landed the soundtrack rights to thra highly sought after motion firm's announced plan to secure additional film product.

Diskery will release packages from "Beau James," starring Bob Hope, Jimmy Durante and Vera John Natoli, who previously Miles; "Dino," starring Sal Mineo, (Continued on page 23)

Wexler Gets 'Popeye' Rights

NEW YORK-Cabot Records, Paul Wexler's new label has acquired national distribution rights on the official "Popeye" album, based on the new TV cartoon series.

Wexler's deal to distribute the LP to retail stores was made with Associated Artists Productions, which owns and distributes the naming Joseph Rogers to head the video show. Promotion on the Popoperation. Rogers formerly was eye album will be expanded associated with the Salt Lake Hard- shortly, via local tie-up campaigns ware Company, who distributed with all TV stations carrying the

RCA Label Makes Gala British Debut

LONDON -- The RCA label Number," Dinah Shore's "Cattle made its debut in the British Isles Call" and Melvin Ensley's "I Like last week. The Initial release was Your Kind of Love." It's the first kicked off under the recently ac- release abroad for the last-named, tivated agreement between America's RCA Victor company and British Decca.

E. R. (Ted) Lewis, chairman of the Decca combine (London, Brunswick, Vogue, etc.), welcomed approximately 900 disk dealers and distributors from all parts of Britain at a special dinner held here last week. This was part of a twoday sales meet-the first of its kind in British disk industry annals. Actual date for shipping the new RCA disks was set for Wednesday (15).

The initial RCA release includes 15 albums and four singles (45 and 78 r.p.m.). Among the pop album titles are "An Evening With Bela-fonte," "Bon Voyage" with Al Nevins, "Jazz Flamenco" with Lionel Hampton. The classics included some of the more recent Red Seal blockbusters by Toscanini, Lanza, Rubinstein, Boston Symphony, Fritz Reiner, Heifetz, Horowitz and the Boston Pops.

Singles included Perry Como's "Girl With the Golden Braids," Tony Martin's "One Is a Lonely

a country artist.

Lewis opened the meeting, and was followed by S. A. Beecher-Stevens, sales manager, who presented the RCA line and sales story. Colored slides of album covers were shown. Arnold Klein, RCA International field sales manager, spoke as rep for RCA. Other brass in attendance were Frank Lee, Decca a.&r. manager; Frank Chalmers, manager of RCA sales, and Marcel Stellman, manager of RCA pop recordings.

(Continued on page 141) with Mercury Records.

To Merge or Not to Merge? That's the Indie Question

Fabulous Recent Individual Successes Still Leave Future Security in Doubt

By BILL SIMON

going it alone?

ord industry apparently heads into an era of continuing expansion.

a strong, steady album line.

gles savvy, have been high in al- ups. bum aptitude. These are finding, It happens in nearly every busi-

on a smash single or two, they profit, and then has to decide if it NEW YORK - Should we never will reach their full potential wants to expand, thus putting itself merge, should we sell out while we distribution. The more aggressive in hock for another long term, or can, or should we continue to risk able to expand beyond a certain to remain small. If it decides on These are the questions more know, have been able to swing real the bigger, better-heelel compaand more of the indies are asking weight with the better indie dis- nies will take over its ideas for a themselves these days, as the rec- tributors in all parts of the country. swamping.

Creative Vs. Business Despite fabulous success en have been certain companies field, and in order to obtain certain joyed by several indie labels in the owned and operated by men whose types of personnel, some of the past couple of years, the future talents lay more on the creative behemoths may find that they have always remains in question. Only than the business level. These to take over an entire indie coma few have been able to come up might come up with a great prod- pany, lock, stock and barrel. Many with the ingredients for future uct and find that they don't know in the trade feel, for example, that security-artists with lasting name how to promote or sell it. If they Dot Records' prime asset, in its revalue, and perhaps more imporant, should happen to get a hit, they cent sale to Paramount Pictures, find that they can't afford to ex- was Dot president, Randy Wood, On the other hand, certain of pand their organization fast enough one of the most effective operators pictures last week, in line with the the indies, admittedly lacking sin- to cash in fully on this or on follow- the field has known.

> however, that they may not be ness, where an indie comes up with point-that until they can ride out a good thing, makes a nice, modest

and successful singles labels, they the latter, there's the danger that

But there's an increasing pre-Among the indies, there always mium on creative ability in the

New Ideas Scarcer There's little doubt that, as new (Continued on page 141)

and "The Fuzzy Pink Nightgown," starring Jane Russell with music starring Jane Russell with music composed and conducted by Billy Radio-Phono Line

Acquisition of Top-Priced Hi-Fi Units Keys Big Competitive Jump for Diskery

NEW YORK--Columbia Records has purchased the Bell & welcomes the opportunity to ex-Howell line of high fidelity radio- pand its high fidelity phonograph phonograph consoles. The sale, ef- line with these high quality instrufective immediately, was concluded late last week according to Charles H. Percy, president of Bell & He added: "This purchase pro-Howell, and Goddard Lieberson, president of Columbia Records.

It was stated that there would be no interruption in the manu- \$29.95 to \$1,800." facturing, selling and servicing of the Bell & Howell radio-phono

The acquisition by Columbia includes six phonograph and phonograph-radio-tape recorder combinations, ranging in price from \$595 to \$1,800. Bell & Howell and Columbia will each continue to manufacture and sell their own line of tape recorders.

Percy stated that Bell & Howell accepted Columbia's offer in order to devote capital, manpower and facilities to the expanding requirements of its photographic and tape recorder lines.

Friedlander To Epic Post

NEW YORK - Frank Berry sales manger of pop singles for Epic and Okeh Records, has resigned. Appointment of Bernard (Buddy) Friedlander as sales manager of singles was announced by William S. Nielsen, director of sales. Friedlander has a back-Dealers also were introduced to ground of 12 years in the record merchandising racks and RCA business, including seven years

ments now marketed by leading music stores thruout the country. vides Columbia with the industry's most extensive phonograph line, at retail prices ranging from

Tradsters noted that Colum-(Continued on page 141)

Low-Priced Album Line By Aladdin

HOLLYWOOD-Aladdin Records will shortly introduce a new low-priced album line, the latter to be aimed at rack jobbers, syndicate and chain stores. New line will bear the Score tag, with pres-Lieberson stated: "Columbia ent plans calling for a price tag of either \$1.49 or \$1.98.

Leo Mesner, president of Aladdin, declared the market to be an active one and that meetings with merchandisers in the mass outlets indicated a demand for new product at the low price.

First release on Score is scheduled in two weeks and will comprise six packages, with wax by Leah Effenbach in a Chopin set, bia's purchase of the line placed Murray Korda, "Pockin' and Roll-(Continued on page 23)

BMI Issue Is Key To Celler Report

Continued from page 14

tackle the BMI-ASCAP controversy, which is subject of a \$150, writers of America (including some ASCAP writer-members) against Broadcast Music, Inc.

'Integrity of Courts'

"As far as the BMI controversy with the songwriters is concerned, in my judgment, our committee should not issue a report while this matter is pending in court," Rep.

main stumbling block of the BMI Keating said, "The committee issue was removed. General feeling should refrain from passing on that among the dissenting members was aspect. Of all committees, the that the committee should not Judiciar is most concerned with the integrity of the courts, and should be careful to refrain from 000,000 suit brought by Song- anything that would spell advantage to one side, or disadvantage to the other."

> Rep. Keating indicated there were other areas of "strong differences of feeling" about the report, but he had hoped that the opposing views could be reconciled.

> The Celler subcommittee's staff eport recommended that Justice Department make a thoro investigation of BMI "to determine if antitrust laws have been violated." (The Billboard, April 29-May 6.) If the findings warranted, the report recommended that the Justice Department file suit "promptly." It also advised a later investigation by the Justice Department to study relationship of network ownership of record companies to other competition.

For This Issue Only

THE MUSIC POPULARITY CHARTS

will be found in the Special MOA Convention Section starting on page 47

Copyrighted material

Diskeries' Talent Search Make for Artists Market

Majors and Indies Sign Record **Quota in Race for Best Sellers**

By JUNE BUNDY

are signing up an unprecedented on wax.

Decca, Capitol, and Columbia- Twitty, and the Jazz Pickers. and their subsidiary labels alone pacted more than 80 performers still in the market for fems, has and Ken Copeland. by Mercury, M-G-M, Cadence, While Steve Sholes has personally Wallis, Earl Grant, Roger King perial, and Atlantic.

closely parallels The Billboard's sley, and Donn Gibson. top best-seller list, in that two-thirds of the newly signed perform-signed Tommy Leonetti, Mitzi Ray Lang. Decca's subsidiary ists (Georgia Gibbs, Billy Eckstine, O'Connell as LP artists. sliced by artists new to the pop Barron Smith, Murray McEachern,

Mercury Active

week, the label snagged the Dell-Vikings from Dot (see story elsewhere in this issue), and the De Fine, general professional manager the market these days. Poor har-John Sisters from Columbia. At the of Irving Caesar's publishing firm, monies are no longer liabilities, on to represent that the recording orsame time, Mercury's Eastern a.&r. paid a visit to one of the major the contrary, they sell records. chief, Bob Shad, shelled out con- label artists and repertoire men. siderable loot to buy the contract of young unknown Steve Karmen

Court Gives Ampex Nod In Goody Suit

NEW YORK--A suit brought last fall by the Ampex Corporation against the Goody Audio Center, Inc., has been settled in favor of the plaintiff. The suit involved Goody's sale of Ampex's model 600 and 601 tape recorders, for prices 30 and 25 per cent below the fairtraded list tags of \$545 each. Advertisements of the sale appeared in The New York Times. A temporary injunction was granted the plaintiff on October 10, 1956, in Supreme Court here.

In last week's decision, the injunction was made permanent. No damage payments were involved since the plaintiff had previously withdrawn his claim. Even tho Goody was never a signatory to a fair-trade agreement with Ampex, the injunction applies for the futhe injunction applies for the future to any other Ampex products To Own Bldg. which are normally fair traded.

Coast Distrib Assn. Formed

HOLLYWOOD--Approximately 10 independent record distributors here have joined to form the Wholesale Record Credit Association, a non-profit corporation. Group is currently drafting its by-I. ws, and has temporarily named Jim Warren, Zentral Record Sales Corporation, as chairman, and Al Sherman, Record Sales Company, as secretary-treasurer.

Open meeting of the organization is being planned for June 3.

frantic. Majors and leading indies show, but has yet to make it on Bobby Bare.

during the last two months, while signed Bonnie Scott, Marie Mcwell over 60 artists were signed Donald, Leni Barteri and the Kids. Liberty, ABC-Paramount, Dot, Im- inked the following: Nan Castle, Mozian, Dorian Burton, Ray Dog-Myrna Lorrie, Ric Cartey, Milton gett, Don Woody, Judy Scott, Stan A survey of this group of artists Allen, Don Windle, Cootie Wil- Hardin, Rudy Hansen, Big Jim indicates that its composition liams, Benny Martin, Melvin End- Hill, Warren Mack, Kay Armen,

ers are male, with strong emphasis Mason, Geoffrey Holder, Anamor- Coral and its subsidiary Brunswick on rockabilly or rock and roll ena, Tedd Randozzo, the Mam- recently signed Tina Robin, the warbling types. Some veteran art- selles, Julie Wilson and Helen Enchanters, Sid Gould, Vicki

etc.) are represented but in the New (to the label) Capitol art- Bunny Paul, Judy Kay, Vincent main the stress is on young un- ists include Dolores Grey, Peggy Lopez, Betty Madigan, the Key knowns. In line with this, The Lee, Anna Maria Alberghetti, the Men, and the Rhythmettes. Billboard's pop best seller chart Merry-Macs, Lord Flea, Robert New names at Columbia include last week spotlighted 20 disks in Mitchum, Bing Crosby (non-exclu- the Bon Bons, Tony Rand, Bernie an r.&r. or rockabilly vein-11 sive), Ruth Welcome, Sue Raney, Knee, Wayne Walker, Jack Cassidy,

from Eldorado Records, the Bu- Ben and Dena Hall, Del Reeves, NEW YORK-The search for chanan-Goodman label. Karmen Weldon Myric, Alvis E. Woens, new talent is becoming more clicked big on the Arthur Godfrey Ann Leonardo, Ray Parks and

Dot recently inked Margaret number of artists. The approach of artists recently signed by Whiting, Bonnie Guitar, Bob Denis a buckshot one-mirroring the Mercury include Billy Eckstine, ton, T. Tommy, Don Reno, Bobby fact that so many pop best sellers the Quails, the Little Beats, the Rand, Red Smiley, Jimmy Spellcontinue to come out of left field. Four Pals, the Pitch Pikes, Toni man, Carole Jarvis and Whitey The four majors-RCA Victor, Harper, Pete Marshall, Conway Knight. New names on the Imperial artist roster include Weldon Victor, one of the few labels Rogers, Faye Adams, Teddy Hayes

Decca's New Pactees

Decca's new pactees are Ruth the Cupids, the Paulette Sisters, the Young, Joe Therrien, Jr. Pumpkin,

(Continued on page 140)

Mercury Records, which recently lost Georgia Gibbs to RCA Victor, artist-signing field lately. Last week, the label spagged the Della

a leading recording company complete disgust.

cifically the record business, is in an awful turmoil and the immediate future is anybody's guess. We're stalemated in a period of less than mediocrity - inferior material, doubtful talent and questionable instrumentation. A song is a big hit on the basis of its amateur unorthodoxy, its dissonance, its beat, plus a particular type of 'singin,' which the kids are buying. The teen-agers are associating themselves with the artists who interpret songs as the juves themselves do.

"A great song doesn't stand a chance before it's recorded-and

Nash Moves

NASHVILLE -- Murray Nash Associates, Inc., country and western publishing and promotion operation here, which was organized less than three years ago, has moved into its own building at Division Street here.

Location is close to recording studios and the Nashville Musicians' Union. Nash, meanwhile, has added a number of recording artists and songwriters to the roster. and Red Kirk, Both ABC-Para- Vivian Della Chiesa (also a partner temporaries. mount artists, and Howard Housey, in the operation), has just comsoon to be released on the Dot pleted an album by the Al Conte

Firm has also appointed L. D. Billy Brando, heard locally over (Rudy) Gentry of Dallas as South- WINS, and Russ Miller, formerly ances by Gwen Verdon, Thelma her vocalizing, grabs a tremendous western area rep.

NEW YORK-Last week, Jack has much less chance once it's on

"The a.&r. man plays me a new An artists and repertoire man of just isn't BAD enough."

throws his arms up in the air with date for instance. I asked the FTC, "represents an agreement" by guitar player to play off key. He Tops that it will "discontinue prac-"The music business, and spe- tells me he doesn't know how. I tices" considered by the Commis-(Continued on page 119) sion to "violate the law."

AFM CONCLAVE HASSLE LOOMS

HOLLYWOOD-The possibility of averting an anti-Petrillo floor fight at the upcoming convention of the American Federation of Musicians was completely eliminated here last week when delegates from AFM Local 47 received their instructions from the membership.

A total of 27 resolutions, including the demand for the immediate reinstatement of deposed rebel leader Cedl Read and the revision of the controversial "dictatorial powers" embodied in Article 8, Section 8, of the Federation constitution were

adopted. Other resolutions are similar in nature to those presented by Local 47 delegates at last year's AFM convention. High point of these deal with membership ratification of contracts, the 5 per cent TV film formula and residual rights. Local also instructed its delegates to seek the adoption of a new and more equitable method of balloting at the convention.

FTC Bids Tops Music Stick To Facts

WASHINGTON -- Tops Music Enterprises, Inc., Los Angeles, agreed last week to abide by a Federal Trade Commission stipu-Federal Trade Commission stipulation and not represent that bands Dot Conclave making records for the company are well-known or established or Hollywood bands, when that is

contract musicians assembled solely ing in its national field force to In the ensuing conversation, the rock and roll recording he made to make the records in question. disk man came up with some sali- and asks me my opinion. I tell him Tops also agreed not to represent ent comments on current tastes, it's a fairly decent record as far as that the vocalists are prominent Fine wrote them down, and we rock and roll recordings go. He singers or famous Hollywood perfeel they're interesting enough to cuts me short and informs me the sonalities and not to claim that record will never be released. 'It offices are maintained in any locality when those facts are not so.

"Take last night at a recording | The stipulation, according to

New Bill to **Promote Home** Artist Tours

WASHINGTON - While the Senate Appropriations Committee was battling to cut funds for State Department's American performing artist tours abroad, another Senator was introducing a bill to promote tours of performing artists here at home. Senator Jacob Javits last week (15) introduced a bill to establish a United States Arts Foundation for the advancement of performing arts in America.

Javits, also author of a bill to establish a Federal Advisory Council on the Arts, says the present bill would involve a comparatively minor expenditure of from \$3 to \$5 million to make it possible for people all over the country to see the performing arts, "which is an opportunity now denied them." This bill would provide a practical application of Federal aid to performing musicians and other talent, Javits pointed out, while awaiting the advice expected from the Federal advisory group.

The bill is duplicated in purpose by a number in the House, such as Rep. Frank Thompson's bill to expand the Fine Arts Commission to include representation in the performing arts, and others to provide for Federal Advisory Commission on performing and other creative arts. The Javits Arts Foundation would be an entirely separate agency, in the executive

branch.

At MOA Show

HOLLYWOOD --- Eleven Dot The company further agreed not | Records executives will convene at the MOA convention in Chicago ganization is other than a group of | this week, with the company bringttend the show and a series of diskery meetings.

Dot contingent will be headed by President Randy Wood, and includes Rip Thornton, Henry Onorati, Bob Smith, Mickey Addy, Jerry Johnson, Sandy Harbin, Stewart Levy, John Wessells, Jim Coyle, Webber Parish and Gil Brown.

Early Release Of RCA 'Annie'

HOLLYWOOD --- RCA Victor will release its version of "Annie Get Your Gun" shortly, with Ed Welker, Album repertoire topper, completing the recording of the package here last week.

RCA set will feature Mary Martin and John Raitt, both of whom are scheduled to appear in a 'oad show versio' of the play in Los Angeles this nummer. Tho not confirmed, Miss Martin and Raitt

EP DISK TIES IN WITH JAMESTOWN FESTIVAL

NEW YORK -- Publisher Abe | historical events. Writers are Carl Olman has issued a special EP record tying in with the Jamestown 350th Anniversary Festival. Festival, which is under way now and will continue for months in the Jamestown - Williamsburg - Norfolk area of Virginia, includes outdoor pageants, dramas and many ceremonies including a re-enactment of the wedding of Pocahontas and a visit by Queen Elizabeth in September.

Olman's EP, on the Jamestown label, was recorded by the Ray Charles Singers and includes four specially written songs, "Three Ships," "Pocahontas," "The Old Church Tower" and "Jamestown"each of the tunes mirroring great

V.I.P. Label Adds To Talent Roster

NEW YORK - V.I.P., new label, is adding to its talent roster. Quartet. Other pactees are vocalist with Kapp Records.

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Stutz and Edith Lindeman, cleffers of "Little Things Means a Lot."

Initial big tourist influx is expected to get under way June 1, and initial heavy promotion on the Festival - and the EP - is already under way in the historical Virginia territory. Olman is preparing another disk on the Festival. This will be an LP, with narration by are reported set to essay their roles Robert Porterfield. Meanwhile, in "Annie" on an upcoming NBC-(Continued on page 119) TV spectacular.

'NEW GIRL IN TOWN'

Musical Lives Up to Hit Potential of Wax

NEW YORK--George Abbott's | Verdon, who built her Broadway newest stem entry, "New Girl in name in "Can Can," and "Damn Town," figures to linger for a heal- Yankees," plays a sympathetic thy spell at the Forty-Sixth Street Anna, the prostitute who finally Theater where it opened Tuesday (14), despite the lack of initial all-New ones include Steve Schulte Label, whose first disk was cut by level impact of some of its con-

Primary interest focuses on a tasty score by Bob Merrill, which ing prowess, the what there is is has already brought a number of disk releases, and solid perform-Ritter and George Wallace. Miss

achieves a happy and idyllic marriage with an Irish sailor. Tho the gal acts and even sings in very charming style, the show disappointingly skirts around her dancvery sharp indeed.

Miss Ritter, the not known for (Continued on page 119)

Sees Changing TV Attitude On Disk Shows

CBS Exec Notes Big Spending for **Wax-Based Segs**

NEW YORK - The fact that network TV this fall will devote much of its prime evening time to music shows with disk-oriented talent (see separate story) points up several interesting develop-ments with regard to the advertiser and broadcaster attitudes. Lester Gottlieb, CBS-TV programming exec, notes that in years gone by, music on TV was relegated to Music is for 15-minute strips. "Music is for radio" was the attitude. Today, Gottlieb notes, advertisers are spending millions for music shows using record talent and recordbased ideas.

Altho music is the base of the entertainment business, Gottlieb believes that no TV show has, as yet, successfully captured the essence and glamor of the disk industry. He hopes to do this with "The Big Record," which replaces the Arthur Godfrey show in the 8-9 p.m. Wednesday night slot starting September 18.

Gottlieb and Lee Cooley, pro-ducer of "The Big Record," are working up a format designed to appeal to both adults and teenagers. In order to do this, Gottlieb stated, it will be necessary to tap all phases of the American music scene. Thus, while 40 to 50 per cent of the show will be ners in all categories on his CBS- fusion of singles releases have different disk lines. For the very pop-based, there will be con- TV show again this year, talent raised irritating new problems at reason that they are the biggest. siderable attention given to other scouts were present from the Wil- both distributor and manufacturer These are the distribs most often facets, such as country and western, blues, classical, jazz, folk, etc.

Gottlieb and Cooley are conducting a number of informal talks with a.&r. men, stressing their intent to make this the representative network-TV show for the disk (Continued on page 23)

TV-Film Cash

HOLLYWOOD -- Motion filed several weeks ago by a group of TV film recording musicians seeking a temporary injunction to prevent payments to the Music Performance Trust Fund of money cent agreement was denied late film producers as defendants in a panel members in accordance with \$2,000,000 suit.

Judge Rhone issued a show tion Association. cause order returnable June 3. American Federation of Musiwhen the case is argued June 3.

GOOD OR BAD, HE PRINTS 'EM

CHICAGO -- Band leader Frank York is mailing out quantities of a record plugging brochure which speaks well for his broadmindedness.

Touting his new Coral release, the flyer's heading reads: "Nine out of 10 Pittsburgh disk jockeys prefer 'French Dressing.'" This is followed by pictures of nine top Steeltown deejays and enthusiastic quotes from each lauding the charms of the record.

Down at the bottom is the picture of Rege Cordic, of KDKA, and his testimonial:

"To tell the truth, man, it doesn't move me."

Turn Out for All-Army Show

NEW YORK -- Talent scouts from major TV shows and booking agencies turned out in considerable number for the annual All-Army entertainment contest held at Fort Monmouth, N. J., last week. The turn-out, unusual for a soldier show, was prompted by the fact that one of the competition's winners last year-Peter Palmer-subsequently snagged the lead in the Broadway hit, "Li'l Abner."

In addition to representatives of show and Lawrence Welk.

Cavaliers, First U. S. Army. Judges record outfits who operate on very limited budgets. Request

Fall Music Shows on TV Cue Plugs for Diskers, Pubbers

At Least 25 Web and Syndicated Shows Guarantee Hefty Exposure

By JOEL FRIEDMAN

of their product this fall via an vision season.

syndicated shows are expected to air time, the "Frances Langford be on the air, all of which repre-sent top plug outlets for both disk-Wick and the "Big Little Show" eries and publishers. The use of produced by NTA. television to either kick off a new song or hypo a record can and unpanies have already slotted ma- mendous amount of music. terial they will introduce on record later in the year.

Shore Show," a series of 20 one- on ABC; "The Voice of Firestone," hour live telecasts on NBC; the ABC; Spike Jones, CBS; Tennessee

pect to receive maximum exposure Frank Sinatra shows, both on ABC; "Sally," a half-hour film show on impressive roster of music shows NBC; Gisele MacKenzie, one-half scheduled for the upcoming tele- hour, NBC, and Guy Mitchell on ABC. Two others, tho not as yet In all, at least 25 network and sold, are reported negotiating for

Lively Plugging All of the stars featured have doubtedly will increase. Among recording company affiliations, and those shows scheduled for fall it is certainly likely they will plug showing that are currently being their own records whenever posfilmed, a number of record com- sible, in addition to using a tre-

Holdover shows that will also make heavy use of music include New shows include the "Dinah both of the Lawrence Welk shows "Eddie Fisher Show," 20 one- Ernie Ford, NBC; "Perry Como

hour live on NBC; "The Big Rec- | Show," NBC; "Ozark Jubilee," HOLLYWOOD-Record com- ord," an hour-long musical variety ABC; "The Hit Parade," NBC; the panies and music publishers can ex- show on CBS; the Pat Boone and "Rosemary Clooney Show," syndicated; the Marge and Gower Champion show, CBS, and the "Ed Sullivan Show," CBS.

> Despite the high cost of live music, the majority of new and holdover shows will use live music. Canned tracks will continue to be used widely, tho in the main on filmed shows.

> In addition to the scheduled music shows, it appears likely that the record companies, networks and TV film producers will once again work closely with each other on the use of music on dramatic shows and, of course, an expected heavy schedule of spectaculars. Original music scores, i.e., the recent Rodgers and Hammerstein "Cinderella" and the "Jack and the Beanstalk" tele-musical are also likely to be shown and recorded by the major firms. Perry Como and Hal Stanley recently completed a deal for four such shows on NBC, all to be adopted from publie domain fairy tales.

> Disk names will be drawn upon for more frequent appearances on the standard music and variety shows. With plans for the content and format of all shows on the drawing boards, a number of record companies are already eving the vast audience potential and are making plans of their own to co-ordinate the release of their wax with the teleshows.

Indie Label Boom Cues Distrib Itch

By REN GREVATT

ered on all sides to get behind with a hot disk to kick off. Winner in the solo vocal cate- new disks of indie producers,

Indie distributors have grown NEW YORK-Mushrooming of today to the point where some are Ed Sullivan, who will feature win- indie record labels and the pro- handling as many as 40 or more liam Morris agency, the Ted Mack levels. Some indie distribs, badg- approached by small, new outfits

Altho the great majority are gory last Thursday (16) night was have sought extra promotion funds above reproach, reports from indie Report Disk SP3 Carl Manulkin, U. S. Army, from disk men. On the other disk men indicate that some dis-Europe, while first place in the hand, this practice has proved a tributors are insisting on money "in vocal group category went to the headache to some of the indie front" as the price for handling a

> Requests are usually accompanied by a demand for a promise that the disker will not sell his master. If he does, the implication larger diskeries here expressed conis that the distrib will never again touch a record of that particular that has been developing in one firm, and will "see to it" that no other distrib in the area does.

The distributors, however, have their side, too, according to ob-servers, which all comes back to the fact that more disks are being Publishers members last week were bers Wednesday (22) at 10 a.m. in released than can possibly ever

There is more competition than air plays. If a distributor has as many as 25 to 30 labels, with each pumping out regular releases, how many can he possibly push at

Muscle by Chi Syndicate

NEW YORK -- Several of the cern last week over a situation of the Midwestern cities, presumably Chicago.

Reportedly, a "syndicate" in that city has been moving in on the record business. The companies spot certain monopolistic tendencies which, if they continue unabated, could threaten the existing distributor-to-dealer price structure ir. that area, as well as to stifle, by unsavory methods, the course of free enterprise.

The big problem, not unespect-Under the proposed amendment once? Thus a distributor feels he's edly, is that none of the trandesters who might be affected by the

(Continued on page 23)

NEW YORK -- Marvin Weck The Removal of principal fulfill- has been executive assistant to ment activities to Terre Haute, Goddard Lieberson, Columbia Ind., and the installation of a shipping center at Santa Barbara, Calif., were effected during weck's the advertising and sales promoservice. Richard Bruno will as- tion department. She assumes susume the club's fulfillment activi- pervision of activities of production ties as acting director of operations. co-ordination for sales promotion, He will headquerter in Terre budget traffic control and catalogord Club.

New Spot for Joan Tietjen

NEW YORK--Joan Tietjen has been appointed to the new position of administrative assistant, advertising and sales promotion department of Columbia Records, according to Arthur Schwartz, department director. Miss Tietjen president. In her new capacity she will participate in all projects of of cross-merchandising programs.

Copyrighted material

On MPTF Fund 2 Amendments Offered To ASCAP Constitution

NEW YORK -- American So- election of directors will be availasked to vote on two proposed the ASCAP board room here. An sell. amendments of the articles of the examination was originally redue May 15 under the 5 per Association. One relates to the quested by a "group of more than ever for disk exposure and on-thecomplaint committee, while the five members of the Society," and Thursday by Judge Rhone of Los other relates to appeals from the one will be made for that group Angeles County Superior Court. board of appeals to a panel and by Frederick Fox, Hans Lengs-Plaintiffs had named some 100 TV provides for the selection of such felder, and Guy Freedman. the rules of the American Arbitra-

At the same time ASCAP's Committee on Elections, headed by cians attorneys will seek dismissal Alan J. Lerner, announced that of the motion for an injunction ballots and tally sheets incident to the tabulation of votes in the last

ciety of Composers, Authors and able for examination by all mem-

to complaint committee procedure, got to have money for exploitation members whose case have been expenses and as a hedge against squeeze is willing to talk. ruled against by the complaint the bugaboo of the potential sale committee may have matters re- of a master to a label he doesn't ferred to an impartial panel for handle. With the small label parhearing-four ASCAP members and ticularly, it's a case of "you're only three outsiders selected by the complaint committee. Heretofore such cases have been referred to the ASCAP Board of Directors.

Sic Transit Gloria Parker

NEW YORK -- Cleffer Gloria Parker last week constituted a onewoman picket line in front of the Young and others have called for the divorcement of BMI from broadcaster interests, carried a pla-(Continued on page 23) Don't push rock and roll junk."

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JAMAICANS DIG BIG BEAT

U. S. R.&R. May Top Home Grown Calypso in BWI

West Indies-The British West In- for New York last week. Riley exdies dig rock and roll. In fact, the pects to spend three weeks in that imported Yankee idiom is running a city, then go on to Chicago and close race with the home-grown Los Angeles. calypso and the latter may even be | Currently, Riley is ordering | RCA Building on Sixth Avenue. forced into second slot if some of Stateside hits via cable and phone Miss Parker, who with Barney the Yankee labels apply themselves immediately after spotting the more directly to this market.

chant, Leroy Riley, proprietor of

KINGSTON, Jamaica, British the Savoy Record Shop, who left

trade paper picks. He claims that An effort to acquire local press- the potential of a hit in the Indies

Weck Leaves

has resigned as vice-president of the Columbia LP Record Club. ing and distributing rights to America over 100,000 copies. A prime broadcaster interests, carried a pla-ican rock and roll labels is about example was Fats Domino's "Blue-card stating: "General Sarnoff, we Adler, vice-president and general Tiejen will also assist in liaison to be launched by local disk mer- berry Hill," which went over that want freedom of the airways. . . . manager of the Columbia LP rec- activities and in the development

MUSIC AS WRITTEN

MUSIC-RADIO

Ethel Nagy Vik's New Album Editor . . .

Ethel Nagy, long-time RCA Victor employee and most recently a.&r. secretary to Vik's Herman New York Diaz, has been upped to the post of album editor with the Victor stay at Town and Country, Brooksubsidiary. She'll report to Diaz, who last week was made head man of the Palmer House, Chicago, are over the Vik album operations.

Mark Bucci Signs With

Frank Music . . .

cently was awarded his second McKissick has hit the road again Guggenheim Fellowship, has been signed to an exclusive contract by Frank Music. Bucci has cleffed many works for theater and TV, including the score to James Thurber's "Thirteen Clocks." Currently he is completing a musical play, "Tale for a Deaf Ear," which will opened on Broadway without an be given at Tanglewood, Mass., this summer.

Songstress to Altar

With Publishing Exec . . . Ann Gilbert, songstress recording for Vik Records, was married Saturday (4) to Stuart Ostrow. Latter is an exec with Frank Loesser's observer, "the issue is still in publishing firms in New York. Miss at Radio City Music Hall.

Pat Boone Draws Meagerly On Cincy Engagement . . .

May 11. With ducats scaled at Face in the Crowd." \$2.75 and \$3.75, advance sale an hour before show time hit around moter Joe Brooks, of Louisville, is son Howard and frau. The baby group, entitled "Swingin' the Sandreported to have dropped around (a boy Stephen Arthur Miller) was ards." This pop set also will have attributed in part to the numerous Plainfield, N. J.

college and high school proms being held in the area at this time.

lyn, N. Y., and the Empire Room set for the New American Hotel, approach. Miami Beach, June 26. . . . Pianist and cleffer Irving Fields opening this week at the Sands Hotel, Las Mark Bucci, composer who re- Vegas. . . . Trumpeter Maynard with his band, starting with onenighters on the East Coast.

Records. . . . The Eartha Kitt straight pop LP's. Each unit will legiter, "Shinbone Alley," which out-of-town tryout, currently is having its musical score doctored by cleffers Ralph Burns and Manny Albam. . . . The "Jazz League" saw its first baseball contest last week when the Charlie's Tavern Jazz All-Stars faced the Jimmy Dorsey band. According to an impartial doubt." . . . Jerry Lewis is cutting Cilbert recently completed a month an album of tunes made famous by Al Jolson for Decca, of course.

Bill Heyer, singing trumpet player, is doing a recording ses-The Pat Boone unit, with the sion for the new Cabot label this Fontane Sisters, the Four Lads, week. . . . The Four Voices will be Richard Hayman and ork, and a on the NBC-TV "Tonight" show pair of novelty turns, drew the week May 27. . . . Paul Brown meagerly at the 3,400-seat Music is doing special promotion for War-Hall, Cincinnati, Saturday night, ner Bros. on the musical flick "A

Bob Miller, well-known contact \$3,300, with an additional \$1,000 men's union exec, became a grand-

Camden Preps

NEW YORK-Camden Records, RCA Victor's low-priced package The Crew Cuts, following their subsidiary line, is going out for the rack and supermarket trade with a new, streamlined merchandising

For the first time, the line will merchandise pre-packs, tying in with an offer of island merchandisers and in-store streamers. According to sales manager Frank O'Donnell, outlets will be offered Thrush Ethel Ennis, last with two pre-packs, one to contain pop-Jubilee, has been signed by Capitol ular-type classics, and the other contain 100 12-inch disks, 10 each of 10 numbers; all best sellers.

Outlets which order three prepacks will get two of the corrugated island merchandisers and two sets of streamers. Each merchandiser has three pockets and holds about 70 disks

Camden also plans gradually to convert the line to four-color covers instead of the economy-type art is has sported in the past. Next fall, it's expected that most of the best sellers will be converted.

In June, Camden will come up with another of its monthly Budget Specials," still at the regular \$1.98 tag, but carrying glamour cover and liner notes. Title will be charts last week. 'Hits of the 1920's," and content will be gleaned from Victor catalog items by such as Vaughn Monroe, Dinah Shore, etc. In July, the "Budget Special" will be a new "Orthphonic" hi-fi disk by a new registered at the box office. Pro- father last week, courtesy of his artist, Gene Bianco, harpist with 4C on the date. Poor business was born at the Muhlenberg Hospital, four-color sleeve and liner notes, by John S. Wilson.

KAPPS CAT TO FIDDLE ON WAX

NEW YORK--Paul Kapp's book, "A Cat Came Fiddling," is about to be made into a record. The song collection, featuring folk-type works in original settings by the veteran music man, will be recorded this month for Elektra by vocalist Ed McCurdy.

The tome, published here by Harcourt-Brace, now will be published in the British Empire, also by the Oxford University Press via a deal consummated last week. By a coincidence, Kapp's daughter currently is a scholarship student at Oxford.

In his more mundane pursuits, Kapp last week sold one of his artist properties, the Skifflers, to Epic Records for an LP.

Dot's 'Dark Moon' Disks **Make Charts**

HOLLYWOOD—Tho a diskery has covered its own hits in the past, there aren't too many occasions when both versions have turned out to be hits. This is the case in the Dot recording of "Dark Moon," with versions by Bonnie Guitar and Gale Storm both appearing on The Billboard's Best Sellers in Stores

Dot's pop single heat wave is further emphasized via their amazing consistency on the charts. Firm currently has six records in The Billboard's Honor Roll of Hits (The Billboard, May 13), in "Dark Moon"; "Why, Baby, Why" "Come, Go With Me"; "Marianne," "Ninety-Nine Ways" and "Love Letters in the Sand." In addition, Jim Lowe's "Talkin' to the Blues" shows on the disk jockey charts, while the firm notched a total of 16 sides on The Billboard's Top 100 list.

Archer Pacts Stress Fast **Booking Pace**

NEW YORK -- The pace of pactings continues heavy at the recently formed Archer Associates tion. talent booking office here. In addition to those previously announced, the firm has signed Eddie Bo and his New Orleans band, Jimmy Beasley and his West Coast ork, Jimmy McCracklin and his band, also from the Coast; Jesse Belvin, Lowell Fulsom and Buddy Thompson, a new rockabilly find from Shreveport, La. Other important new pacts are being negotiated and package groupings, involving much Victor S-O-R package groupings, involving much of the new talent, will be announced shortly.

In reply to rumors in the trade that the Archer firm includes outside stockholders from other areas flatly that his firm is owned 100 specials coming up in June: per cent by himself. "I own all the who is vice-president, and my law- Pops Orchestra. ver, Gene Russell, a disinterested Westchester County attorney, who is secretary."

Mercury Signs De John Sisters

NEW YORK-Mercury's Eastern artist and repertoire chief, Bob Shad, has signed the De John Sisters, formerly on the Epic label.

Jazz Pickers, a vocal group, and a prised of youngsters in their early

Three Stables Linked in New Managmt. Firm

NEW YORK-New management firm, Performers Management Associates, Ltd., has gone into business here, consolidating the artist properties of Milton Barnett, Esther Navarro and Lee Kraft.

Kraft's stable, now a part of the fold, is heavy on jazz talent, with such acts as Art Blakey's Jazz Messengers, the Teddy Charles Quintet, the Gigi Cryce-Don Byrd Jazz Lab, Mat Mathews, Joe Derise, Rita Reyes, Little Jimmy Scott, Sabu and the Clara Ward Spiritual Singers.

Miss Navarro, who had been with Shaw Artists, has brought in the Avons, the Cadillacs, the Cookies and Gene and Eunice, all rhythm and blues acts.

Barnett's stable, acquired in the West Indies, is mainly calypso. Among the acts are Tedd Browne, the Trinidadians, the Prince Connie Trio and the Daphne Weeks ork.

The management firm intends to expand eventually into the pop field also.

WBAP Preemed Some Greats

FORT WORTH - Messages poured in from all over the nation the past week, congratulating Director Harold Hough, Station Manager George Cranston and Program Director A. M. Woodford on the 35th birthday of radio station WBAP here. Among the letters were those from people who remembered when they used head phones to listen to such old favorites as the "Sunflower Girl" and the "Hired Hand."

On May 2, 1922, a feeble 10watt signal signified the birth of Carter Publications' newest brainchild, a precocious infant that rapidly increased its lung power to 50, 1,500, 10,000 and finally, 50,000 watts.

Hough, who earned early radio fame as "The Hired Hand," was also the hand that rocked this cradle of information and entertainment, guiding the talkative infant into its present leading posi-

Unknown artists who first became known to WBAP listeners include Mary Martin, Ernest Tubb, Nelson Olmstead, Lum 'n' Abner, Bob Floyd and Pat Boone.

WBAP celebrated its birthday officially during National Radio Week, May 5 thru 11.

June Listing

NEW YORK--These are RCA of the booking world, Archer stated Victor's Save-On-Records coupon

In the classical category, it will stock," he declared, "and the only be "Hi-Fi Fiedler," a program by other principals are my wife, Billie, Arthur Fiedler and the Boston

The Pop special will be "Sketches By Skitch," featuring Skitch Henderson at the piano.

In the jazz category, it will be "Connee Boswell and the Original Memphis Five in Hi-Fi."

Each of these will sell to coupon book holders only at the special S-O-R tag of \$2.98 for June only.

NEW YORK-Professional Music Men, Inc., contact men's Also inked by Shad were the union, is raising the initiation fee to \$250. Fee was formerly \$100. new rock and roll quartet, the Lit- Leo Diston, music men's exec, the Beats. Latter group is com- stated that the move was necessitated by the sharp increase in insurance rates.

Sponsored by the Disc Industry Scholarship Committee (DISC)

Enter the First Annual National Golf Tournament Now!!

WHO IS ELIGIBLE:

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

PRIZES:

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

HOW TO ENTER:

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

TOURNAMENT DETAILS:

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

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

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

ENTRY BLANK First Annual National **Golf Tournament**

Sponsored by Disc Industry Scholarship Committee (DISC)

I hereby app	oly for memb	ersh	ip in t	he i	Disc In	dus	try
Scholarship by-laws.							

Name	
Address	
City	State
Firm Name	
Type of Business	
그리트 경기 그리고 있는데 그리고 있는데 그리고 있는데 그리고 있다.	Theele T Money Order for \$10.00





"HITS" From THE "H	OUSE OF BOURNE"
PAT BOONE	
Delical Laboration	(DOT 15570)
TINA ROBIN	"MY MAMMY"
EYDIE GORME"I	LL TAKE ROMANCE"
BROWN TO INCOMPROSE OF THE	(AM-PAR 9780)
BIG MAYBELLE	
un composition from the contract season	ISAVOY 15121
FRANK	
CHACKSFIELD	"LULLABY OF THE
ANNO CENTRO CO ESSANTINO CON TRANS	LEAVES"
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"TENNESSEE" ERNIE FORD **Capitol Recording**

THE

PARAMOUNT MUSIC CORPORATION

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Cap to Debut C.O.W. Series

are sung in Spanish. Three are by Oldsmobile, etc. Lucho Catica, and one each by Los Tres Caballeros, Tony Aguilar, Lalo Conzales and Carmela Rey.

Jamaicans Dig

• Continued from page 21

figure. Among the Yankee artists in top demand here are Fats Domino, Ruth Brown, Lavern Baker, Elvis Presley, Harry Belafonte, Bing Crosby, Nat Cole, Shirley and Lee, Sarah Vaughan and the Platters. One of the local toppers, who is under contract to Riley, is calypsonian Count Lasher.

British artists also have a market here via their Decca-Brunswick-London distribution from England. Ted Heath, Lita Roza, Vera Lynn and Lord Kitchener are tops from that sector.

Recently the Islands began getting American stars for personal appearances, which have hyped interest in their disks. This year Lavern Baker, Oscar Peterson and Ella Fitzgerald have been here, and Louis Armstrong is due this week, to be followed by Bill Haley next week. The natives especially look forward to seeing Domino, but quired rights to the soundtrack in haven't been able to work out a booking.

Riley, if he obtains rights to Tacilities of two local pressing plants - Records, Ltd., which has price of \$4.98. two presses and currently does British Decca-and Caribbean Re- series, "Vacation in Foreign Lands." cording Company, a one-press op- Vive packages in the series, inerator, which does mostly native cluding the music of Italy, Holland, calvpso disks.

Recording facilities on the Island are limited, and the only quality work at present is being done by Radio Jamaica.

Local observers note that the local musical product rapidly is developing into a hybrid in which the strongest elements are calypso and rock and roll.

Low-Priced

• Continued from page 19

in" by Shirley and Lee and Charles Brown, the Five Keys, Louis Jordan, and Lloyd Glenn. All the albums will be produced in four-color printing, and will be celloph ne wrapped.

Plans also include the release of some of the sets thru normal distribution channels at the low price.

Modern Records recently entered the \$1.49 package field and thus far reports enthusiastic response to their material. Other Coa t firm in the field is Tops Pecords, veteran of the low-price disk business.

THE BIGGEST

OF THE YEAR!

FATS DOMINO **VALLEY OF TEARS**

#5442



Major Record Company

Interested in new talent and material.
Send Demo disc or tape, which will be returned. Send copyrighted material only. Write:

BOX 102, The Billboard 1564 Broadway New York 36, N. Y

TV Attitude

Continued from page 21

industry. They are asking the HOLLYWOOD-Capitol Rec- a.&r. men for full co-operation on ords bows its new line of foreign merchandising and exploitation, language single records this week, and it is expected there will be the first in the label's new "Capitol many sponsor-artist tie-ins. Show of the World" series. Initial release is already sold out, with the sponincludes seven records, all of which sors including Pillsbury, Kellogg,

> In addition to personal appearances by disk artists in all categories, the program is likely to include a Hall of Fame feature whereby an artist will be able to perform his disk hit of years ago. Another feature highlights instrumental performance:. For instance, three pianists may each do their interpretation of a song. The format is also expected to provide a showcase for great musical comedy artists of present and past

> Keynote will be flexibility, diversity of material in order to mirror all trends in American music, and an appeal to total audience. In order to achieve the latter, much attention, of course will be devoted to music and artists in the album field.

Soundtracks

Continued from page 19

May, "Beau James," the Paramount film biography of the late Jimmy Walker, was originally to have been released by RKO Unique. Lew Chudd, president of Imperial, acnegotiations with Marty Machat, vice-president of the RKO diskery.

All of the soundtrack albums are American disks, would use the scheduled for a June 15 release and will sell at a suggested list

Chud'i also disclosed the upwork for Mercury, Herald, and coming release of a new album Scotland, Mexico and the Philippines comprise the initial release, with an additional five albums to be released in July. Diskery topper recently returned from a twoweek trip to Europa regarding distribution and new album material.

Rogers Heads

· Continued from page 19

Decca in the Salt Lake area re-

Label also named Al Barsimanto to head the branch operation in Los Angeles, with Arthur Grobart continuing as assistant division manager, and Lou Gilman as vicepresident, Western division.

Barsimanto formerly managed the Seattle branch for Decca. His post there has been taken over by Luther Choate, a Decca salesman in Scattle.

Indie Boom

• Continued from page 21

as hot has your last hit," and some of the firms knocking at the door

don't even have a previous release. In effect, the clock has swung all the way around since the days of World War II. In those days, the record companies were in the driver's seat and were in a position to tell the distributor to "get the money up front." Now the distrib is calling the turn in the same way.

Talent Scouts

• Continued from page 21

for Thursday's categories included Columbia Records' artist and repertoire chief, Mitch Miller, vocal coach Harold Woodall, representing the American Theater Wing and June Bundy of The Billboard's music staff. List of winners in all categories will be carried by The Billboard next week.

BMI Suit Back For Rehearing

NEW YORK -- Broadcast Music, Inc.'s suit to gain access to song performance records of the American Society of Composers, Authors and Publishers was returned to special master, former Federal Judge Harold Kennedy for re-examination, following BMI's rejection of a counter suggestion by ASCAP last Friday (17).

The ASCAP counter-proposal, filed by ASCAP's general counsel Herman Finkelstein, agreed to give BMI copies of all ASCAP performance cards, but specified that names of writers and titles of composition must be covered, and symbols substituted in their stead.

The ASCAP counter-proposal rejected by BMI last week was made at the suggestion of Federal Court for the Southern New York District-ruled that BMI is entitled to examine certain song performance records, but asked that ASCAP 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.

BMI is seeking access to ASCAP's performance files in connection with the pre-trial examination of Finkelstein on the suit brought by 33 ASCAP songwriters, known collectively as the Songwriters of America, against BMI.

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- BMI

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MIGHTIER THAN EVER

Royal American Uncovers Greater Ride, Show Power

By HERB DOTTEN

MEMPHIS-The 1957 edition of the mighty Royal American Shows, long acknowledged as the world's largest carnival and now rated additionally as the world's largest touring attraction, is mighti-

er than ever before.

The huge aggregation of rides, shows and concessions which this vear will move on 60 railroad cars in the U. S. and 89 in Canada, opened at the Memphis Cotton Carnival with a substantially stronger line-up of individual attractions than ever before. And, still others are to be added before are used at one time, the other two for the big money from still anoththe show opens its long fair season which will take it from Calgary, Alta., to Shreveport, La.

Limited space on Front Street, which overlooks the Mississippi River, prevented all of the Royal's many rides and shows to be placed own in the many years it has toured designed to place it high among in operation during the Cotton Carnival. The show, for instance, notch entertainment, certain to recarries four giant Ferris Wheels, peat, if not out-do itself in shows are an alligator-wrestling but restricted space, along with the patronage. potential of the stand, caused the show to keep two of the wheels out

of action here.

Adds Big Coaster

Among the more outstanding of the new attractions in the Royal's sprawling line-up is a portable Roller Coaster, the biggest of its kind in the world. It stands almost 45 feet high, extends about 250 feet in length, has sheer breathtaking dips, and amazing high speed that is certain to prove a big money-getter.

Built and owned by H. S. Miler, of Portland, Ore., the ride joined here. It displaces a smaller model, also built and owned by Miler, which was introduced last year on

the Royal.

The Roller Coaster is one of four new or virtually new devices on the show. Of the others, two are products of the Allan Herschell Company, North Tonawanda, N. Y. They are a Heliocopter and a Sky Fighter. The latter displaces an older model of the ride which was conceived on the Royal and in turn manufactured by the Herschell panying mud were experienced Shows, for one, enjoyed a bang-Company.

The other ride in this group is virtually all new. It is the show's Dodgem, the largest portable device of its kind in existence. It is virtually all new because of the

OLD SOUTH

Memphis Fair Builds Lagoon Springfield For Steamers

area on the Mid-South Fairgrounds ing acts: here is to be converted into a 30-inch deep lagoon for the '57 Evelyn's Ponies and Dogs; Betty fair, and the waterway will be Pasce; Ridola Trio; Cycling Whiz wheelers to carry passengers and Victors; James Cole's Elephants; for the display of cabin boats.

used by the fair last year for its cated zebra; Hungaria Troupe; centennial village. Well-lighted Dolly Torelli's Horse Revue; Cefor softball during the non-fair leste, Star in the Moon; Mickey season, the equipment will provide Sullivan, band; Ernest Anderson, excellent lighting for boating.

Demonstration chain-link fene- Cote, properties. ing is to be erected on three sides. (Bill) Wynne, fair manager, said. tion of Nathan Podoloff.

MEMPHIS -- The Memphis Cotton Carnival provided better midway receipts than last year. The Royal American Shows, playing on the streets, reported receipts up slightly at the end of the first five days. Ernie Farrow, whose Wallace Bros. Shows, again provided the attractions at the Beale Street park, also said his receipts showed daily gains.

purchase by the show of 26 new Door, and the Best Side Show are Dodgem cars. Actually, 24 cars expected to get stern competition were purchased as spares.

Strongest Back-End

than ever before. Leon Claxton's which is to open at the Royal's Harlem in Havana Show, which second stand, Evansville, Ind., has built a sizable clientele of its will have a sock front which is the Royal's route, again is top- the top-grossers.

tured on the Royal, once again is owned and operated by Bob Snowoutstanding for its costuming and den; the Gaylon Siamese Twins, lavish scenery but in addition is which last year toured with the notable this year for the crowd- Olson Shows, and the Hollywood delighting playing of Mike Sarge Chimps and Fat Show, owned by and his Sargeants, a rock and roll

band, which scored heavily during the Cotton Carnival. The revue, which in recent years bore the title 'Moulin Rouge," bears the title, "The Green Door" and has a new front that is calculated to build business. This attraction is produced by Leon Miller.

The veteran Side Show producer Dick Best, is back, with a varied assortment of unusual attractions that hold to the high Best

standards.

Harlem in Havana, the Green er attraction-a Western show, headed by Lash LaRue of motion The Royal's back-end is stronger picture fame. The Western show,

Notable among the other new show, with a gal as the wrestler, The big girl revue, always fea- and a hippopotamus show, both

(Continued on page 35)

Eastern Midways Finally Get Break

rarities in outdoor show business, and the King Reid Shows. Reita comparatively good spring season, has been unfolding for midway holds the bulk of its rides off the organizations touring the East.

dates in April and early May were layed opening. viewed as expeditions undertaken with a great deal of bravery. Midways often resembled snowy plains, encounters with rain and accomduring those weeks.

In the light of poor earnings and high payroll and moving expenses, opening dates in the pattern set a couple of years ago by Frank Bergen's World of Mirth Shows. The gamble, he decided was not worth the cost of braving the ele-

Acts Listed

SPRINGFIELD, Mass.-- Lineup for the Shrine Circus at Eastern States Coliseum, produced by MEMPHIS -- A block-square Frank Wirth, included the follow-

Prince El Kigordo, wild animals; Hoffmans, plate spinners; Yong The area to be converted was Brothers and Sister; Elvis, eduequestrian director; and Roland yet unchosen.

Wirth also produced the May The other side will be blocked by 18-19 Fresh Air Fund Show in New games concession stands. G. W. Haven, Conn., Arena, under direc-

NEW YORK-One of those are now the Cetlin & Wilson shows hoffer Shows has a unit out but road until June. Other units are More often than not in the past, slowly coming around to the de-

Okay Business

But this year, those who have ventured out of winter quarters and some of the most discouraging have experienced unusually mild weather. Oscar Buck's O. C. Buck out date in Menands, N. Y., before running into spotty weather in Poughkeepsie. Continental Shows several shows have delayed their has dodged most of the showers and has gotten in some good days in New England.

Coleman Bros.' Shows had a fine (Continued on page 29)

Among shows holding off until Homestead fo Carry on Fla. Winter Fair

Assisting Behoff again on the money. promotion and publicity end will The African tour will take in said despite the fact that people be Milt Warshaw, who landed an Capetown, Johannesburg, Preortia were spending high on the Olymtwo other TV program winners, as period.

Fairgrounds are to be enlarged, repeat in 1958.

www.americanradiohistory.com

ANIMAL SHOW OPENS ALASKA TREK MAY 30

SPENARD, Alaska -- The M. & M. Wild Animal Show opens its season May 30 at the Chugiak Spring Carnival for a four-day stand, Donn J. Moyer, manager, announced at its home base here last week.

The show features small South American animals, birds and reptiles and, as no reptiles are native to Alaska, Moyer anticipates much interest. Show will use a 22 by 36-foot top, and cages are being painted red and white. Major dates will be at the Tanana Valley Fair, Fairbanks, and the annual Matanuska Valley Fair, Palmer, the territory's oldest fair. Between these the show will play kiddielands and still dates.

Moyer is manager, with Nancy L. Moyer as director, and Ralph S. Bartholf, assistant manager. Ted Burgess is canvas boss, electrician and carpenter. Charles J. Hargan and Mary Lou Burgess will handle tickets. The Moyers will also operate a battery of three high-strikers.

San Diego Cele Adds Pageant

SAN DIEGO, Calif. -- An RCAapproved sheriff's championship rodeo, a historical pageant and rodeo, a historical pageant and "The California Story," a pageant depicting California in song and Pan Am Shows drama, will be among the highlights of the 18-day Fiestadel Pacifico to oper. here July 24, Wayne Dailard, manager-producer, said here last week.

The rodeo, staged by the San Diego Sheriff's Relief Association, will be held August 3-4 at Lane Field in the downtown area. Competitions will be in bareback riding, and wild cow milking.

produced dramatic stock, light was encountered because of the opera and operated Mission Beach time given to study of Jungleland, Amusement Center and a ballroom, the \$5,000,000 park that is to be the lineup for "The California established here on the former Story" includes Meredith Willson, World Jungle Compound and Louis

(Continued on page 29)

Pepsi Sets Sports Car **Promotions**

NEW YORK -- Pepsi-Cola is turning its outdoor promotional efforts toward the sports car field this year, in addition to its continuing participation in midway activities. A series of sports car rallies is being lined up at which the soft drink firm will provide funds, promotional material and drink stands.

Two events have been set during the summer national rally period when all local associations put on events. Pepsi is participating in the program of the Long Island Sports Car Association, which will hold a timed race to Ellenville, N. Y., and various events, such as a hill climb, at the destination. Dates are June 14-16.

The Albany-Newburgh area distributors' trucks will all carry banners publicizing the rally, there will be wide distribution of Pepsi display matter boosting the event, and the Ellenville site will be dotted with drink stands. A similar program is planned for the June 8-9 sports car events at Limerock Race Track, New Canaan, Conn. The program is being worked out for Pepsi by Paul Little.

Circus Units

THOUSAND OAKS, Calif.--A three-ring circus is being featured with the Pan American Amusement Corporation's newly launched second carnival unit and a one-ringer is with the first unit of the organization's shows which specialize in community fair dates.

Plans for the circus attractions steer riding, roping, bulldogging with the units were studied for several months, Jimmie Wood, Pan In addition to Dailard, who has Am president, said. Some delay

(Continued on page 29)

AUSTRALIA BIG

Snyder Swim Show Sets African Trek

BOSTON -- The Sam Snyder Eddie Rose, comic diver, and Mal has been booked for a tour of Africa Mary Dwight. after its usual summer season in the | Among the troupe were Renald U. S. and Canada.

Inks Aussie Divers

Durr. Also with the show are format.

Water Follies, back here after a Thomas, who emsees and does presecond successful tour of Australia, cision swimming with Rose and

and Rudy, hand balancing act; Chet Snyder, veteran producer of Clark, harmonica; Gene Cooper, HOMESTEAD, Fla. -- A second swim-and-dive shows, reported that dancer; Lillian Grey, singer; Roger South Florida State Fair will be the gross take Down Under was Nadeau, Charlie Aiken, Stanley presented next winter, it was de- almost \$600,000 and estimated Mitchell and Kevin Newall, drivers. cided by the fair board last week. that upward of 400,000 Australians In addition there were 10 American Joe Behoff, who managed the in- saw the show. Admission prices girls in the water ballet, augmented itial event, was renamed to the post. were \$1 and \$2.50 in American by 10 others picked up in Australia.

In discussing Australia Snyder appearance of the "Queen for a and Durban and will last approxi- pics it didn't hurt the Water Fol-Day" TV show at the fair. The mately four months, Snyder dis- lies. The country is extremely deal will be repeated next year, closed. The American-Canadian show-conscious and eager for plus the promised appearance of tour will be spread over a 25-week American talent. He was up against a show with Stan Kenton, Lionel Hampton and Guy Mitchell in Syd-Three Australian divers were nev, but there was enough money and seating added to the grand- brought back to this country, Bar- to go around and the water show stand. Amusements of America, bara McAualey, British Empire did about even with its previous which provided the midway, will champ; Clyde Dyson and Dianne visit, despite having the same

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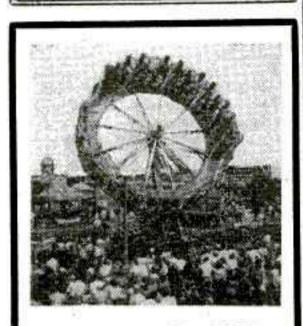
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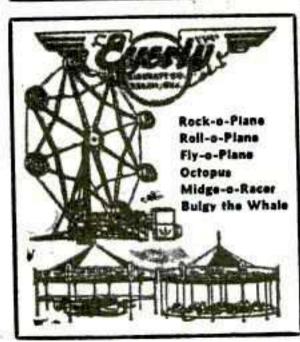
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FIRST DATES BIG:

'58 Europe Repeat Set for Kochman

tour of Jack Kochman's Hell Driv- this trip: France, Switzerland, Luxers opened to very good crowds embourg, Belgium and Holland, in Rennes, France, it is reported. and work has been started on sign-Dates following were also satis- ing exclusive thrill show agreefactory, and thinking has begun ments for 1958 with tracks in about an expanded repeat visit in Spain, Italy, Germany, and Scan-

Double fortune smiled on the unit, with good business being new unit, the Auto Daredevils, supplemented by the recent end of gasoline rationing which had been in effect since last winter's made its way to California and

Bob Conto, general manager of the tour, returned to New York last week on business, and is to leave again for Europe on June 3.

Facilities at the tracks played thus far were reportedly good, altho somewhat cramped. Dates include banked, macadamed ovals used originally for bike racing, a popular European sport. At these spots, the tracks are narrow but not too narrow for the thrill show

Most appearances are under auspices, and considerable work by local promoters is reported. Associ- ploratory visit. ated with the Kochman office on the tour is Roger Bur, European representative who has been bookranged from 3,000 to 10,000.

has been unreservedly successful, and county officials. Their report it was reported and the Kochman is expected to dwell on the ecotroupe has established connections nomic feasibility of the project and with the Brussels World's Fair, after that, on the possibilities of and hopes to play the huge date site, size and type of construction. during the 1958 tour.

Dobritch Awarded **Evansville Pact**

EVANSVILLE, Ind. — The Shrine Circus here has been awarded to Al Dobritch tor production in November. Show again will use the new Roberts Memorial Stadium, with 8,500 permanent seats. It has been produced by various persons in recent years, but E. R. (Pop) Gray usually has had the contract.

Enterprise Event Sets All-American Midway

An-American Exposition, first carnival to play Enterprise in years, will supply the midway at the June 17-22 Diamond Jubilee here under the direction of Don Donaldson and John Baggett.

CALCARY, Alta. — When the Calgary Stampede queen for 1957 is crowned on the grandstand stage on July 9 she will be attended by Frances Layton. Callaban ENTERPRISE, Ala.-Bill Holt's and John Baggett.

John B. Rogers Producing Company, Fostoria, O., has been signed to direct a nightly historical pageant in the football stadium. A heavy advance sale of tickets for the show is reported. Some 175 understanding the visit would be citizens will take part in the show citizens will take part in the show which will use the town's history as its theme.

Circle A Sets June 20 Bow in Evansville, Ind.

EVANSVILLE, Ind. -- Arnold Hampton, owner of the Circus A Ranch Rodeo, will open the season here June 20.

The show, traveling on 25 semi-trailers, will play 16 weeks of sponsored dates, to be followed by indoor bookings. A TV and film cowboy is expected to be in the show line-up. Arthur Sturmak will have concessions on the show and serve as its general agent.

ILLINOIS FIREWORKS

World's Largest Manufacturers and Exhibitors "Known Everywhere" Catalogue mailed upon request. Box 792, Danville, III.

NEW YORK—The European | Five countries are being played dinavian countries.

Flood area dates by Kochman's formerly the Jimmy Lynch Show, were very spotty, but the show has has done much better recently under favorable weather conditions.

IAAM Board To Revisit Indianapolis

INDIANAPOLIS -- Tempo of planning an Indianapolis civic auditorium is expected to pick up next month after a three-man panel returns June 3 for a second ex-

After spending a week here in exhaustive study, the three, who form the New Buildings Consulting ing dates. Attendances have Board of the International Association of Auditorium Managers, will The visit by the Kochman crew make their recommendation to city

> Building of the auditorium under the auspices of the City of Indianapolis and Marion County is authorized by State law. As financing methods, the statute stipulates the use of revenue bonds. Henry W. Manz is the general manager of the Indianapolis-Marion County Building Authority, the agency in immediate charge of the project.

Members of the consulting board are Nathan Podoloff, manager of the New Haven, Conn., arena; Charles W. Bauer, manager of Cincinnati Music Hall and Phillip E. Thompson, manager of the Atlantic City Convention Hall.

Florida Queen To Visit Calgary

Florida in February.

When Miss Layton was named queen she was given a choice of officials of the Florida Citrus Ex- when answering ads . . . position journeyed to Calgary to make arrangements for the visit.

"THE TWISTER IS HERE TO STAY"

THAT'S WHAT TWISTER OWNERS SAY

Richmond, Virginia, March 27, 1957.

Allan Herschell Company, North Tonawanda, N. Y.

Each year prior to going into our Fair season we are continually looking for some outstanding ride that we can offer to the public in

the way of new thrills. We had been getting good reports on a new ride called the Twister. In turn we contacted several big shows that had seen the Twister in operation and they informed us that it was getting top money on their

midway. Our order was placed with you so that we would get delivery in time to open for our Ottawa, Canada, engagement. Delivery was received in time for the opening.

Gentlemen, the Twister ride was everything that we had heard about it. The ride was top money at every fair played by the World of Mirth Shows during the season of 1956. It had ride appeal to both the children and grown-ups. The construction was good, solid and well balanced. It proved to be a good capacity ride and was fast loading and unloading. Your lighting was planned well and the Twister was a bright spot on the Midway.

In closing, may I say that the Twister ride is here to stay and will continue to be one of the top major rides on any midway.

Very truly yours,

George P. Sollenberger WORLD OF MIRTH SHOWS

St. Clair Shores, Mich., March 25, 1957.

Mr. Lyndon Wilson, President

Allan Herschell Company, Inc. 104 Oliver Street, North Tongwanda, N. Y.

As you know, one of your Twister rides was here at Jefferson Beach Park for the 1956 season. As I told your Mr. McFadden when he was here at the park, our experience with the Twister ride was a most happy one. It certainly deserves the award it won for being the most meritorious new device on the market. It is the kind of ride that you are proud to have in your park because it brings so much enjoyment to your customers who ride and ride again. It appeals to oldsters and youngsters alike and has the capacity to ride them all. It is not only the appeal, however, that makes the Twister such a pleasing ride in our park; it is also its rugged, dependable construction which makes it trouble-free and profitable to operate.

You may use this letter and its contents in your advertising, as I will be happy to have other operators benefit from my experience with this wonderful ride. It is tops! With kindest regards,

Very truly yours,

LAKESHORE AMUSEMENT COMPANY Harry Stahl, President

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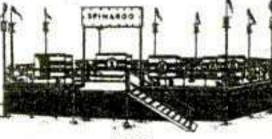
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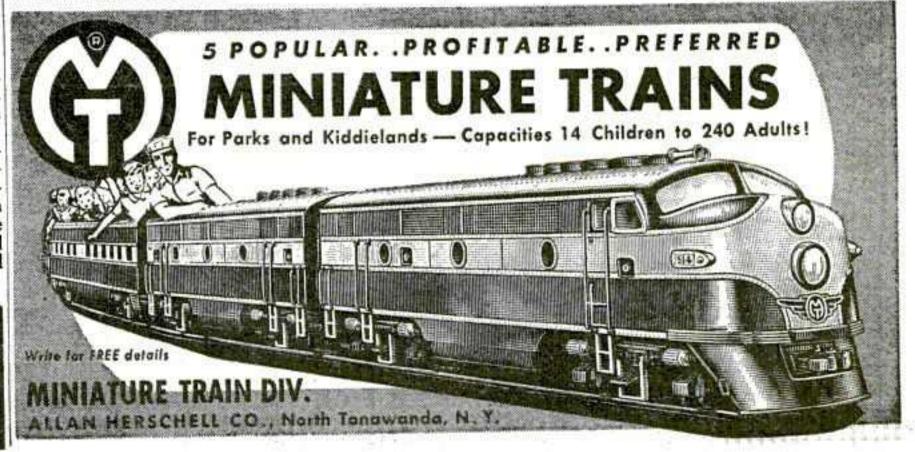
complete set of tricks and a beautiful neon-trimmed front. Requires a space 50 ft long and 11 ft. deep, over-all height 20 ft. This device is a big money maker and will gross as much as the average major ride. Write today for full details and photo

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Six Musicals Fair Auditorium

DALLAS-State Fair Musicals, Inc., opens its six-show summer season June 10 in State Fair Auditorium here. Each show will run two weeks.

The season includes "The Judy Garland Show, June 10-23, variety acts; "Fanny," June 24-July 7, with Bill Hayes, Nichola Moscona, Hiram Sherman and Margot Moser; "Texas, Li'l Darlin," July 8-21, starring Jack Carson, with Danny Scholl and Jet McDonald; "Annie Get Your Gun," July 22-August 4, starring Gisele MacKenzie, with William Schriner; "South Pacific," August 5-18, starring Patrice Munsel, with Earl Wrightson, and "Rose Marie," August 19-September 1, starring Anna Marie Alberghetti, with John Reardon and Alice Pearce.

Advance sale of season tickets has been good, according to Managing Director Charles R. Meeker Jr. Season ticket purchasers get priority on buying tickets for the auditorium show at the 1957 State Fair of Texas, October 5-20, which this year is "My Fair Lady."

Ticket prices for summer season range from \$3.75 down to \$1.50 in 4,126-capacity Auditorium.

Fire Destroys Building

PORTAGE LA PRAIRIE, Man. -A two-story stucco exhibition building was destroyed by fire on the Portage la Prairie fairgrounds here revently with loss estimated at \$27,000. The building, owned by the Portage la Prairie Civic Association, was empty except for a few tables and benches. No other buildings were damaged.

ARENAS & AUDITORIUMS

Norfolk, Guests to See **Amusements Cross Section**

By TOM PARKINSON

OSE GRECO, Ringling Bros., "Ice Capades," "Grand Ole Opry," Lionel Hampton-that's a pretty fair cross-section of American entertainment. And that also is just part of the program scheduled for the International Naval Review at Norfolk for June 9-15.

The naval review, in turn, is just part of the summer-long Jamestown Festival, being celebrated thruout the James River area of Virginia from April thru November this year. The Queen of England and the President of the United States are expected to be among the visitors. There will be 3,000,000 tourists during the summer.

THE NORFOLK MUNICIPAL AUDITORIUM, managed by E. M. French, will be a focal point of the entertainment planned for the naval review. At that time the U. S. Atlantic Fleet will be at Norfolk, and naval units from many foreign nations will call at the port. About 30,000 foreign sailors are expected with an equal number of American servicemen. They will be guests at all the shows, with Norfolk area businessmen footing the bills.

For others the tickets to each event range from \$1.50 to \$3 And here is how the schedule looks for the Municipal Auditorium's arena side.

"Grand Ole Opry," June 9-10 for three performances; U. S. Navy Band, June 11; professional boxing, which is televised, June 12; professional wrestling, June 13; American Music Festival, headed by Lionel Hampton, June 14; American Music Festival, headed by

Woody Herman, June 15. THE MUNICIPAL Auditorium's theater side will have the Norfolk Symphony Orchestra, June 9; Jose Greco, June 11-12; the Tamburitzams, June 13-14, and the Norfolk Symphony's Pops Con-

In addition, the Foreman Field football stadium will have "Ice Capades," June 8-16. In adjacent Portsmouth, the Portsmouth Stadium will have the Ringling-Barnum circus, June 10-16, and the high school auditorium there will have Greco, Hampton and Tamburitzam performances. At a large area known as Broadcreek Village, there is to be a giant International Trade Fair.

FRENCH IS HANDLING the events in the Norfolk Auditorium. Irving Feld, of Super Attractions, has been of assistance to the community in securing some of the attractions.

By way of preparation, the Norfolk Luilding is to be air conditioned. Installation of a 500-ton unit which will cool both parts of the building, arena and theater, is to be completed by June 1. The \$400,000 bond issue was expedited by the scheduling of the Jamestown Festival and the International Naval Review. It will mean also that shows may be booked into the building successfully throut the year, French observes.

Arena Recap

Detroit Commission

DETROIT-Space rental rate Coliseum has 4,100 permanent of 25 cent per square foot has seats in a total of 7,100 seats plus been given tentative approval by stage or rink space. the Civic Center Commission for the new convention hall and exhibition building. The building is expected to be completed in about

Live Show, Rodeo

BOZEMAN, Mont. -- Little International Livestock Show was at the new Montana State College Field House May 17-18. Earlier, the new arena had the first College Rodeo, with 100 participants from 13 colleges.

NASHVILLE -- State Fairgrounds Coliseum here was put to a new use recently when 1,500 persons were served at a formal dinner in the building. Caterers used a staff of 120 persons. The event was made possible by completion of a new permanent floor for the building. L. E. Grif-

B. C. Arena Men FREEPORT, Ill .-- The Stephen-FREEPORT, Ill.—The Stephenson County Fair here is building a new 2,000-capacity, all-steel

grandstand that is scheduled to be VANCOUVER, B. C. -- Jack ready for use this year, Clarence Scheider, president, announced Elliott, manager of the Kerrisdale Arena, has been named general Plans for the new structure were manager of the British Columbia drawn by Gaylord R. Lewis, Find- Arena Managers' Association. He lay. O., architect, who also laid was elected at the association's anout a standard quarter-mile track nual meeting, which was May 4 at Vernon, B. C.

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races recently drew 4,000 and a week-long boat show 100,000.

Showmen Turn

Out at Memphis

MEMPHIS -- Visitors to the

Royal American Shows at the

Memphis Cotton Carnival included

Clyde Byrd and Pat Ford, secre-

tary and concession manager, re-

spectively of the Arkansas Live-

stock Show and Fair, Little Rock;

N. S. Hand and J. M. Dean, secre-

tary and former secretary, respec-

tively, of the Mississippi State Fair,

Jackson; Bill Carsky, Casey Con-

cession Company, Chicago; Mr.

and Mrs. Chuck Moss of Dallas,

Eddie Gamble and Stretch Rice of

the Olson Shows, G. W. (Bill)

Wynne, manager of the Mid-South

Fair, Memphis, and Clif Wilson.

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FOOD DEVELOPMENTS:

Nat'l Concession Assn. Stresses Bigger Sales

CHICAGO-Increased conces-| additional 60 cents on food and sion sales at drive-in theaters, better quality and new fast food equipment were major subjects discussed at the Midwestern regional conference of the National Association of Concessionaires here Monday (6) in the Hotel Sherman.

The one-day program was split into two sessions, a morning one that dealt with conventional theaters, and the afternoon which treated the open-air motion picture establishments. Augie Schmitt, Houston (Tex.) Popcorn & Supply Company, served as moderator of the latter.

One of the high points of the session was provided by Bert Nathan, Theater Popcorn Vending Corporation, Brooklyn, who described the operation of a new \$200,000 all-weather drive-in theater recently opened on Long Island.

A conventional indoor theater is located in the center of the drivein area for year-round operation. The roofed theater also serves to care for overflow crowds by providing parking space outside the fence and permitting the patrons to come in and see the indoor movie. Then, when the show breaks, they are permitted to bring their cars into the ramp section and see the outdoor presentation.

Big Food Set-Up

The concession set-up, as described by Nathan, is vast and embraces a five-lane 80 by 60-foot cafeteria that handles a wide variety of food and drink items. In addition there is a roof-top restaurant that handles hot sandwiches and French fries, and there are five vending machines near the playground that dispense candy, popcorn, hot dogs and a variety of beverages. On the menu of the rooftop eating spot are shrimp rolls, steak sandwiches and hamburgers.

a sales pitch that rivaled any talker luncheon. in outdoor show business with his Sandorf explained that for every Rowe Manufacturing Company and 65-cent admission, he grosses an Superdisplay.

drinks.

"Create a carnival atmosphere," is the way Sandorf put it. Special promotions fit well, he said. Some of his include an Easter egg hunt, the selling of double drive-in license plates for \$1 each which permit free admission on certain nights, and an all-night movie the night before the 500 mile auto race where free coffee and doughnuts are served. Sandorf described his promotional program as one filled with surprises.

Discusses Trailers

Irving Mack, president of Filmack Trailer Corporation, Chicago, stressed the importance of changing concession trailers regularly. Clifford Lorbeck, Superdisplays. Inc., Milwaukee, related experiences of various concessionaires with buttercorn-popcorn served with real butter. He reported that in 1926 the Milwaukee Braves sold 400,000 boxes at five stands and plans to add two more stands this vear Lorbeck also said that one Eastern drive-in theater sold as many as 7,500 boxes of the buttercorn in one big week.

Other speakers included C. K. Litman. Koch Refrigerators, Inc.. Kansas City Kan., who described new developments in the refrigerator and freezer field; Clifford Keefer, Orange Crush Company, Evanston. Ill., who spoke on big drinks: Berryman, Armour & Company, who showed some of their film trailers; Albert Nesgoda, Sportservice Corporation, Chicago, on "Vending Problems in Outdoor Operations," and Spiro J. Pappas, Alliance Amusement Corporation, this city, who addressed the group on "Small Town Drive-In Operating Problems."

Maynard Reuter, Billboard Publishing Company, was the luncheon Dr. Marvin Sandorf, owner of speaker talking on "Don't Overthe Twin Drive-In, Indianapolis, look the Vast Potential of the registered big with his enthusiasm Leisure Recreational Industry." for the business. He demonstrated Coca Cola was host at the

Hosts at the supplier's cocktail remarks all phrased to capture party were Armour & Company, patron's appetites. The concession APCO, Inc.; Canada Dry Ginger and drive-in ops whistled when Ale, Pepsi Cola, Lily Tulip Cup.

R-B Has Traditional Slow Start in Boston

BOSTON-Ringling Bros. and working with Howard Y. Bary. Barnum & Bailey Circus opened

The Tuesday matinee pulled itorium, May 20. Press accommo-only 2,400 patrons to the 12,993- dations were liberal this year in seat Garden. The weather was all contrast to last year's virtual blackin favor of good attendance, but out. the night show picked up only a little. Wednesday's matinee was thrown for the press, on Monday, only fair, but the night show at which a lavish table was proshowed signs of more patron in- | vided. This was reportedly footed terest.

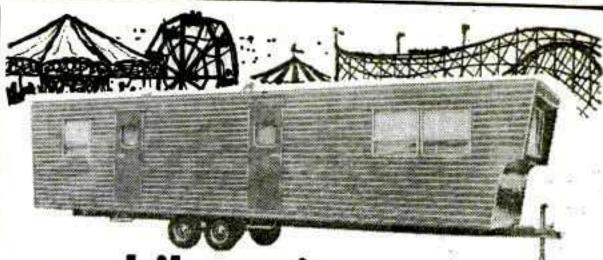
Garden officials reported the advance for the weekend was strong, with the Saturday morning show almost sold out.

expected it to be somewhere in that | Coast). vicinity this year. This is the first Stout, Carden press agent, was was at a minimum.

Harry Davis, a Ringling press at the Boston Garden for a six-day, agent last year, was brought in 13-performance (14-19) stand and Tuesday and left for Providence, suffered the traditional slow open- R. I., Wednesday to promote radio and TV for the opening at the aud-

For the first time, a party was by the Garden, which does a similar job with the ice show opening. (It was reported in New York that Norman Carrill, who was to join the press team for radio-TV work, Carden Treasurer Edward Pow- came in from California, huddled ers said he believed last year the with the Ringling office, had a gross exceeded \$200,000 and he heart attack and returned to the

Radio and TV plugs were being year that the Garden is handling used thruout New England, but the cash as well as joining in the newspaper ads seemed to have public relations department. Les been cut down some. Billing also



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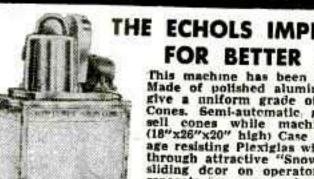
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Carnival Routes

Alamo Expo.: Hereford, Tex.; Raton, N. M., 26-June 1.

Amusements of America: West

Badger State: Rochester, Minn. Baker United: Columbus, Ind. Beam's Attrs.: Bedford, Pa.; Ma-

Ave. & 41st St.) Kenosha 27-Bernard & Barry: Sault Ste Marie,

Buck, O. C.: Syracuse, N. Y.; Yorkville 27-June 1.

Burkhart: Plano, Ill.; Joliet 27-June 2.

Carpenter Bros.: Toledo, O., 24-26. Catlett Greater: Needville, Tex.,

Central States: Grand Island, Neb. Cetlin & Wilson: Petersburg, Va. C. & H. Am. Co.: Depue, 111. 22-26; Dixon 28-June 2.

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American Beauty: Muscatine, Ia.; Clinton 27-June 2.

Chester, Pa. B. B. Combined: Frederick, Okla. Babcock United: Orange, Calif.

sontown 27-June 1. Bee's Old Reliable: Hazard, Ky. Bell Am. Co.: Boaz, Ala. Belle City: (South 16th & West Cleveland) Milwaukee; (31st

Big City: Clinton, Tenn. Blue Valley: Raytown, Mo. Bogle, F. C.: Emporia, Kan. Borderland: Marfa, Tex.

Capital City (No. 1): La Follette,

Capital City (No. 2): East Point,

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Cherokee Am. Co.: Sapulpa, Okla. Coleman Bros.: Willimantic, Conn. Continental: Ogdensburg, N. Y. Cotton State: Harlan, Ky.

Crafts Fiesta: (Lion's School Festival & Fair) East Whittier, Calif.,

Davidson-Brannen: (69th & School Sts. Windsor Heights) Des Moines, Ia. 28-June 2.

Davis Am. Co.: North Bend, Ore.; Newport 28-June 2.

Del Flore Am. Co.: Youngstown, O. Dixie Amusements: Bentonville,

Ark., 23-25. Down River Am. Co.: Romulus,

Mich.; Monroe 28-June 2. Drago Am. No. 1; Salem, Ind.; Paoli 27-June 1.

Drago Am. No. 2: Albany, Ind.; Tipton 27-June 1.

Drew, James H.: Cauley Bridge, Dyer's Greater, No. 1: Forest tv.

Dver's Greater, No. 3: Memphis,

Tenn, 23-25. Eddie's Expo.: Aliquippa, Pa.; Brownsville 27-June 1.

Evans United: Mexico, Mo. ranklin, Don: Grand Prairie, Tex.; Farmers Branch 27-June 1. Fun Fair: Center Line, Mich.

G & B: Parsons, W. Va.; Kingwood 27-June 1. Gala Amusements: Marshall, Ark. Gem City: Morristown, Tenn.

Gentsch, J. A.: Greenwood, Miss. Georgia Am. Co.: Roswell, Ga. Glades Am. Co.: Madison, Va.; Buena Vista 27-June 1.

Gladstone Expo.: Union City, Tenn.; Mayfield, Ky., 27-June 1. Gold Bond: Streator, Ill.; Ottawa 27-June 1.

Gold Medal: Bristol, Va. Golden Gate: Lincoln, Sharps Park 28-June 2. Gooding Am. Co., No. 1: Colum- Penn Premier: Cumberland, Md.

bus, O. Gooding Am. Co., No. 2: Mans- Peppers All-State: McMinnville,

town, Pa. Gooding Am. Co., No. 4: Elyria, O. Gooding Am. Co., No. 6: Massil-

Gooding Am. Co., No. 7: Columbus, O.

Gooding Am. Co., No. 8: Steubenville, O. Grand American: Fort Madison,

Ia.; Carroll 27-June 1. Great Western: Coalinga, Calif.; Lamont 27-June 2.

Griffiths Ams. Co.: Middletown, Pa.: Tower City 27-June 1. Hale's Shows of Tomorrow: Kansas

City, Mo. Hannah's Am. Co.: Duquesne, Pa.; Cokeburg 27-June 1.

Hannum, Morris: Olyphant, Pa.; Schuylkill - Javen 27-June 1. Happyland: Garden City, Mich. 20-22; Mt. Clemens 24-June 2. Heal's Rides: (White Oak Shop-

ping Center) Cincinnati 22-25. Hill's Greater: Trinidad, Colo. Holiday Am. Co.: Fairmount, Mo.; Gladstone 27-June 1.

Hottle, Buff, No. 2: Amite, La. Hugo's Novelty Expo.: Paola, Kan.

Chanos, Jimmie: Union City, Ind. | Ideal Rides: Shelburn, Ind., 24- | Hagen Bros.: Peoria, Ill., 20; La-June 1.

Interstate: Bristol Va.

Omar, W. Va., 27-June 1. Ken-Penn Am. Co.: Arnold, Pa.; Hunt Bros.: Paulsboro, N. J., 21. Kittanning, Pa., 27-June 1. Key City: Valparaiso, Ind.; Brad-ley, Ill. 27-June 1.

Kile, Floyd O.: Baton Rouge, La.; Clinton 27-June 1. King Bros.: Brighton, Colo.

Klein Am. Co.: Cherokee, Ia., 21-23; Rock Rapids 24-25. Lagasse Am. Co. No. 1: Middle-

ton, Mass. Lagasse Am. Co. No. 2: South Lawrence, Mass.

Lagasse Am. Co. No. 3: Wellesley Hills, Mass.

Columbia, Lawrence Greater: Tenn.

Lindle: Beardstown, Ill.; Chandlerville 27-June 1; Lewistown 3-8. Manning, Ross: Haverstraw, N. Y. Marvel: Middletown, Ill., 22-25;

Hanna City 30-June 2. Meeker's: Everett, Wash.

Mercury: St. Clair, Mo. Merriam's Midway: Boone, Ia.; At-. lantic 27-June 1.

Midway of Mirth: Winchester, Ill. Monarch: Gillespie, Ill.; Granite City 27-June 1.

Moore's Modern: Okmulgee, Okla. Motor State Expo.: Holly, Mich. Mullins Royal Pine: Milford, Me. Myer, Sonny, Am. Co.: Lawrence,

New England Am. Co.: East Pepperell, Mass.; East Dedham 27-June 1.

Nolan Am. Co.: Weirton, W. Va. Norton's Rides: New Castle, Wyo. Ohio State: Lancaster, O. 24-June 1; Washington C. H. 3-8.

Page Bros. Combined: Bowling Green, Ky.; Glasgow 27-June 1 Page Combined: Kittanning, Pa. Calif.; Pan American: Fort Knox, Ky., June 1-8.

Tenn.

Tenn. Gooding Am. Co., No. 3: Union- Powelson Am. Co., No. 1: Barberton, O.; Conneaut 27-June 2.

(Continued on page 39)

Circus Routes

Beatty, Clyde: Patchogue, N. Y., 20; Babylon 21; Farmingdale 22; Freeport 23; Plainfield, N. J., 24; Bristol-Levittown, Pa., 25; Philadelphia 26-June 2.

Benson Bros.: McAlester, Okla., 22: Fort Smith, Ark., 24; Russellville 25; Little Rock 27; Brinkley 28; Memphis, Tenn., 29; Dyersburg 31; Fulton June 1.

Carson & Barnes: Cheyenne Wells, Colo., 20; Burlington 21; Wray 22; Yuma 23; Akron 24; Crook 25; Kimball, Neb., 26.

Cristiani Bros.: Washington, Pa., 20; Connellsville 21; Vandergrift 22; Johnstown 23; Lewistown 24; Sunbury 25.

Dailey Bros.: Atwood, Kan., 20; Goodland 21; Stratton, Colo., 22; Haxtun 23; Julesburg 24.

Salle 21; East Moline 22; Sterling 23; Geneva 24; Rockford 25. Irwin Greater: South Point, O.; Hamid-Morton: Quebec City, Que., 20-23; Montreal 25-June 1. Kelly-Miller: Vernon, Tex., 20; Haskell 21; Sweetwater 22; Big Spring 23; Midland 24; Odessa 25; Monahana 26; Pecos 27; Hobbs, N. M., 28; Seminole, Tex., 29; Lamesa 30; Brownfield 31; Levelland June 1.

Mills Bros.: South Bend, Ind., 20; Chesterton 21; New Chicago 22; East Chicago 23; Markham 24; Wheaton 25; Naperville 27; Clarendon Hills 28; Villa Park 29; Melroce Park 30; Bridgeview 31; Lansing June 1; Lafayette, Ind., 3.

Polack Bros.' Eastern: Austin, Tex., 22 - 25.

Polack Bros.' Western: Oakland, Calif., 20-26.

Ringling Bros. and Barnum & Bailey: Boston, Mass., 20; Providence, R. I., 20-26; Rochester, N. Y., 30-June 2.

Sarasota: Blytheville, Ark., 20-21; Sikeston, Mo., 22-23; Cape Girardeau 24-26.

Ice Shows

Holiday on Ice of 1957; Mexico City, Mex., 20-June 2. Ice Capades, 17th Edition: Los Angeles, Calif., 20-26.

Miscellaneous

Burke's Wild Cargo: Evansville, Ind., 21-June 1.

Damon, Dwight, Magician: New Windsor, Ill., 25. Hitler's Personal Auto: Evansville,

Ind., 21-June 1. McGaw Motor Circus: Los Angeles, Calif., 30-31; Fresno June 1; San Jose 2; San Francisco

Rabbit Foot Minstrels: Alexandria, La., 20; Bunkie 21; Opelousas 22; Crowley 23; Lafayette 24.

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THE FINAL CURTAIN

BREEZE-Edward F.,

66, brother of Nelson Breeze, operator of the Nelson Breeze Rides & Amusements and Falmouth (Ky.) Fairgrounds, May 7 in Holmes Hospital, Cincinnati, after an illness of five months. A retired grocer of Maysville, Ky., the deceased formerly operated film theaters in Flemingsburg and Augusta, Ky., with his brother, Nelson. He was a veteran of World War I and a member of the Masonic order, Odd Fellows, Eastern Star and White Shrine of Jerusalem. Also surviving is a brother, W. M. Breeze, Covington, Ky. Services May 10 and burial in Maysville Cemetery.

DENTON-Karl,

64, former vaude and minstrel performer, recently of a heart attack at his home in Lancaster, O. Formerly with the Lasses White, Coburn and De-Rue minstrel shows, for the past 30 years Denton worked with J. Lester Haberkorn in vaude as Hab and Denton. He was a member of Burnt Corkers, Inc.: a veteran of World War I and belonged to the Elks and Eagles lodges. Survived by a nephew and three nieces. Burial in Forest Rose Cemetery, Lancaster.

DUNCAN-Frank O.,

71, former 24-hour man for the Continued from page 24 Al G. Kelly & Miller Bros.' Circus, April 29 at his home in Wichita, Kan. Survived by his widow. Burial in Wichita.

FARRIS-William,

the former Margaret B. Erdlitz, of Seils-Sterling Circus, Sheboyrecently in Miami after a threeyear illness. Survived by his widow, a daughter, Evelyn Hamilton, Tuscaloosa, Ala., and two stepchildren, Mrs. Mary E. Crowell, formerly of the Ringling-Barnum show, and Dick Erdlitz. Special services were held by the Miami Showmen's Association and its auxiliary, followed by burial in Woodlawn Cemetery, Miami, May 4.

GILBERT-C. L.,

for many years manager of the earnings in Newport News, Va., Germania Club and Theater in and a couple of other spotty dates. Freeport, Ill., May 8 at his home by his widow, Marie.

HENDERSON-Thomas J.

65, veteran scenic artist, for the Mid-South Fair, Memphis, and previously with various minstrel shows and stock companies, May 13 in Memphis. His wife and two sons, all of Memphis, survive. Funeral services May 15 at the National Funeral Home, Memphis. Burial in National Military Cemetery, Memphis.

LONG-Baden H. (Doc), former operator of a traveling

MARRIAGES

HODGES-WARD-

Hory Ward, phoneman, and Mrs. Audrey Hodges, nurse, recently in New Orleans.

PILLA-DAY-

Joseph Pilla and Joanne Siegrist Day, both of the Orrin Davenport Circus, May 10 in Winni-

BIRTHS

WILLIAMSON-

a son, Thomas Bennett, recently at Madison (W. Va.) Hospital to Mr. and Mrs. Sid Williamson. Parents are concession operators on Thomas Joyland Shows.

film theater thru the Midwest in the '20's and recently custodian of the Fox Theater in Fullerton, Calif., April 17 in that city of a cerebral hemorrhage. He was a veteran of World War I. Survived by his widow, Vera G. Long; two stepbrothers, W. C. and R. K. Long, Coffeyville, Kan., and a sister, Irma R. Shaler, Long Beach, Calif. Services April 19 and burial in Loma Vista Memorial Park, Fullerton.

W. (Red) Jernigan

Age 52, passed away after suffering cancer for three years at his home in Raleigh, N. C. He is survived by his wife, Doris; one brother, Tom, and one sister, Clara.

Mrs. Doris Jernigan 3915 Jackson St. Raleigh, N. C.

TUCKER-James W.

81, former vaudeville and stage comedian, May 6, of a heart attack at Clarinda, Ia. He had associate in that company. been associated with Ruth Orr

Eastern Midways

opener in Middletown, Conn., its traditional premiere. Morris Hannum Shows hit a good one in Scranton, Pa.

Elsewhere, the James E. Strates 64, husband of Margaret Farris, Shows pulled corking good weather in Washington, South Plainfield, N. J., and two weeks in gan, Wis., and active in the Wilmington, Del., and altho the Miami Showmen's Association, presentation has not been at full strength as yet, excellent turnouts enriched the front gate coffers.

Good weather blessed the Amusements of America's two-week still date in Leiperville, Pa. Lloyd Serfass, with his Penn Premier Shows, got into Winchester, Va., to capitalize on that community's enthusiasm over its Apple Blossom Festival.

Working its way north in better shape than usual was the Ross Manning Shows, which had good

The favorable weather and enin Delavan Lake, Wis. Survived suing good business, however, has not fazed the show operators whose decisions have been to hold off from the road. Conditions may be past 18 years with the in the long run the typical cold, snow and rain will probably prevail.

San Diego Cele

• Continued from page 24

musical conductor; Vladimir Rosing, director; Anna Sokolow, choreographer, and Lucille Norman, Hollywood Bowl and TV vo-

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SHOW BUSINESS

READ THE BILLBOARD EVERY

Amphitheater, Werner Buck Sign for Chicago Sport Show

CHICAGO - New producer- The event is held in conjunction promoter for the sports show and with the National Dairy Show. name of the star attraction for the Allen headed it up several years rodeo were announced last week ago. In the intervening years, the by Merton Thayer, manager of the show has had Cisco Kid and Gene International Amphitheater here.

Werner Buck and Mel Morrison At the same time, Thayer an-Thayer said. Buck and Morrison parking area to handle an addialso have walk-around shows in the tional 500 cars A second new Los Angeles area and are promot- parking area will be ready by the ing Ringling-Barnum circus dates fall season, and it will accommoin Southern California and else-

Amphitheater, Thayer revealed of 3,500.

Autry.

will be the promotion team for the nounced that the Amphitheater is Amphitheater's annual sports show, ready to open a new \$75,000 auto date 1,000 cars. This new con-Rex Allen, movie cowboy, will struction will bring Amphitheater head up the October rodeo at the parking accommodations to a total

Circus Units With Pan-Am

Continued from page 24

Goebel properties. Wood is an Harry Allen manages the unit and

The three-ring circus on the Entertainment service. Early in second unit is being billed as Junhis career spent 10 years as an gleland Circus but is said to have end man with the Al G. Fields no connection with the park of the Minstrels. Survived by his same name. The billing, however, widow, Ruth; a son, Don, of Des is to familiarize the public with Moines; and a daughter, Mrs. the title. The circus is part of the Betty Smelser, Los Angeles, Cal. carnival with five major and five kid rides. A 90 by 210-foot big top is used and general admission is 90 cents for adults and 50 cents for children.

> Both of the circus attractions were set up by Roy Kabat, who produced the television show, "Circus," over KTLA for 19 weeks. Pan Am had the contract for booking the talent.

The one-ring circus on the first unit supplants "Dancing Waters," which toured with the carnival for 30 weeks last year. The circus acts are presented in one end of the 80 by 480-foot big top that Pan Am rents to community fair committees. No admission is charged. While most of the spots booked will use the one-ring set-up, there will be a few where a stage is used.

The three-ring circus is enjoying good business, a Pan Am representative said. It debuted in Ven tura with a run following in Escondido. Within the next two weeks, the unit will move into Central California with Salinas and Watsonville the most distant from the local headquarters.

The line-ups with both circus units are flexible, Kabat declared. The three-ringer is currently featuring the five Jungleland elephants (bought from Tom Packs) with Io and Slivers Madison, Chester Juszyk and lions, Barbara Morris and seals, Denver Harmon and chimps, the Flying Viennas, Nimbleaires, unicycle and trampoline quartet; Alfred Landon and His Midgets, Mary Henry and her dogs. and Tom Handforth, electric organ.

ing roles in the spec will be held the first week in June. The pageant will be presented 13 times Rehearsal for the 1,200 support- during the 18-day celebration.

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On the first unit as a free attraction are Betty Willis, organist; Wally Ross, Liberty pony drill; Karl and Joyce Linares, tight wire: Gerald Soule, trapeze, and Nicky Francis, clown, comedy unicycle and emsee. Kabat xplained that during some weeks, Emma, the Jungleland elephant, would be with the unit.

Pat Graham is the manager of the first unit with Cliff Henry, assistant manager and superintendent. Frank Chiccarelli is boss canvasman and Darwin Clenn in charge of concessions on the two

The Tilton Players, rep show, opened May 16 at Greene, Ia., and will play Northeastern Iowa, Millard Tilton recently visited in Wapello, Ia., with Neil Schaffner, of 120 w Court St. Schaffner Players.

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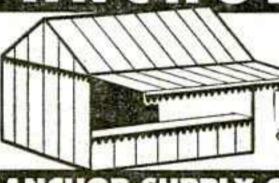
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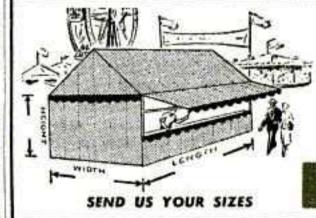
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Say You Saw It in The Billboard

Old Orchard Banks On Acts, Gimmicks

win early school picnics. The fun- Pot Days. spot opened on Easter and has been operating on weekends since will be Courtesy Card Day, to cost approximately \$5,000,000 then to good business. Decoration William Earle, public relations are moving along, with the archi-Day is the usual opening time, man, has 75,000 cards in more tects soon to submit engineered

successful so that program is being rides for himself and family on continued this time. Acts start with Saturday afternoons. the Sky High Alcidos, July 4, and include the Triska Troupe, highwire August 12; Ortons, high sway poles, August 19, and the Stardusters, pole act, August 26.

Spot is using a strong program of promotion that is tied in with offered at rides, food stands and merchandise. Wednesdays are kid- roller rink, with identification tags ect with Sid Rogell, production die days and all rides go for a nickel. Bike giveaway and free balloons from Coca-Cola are scheduled for those days.

After July 4 each Monday will be Jack Pot Day, with kid tickets at 5 cents total and adult tickets

NAAPPB Starts Selling Spots For Convention

ment for the trade show of the games; Goldman's Gift Stand; Fin-National Association of Amuse- le'ys popcorn wagon; Paul Benoit ment Parks, Pools & Beaches has Enterprises; Charles Sherman, ball been changed, NAAPPB Secretary game; James Goras, fruit stand. Paul H. Huedepohl reported last week.

The show will be December 1-4 at the Hotel Sherman in conjunction with the NAAPPB convention and other sections of the annual outdoor show business conventions.

Huedepohl pointed out that the hotel has expanded to exhibit space and that some additional booths are available. It was stressed that numbers identifying various booths are changed from those of past

NAAPPB headquarters here has begun the sale of space for the show.

LeSourdsville Bows School Picnic Plan

MIDDLETOWN, O. -- Le-Sourdsville Lake's school picnic plan, effective May 14-June 8 except for Sundays and Mondays, kicked off with six school units booked for the first week, To schools giving previous notice of their arrival Manager Don Dazey offers free admission, two free ride tickets, additional rides at half price and price concessions on the swimming pool, lunches and drinks.

The park's first special event of the season will be the Miami Valley Power Boat Show, May 25 26, under sponsorship of the Mohawk Boat Club of Hamilton. Prizes and trophies will be awarded in a number of classifications to boat owner-winners. All craft will be on display along the midway. A water ski show by the Wiedemann Ski Ballers will climax the show on the 25th.

Ocean View Sets Sked

NORFOLK, Va.--Ocean View Amusement Park here will schedule special events as part of the area's observance of the Jamestown Festival. In addition, it will have similar special events June 10-17 for the International Naval Review.

son earlier this year in order to away during the season of Jack

park owner Barney Osher stated. than 60 factories in Maine. Cards plans and a scale model. Last year's booking of acts was entitle 1 to 5-cent discounts on

Rides, Concessions

of organizations. Reduced rides are schedule. provided by Playland well in ad- manager of 20th Century-Fox

Tilt, Whip, Dodgem, Swings, Train, Roll-O-Plane, Merry-Go-Round, Devil's Den and kiddieland. There are games as well, and the following units: Alphonse Nadeau, refreshments; Jon's Fried Clams, box lunches; Sol Passman, shakes; Chinese sandwich; Candy company in January. Kitchen; Harry's Arcade Gift Shop; Harry's photos; Ladakaka's refresh-

The park also includes a theater, ballroom and large parking area.

Scandinavians Go for Jet Ride

COPENHAGEN--Top ride at the Dyrehavsbakken Park report- call for 100 concessions and reedly is a tak off on the Roto-Jet, productions of African, Asian, and and is called the Helicopter. It Middle Eastern jungles, market features helicopter and jet plane places and bazaars. All of Junglebodies on the ends of revolving land's exhibits will be live. booms, each of which is independently controlled.

the Stefansen brothers, and rethe Stefansen brothers, and replaces the Wild Mouse ride which For Buckeye Lake they have placed on location in

New Jersey Games Open With Auspices

NEW YORK -- New Jersey amusement spots are operating under sharply changed circumstances this season after failure of some attempts to operate concession games under the new regulations.

One method is to have games run under auspices, the groups procuring licenses from the State.

The decision followed a visit to one location where numerous church booths were set up, displaying commission licenses. The law setting up this system specifies operation by churches, volunteer firemen, veteran and other nonprofit groups. Statements of earnings and expenses are required of the sponsors.

La. Speedway Chartered

City Speedway, Inc., here has been usual late May opening. More than granted a charter by the secretary 36 cars were entered in the openof state. Authorized capital stock ing night races that for a time Association with more than 50 is \$5,000.

Thousand Oaks Jungleland OLD ORCHARD BEACH, Me. for 5 cents off. One hundred steam Palace Playland opened its sea- irons and toasters will be given Cites Progress

THOUSAND OAKS, Calif.-Saturdays at Palace Playland Plans for the proposed Jungleland

Jimmie Wood, president of Pan American Amusement Corporation, said that he had felt activity was lagging until he talked to parkmen Brochures and invitations have who had been involved in enterbeen sent in large numbers to prises of similar scope. He added schools, churches, fraternal and that it was their opinion that the Scout groups, and a broad variety action to now is well ahead of

Wood is associated in the proj-Pictures; James Ruman, transpor-Rides include Ferris Wheel, tation manager at 20th Century, and Lyle Wheeler, art chief of the film studio. Rogell will soon return from Europe, his last stop on an around-the-world business trip.

Site Is Purchased

All of the land, approximately 160 acres, has been bought. Injewelry; Meyer Parris, custard and cluded in the property are the ice cream; Al Shore, novelty hats; Louis Goebel animal farm and the Jack Sudenfield, pizza; Sue and former World Jungle Compound, Ann's refreshments; Arcade Deli- owned and operated for the past catessen; Alice Bellevue, popcorn, 12 years by Billy Richards and floss, apples, sweet corn; Wells I. S. T. (Trader) Horne. Richards frozen delight, ice cream and and Horne sold to the Jungleland

Roy Kabat, Jungleland general manager, said that an entrance to CHICAGO -- Booth arrange- ments; Funhouse; Sid Weiner's the parking lot would come from the freeway. It is understood that a series of cloverleafs is expected to be installed, which will give easy entrance and exit to the park.

Wood added that the architect's plans are similar to the artist's conception made by Wheeler some months ago. While Rogell, Ruman and Wheeler are with the film studio, it was emphasized that they are interested in Jungleland on their own. The studio has no connection with the project, it was explained.

The park's preliminary plans

German-made, it is operated by Big Picnics Set

BUCKEYE LAKE, O.—Thir-teen large industrial picnics have already been booked at Buckeye Lake Park here by Manager Robert McKay as the park, offering a number of new attractions, dent into full-time operation following its 200 members of the radio, TV and April 21 debut.

capacity of more than 300 passteel hull, three decks, small dance kick off the funspot's new season. floor and curio and snack bars. It Dazey hosts the gathering annually. will make hourly trips on the lake and will also be available for charter trips.

Additional features include a Kiddieland owned by concessionaire Edward Schmid; seven rides, including a Tubs of Fun; neonlighted entrance, monkey house and kiddie picnic area.

Denver Starts Races

DENVER-Stock car racing at Ben Krasner's Lakeside Park got WEST MONROE, La. -- Twin underway two weeks ahead of the were threatened with inclement drivers participating.

Ballroom Held Key for Norumbega Patron Hike

summer theater at Norumbega still being charged. Park, 40-acre spot acquired last year from Roy Gill by Douglas Farrington, 31-year-old real estate and grills and parking space are man. Farrington disposed of his an added attraction for industrial, Boston business holdings to buy the park, and while no drastic Free movies are run for an hour changes have been undertaken yet, plans for the future have shaped taken to calling in to learn what's up slowly but firmly.

Two rides have been added for the 1957 season, a Ferris Wheel and Handcar. Refurbishing of all units has been accomplished, the Merry-Go-Round being decked out | times a day. in 22 colors by Albert Albusch and the 200-odd pedal boats and canoes also sporting a wide variety of colors.

A mainstay of the spot is Totem Pole Ballroom, which continues a year-round dance program on weekends, featuring name bands and vocalists. This phase is where Farrington intends to expand the operation and tap for new patronage. The summer theater would utilize this area and should develop over the coming winter. Featured over Decoration Day weekend for the official opening will be Guy Lombardo and his orchestra.

Dime Gate Retained

traction of the Charles River runthan 2,000 trees which color hills and dales. Expressway auto fa-

Parks Carry Popeye Disks

NEW YORK -- Metropolitan parks are stocking a new "Popeye" record album. So far the albums have been added to the sales lines at Rockaways' Playland, Kiddie City, and Palisades Park. The Popeye TV show is highly rated among kid shows in this area.

Tie-ins are being worked out to give parks plugs on the TV shows. The albums are available in two speeds and are produced by Arthur Pine and Allen Swift. Seven songs supplement the Popeye theme

Dazey Hosts Trade Folk

MIDDLETOWN, O. -- Nearly press fraternity gathered at Le-New this year is the J. B. Taylor, Sourdsville Lake Park here Tuesdiesel powered excursion boat with day night (14) as guests at a cocktail party and dinner hosted by sengers. The 126-foot craft has a Manager Don Dazey to officially corn, candy, ice cream, soft drinks,

> The festivities got under way with a cocktail session in the park's ballroom and was followed with a sumptuous pitch-till-you-win chicken dinner in the dining room. For the rest of the night the guests were given free access to all the park rides and facilities.

weather. Thirty minutes of the night's events were telecast by remote facilities over KBTV.

Across town at the Englewood Speedway, racing began a week earlier under the auspices of the Rocky Mountain Stock Car Racing

NEWTON, Mass.—Thinking is cilities go right by the gate, where pretty strong about establishing a the traditional dime-per-head is

> Large picnic areas, baseball and softball fields, plus plenty of tables school, church and family groups. after sunset daily, and folks have playing.

> Heavy emphasis on newspaper and radio advertising finds twoinch page 1 space run daily and radio spots taken as often as 12

> Solicitations for outings are often made by individually written letters, which Farrington feels have drawn better response than straight circular matter.

> This is the park's 61st season. Business experienced since buying the spot has been equal to that done by Gill. Another satisfactory season appears to be ahead, and major changes, such as the summer theater, are figured for 1958. Also projected is a winter skating rink.

Norumbega has a neatly land-scaped vista to offer, plus the at-

CHICAGO -- The National Association of Concessionaires (formerly Popcorn and Concessions Association), will hold its 1957 convention and trade show November 20-23 in the Hotel Americana, Miami Beach, Fla., Tom Sullivan, executive vice - president, announced.

Van Myers, Wometco Theaters. Miami, is general chairman of the convention which will be held concurrently with the annual motion picture industry convention and trade show jointly sponsored by the Theater Oowners of America, Theater Equipment and Supply Manufacturers Association, and Theater Equipment Dealers' Association.

Segment directors working on programming include Theodore O. Meland, Albert Dickinson Company, Chicago, popeorn processor; James O. Hoover, Martin Theaters, Columbus, Ga., theater and concession; R. Mack Lambeth, ABC Popcom Company, Chicago, manufacturer - wholesaler; Robert Condon, Condon's Concession Supply Company, St. Cloud, Minn., jobber - distributor, and Irwin R. Tucker, Irwin R. Tucker Company, Chicago, broker.

Lester Grand, Confection Cabinet Corporation, Chicago is in charge of the concession trade show. Displays will feature popfood preparation and service equipment, automatic merchandising equipment and supplies.

Firms that have already contracted for exhibit space are Apco, Inc., Coca-Cola Co., Rowe Mfg. Co., Pepsi-Cola Co., Vendo Co., Savon Co., Orange-Crush Co., Flavo-Rite Foods Co., U.S. Vending Machine Co., Cretors Corp., Ben Newman Associates, Hershey Chocolate Co., H. B. Reese Co., Quaker City Chocolate and Confectionery Co., Sweetheart Cup Co., Bally Case and Cooler Co., Steel Products Co., Harry P. Ritchie Co., Switzer's Licorice Co., Hollywood Brands, Inc., Nehi Corp., F & F Laboratories, Dell Food Specialties Co., and Canada Dry Ginger Ale Co.

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SANDUSKY, O. -- The Ohio ica have joined forces to organize chapter, Roller Skating Rink Oper- the Professional Roller Skating ators' Association of America, and Teachers' Academy, it was anthe Buckeye State's chapter of the nounced here last week by Lou J. Roller Skating Teachers of Amer- DeBenjak, of Sandusky Rollerdrome.

> Object of the academy is to promote better understanding between professionals and operators and to raise the standards of professional and will fill the need of more professionals.

> The academy's governing body will consist of six deans, three to be supplied from professional ranks field. Their duties will be to retraining, conduct tests and arrange for the placement of graduates.

> The school will be open to anyone with an RSROA affiliation. It will not be restricted to Ohio candidates, but such candidates will be given first consideration, according to DeBenjak, who said that if other State groups wish it, the Ohio organization will lend them assistance in forming their own academy.

The school will be open to anyone interested in becoming a professional. It will operate on the apprentice plan, meaning that there will be no fees for training. A complete course of subjects will be will be to defray costs of books and of the RSPOA tests. A permanent record of each the country. I'm glad of it, but student will be kept.

course each year. The term of each rid of it." class is expected to be a year. Subjects may be omitted if a student passes the test or produces credits from recognized schools, said De-Benjak.

First class of the school is expected to get under way shortly Operators' Association of America, after the July 22-28 national contests of the RSROA at Oakland. Calif. DeBenjak may be reached at 313 East Market Street, San-

Skating Needs Operator Support, Says DeBenjak . . .

SANDUSKY, O. -- Lou DeBenjak, of Sandusky Rollerdrome, said last week that one of roller skating's most pressing needs is for operator support of all of Alfred Kay and Louise Randall; the trade's various activities.

His comment was made after reading an article in the May 6 issue of The Billboard by C. V. (Cap) Sefferino, manager of Cincinnati's Price Hill Roller Rink, who offered the trade a plan whereby national skating contests ship is a renewal of a former

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could be presented annually to thousands of viewers instead of the relative few who now attend such competitions. The plan involved sponsorship of such meets in a large arena by some organization or group not connected with roller skating, Sefferino reporting that Stanley Dahlman, promotion manager of the Cincinnati Post, had expressed interest in the plan.

"We don't have to spend more money to reap rich fruits in our industry," said DeBenjak. "What we need is more support from the operators." To back up his statement he pointed to his recent exteaching. A graduating student, perience when calling at the Akron said DeBenjak, will be acquainted Rollercade, site of the forthcoming with all phases of rink operation Ohio amateur skating championships. When calling at the Rollercade he was advised that he and Al Kish, operator of Pearson Park, Rink, Toledo, were the only Ohio and three coming from the operator operators to offer the meet any assistance. "There are many operaview all applications, supervise tors with time and money who could help the meets, but they do not do so because there is no personal gain involved," said De-Benjak, pointing out that roller skating has fine skaters, fine meets and highly ethical standards for the conduct of meets. "We have a perfect set-up, but fail to cash in because of lack of support.

DeBenjak was appreciative of Dahlman's interest in the proposal, but suggested that roller skating needs more promotion of the contests it now sponsors. He also made the following comment on Seffernio's suggestion that funds in the RSROA Ohio chapter treasury might be used in promoting such a contest as the Cincinnatian prosince we have been incorporated Present professionals who wish by the State, our cash on hand to be recognized by the Academy will be listed as starting cash, so will have to take a post-graduate there will be no need of getting

Seven Spots Added to

RSROA Membership Roster . . . DETPOIT -- Seven rinks have been added to the membership roster of the Roller Skating Rink it was announced last week by association secretary-treasurer Robert D. Martin at RSROA headquarters

The rinks and their operators are Ems Rollerland, Fort Myers, Fla., Emerson H. and Nellie L. Renz and Lloyd Hendry; Vineland (N. J.) Roll-O-Rink, Gus Morvay; Ashland (O.) Skateland, Mr. and Mrs. Ray Sponsler and Paul Sponsler; Logan (Utah) Roller Rink, Skyline Pavilion, Moses Lake, Wash., J. Russell Uusitalo and Steve Laughery; Greater Pittsburgh Roller Rink, McKees Rocks, Pa., Howard J. Metts, and Westminster (B. C.) Rollerway, Robert A. Watt. The Westminster membermember.

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DAYTON, O .- Two explosions at the plant of the United Fireworks Company here Monday (6) caused damage estimated at \$35,-000 by Walter Beachler, owner. Two buildings were destroyed and one fireman was injured slightly.

After an investigation, Beachler charged that deliberately planted dynamite set off the explosion and fire. He said he based his sabotage theory on the finding of a quarterinch dynamite fuse at the scene, the large hole blasted in the ground and the knowledge that dynamite explodes downward while fireworks shoot upward.

Charter Race Group

SUMTER. S. C. — Sumter Racing Association, Inc., has been chartered here as a non-profit corporation by the secretary of state. T. M. Fisher is president; J. O. Mathis, vice-president, and W. C. McKinnon, secretary.

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BEATTY STRAWS 2 ON STATEN ISLAND

Three Shows Given in One Day at Hampton; Zoppe Riding Act Joins; Dorsey Out

Beatty Circus played to three big ance. crowds in a single day at Hampton, Va., and later pulled two straw other hand, was a big winner. The houses in a two-day stand at this 4,500 seats were filled, several hun-Staten Island stand.

it was reported here. With the Ticket wagon took in around exception of such spots as Albe- \$7,800. marle, N. C., and South Boston, Farmville and Richmond, Va., the turnouts have been from fair to very good.

The Hampton stand was the biggest of the season to this point. Advance sale was reported to have been \$14,000. Show had police auspices, and on Tuesday (7) afternoon it pulled a full house. Two performances were needed to handle crowds that night, and each was reported to have been a full house.

Prior to that was Portsmouth, Va. (6), with a quarter house and near-full house, altho the date followed two days in adjacent Norfolk. After Hampton came Richmond.

Alexandria, Va., Thursday (9). had a light afternoon and near-full night. Annapolis, Md., Friday (10), gave a quarter house in the afternoon and fair house at night; some seats were left out.

Sidewall an Island Wilmington, Del., Saturday (11)

had a strong house in the afternoon and a half house at night. Jaycees 3110W3 were the auspices. There were showers during the day and the Strates Shows was in town.

York metropolitan area began Sun- and other observers report. The day (12) when 5,000 persons were circus gave four performances reported on the lot to watch the Monday (6) to handle the crowds setting up. All was not clear sail- at Florisant, Mo. ing, however. The show did not This was followed by Kirkwood, more than 2,500 square feet of can- St. Louis. vas. Hassles prevented the installation of the seating in time for straw houses with Kiwanis austhe Monday (13) afternoon show. It didn't get started until 4:30 p.m.

Mills Attracts Straw House At Royal Oak

Bros.' Circus registered a straw house here Saturday (11) afternoon despite continuing rain and deep mud. Load of straw was dumped on the midway to help walking. Some acts, included an aerial number and the concert, were canceled because of the canditions.

Rain also hit the show at Mount Clemens, Mich., where business was fair, and Port Huron, where attendance was good.

Woods Orders Top For Movie Work

CHICAGO--Jimmie Woods, of Pan American Amusement Corporation, Thousand Oaks, Calif., last with a 50 and two 40's, for use in ny Kaye. Included in the order is the show at Lancaster. a marquee.

RICHMOND, N. Y. -- Clyde and about 2,000 were in attend-

The Monday night show, on the dred were strawed and a turnaway Business has improved steadily, crowd milled all over the midway.

> The Alberto Zoppe riding act joined Monday.

> Second day at Richmond drew a half house in the afternoon and burst struck after the night show.

Show had been running shorthanded in working departments, and this was aggravated by the fact that a number of Beatty men were with the last four reportedly lured to the Times Square area. Beatty payday and the fact that shopping centers, beginning in Ringling was closing Sunday in October. Also planned are appear-Madison Square Garden increased ances in the vicinities of Dallas, the attraction.

Aerialist Don Dorsey, injured at Albemarle, remained in the General Hospital there.

Business Big On Hagen; 4

LITCHFIELD, Ill. -- Hagen Bros.' Circus has been playing to Beatty's invasion of the New tremendous business, show staffers

use its big top and instead side- Tuesday (7), where they pulled walled the show because of a city two straw houses with Jaycee ausordinance preventing erection of pices. Both stands are suburbs of

Litchfield, Friday (10), had two pices. The Hagen show is booked northward in Illinois to Wisconsin, with Chicago suburbs to follow.

Famous Cole In Illinois

as had been reported.

Winters Frames **Shopping Area** Show in Texas

HOUSTON---James Allen Winters has announced formation of a new organization to play shopping centers and similar stands as a trade stimulant.

It will be called Superama Free Circus and will open May 31 with a 10-day stand in Houston for Minimax stores. These weekday, daytime performances will be augmented with showings at a night another straw at night. A cloud- club, drive-in theater and greenhouse-nursery at night and on Sundays. Winters recently was with Ben Davenports' merchants show.

His show plans to play 20 weeks, signed with a chain of four Texas Shreveport, La.; Texarkana, Tex.; Tulsa and Oklahoma City, and Wichita and Hutchinson, Kan.

Winters said that he will be owner and agent, while his wife, the former Angela Antalek, perch performer, will be business manager. Bill Fee has concessions and an act. Other performers are to include Jay Seiler, Lee & Rita, Miriam Seabold and Lee Henneberry, according to Winters. Paper will come from Neal Walters Poster Corporation and National Show Printers. Radio-TV material also

Horne Remains In Animal Biz

THOUSAND OAKS, Calif. -Trader Horne, for many years an animal broker and for the last 12 years a partner in the World Jungle Compound with Billy Richards, will continue in the wild animal importing business. He leaves for Africa about June 10 to buy his first shipment since the compound was sold earlier this year.

During his association with Richards, the compound became well known as a source for animals for movies.

the projected \$5,000,000 Jungle- Harry Thomas, announcer; Phil NEWMAN, Ill .- Famous Cole land, headed by Jimmie Wood and Doto, band; Tommy Comstock, Circus appeared he " Wednesday Louis Goebel, Horne has been mak-(15), with other Illinois stands of ing Tusko coin-operated kiddie the week to include Lovington, rides. He recently completed a Bement and Farmer City (18), new factory, 160 by 40 feet, on Guesswork was that it was heading the 20 acres where he has his ROYAL OAK, Mich. - Mills for Wisconsin rather than Michigan home across the old Ventura highway from the animal center.

Cristianis Purchase Christiansen Animals

ZANESVILLE, O. -- Cristiani at Bluefield, W. Va. (6), with a mixed animal Liberty act of Jorgen show's performance. It consists of one Palomino horse, a pony, dondog and a Norwegian elk hound.

Christiansen, veteran Liberty

The circus earlier had a big day were turned away, he said.

Bros.' Circus has purchased the straw house in the afternoon and a tentative. full house at night. On Tuesday (7) the show played Berkley, Christiansen and added it to the W. Va., for the fire department and pulled a half house in the afternoon plus a night crowd that was key, two guanacos, a goat, collie better than three-quarters of ca-

Kelly-Miller, McCoy Play 101 Millers' Area

draw well, the show reported.

McGaw Reveals Plans, Staff

NEW YORK --- Bill McGaw, thrill show operator, has announced plans for a revised show using both thrill show and circus acts. Called McGaw's Motor Circus, it is scheduled to open at the Rose Bowl, Pasadena, Calif., May 30-31.

Announcement of the show was made in New York and Los Angeles after weeks of trade talk about it. The show has a tie-in with the Ford Motor Company. As in the past, that company will supply cars to the show, and they will use a ticket tie-in between the show and dealers.

The McGaw show will feature presentation of circus acts on top of cars and trucks. A trapeze rigging is affixed to a convertible; the elephant will work on a flatbed trailer, and vehicles will figure in presentation of the other acts. Several cross-style cages have been built and will be used in motor parades on occasion.

The program also will use standard thrill show stunts such as crashes and ramp jumps.

Talent Listed

Acts have been booked thru the World Jungle Compound and thru Al Dobritch. Included are the Chet Juszyk Lions; Massimmiliano Truzzi, juggling; Mark Smith Liberty Horses; Linda DeSilva, single trap; Phil I a c i m o, trampoline; Glenhills (6), teeterboard; Ivanovs, casting bar act; Corrine Dearo, cloud swing; Valita and Aldino, barrel jumping; Piet Van Brechts, contortion; Adamsons, perch; Cosmos, motorcycle high wire performers; Arturos, balancing; Capt. Since the compound was sold for Charles Franks, elephant; Col. calliope. Eight thrill show drivers are scheduled, and several clowns will be used.

> Harriet Beatty Jr., reportedly is breaking a cat act to add to the George Fraser and comedy lions, show in mid-summer.

Advance staff includes John I. Hill, Vernon McReavy, Irish Horan and Mainick Khambatta.

The show is booked in Fresno, June 1; San Jose, 2; Cow Palace, San Francisco, 4-8; Sacramento, 9; Tacoma, Wash., 12; Seattle, 13-14; Yakima, 15; Spokane, 16; Salt Lake City, Utah, 18-19; and Denver, 21-23. Route beyond that point is

Rock & Roll Packs All-American Show

MAYSVILLE, Ky .-- A rock 'n' roll quintet, the Berrys, was hired Morton's Shrine date here played Parkersburg, W. Va. (9), had a as a substitute for another act in to good business of half to full week ordered a new big top, a 110 horse trainer, has had this act for one-third afternoon and 80 per cent the All-American Indoor Circus houses in the 7,800-seat Pennsylseveral years, usually playing in-night house with Legion auspices. here recently. The new beat for vania Farm Show Arena. filming of a movie at the M-G-M door shows and fairs. He is with A member of the sponsoring com- circuses pulled a crowd of 2,200 | The circus played to houses of lot soon. Top will be built by the Cristiani circus to work the act mittee said that the night house teenagers in the afternoon and a 3,000 and 3,500 on April 29; 4,200 O. Henry Tent & Awning here. for several days and to break in a would have been filled except for 1,200 attendance at night. Show and 5,000, April 30; 4,000 and Film is "Merry Andrew," with Dan- new trainer. It first appeared in the fact that parking space was also did capacity business the day 4,300, May 1; 5,000 and 5,600, inadequate. Two hundred cars before at Irvine, Ky., without the May 2; 7,000 and 7,400, May 3, added starters.

PONCA CITY, Okla. -- Al G. Wewoka, Okla., Tuesday (7) had Kelly & Miller Bros.' Circus played half and near-full houses. At Shawto fair afternoons and strong night nee, Wednesday (8), the show enbusiness as it added another week countered more rain and mud. The to its tour of Oklahoma. Col. Tim afternoon house was half of capac-McCoy's Wild West continued to ity; night was near-full. Tractors and elephants were required to get the show off the lot.

> Perry, the Thursday (9) stand, came after a 95-mile jump, which combined with mud to delay the show. The 3 p.m. show went on without the seat wagons. Visitors included some veterans of the old 101 Ranch show.

> Night show in Perry drew a three-quarter house, and this was despite not only tornado warnings but also the sighting of several cloud funnels during the day.

> Blackwell was played Friday (10) to half and near-full houses, according to one report, and a full afternoon, according to other word. Mud was a problem, and elephants were used to pull towners' cars off the soft lot. Schools were dismissed in the morning for students to watch the show, in the afternoon for a track meet and at night for a dance, and the show probably benefited from all.

At Ponca City the show had half and two thirds houses. Muddy lot again was a big factor, and all units had to be towed. More 101 Ranch people visited, and K-M people visited 101 landmarks here.

Animal Shows Draw Business

THOUSAND OAKS, Calif. -Circus-type shows at Jungleland, formerly World Jungle Compound here, are pulling crowds, particularly on weekends, Roy Kabat, Jungleland general manager, said here last week. Attendance at weekend presentations runs as high as 2,200, with a 60-cent admission for adults and 40 cents for children.

Performances include Herb Wilkins at the calliope, Chester Juszyk and lionesses, Henry Tyndall and chimps, Mabel Stark and tigers, Jo and Slivers Madison with the five Jungleland elephants, Stefano Repetto with a male and female lion group, Frank Phillips with mixed wild animal group, Eugene (Arky) Scott and elephant, Mel Koontz and comedy lions, and Albert Fleet and four male

The acts vary because of movie or television commitments.

Hamid-Morton Wins Crowds At Harrisburg

HARRISBURG, Pa. -- Hamid-

and 7,600, May 4, it was reported.

Copyrighted materia

UNDER THE MARQUEE

By TOM PARKINSON

raising funds for expansion and for buying animals, has taken delivery on a young gorilla, bought from Fred J. Zeehandelaar.

Visitors on the Cristiani Bros. Circus reports Barbara Fairchild, included the Doc Fords, who worked their dog act; Lee Virtue, Bill Morgan, the John Cloutmans, of the show's advance, and Ed Merrick, retired band leader who gave Lee Hinckley some oldtime circus music scores. Billy McCabe Stine and son, Herbert, caught the visited with Danny Johnston, of the Palm Tree Playhouse, Sarasota, while the show was in Lancaster.

Glen J. Jarmes, writing from Kelly-Miller, states that the Kelly Millers and daughter. Karen Kay, and Jarmes visited 101 Ranch points in Ponca City, Okla. . . The Paul M. Conaways, on the way home from a convention in Colorado, stopped off in Memphis f r the Cotton Carnival.

The Charles Delaney and Dick Montgomery families, of Detroit caught Mills Bros, at Royal Oak. . . . Arch Shuey, Annville, Pa., notes that Central Pennsylvania just had Hamid-Morton at Harrisburg and will have Cristiani soon, while Beatty will be at Lebanon the day Ringling mens in Hershey. 10 miles away.

At the Beatty show in Alexandria, Va., were the Melvin Hildieths, the Dr. William Manns, Dr. Watson, the Frank Mulkerns, life in 1937 and that she visited it

eads and co-operation. Ticket starts soon When in Los Angeles see ART HESS or ROY BELL 2847 W. Sth St. Los Angeles OUnkirk 8-0120 No collect calls

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Dailey Bros.' Circus Atwood, May 20; Coodland, 21; both in Kansas. Stratton, 22; Haxtun, 23; Julesburg, 24; all in Colorado.

Hagen Bros.' Circus WANTS

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erine Garner, Mr. Felt, the L. Wildon and Arthur F. Fawcett. Har- tember. rison Sayre was at the Annapolis show are Louis Nagy, Jimmie Armstrong, Frankie Saluto, Dick Anderson, Billy Ward, Juan Rodry, mail. Encarnita Lguana, Jim Kelly, Tommy Clarke, Dave Murphy, Ed Curry and Fred Baker. . . . Spencer Beatty show at Alexandria. Robert D. Good and family visited the Beatty show at Wilmington, and Good renewed acquaintance with Clyde Beatty, whom he had not seen since 1945 when the Beatty show last played the area. Good will see Cristiani Bros, at his home town, Allentown, Pa.

Joe Fleming, Trenton, Neb., caught Gil Gray's show in McCook. . . . Barbara Fairchild writes that Steve Kuzmicz, once car manager for Cristiani and now with the Joyland Shows, visited the Cristiani. Butch Kelvin, of the Cristiani horse department, bought a forge and now will do the show's own horseshoeing. Harry Anderson, Enquirer Show Printing Company, visited Cristiani Bros.

Blanche Shields, Pate.son, N. J., tells of special regret upon learning of the death of the Ringling elephant, Modoc, last winter. She writes that the bull once saved her every year after until 1955, when it was retired to quarters.

Bert and Corinne Dearo closed their season with Orrin Davenpo t at Hibbing, Minn., and returned to Detroit. They caught Mills Bros. at Royal Oak. From Detroit they go to California where Corinne opens with the McGaw Motor Circus. On the way they will visit Kelly-Miller. in Detroit, they were working on outdoor rigging and were guests of the Romigs and Rooneys, Birmingham, Mich.

Donald Marcks caught Polack at San Francisco and Rudy Bros. in California stands. . . . John M. Herriott, trainer with Gil Gray Circus, took his third degree in Masonry at St. Joseph, Mo., recently, A daughter, Julia Ann, was born several weeks ago to the John Her-

Floyd Henton, director of the Omaha Zoo and a CFA, reports CFA's Caroline and Frank Jershin were hosts to a number of performers from the Rink Wright show. Guests included the Rink Wrights, Billy Irwin, Smiley, Charlie and Mamie Baker, Howard Adams, Dick Ware, Dick Clemens, Emilie and Albert (Craigon and Juanita) Greenweld, Hubert Castle, Charlie and Beverly Allen, frudy and Peter Luvas, the Zoppe Family, the Larabees, the Wazzan Troupe and the Flying Valentines. Co-hosts were Marie and John Graf and Floyd and Mary Jane Henton. Henton helped on the escape door during the Clemens act each show. The Allens stopped over at the zoo between engagements. Emilie Greenweld's return to work at Omaha got much attention since it was a year earlier during the Shrine show there that she was injured in a fall. Among those catching the Wright show were the Rev. Clement J. Flannery and Roger S. Brown, both CFA.

John Flughum, who will be billing ahead of the World of Mirth again this season, caught the Beatty show at Richmond, Va. . . . Don Morton.

Dallas Zoo, in the process of | Claire and Tony Conway, Paul Van | Rey and Jimmy Goff, who have Poor, Jim Harshman and son, been with Rudy Bros., join the Charles Miles, Bill Rector, Cath- Packs Western unit at Trinidad, Colo., a 1,400-mile jump in two son Poarch family, Capt. Bert Shel- days. Rudy will reopen in Sep-

Ray Bickford, Clown Club presilot. Noted among those with the dent, is distributing literature from the Ringling Museum, Cleaver-Brooks and others, in Clown Club

> Allen's Performing Bears will make the Des Moines Shrine Circus and later will play outdoor dates for Al Martin until September. They are to play school assemblies a year starting in September, with two months off to make contracted Shrine shows.

> Forty people attended the Elgin, Ill., CFA tent's annual banquet, with president Don Sexton presiding. Speaker was John M. Kelley, of Baraboo, Wis. Among those attending were Clint Finney, Joe Taggart and Whitey Savage. Taggart and Savage made side show openings as part of the program. Savage, formerly with Ringling and other side shows, now is living in Barrington, Ill. CFA Herman Linden was toastmaster at the dinner.

Hunt Bros.' Circus again has a mobile telephone. . . . Visiting the Byron Gosh All-American Circus were CFA's Melrose Temple and Harry E. Watson and Oklahoma Joe. Gosh visited Miller Bros.' Circus quarters at Pigeon Forge, Tenn., where he talked with Walter Ginsburg of concession fame.

In the Kelly-Miller band this season are Charlie Cuthbert, leader and trumpet; Bubba Voss, trumpet; LeRoy Short, trumpet; Herb Cliffgard, trombone; Gene Morse, baritone; Louis Grabs, calliope; Happy Belisle, drums, and Harry Smalley, bass. All the instruments are new

From the Ringling-Barnum show, Freddie Freeman reports that the performers met at the Garden for an ACVA session at which Dewey Barto presided. Albert White was elected as AGVA steward for clown alley by a vote of 18 to 8. . . Emerich C. Mrowkowski has joured the air force and is stationed at Lackland Air Base, San Antonio His parents are with the Ringling show. The Boswells, who own a circus in South Africa, visited . . . Among other visitors were Damy Kaye, Orson Wells, Lauren Bacall, George Hanneford Family, Poodle: Hanneford Family, the Louis Reeds, Bobby Nelson, John Nelson Paul Kaye, Hedda Hopper, the Alva Evanses, Ernie Anderson, the Frank Wirths, the Ferronis, Pop Hausmann, the Emmett Kellys and daughter, Margo Clarke, and Duane Thorpe.

Among those catching the Orrin Davenport show at Hibbing, Minn., were Wally and Mildred Ahlberg. Gary and Elinor Davison, Dave and Beverly Hackett, all CFA's. They visited with the Dearos, the Fred Aderos, Harry Haag, Carl Marx, Carl Romig, the Walter Klausers, Gordon Smith, Jeff and Peggy Murphree, John Toy, Noble Trio, Angelo Wilno, Grover and Rita O'Day and Percy Rademacher.

The Rev. Frank Jennings, chaplain of the British Circus Ring, is in New York for the Billy Graham crusade at Madison Square Garden, after which he will travel to California, visiting circuses on the way

Robert D. Good caught three shows in four days, including Hunt, Hamid-Morton and Ringling. He visited with Jack Joyce on Hamid-

The Don Smiths caught Mills Bros, at Dearborn, Mich., and saw there the show's first straw house of the season. The Smiths soon will travel to California.

Justus Edwards has prepared a 20-page program for the Polack Western show. It uses much color. many photographs and new art and it appears in two editions, one for Shrine dates.

Karl Erikson, of the Incredible Eriksons, writes from Caracas. Venezuela, that the act is at Conev Island Park there until June. when it will return to the U.S. for Al Martin dates. They have been quite busy in Central America this season. After eight weeks with Circo Atayde in Mexico City, the Eriksons were with the Circo Panamericano in Puerto Rico six weeks. They stopped off in Florida between each of the engagements. They saw the Circo Brazil open in Caracas May 4, and that show went on to Curacao. With the Eriksons at the park are the Three Riveras, the Ramses Troupe, Ranko Fujisawa, Alba Marina and El Negrito Barrios.

Ray and Claire Brison, Reading. Pa., caught the Hunt show at Hellertown recently and visited with Marguerite and George Barton, the Riding Newmans and Harry and Charles Hunt. Also on the lot was Charles Kistler. On the way home the Brisons visited Boots and Janus McInness. Brison has his juggling act booked at a number of parks

Lyman Sheldon, Hollywood, writes that Rose Gold Trio were guests at his circus room, where the costume Rose Gold wore when she fell a year ago is on display .. Roger Towne, CFA, caught the Ringling show and visited with Frank Small, old-time hostler. Towne also caught the Shrine show at his home town Buffalo.

Red Davis and C. B. Smith, CFA's, caught the Beatty show and visited with friends, including Count Nicholas. . . . Tom Powers is with the Hawthorn-Melody Zoo. Libertyville, Ill.

Visiting the Beatty and Cristiani circuses recently was Arthur Hoff man, veteran side show manager. who had the kid show on the Beatty show last season.

Officers of the Chicago Cl-A tent are John Harrop, president; Ken Fishleigh, vice-president; Alan Davidson, secretary, and John Zweifle, 24 hour man. New member is Jim Henneberg, Hammond, Ill.

When the Clyde Beatty Circus played Richmond, Va., Colleen Alpaugh, Maria Rodry, Encarnacion, Rosa Marie Nicholas, Audry Smith, Lielani Becker, Attiliana Seguia, Jimmy Armstrong, Shorty Hinkle, Eddie Dillum and Gene Menden were entertained in the Italian Kitchen by circus fan Cliff Glotzbach.

PROMOTERS

To start work now for full season with circus. Call or write, after Friday, May 24:

JACK LA PEARL

Oak Manor Hotel, Oak Park, Illinois Euclid 3-4800

P.S.: Wally Crabtree, Necomber, Bill White, please answer.

WANTED

SARASOTA CIRCUS

Ground, Aerial and Animal Acts; Clowns, Organist with own, Billposter, Phonemen. Contact

R. LARKIN

Blytheville, Ark., 20-21; Sikeston, Mo., 22-23; Cape Girardeau, Mo., 24-25; Marion, Ill., 27-28.

Want Partner-Helper, experienced Advance Promotion Man or Women for Crusade for Freedom-Radio Free Europe Deal. Local Talent & Professional Shows, answer. A good thing for any Park-Recreation Center or any Attraction giving a percentage of the gross. I can manage it. Experienced Showman and Publicity Man. Can promote any Attraction, Fairs, etc., Stadiums. Address:

CHARLES KYLE c/o The Billboard New York City 36

Wants Promotional Directors capable of getting money. Plenty good towns, more to follow. (No drunks or limbs.) Want Wild West people for concert: Working Men, come on. Address:

McAlester, Okia., May 22; Ft. Smith, Ark., 24; Russellville, 25; Little Rock, 27; Brinkley, 28; Memphis, Tenn., 29 Dyersburg, 31: Fulton, June 1: Metropolis, III., 3; Johnston City, 4; Du Quoin, 5: Centralia, 6; Vandalia, 7: Decatur, 8; Rantoul, 10: Danville, 11: Terre Haute,

business. No advances. Phones in, book carded O'Neill, come in. Duncan & Barney Spears, I'll see you later.

Ph.: JAckson 5-4327 & JAckson 5-3862 Huntington, W. Va.

GARDEN BROS.' CIRCUS WANT AT ONCE

Billers and Lithographers, also Boss Canvasman for 80' Round End Top. Contact JACK RAMSEY 461 Church St., Toronto, Ont., Canada

PHONEMEN

Jos. Wright, Chas. Cooke, Ed O'Neil, contact us. Must be sober, reliable, bondable. If you can't work legitimately, we don't want you. Steady work-Pay daily-Good Sponsors. Book, Tickets,

MAC JOHNSTON E Kearney Springfield, Mo. Phone 4-9308, No collects, please. 500 E Kearney

CIRCLE "A" RANCH CHAMPIONSHIP RODEO"

WANTS FOR 16 WEEKS' BOOKING, STARTING JUNE 20

Cowboys, Cowgirls, Rodea Hands, Announcer, Circus Acts, Rodeo Clowns, Contact: ARNOLD HAMPTON, General Manager & Owner

ALSO WANT

Phone Men & Women, Promotion Mgrs., Billposters, Contracting Agent, Concessionaires, for largest and best equipped Rodeo on tour, contact ARTHUR STURMAK,

Bob Beck, Ted Dedrick, Sadler Bros.; Marie Reid and others, contact me for year around operation.

Address c/o CIRCLE "A" RANCH

Phone: Valley 6-9396-Henderson, Ky. R.R. #1, Spottsville, Kentucky

ACROBAT WANTED

WEIGHT 210 to 275 lbs. Year around job, starting at \$10,000. Age 18 to 35, Height 5-8 to 6-5. Muscular body. Prefer Polish descendant but any nationality will be accepted. Send photos and publicity material to

HERB RODEMS, 300 Main St., Buffalo 2, N. Y.

Communications to 188 W. Randolph St., Chicago 1, III.

Miss. State Pushes 300G Bldg. Program

Constructs Two Exhibit Halls, New Entrance, Adds Turnstiles

plant-improvement currently under manager said. way at the Mississippi State Fair here includes the construction of two exhibit buildings, an addition to the livestock barn, erection of a new entrance, paving of walkways, and the installation of turnstiles at the main entrance.

The two exhibit buildings are each to be 96 by 180 feet. One of them will be used for agricultural exhibits, the other will house commercial exhibits. Construction of these buildings is well advanced. Both will be clear-spanned struc-

The addition to the livestock barn will be 90 by 160 feet and will handle 200 head of cattle, thus doubling the fair's facilities for MUSKOGEE, In livestock. The building is to be brick on the front side, open on the other sides, and have a steel roof.

An old frame exhibit building has been razed and the land it occupied is to be provided with walkways and the other space thus freed will be used for commercial

Five Perey turnstiles are to be installed at the main entrance. Plans for the new entrance call for it to be brightly and attractive-



For Your Fair...Park...Celebration Book THE MALKO TROUPE Flying Trapeze Artists MIKE MALKO P. O. Box 332

ACTS & ATTRACTIONS WANTED

For Fairs and Celebrations, Novelty Acts, Juggling Act and Animal Acts. Want a Flying Act or a good Aerial Act for Aug. 31 and Sept. 1-2-3. Send photos, prices and descriptions. Gastoni Attractions Theatrical Agency 260 St. Pierre, LaProvidence St. Hyacinthe, Quebec, Canada.

JACKSON, Miss.-A \$300,000 | ly illuminated, N. S. Hand, fair

The fair's plant-improvement program, it was pointed out, has been made possible by the fair's shift last year from a free gate to an "everybody pays" policy. The added revenue derived will amortize the improvements.

Attraction-wise, the fair this year will present an ice show for the first time, having booked in "Ice Vogues of '57." For many years the fair offered a traditional revue in front of its grandstand.

The Royal American Shows again will be on the midway.

Tie-In With State Birthday

MUSKOGEE, Okla.-Oklahoma Free State Fair this year will go all out to tie in with Oklahoma's 50th birthday and a number of new features are planned, Tom Conrady, president - manager, announced.

a parade and 30 bands competing for trophies and cash. Gov. Rayand will cut ribbons at the gate to Nelson. open the nine-day fair.

the fair under management auspices. To further accentuate the in the women's department will wear squaw dresses.

pace, the grandstand will have a Matthews, Robert Towers, Sundnew roof and the interior of all borg; ladies' events-annual meetbuildings on the grounds will be ing, Mrs. Inez M. Cecil, Mrs. repainted, Conrady said.

The fair, as usual, will operate behind a free outside gate and its grandstand admission charge will remain at \$1.50.

MAPS PLANS:

WFA Skeds Meets, Names Committees

SACRAMENTO-The Western Fairs Association adopted and approved an annual operating budget past year. of \$78,835, set dates for regular

25, and in Fresno November 20, wrestling.

Committees named by Estes include: Annual meeting, T. A. Dodge, R. J. Christiansen, L. H. Burns, Carl T. Mills, Tom Camp, Fred Bruderlin, R. E. Walker and L. E. Ver Husen; co-ordinator committee-county fairs, Roy Schoepf, added to the attraction program R. M. C. Fullenwider, William by Larry Ruhl and Sandy Winters' Wilson, Tulsa Scott; dates commit- helicopter act, which will be featee, Mills, A. G. Marquardt, Scott, Norman Sundborg, Schoepf, Bob during the run. King, E. W. Dixon, Oren Robert-

Mannen, Frank Allen, Bruderlin, M. E. Hartnett, Duane (Spike) in the Corral on July 8 and 9. Hennessy, John McMurray, Alan Milnes, Ted Rosequist, Phil Shepherd, Dick Turley, Walker, John pointed out. Fred Kennedy has Hennessy, James W. Trimingham; been hired as a full-time publicity exhibit design, Ed H. Clendennen, man, the first on record for the Guy Davenport, Dorothy Duncan, Calgary Exhibition. The fair is Ken Fry, Clarence Jackson, C. P. now producing its own souvenir Lewis, L. W. Lewin, Bob McClure, program and plans to give more Gregg Myers, William Straub, Alex The fair will open a day earlier Thorburn, Goula Wait, George for trophies and cash. Gov. Ray-mond Cary will lead the procession Dave Lester, D. V. Stewart, Bud Resigns as

Horse shows, Harrison Cutler, Also new to the program will be Ed Paine, J. M. Leonard, Gordon a typical farm family day with Harlan, Nye Wilson, Ed Van Cleve, families from 30 counties attending Alan Ross, Max P. Schoenfeld; nominating, J. E. Whitaker, chairman; rodeo, Stuart Waite, Mills, semi-centennial, all superintendents C. A. Rigsbee, A. A. Jensen, Lewin, Harlan, Ralph Barnes; service members (carnivals and suppliers), In preparation for the up-dated Waite, Ed Warrener, Dixon, Cecil Everett Estes, Mrs. Frank Bakman, Mrs. William C. Crossland, Mrs. Gordon Harlan, Mrs. B. H. Jones, Mrs. Thor P. Koller, Mrs. W. Kent Levis and Mrs. J. E. O'Neill.

Jacksonville, Fla., Inks Leo Carrillo

JACKSONVILLE, Fla., - Officials of the Greater Jacksonville Fair have announced the signing of Leo (Pancho) Carrillo, Western actor, to head up a new grandstand attraction this year. The fair runs November 14-23.

Ted Chapeau, president, an-nounced that Carrillo would head up a circus-type revue November 14, 15 and 16. The fair is also looking into signing an ice or water show for the final six days.

The fair has again posted \$10,-000 in premium money.

Calif. Bill Proposes Mandatory Kid Days

supported fairs would be required tration. to have one day of free admission State Fair and Exposition here last ing other jobs which the planning

Calgary Pulls Million **During Off Season**

use of facilities at the grounds of the entire year-round operation. the Calgary Exhibition & Stampede has increased to the point where include new 4-H facilities and addia total of 1,150,000 people, in additions to the livestock building and tion to the fair attendance, have the new \$800,000 Administration come thru the outside gates the Building, which was completed

meetings, and President Everett manager, said this whopping num- being installed. Estes named committees for the ber of people came out to attend year at the winter-end meeting livestock shows and sales, horse Meetings scheduled include ses- better living exhibition, hockey sions here July 24 and September games, stageshows, boxing and

> Hartnett is looking to a successful four-day stand of Polack Bros.' Circus during the July 8-13 fair here. The show, the Eastern Unit, will be billed as the Stampede Circus. Additional strength will be tured both afternoons and evenings

Other features will be the National Hereford Show, the return Exhibits - concessions, Paul T. of the Mexican Village for the second year and professional wrestling

> The fair's entire publicity program will be stepped up, Hartnett

Ionia Secy.

IONIA, Mich.-Rose Sarlow, veteran secretary of the Ionia Free Fair, resigned from that position here Wednesday (15). She had been with the fair for 22 years.

The resignation was accepted by the board which passed a motion commending her past work and her untiring efforts in behalf of the Fair. By special vote, she was given three months' sal ry following the resignation date.

Miss Sarlow said, "My decision was necessary due to conditions which have existed over a period of years and over which I had no control. It has been a pleasure to have had the opportunity to meet all the nice people in the fair world, and I trust that sometime in the future I may have the opportunity to again be connected

with an organization of this type.' No successor has been appointed. Also to be named is an assistant to Allan N. Williams, fair president.

The fair is currently rebuilding its grandstand stage at an estimated \$7,500.

PNE Seeks City Help

VANCOUVER, B. C .-- Pacific National Exhibition will get the services of the city's planning department to plan its overall de-velopment if the city council approves a recent recommendation Resigns at Ind. State SACRAMENTO -- All State made by the board of adminis-

The PNE wrote to the city refor children under 12 years old questing this service and stated it under Bill 1226, approved by the was willing to pay for it. The California Senate. Miller intro- board was told that the city's planduced the bill after seeing the suc- ning department could handle the cess of kids' day at the California work, but it would mean postpondepartment is now doing.

CALCARY, Alta. - Off-season attention to the promotion side of

Physical improvements this year after the 1956 fair. A new camera Maurice E. Hartnett, general patrol for the horse racing is also

shows, horse races, sports exhibits, Agency Named For Syracuse Ads, Publicity

SYRACUSE, N. Y. -- A new public relations firm has been chosen to represent the New York State Fair this fall, according to Daniel J. Carey, agriculture and markets commissioner.

Carey named Coolican, Coe and Coolican, of Syracuse and Utica. The agency, a major one in Central New York State, is headed by James J. (Bud) Coolican, Richard E. Coe and Thomas D. Coolican. The brothers, who established their own firm in 1951, merged their operations with the Coe Agency in 1956.

The contract covers all phases of public relations and advertising for the fair, which runs August 30 thru September 7. William F. Baker is fair director.

It was also announced that Robert F. (Deacon) Doubleday of Syracuse, radio-TV personality, has been named to the fair's advisory board, replacing the late Harry Ehle Sr., of Liverpool. Doubleday has an early-morning broadcast on WYSR and WYSR-TV, and has been connected with the fair's horse show since 1949.

McBeath Quits la. State Post

DES MOINES -- N. W. Mc-Beath has resigned as treasurer of the Iowa State Fair and William Hitz, Polk City, has been named his successor.

McBeath has been treasurer of the fair and a member of the board since 1931. He resigned due to poor health.

Hitz is vice-president of the American Dairy Association, president of the Iowa State Dairy Association, and a director of the National Dairy Shrine Club.

Detroit Adds Board Member

DETROIT-Jack W. O'Conner, Hastings farm operator, has been named to the Michigan State Fair Commission by Gov. G. Mennen Williams. The appointment has been confirmed by the eSnate.

Grounds Superintendent

INDIANAPOLIS - Jesse De-Vault, superintendent of grounds at the Indiana State Fair the past 12 years, will resign from the staff effective May 31.

DeVault, who was well known to show people and exhibitors, will return to his 80-acre farm in Tipton County.

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WANTED

MIDWAY RIDES AND SHOWS

August 5 through 10, 1957

KNOX COUNTY FAIR

Contact

ERWIN D. SCOTT, Sec.

Bicknell, Indiana

CARNIVAL WANTED

SARPY COUNTY CENTENNIAL CELEBRATION Week of August 5 thru 10

Send full Information on number of Rides, Shows and Concessions to: Harold Pfander, Gen'l Chairman Sarpy County Centennial, Bellevue, Nebraska

CARNIVALS

WOM Spruces Up For May 28 Preem

for the opening stand, May 28, at ment of show attractions.

ager, and the show personnel. Bergen forecasts an excellent year,

economic status.

Work and wages continue at the nation's top per capita earnings.

Paint Via Tie In About \$5,000 worth of paint, acquired thru a tie in with a major producer, plus an almost lavish amount of new building material, makes this the biggest pre-opening work program that the show has undertaken in several seasons. All of the wagons are being painted and relettered after first being steamed, chipped and repaired. This phase has resulted in a production line effort with Jim Bergen, assistant to his uncle, supervising In Nebraska the flow.

Flat cars have been chipped and

being added to each.

show supervisory personnel is at when the weather permitted. full strength with the office functioning under the direction of George (Bud) Sollenberger, secretary-treasurer.

tions is promised, with features ranging from calypso to a compound of wild animals.

No Weather Remorse

Altho the spring weather has been exceptionally good, there is no remorse voiced in quarters over the late opening. In the interest of saving costs, Bergen several

Fair Time Sets Rides At Pomona

POMONA, Calif. -- Fair Time Shows, Inc., of which Olivia Wald-ron is the president, will furnish the portable rides on the Harry A. portable rides on the Harry A. Illions midway at the Los Angeles A Winner for Vivona Midway County Fair here for 17 days starting September 13.

Only six of the shows' major ride two excellent weeks at Leiperville, complement will be used. These Pa., the Vivona family's Amusewill include two Ferris Wheels, ments of America Shows opened Rock-O-Plane, Octopus, Roll-O- Monday (13) at Cheltenham and Plane, and Tilt-A-Whirl. Nine of Wadsworth avenues. First two Fair Time's kiddie rides will be days were good, with rain falling for benefit of the Miami Showused in what is designated as the late on the second night. No. 2 kiddieland located near the Mexican Village.

tions in the main fun area along with the kid rides in the No. 1 kiddieland will again be owned talker. and operated by Illions.

Last year the zone was supplemented by equipment of Pan Aggie Ross, Roe Cenname with Snake Show has been repainted by American Amusement Corporation. bingo, Walter Cox's record joint, Don Crawn. Joining in the boom Equipment of Frank W. Babcock Sam Applebaum and wife, Chap-business in Leiperville were the United Shows, and Superior Shows pie; Marie Vivona, Peggy Wilson John Dempseys and Tony Mason tember. The club is a participating the stand here, making a total of have also played here.

equipment refurbishing program is end of May and so avoid a month under way at the World of Mirth of operation that more often than under way at the World of Mirth of operation that more often than Shows' winter quarters. The not brought rain, mud and cold amount of materials and the per- and very few dollars. He mainsonnel involved in the project tained that the money saved could promises a sparkling appearances be better applied to the improve-

Early season dates are reported The effort reflects the happy out- strengthened with the switch of look of Frank Bergen, general man- several New England dates. The new stands have seldom, if ever, seen a show of this size. On the basing his prediction on the sound basis of past experience in Yankeeland, fine business is anticipated.

Show representative Gerald Snelrecord highs and, as always in the lens, based in New York, has schedpast, the organization is routed uled printing of his magazine. The thru the industrial East for its still ad content and dollar earnings of dates. It is here that wages and the pre-opening effort are said to spending generally reflect some of have increased. Billing in the Plainfield area is extensive and has been completed. The date will be followed by one other New Jersey stand at New Brunswick.

Thomas Meets Tricky Weather

NORTH PLATTE, Neb .-- The redecked where needed. They have Art B. Thomas No. 1 Shows, which been painted silver and the show this season had its earliest opening title, in 10-inch shaded letters, is on record, has been getting its share DROUGHT BROKEN: of tricky spring weather, Bernard Bernard (Bucky) Allen, conces- P. Thomas, owner-manager, reports. sion manager, has the front-end Show opened April 24 in Grand equipment in excellent shape. The Island, Neb., and has done business

Still dates will be on the route until early June, when the first celebrations will be played, and then the show starts its fair trek A strong line-up of show attrac- at Ada, Minn., June 27. Major fairs on the route include those at had pelted-and flooded-the area, days before the fair are as nothing Pueblo, Colo.; Huron, S. D.: La-Crosse, Wis.; Spencer, Ia., and Hib-

> white, with the show name lettered on the white nose of the cab.

Staff, in addition to Thomas, includes Bob Platt, secretary, and Ray Cammack, general superin- plenty later on." tendent. Latter has his Dodgem Ransdell is here with Floyd King's

Weather Okays Island Manor

NEW YORK--Annual Nassau County tour of the Tamargo family's Island Manor Shows was in its third week last week in Freeport. Show plays its entire season 17-20 weeks, in the New York suburbs, within the same county.

On the Freeport lot were eight rides. Lot is a bad drainer and rain last year muddied it for the entire week. This year the weather was excellent and the date, under Legion auspices, was a big winner.

Concessions include Bob Lavine, basketball; Dan Lehman, milk bottle; Peggy Minden, duck pond; George Minden, tip-over Coke; John Jacobson, balloon darts; Ken Larson, milk can; Mrs. Ken Larson, tip-up Coke; Bunny Feinstein, stands than ever before. Derby; Lottie Feinstein, ring the William Schneider, long range; Conners have the grab joint.

diesel superintendent, and Warren than using a tapeline. Tamargo, ride superintendent.

AT ITS MIGHTIEST

RAS Unfolds New Ride, Show Power

Continued from page 24

Kann.

Games Up-dated

The games concessions, as well as the rides and shows, pack more appeal and far greater moneygetting potential than last year. Whitey Weiss, touring for the first time as the Royal's concession manager, has effected many changes. There are a considerable number of new faces among the concessionaires. The stands are attractively framed and well-stocked.

Carl Sedlmayr, the Royal's coowner and general manager, said that the show will throw out more merchandise at its concession

The senior Sedlmayr is putting Coke; Lucy Jacobson, hand striker; greater emphasis this year upon the kiddieland. The able Bobbie Has-Bennie DeFelice, hoop-la; Midge son, who is new to the show's and Barbara Tamargo, watch-la; staff, has been given as his princi-Margaret Brown, electric roll- pal assignment the job of building down; Guy Cauliford, cigarette up kiddieland grosses. C. J. Sedlgallery; Nina Rotella, star dart; mayr and Hasson will each at vari-Frances Dion, jewelry pitch, and ous times this season go ahead of Irene Tamargo, cat rack. Margaret the show with him to lay out the Lane is managing the popcorn and lot, Carl Sedlmayr said. In the floss wagon, and James and Minnie past he has always handled this task himself, doing it by his favor-Jerry Rotella is electrician and ite method, stepping it off, rather

The Royal last year for the first

Fred Sindell and Walter (Doc) time set up a kiddieland off its main midway. It had a separate, attractive entrance, special lighting and cut-out figures of clowns and soldiers down the center of the area, and spotting a then partly rebuilt and redecorated German mechanical band organ at the rear of the moppet ride zone. During the past winter, additional work on the organ was done and it is now not only a thing of beauty but all of its various and many instruments play to provide delightful musicideally suited for the area.

The show's winter quarters expenditures were the second highest in its history. The results of the outlay are not visible to carnival patrons because most of the work was on building new wagons, improving existing ones, up-dating railroad equipment, standardizing show paraphernalia, etc.

As a result of winter quarter's work, which at peak had more than 125 men on the payroll, all of the show's many wagons, with the exception of the sunburst-wheeled press wagon and a pole wagon, are on pneumatic tires, equipped with wheels each of which have six lugs and thus are interchangeable.

The Royal has been pushing standardization of equipment for years, and one of the winter quarters' projects was the building of about 60 locker-type trunks used for transporting equipment, material, or supplies. The use of standardized lockers will, it was pointed out, make for speedier loading of show wagons.

Dallas Fair Fun Zone Looks to Big Season

DALLAS--The sun was in the | State Fair Park Midway, the fair is Heavens. The long rains, which all-important. All of the many had stopped.

"We've had it."

"And, it's been a-hurting."

back with the show. Bili Boyd has Murphy-Lindsey operation, the better business than last year.

Coaster. Pop Willard is using his many years that the State Fair of working. Conditions are excellent," elephant as a kiddie ride but early Texas will run without bucking Murphy commented.

ompared to the fair.
"It is remarkable—our gross at the line bas elimbed and gross at the compared to the fair.

The State Fair Park has been in

Murphy's intentness faded as he daily operation since April 13 and scanned the clear blue overhead, some week-ends before that. And, His face broke into a broad smile. during that time it suffered almost "After all, we're going to benefit ceaseless rain.

"The heartening thing is that The skipper of the Pugh- when we got weather, we got his new Spinaroo booked, and Jay largest on the midway, continued: Everybody is working, or, at any "This will be the first time in rate, any one who wants to is

in June will frame a free show drought conditions."

The Margaret Pugh-Joe Murphy(Continued on page 39)

To Murphy and others on the T. O. Lindsey combination operates 12 rides, the Funhouse and all the games concessions on the midway.

In all there are 26 rides in the line-up. Others who have rides are the Fred McCalls, Senior and knife and tomahawk throwing act Junior, who together have six with his assistant, Gina. Visitors riding devices (and the Arcade); on the lot included Danny Dorso, Ed Meek, who has four; Henson

(Continued on page 39)

PHILADELPHIA -- Following

in Leiperville, with back-end top several hundred dollars were re-The permanent rides and attrac- money shared by the Tirza revue, ported raised. Jimmy Chevanne, fronted by Joe Boston, and the who had the Side Show, returned Tony Mason revues. Joe Boston is home to Florida following a heart

> Reporting better - than - average and Jack Cohen.

Show heads next to West Chester, Pa., and will route around New Jersey this year on its way into New York State.

A bingo was held in Leiperville men's Association, of which John All hands put in two good weeks Vivona is third vice-president, and attack.

Novelty Joe put his new Roller business were Danny Dell, Joe and Coaster into action, and Tarzan's with his two shows.

Dallas Club Seeks Home

tion, announced last week. A com- everyone got a little money. for a suitable location, he said.

ber of name performers have been Ottawa, Ill. New this year are a signed up for the Damon Runyon Rolloplane, Coaster and Ferris Cancer Fund Benefit Show in Sep- Wheel. Four trucks arrived during sponsor of the event.

Continental bing, Minn. A new Rockoplane and 16-car span midway of State Fair Park here, Joe Murphy paused, then progressively worse," Murphy mused out loud. Constitution of the progressively worse, "Murphy mused out loud. Schenectady

HUDSON, N. Y .-- Continental Shows played here on its usual lot the week ending Saturday (18), following a barely satisfactory date in Schenectady. Hudson lot has been played for six years.

Schenectady week was good until Friday and Saturday (10-11) when rain claimed both days, making the difference between an excellent date and a just passable

Lot was on the Beverley Hose Park on Curry Road. Paul La Cross, general agent and publicist, promoted a TV appearance on bingo operator on the O. C. Buck Shows, which played Troy that

Weather Crimps Debut Of Stark's Gold Bond

CREVE COEUR, Ill.-Mickey DALLAS -- The Texas Show- Stark's Gold Bond Shows opened men's Club has set tentative plans here Friday (10) in rain and cold to acquire a permanent home this weather, but between showers some year, John A. Pool, of the organiza- patrons braved the elements and

mittee is being organized to search In the line-up were 12 rides, 6 shows and 30 concessions, with a Pool also reported that a num-cookhouse slated to join soon in 35 in the fleet.

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AMERICA'S **ULTRA-MODERN** MIDWAY



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, LOOPER, C-CRUISE, FLYING SCOOT-ER, SPITFIRE, SPINAROO OR ANY MAJOR RIDE NOT CONFLICTING. WANT FUN HOUSE AND GLASS HOUSE.

CONCESSIONS

PHOTOS, SCALES, GRAB, MONOGRAM HATS AND **GLASS PITCH**

HELP

WANT RELIABLE SECOND MEN ON ALL RIDES. MUST DRIVE SEMIS AND HAVE LICENSES.

All Contact: E. E. McCRARY, Mgr.

ADA, OKLA., WEEK MAY 20

PONCA CITY, OKLA., WEEK MAY 27

The Aristocrat of Show Business REITHOFFER In Business Over 50 Years

Whitey Beardsley wants for the Reithoffer Big Unit opening with a big celebration June 2 at Collegeville at Eaglesville, Pa.

CONCESSIONS: Can use neat Arcade, Scales, Novelties, Short Range or any Hankies that don't conflict. Need Agents who can stand prosperity and will stay. Need two Truck Drivers (semi). Can use a Lot Man who can handle a Show

This Show operates 52 Rides on two Units. After Eaglesville the Show plays Celebrations at Phoenixville, Pa.; Tower City, Pa., and a mammoth fourth of July Celebration at Shinglehouse, Pa. After that all Fairs until November. These booking new will have choice Fair locations at such top spots as Allentown and Bloomsburg, Pa., and Schagticoke, N. Y., with 27 Fairs in all to choose from.

A special invitation is extended to Fair and Celebration Managers and Directors to visit the Show as guests anywhere and anytime during the season. It would be to your interest to personally visit and see this biggest and cleanest Show on trucks in the East before setting your plans for the 1958 season.

> No time to write-Phone or Wire until May 25. M. (WHITEY) BEARDSLEY, Concession Manager 321 North Pearl Street-Phone: Albany 43411-Albany, N. Y. P.S.: I will be on the lot at Englesville a week in advance of opening.



SCHUYKILL HAVEN, PA., MAY 27-JUNE 1. LEGION HOMECOMING, FREE GATE, BIG MEMORIAL DAY PARADE, LARGE ADVANCE SALE, GUARANTEED ATTENDANCE.

CONCESSIONS

RIDES

SHOWS

HELP

Novelties, Hats, Photos, Jewelry, Pitches of all kinds, Short Range, Ball Games and all Merchandise Concessions. Will sell exclusive on Custard for the season. One Wheel and Grind Store.

Live Ponies, Dark Ride, Caterpillar and Round-Up.

Will book or buy Monkey Speedway. Want Mechanical or Illusion Show.

Good Jobs open for experienced Men on Wheels, Octopus and all other Rides, prefer drivers. Leon Crouch, telephone me collect. Lee Whitby, come on, need you, Red Adams Diner. Opportunity for experienced Truck Mechanic with tools who knows Ford F-8. Experienced Help for office-owned

SHOW NOW PLAYING OLYPHANT, PA., ALL THIS WEEK, MAY 20-25

All replies to MORRIS HANNUM, Casey Hotel, Scranton, Pa.



LAST CALL

LAST CALL

LAST CALL

OPENING ARBOR (PLAINFIELD), N. J., MAY 29.

Rocky, Chief and Chuck, come on. Small Girls wanted for Illusion Show. Contact Monte Navarro. Want to hear from Billy Cooper at once. Duke Wright, let me hear from you at once. Can use a Show of unusual merit and a first-class Pony Ride. Want useful Carnival personnel for all departments.

Wire-Write-Phone:

FRANK BERGEN, General Manager, WORLD OF MIRTH SHOWS

4401 So. Wiletta Drive, Phone 5-8932, Richmond, Virginia

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

ATTENTION CANADIAN RIDE FOREMEN

Can Place for Season Starting June 15 IN THE UNITED STATES.

Foremen who can drive semis. No drunks or chasers, only sober, reliable Help. Foremen for Ferris Wheel, Dodgem, Octopus, Round-Up, Rock-o-Plane and Titt-A-Whirl, All replies to

WILLIAM T. COLLINS Minneapolis, Minn. 801 E. 78th St.

FOR CASH

not conflicting. All must be in good condition.

DONALD DONNELLY 2801 So. 18th St. St. Louis 18, Mo.

WANTED

(Phone: PRospect 2-5847)

Rides (Ferris Wheel, Merry-Go-Round and Kiddie Rides) and Concessions for July 4-5-6 and 7, 1957. Contact SAL ANDRONICO or GLENN REX, Rome, Ohio, Phone: Rock Creek, Logan 3-2942 or 3-2948.

NOTICE

For rent or lease: Short or Long Stand, two Spots in Abilene, Texas-one Twelve Acre near Air Base and one Two Acre Lot on Hi-Way 80 East. See BENNY WILSON

Wrestling Promoter Key City Sportatorium; write P. O. Box 1172, Abilene, Tex., or Phone OR 4-9914

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

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

Holly, Mich., this week.

JOE FREDERICK, MGR.

WANTED

DERBY HELP AND CALLERS

CARL HANSON

5975 N.W. Second Ave. P.S.: Leonard Liddle, contact,

WANTED

Demonstrators, Pitchmen, Jewelry Con-cessionaires for N. Y. Mirror Air Show June 1. Also have 2 good Jewelry Loca-tions for rent at West Virginia State Fair, Ronceverte, W. Va.

Apply to A. HYMES 455 Schenectady Ave., Brooklyn 3, N. Y. Call President 4-5961

Farrow Opens With Expanded Ride Line-Up

MEMPHIS -- The Wallace Bros.' Shows, owned and managed by Ernie Farrow, opened its '57 tour at the Memphis Cotton Carnival (Beale Street lot) with two new show-owned rides, a Scrambler and a Rock-o-Plane.

Acquisition of these two gives the show 10 office-owned major rides. The others are a Merry-Go-Round, Ferris Wheel, Tilt-A-Whirl, Octopus, Spitfire, Chair-o-Plane, Roll-o-Plane, and Little Dipper. Also in the line-up is a Pretzel, owned by Bruno Zacchini.

Seven shows worked under the Wallace banner here. They included E. B. Wood's Gorilla Show, John Wallander's Snake Show, Amos Youngblood's Funhouse, and the Last Supper and Animal Show, both owned by R. Durrick.

The show moves from Memphis to Carbondale, Ill., then into Pontiac and La Salle, Ill., before trucking into Wisconsin where it will remain until September 9. Its first stand in Wisconsin will be at the Fort Atkinson Celebration June

After winding up its Wisconsin dates, the show will jump into Arkansas for two weeks and then into Mississippi for three weeks, elosing October 19.

The show's fair route, with the one exception, is a repeat of last year's, with the Monroe County Fair, Aberdeen, Miss., replacing Pine Bluff, Ark.

Office wagon purchased from Ferris Wheel, Merry-Go-Round, Octopus or other major Rides. Also Kid Rides winter quarters and given a new interior, one portion of which was re-done in mahogany.

> Besides Ernie Farrow, other staff personnel consists of Leroy Finley; publicity; E. M. Riecken, Diesels; Bradley Sutton, ride superintendent, and Gene Cain, business man-

> Ride foremen are: Martin Kemp, Merry-Go-Round; Bradley Sutton, Ferris Wheel; Kenneth Smith, kid rides; Cary Gregory, Tilt-a-Whirl; Bob Hackenbury, Rock-o-Plane; Paul Duncan, Spitfire; Walt Andrews, Chair-o-Plane; Martin Yard, Scrambler; Carl Wasson, Little Dipper; Ray Steel, Tanks and Sky Fighter; Pasquale Dedro, Octopus; Charles Noble, ponies. Frank Carter is the show painter.

> Concessionaires include Don Pierson 7, Gene Cain 5, Charles Hines 1, Andy Rasmussen 3, Ed Riecken 1, Clair Winters 2, W. J. Harder 2, Bob Jetter, Penny Arcade; Charles Miller, cookhouse; Joe Wherry 3, N. C. Taylor 2, Nick Lucas 2, Jimmy Cyrs 6, Rudy Derrick 1, G. F. Bostwick 2.

Raines Bows In Mena, Ark.

MENA, Ark .-- Raines Amusements teed off its season here May 20 under auspices of the local fire-

The show, owned by Mr. and Mrs. Albert Raines, has booked a season of fairs thru Arkansas, Oklahoma, Kansas and Louisiana.

The addition of ponies to the ride line-up has brought the number of kids attractions to four. All rides and rolling stock are being overhauled here.

Want Shows and Concessions for opening dates at Depue, Illinois, from May 22 through May 26; then Dixon, Illinois, from May 28 through June 2. Also a OR GYPS. X only, come on in.

SHERMAN (RUMP—LEROY HAYDEN

Rock Falls, Illinois 702 Avenue A

Copyrighted materia

MIDWAY CONFAB

to the Miami Showmen's Association blood bank, and is its oldest donor. . . . Harry Weiss, late of the Marks Shows, has his bingo on Prell's Broadway Shows this season.

Bob La Cross, son of Paul La Cross, general agent on Continental Shows, visited his parents in Hudson, N. Y., prior to reporting for service at a Florida ai, base. The La Crosses also have a married daughter living in Tripoli, Libya, with an Air Force husband.

Helen Stabile, wife of Jimmy Stabile, now is sole owner of the Aleazar Beauty Parlor in Coral Gables, Fla. Secretary-treasurer of the Florida Hairdressers' Association, she is assisted by Helen Casey. Husband 'immy sells Eastern shows for Kravitz and Rothbard and collects dues for the Miami Showmen's Association during Marty Weiss' sojourn in Hot Springs.

Sherrie Dean has joined Earl Meyer's Side Show on Preli's Broadway Shows as annex attraction. The line-up includes Meyer, front and magic; Doris Meyer, mentalist; Zorski, fire; Phil Phillips, pin cushion; Albert Foster, anatomical wonder; George Johnson, alligator skinned boy; Herb Driscoll, iron tongue, and Martin Thomas, blockhead and nail board.

Mrs. Gertrude Walker, who pinch-hit for her brother, Bill Green, as Detroit Cinerama press agent during his recent illness, is in New Grace Hospital, Detroit.

year-olds, Mrs. Harry (Susan) Cop- to hear from friends.

Pud Hartman, representing Mas- ping, widow of the owner of the sachusetts liquor dealers, has do- former Harry Copping Shows, and nated more than of pints of blood James Penberthy of Pittsburgh, a family friend for 40 years. They will live in Reynoldsville, Pa., for six months, then reside in Miami with Mrs. Penberthy's son-in-law and daughter, Herman and Naomi Bantly, former operators of the Bantly's All-American Shows, A grandson, Bud Bantly, has a successful medical practice in Philadelphia.

> Fred C. Landrus, ecently with Moore's Modern, closed and is now doing his magic act on the Hall & Leonard Side Show with World of Pleasure. Also on the show are Ward Hall, manager; Gerry Burke and Bill Christy, tickets; Margaret Shannon and Esther Lacrea, bally; Harry Gillespie, mechanical man; Sally and Tattoo Sandy, tattooed couple: Martha Landrus, dancer; Leon Langdon, midgets; Wallendos, juggling; Porky Perkins, vent; Pete Terhune, snakes; Leonardos, knife throwing; Kenneth Artley, fire; Kasham Singh, two-headed boy; Professor Gotts, "Purch and Judy," and Diane De Elgar, annex.

Following a stand at the San Antonio Battle of Flowers, Mrs. Flonnie Ayers and Mr. and Mrs. Ben Blakely are touring Mexico. . . . Carroll Miller and Monte Novarro have joined forces to frame a combination illusion, girl and spook show that is booked on World of Mirth.

Barbara LeMay has booked her two girl shows with the Jimmie Chanos Shows. With her for the third season are Wayne and Linda Barchinger. . . . Billie Baldwin and Chips Walters are in the Anna A recent marriage united two 78- (Ill.) State Hopsital and would like



Oblong 50c ea.

PARAKEETS and CAGES

Write or Wire for Prices on Live Birds.

CHICAGO BIRD & CAGE CO. 422 S. State St., Chicago, III. Phone: WEbster 9-4191

"WANT RIDES" FOR 100 YEAR RAILROAD CENTENNIAL

Week of July 1 to 6, 1957, on the streets at Shoals, Indiana.

This is a County Seat Town and will be an outstanding Centennial and will draw thousands of people daily. Want six or eight good clean Rides. This Centennial is backed by every lodge and charitable organization in this town.

> All replies to MR. SANFORD A. DECKARD Phone: Cherry 4341 Shoals, Indiana

DICK WILCOX SHOWS

Want for Westbrook, Maine, and balance of season, a few more Hanky Panks, Balloon Darts, Photos, Duck Pond, Long and Short Range Galleries, Shooting Galleries, or what have you? Will give ex on two or more Kiddy Rides, low P.C. Want any Show except Girl Show. No flats or rackets. Want experienced Ride Help who drive trucks.

All replies DICK WILCOX

Westbrook, Maine, May 20-May 25; Kennebunk, May 27-June 1; then Aroostook County Big Fourth of July Celebration. Fairs start Plymouth, N. H., August 18.

ARE YOU A GOOD RIDE MAN?

If so, I have year-round job for you. Must drive, positively no drinking. Have opening for five good all around men. I furnish sleeping quarters and equipment is of the finest. Salaries tops and sure. Playing large shopping centers, move once a month. Will be here until June 1. All replies:

Bill Geren's Rides

Ride Office, Park Shopping Center, Springfield, Ohio.

WANT RIDE MEN-SEMI-DRIVERS

Can place at once, Foremen for Wheel, Chairplane, Kiddie Rides; Second Men on Spitfire, Caterpillar and others; if you can drive semi, we can place you. Good wages, good treatment, long season. MUST STAY SOBER. No cars or girls, please. Good

Playing at Ryan Airport, Baton Rouge, La., May 20-25; then Clinton, La., Fair Grounds. FLOYD O. KILE, Mgr.



DOWNTOWN GRANITE CITY, ILL., NEXT WEEK, FOLLOWED BY MONROE CITY, MO., CENTENNIAL AND POLO, ILL., CENTENNIAL ON THE STREETS. 6 BIG DAYS AND NITES AT EACH SPOT-THEN A SOLID ROUTE OF 14 FAIRS. THIS IS A 15 RIDE SHOW

CONCESSIONS

Can place a few more Hanky Panks, also Bear and Dish Pitches, Basket Ball, Age and Weight, Carmel Corn, Custard, Novelties, Photos, Arcade, Pitchmen.

SHOWS

Any Show of merit that can play on the streets.

HELP

Can place one more capable Foreman, also Second Men for Kid Rides, Octopus and Rock-o-Plane, must drive. (Buck Smith wants Bingo Help.)

E. L. WINROD, Mgr. Gillespie, III., this week; Granite City, III., next.



EXPOSITION AND HOME SHOW, Mt. Clemens, Mich., May 24 to June 2. Followed by 15 Celebrations and Fairs in Michigan

WANTED-Small Shows of all kinds. Would like to hear from Rex Barnes and Emil Kedrowitz.

RIDE MEN—Foremen for Ferris Wheel and New Scooter. A number of Second Men and Truck Drivers for 16 other rides.

Address JOHN F. REID, HAPPYLAND SHOWS, INC.

3426 Iroquois

Phone Walnut 1-7924

Detroit 14, Michigan

The Show With The Proud Reputation

DELMARVA STATE WIDE CHICKEN FESTIVAL, LAUREL, DELAWARE, JUNE 10 to 15. 3 Days of Parades, 90,000 People in Attendance Last Year, Biggest Event on the Eastern Shore of Maryland and Delaware.

Will back at once—Ex. on French Fries, Mug (territory very big for Mug), strictly American Mitt Camp, Cotton Candy, Long and Short Range Gallery, Novelties, Hi-Striker, Basket Ball, String Game, Cigarette Gallery, Hoop-La, Dart Balloons, Penny and Cigarette Pitches, Bear Pitch. Space is limited for Laurel, Delaware. Want Griddle Man and Man and Wife to manage Cookhouse. Will book Pan Game. Want Dealers for Pea Pool, Over and Under Seven and Beat the Dealer. Ride Help wanted, must drive. WANT at once—Side Show Manager with acts, we have the complete outfit and wagen to load same (Dean, answer); Girl Show Manager (Jack Chicarelli, answer; it's good); Unborn, Wildlife, Pony Ride, Penny Arcade, Freak Animal Show or any good Grind Show. Agents wanted for office-owned Hanky Panks.

La Plata, Maryland, this week; Hyattsville, Maryland, May 27-June 1; Annapolis, Maryland, June 3-8; then the big one, Laurel, Delaware, June 10-15.

All mail and wires to WM. C. (BILL) MURRAY

S NAPP GREATER SHOWS, Inc.

GRAND OPENING - SEMI-CENTENNIAL - MIAMI, OKLA. JUNE 3-9 INCLUSIVE 7 - BIG DAYS AND NIGHTS - 7

A FULL WEEK OF ENTERTAINMENT-BANDS, DRUM CORPS, PARADES, ACTS, ETC. FREE GATE THEN JOPLIN MISSOURI, TO FOLLOW

WANT FOR THIS CELEBRATION AND BALANCE OF SEASON, INCLUDING WISCONSIN, ARKANSAS AND LOUISIANA FAIRS.

SHOWS: Several high-class Grind Shows. Have 25x80 ft. and 25x125 ft. tops that we can furnish to responsible showmen. CONCESSIONS: Cookhouse or Sit-Down Grab, Glass or China Pitches, Balloon Darts and a few other legitimate Concessions not conflicting. (Can place Man and Wife for Bingo and Penny Pitch.) RIDES: Can place neatly framed Pony Ride for season.

HELP: Can use Ride Help and Truck Drivers.

All Address: SNAPP GREATER SHOWS

118 VIRGINIA AVE.

(Phone: Mayfair 4-4748)

JOPLIN, MO.

Concessions Wanted

FOR CENTENNIAL CELEBRATION, 10 Big Days, June 28-July 7. Free High Acts. (In conjunction with 23rd Annual JCC Civic Celebration.) Rate for Concessions—\$6.00 per foot. APPLETON CENTENNIAL HEADQUARTERS

Appleton, Wis.

Bingo, Photos, Cork Gallery, Scales,

Pitch-Till-You-Win, Lead Gallery; one of

PEPPERS ALL STATE SHOWS

McMinnville, Tenn., this week.

each kind.

BIG FOUR AMUSEMENTS

OPENING WINTHROP HARBOR, ILL., JUNE 5-9; THEN HOLY ROSARY CHURCH (22ND AVE. & 45TH ST.), KENOSHA, WIS., THEN PER ROUTE

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, III.

WANTED ... WANTED ... WANTED

FOR 90 DAYS IN CANADA, STARTING MONDAY, JUNE 24

Two experienced Girls for Girl Show. Requirements: Must be young and attractive, have nice wardrobe, unattached, Salary two hundred per week or 50% of show and tips. Transportation to and from Canada, must sign contract for the full 90 days. Margo, wire me. Rose, that left in Russellville, wire. Must join this Show by Monday, May 27, as I leave for Canada, Wednesday, June 5. Have birth record. Wire Western Union, Morganfield, Ky., or write care Tennessee Valley Shows. P.S.: Want Legal Adjuster to take over my interest on Tennessee Valley Shows; no Concessions, as my equipment stays here. Ralph Decker, Eddie Steele, wire where I can reach you by phone. CHARLES GRIGGS



OPENING MONDAY, MAY 27 EMMETT STREET, BATTLE CREEK, MICHIGAN LAST CALL ALL CONTRACTED REPORT

CAN PLACE

SHOWS—Due to disappointment have opening for season for Circus Side Show. Can use one or two GRIND SHOWS of merit. Good proposition for DROME and one more BALLY SHOW.

CONCESSIONS—Derby, Photos, Jewelry and French Fries. Can place Hanky Panks of all kinds.

HELP-Foremen for Tilt and Roll-O-Plane. Also Second Men for both. Want Man to handle new set of four Kiddie Rides. All must be experienced and prefer semi drivers.

All replies Western Union only to

D. WADE, W. G. WADE SHOWS

18110 Melrose, Detroit 19, Michigan, until May 24; then all replies to W. G. WADE SHOWS, c/ Western Union, Battle Creek, Michigan.

WILLIAM T. COLLINS SHOWS

LAST CALL

LAST CALL

SHOW OPENS JUNE 21, HUTCHINSON, MINN., WATER CARNIVAL HELP: Want Foremen that have chauffeur's licenses for Tilt, Dodgem, Wheel, Octopus, Rock-o-Plane and Round-Up. Second Men on all Rides, also Front Gate and Light Tower Help. SHOWS: Can place Grind Shows of merit. Want Girls for Posing Show and Revue. Salaries paid out of office.
RIDES: Will book Spinaroo, Looper or any outstanding Major Ride. (Mike Price, let

me know if coming.)
CONCESSION HELP: Bucket Agents (Dottle & Chuck Johnson, get in touch). Anyone who worked for me last season get in touch. Can use Bear Pitch Help. Men to Up and Down Concessions (no drunks). (Lefty Williams & Jimmy Lee, get in touch.)
Winter Quarters now open. All replies to Joe Mandrick. Phone Parkway Hotel, Minneapolis, Minn. Mail c/o William T. Collins Shows.
CONCESSIONS: Will book Hanky Panks of all kinds. Also Glass Pitch, Scales, Age, Novelties & Short Range.

Novelties & Short Range.

Novelties & Short Range.

SIDE SHOW HELP: Outstanding Freaks and Working Acts. Also Ticket Sellers.

Salaries paid out of office.

Reply to Side Show Manager, Jack Korie, c/o Palm Lake Court, 7600 N. W. 27th Ave.,

Miami, Fla.

WILLIAM T. COLLINS SHOWS, 801 E. 78th St., Minneapolis, Minn.

SMILEY'S AMUSEMENTS

Crabtree, Pa., Firemen's Celebration, week of May 27-June 1; then all Firemen's Celebrations in Pennsylvania until Labor Day.

Want Ball Cames, Custard, Age & Scales, Pitch-Till-U-Win, Slum Spindle, Balloon Darts and other Prize-Every-Time Hanky Panks. Want Monkey Show, Snake Show, Wildlife, Motordrome and any other family-type Shows. Want General Ride Help, truck and tractor drivers preferred. Agents for office-owned Hanky Panks.

Will be in Farmville, Va., until May 23; then Crabtree, Pa. Contact

GLASS PITCH BLACKIE, Manager of Show.

P.S.: Edward "Shorty" McCloud, contact me.

Beam's Attractions

COMMUNITY CELEBRATION, MASONTOWN, PA., NEXT WEEK. CAN BOOK ADDITIONAL GAME CONCESSIONS AND SHOWS FOR THIS BIG EVENT. TWO BIG MATINEES.

Want Operator for French Fries, also Concession Agents. Capable Ride Help can always be placed. Warren Keefer, call immediately. All communications to

> STEVE DECKER FAIRGROUNDS, BEDFORD, PA., THIS WEEK

WANTED

Good Talker, also 2 Bally Girls, must be shapely, for only show of its kind in the world. Wire

BOB SNOWDEN OF TIMMY CLAMAN

c/o ROYAL AMERICAN SHOWS, AS PER ROUTE

HUB LUEHRS NEW OWNER OF IDEAL RIDES

Foremen for new Octopus and two Kid Rides. Also Second Men on all Rides. Will give "Ex" for season on Foot Longs, Photos, High Striker, Novelties and Pitches. Opening Shelburn, Ind., May 24-June 1.

All replies: HUB LUEHRS, c/o American Legion, Shelburn, Ind. .S.: Eddle Clem and Johnny Lasky come on.

PAGE BROS.' CARNIVAL & CIRCUS COMBINED

WANT Jewelry, Arcade, Hanky Panks of all kinds. Grind Shows. Wheel Foreman (Carl Weaver, wire), Second Men on all Rides, Ep Glosser wants Agents.

Bowling Green, Ky., now; Glasgow next week.

P.S.: For Sale-Tractor and Trailer loaded with Concessions-Bingo complete, 10 Diggers, Rat Game, new Canvas, lots of odds and ends.

GRIFFITHS AMUSEMENT COMPANY

Want capable Foreman for late Model #5 Wheel. Salary plus bonus. Second Men and General Help that drive. Can place Popcorn, Apples and Floss, Ball Came, Gold Fish. No flats or gypsies.

Contact BILL CRIFFITHS, e/o Hummert's Trailer Park, Middletown, Pa.1 then Tower City, Pa., May 27 thru June 1.

Miami Club's Best

in the relatively short life of the Servicemen's Center. club, it has established permanent assets which rank high among those of show social organizations.

is being waived, requiring only a large auditorium, meeting room payment of \$10 yearly dues plus for the Ladies' Auxiliary, lunch \$1 for the cemetery fund, by prospective new members.

A fine home and cemetery are tractive features. among the many achievements, and the MSA, with Ross Manning as president, enters this season with \$30,000 in cash and bonds and no

mortgage obligation or bond indebtedness to encumber its prog-

An impressive range of activities has established an air of good will toward the club in this resort city. Since the annual Christmas party was begun, 11,000 kids have been Weiss, treasurer. entertained, 800 of them last winter. The incongruousness of Santa plodding his way about on the lawn, beneath a hot sun, is more than offset by the good food, gifts, and kiddie rides provided for youngsters.

The blood bank, which has grown rapidly since the time of its inauguration in 1954 during Bill Moore's presidency, has accumulated a store of 476 pints, plus gun during the presidency of Bill last week.

Cross, Cerebral Palsy, Variety Children's Hospital, March of Dimes, YMCA, and Jim Dooley's Fishing Club. They also co-operate jointly on all projects which raise funds for the club.

In their own sphere, the women, led by President Kathyleen Glosser this year, have been notably active in charity work for the Lighthouse

Gooding Adds New Steel M-G-R

COLUMBUS, O. - Gooding Amusement Company recently ordered its fourth all-steel Merry-Go-Round from the Allan Herschell Company, Inc., North Tonawanda,

The ride, a 36-foot model, will be delivered in June.

Congo Show Does Fair Biz on Mexican Tour

DENVER-Back from an extended tour of Mexico, including a 10-day stand in Mexico City, Scott Lamb reports his Congo Land Exhibit did fair business south of the border. The show has acquired 50 South American specimens and is now set to tour Montana, Wyoming, North Dakota, Minnesota, Ontario, Quebec and Saskatchewan.

WANTED For ANNUAL STREET CARNIVAL

JULY 18-19-20, STOCKTON, ILL. High Pole, Trapeze, Trampoline, all types Platform Acts—anything sensational. All acts write at once. (Located on Route 20—18 miles east of Freeport.) A. I. REID, Lions Club, Stockton, III.

HELP WANTED

Best job in the business with best pay. Operating one unit of five rides. Move once a week. Reliable Man for Tilt-A-Whirl, Merry-Go-Round, Ferris Wheel.

DAVID SWARTHOUT 5813 Northwest Highway Chicago 31, Illinois

MIAMI -- Its 14th year holds for the Blind, Roosevelt School, promise of being as good as, if not Jewish Home for the Aged, St. better than, any yet experienced Joseph's Villa, Lend - a - Hand, by the rapidly growing Miami Easter Seals, Christmas Seals, Vet-Showmen's Association and its La- erans' Hospital, Muscular Dystrodies' Auxiliary. Brightest spot in phy, National Children's Cardiac the picture is the financial one, for Home, Youth Camp Fund, and

Club Facilities

The new building, costing a total of \$250,000, has been improved Further growth is projected for by the investment of an additional this year, since the initiation fee \$30,000 worth of work. It contains counter, kitchen and bar, parking for 300 cars, and many other at-

Present officers are Ross Manning, president; Ben Weiss, John Vivona and Harry (Buster) Westbrook, vice-presidents; Ep Glosser, secretary, and Mel G Dodson, treasurer. For the women' club, Kathyleen Glosser, president; Frances Deemer, Rosita Del Grosso and Katherine Leisure, vice-presidents; Hilda Roman, secretary; Rhea Carson, assistant secretary, and Lois

For June Bow

MINNEAPOLIS -- William T. Collins' Shows will again open its season late this year, bowing in \$1,100 in cash. Title to the club June at the Hutchinson (Minn.) building was also acquired during Water Carnival, William (Billy) his administration, having been be- | Collins, owner-manager, announced

A crew has been working here Civic activities participated in by in quarters for many weeks. Slimthe club and its women's affiliate line lighting has been installed on include fund drives of the Red 11 rides, and three new International and one GMC tractor have been added to the fleet. Work is progressing on new 45-foot light towers that are trimmed in neon and mounted on semis.

The Collins' Kiddieland, augmented by 10 major rides, opened here Easter Sunday and business thus far has been ahead of 1956,

Collins said.

Rains Hurt Peppers' Biz

LEWISBURG, Tenn.-Rain has been pretty much on the menu of Peppers' All-States Shows since it bowed in Milton, Fla., altho spending hasn't been too bad in some

Charlie Kenneth is getting the show over the road and hasn't missed an opening yet. Other staffers, in addition to Owner-Manager Frank W. Peppers, include Mrs. Louise Peppers, secretary; Lon Bishop, general agent and concession manager; Harry (Slim) Wallis, ride superintendent; Kenneth Howell, mechanic.

Ride personnel includes Frenchie Rennette, King Lavern, Lawrence Gleason and Charles Bolin. Paul Reynolds closed at Pell City, Ala.

Pa. Corp. Charter For Reithoffers

HARRISBURG, Pa.-A Pennsylvania corporation charter has been issued by the Department of State to Reithoffer Shows, Inc., 920 Miners National Bank Building, Wilkes-Barre, Pa., authorizing the new firm to capitalize at \$1,000 to conduct, stage and direct fairs, carnivals, concessions and shows." Incorporators were listed as Bette and P. E. Reithoffer Jr., both of 36 Luzerne Street, Dallas, Pa., and Edward D. Morgan, 920 Miners National Bank Building, Wilkes-Barre.

HEY, RUBE! ... If you know the whereabouts of JAMES ROBERT MURRAY

his daughter wants to hear from you. Jim is about 55, blond and has a gold bridge in the front of his mouth. He may be blind. When last reported he was in Nashville, Tenn. He may be with a carnival running a Skillo Wheel or similar Concession. He has a daughter, a son and three grandchildren who love him and are anxious to find him. Any information

will be appreciated. Please write or phone RITA MURRAY CHRISTENSEN 6234 Loma Vista Ave., Bell, Calif.

Telephone: Ludlow 1-7592 AREBEREREES.

FOR SALE

Needs some repairs. Will trade for Kiddie Rides. Contact

Charles Stapleton, FUN FAIR SHOWS 101/2 Mile Rd. & Van Dyke Ave., Center Line, Mich., this week.

NOTICE Richland, Mich., date as listed in our ad last week was incorrect. This should have read GOODRICH, MICH. OLD SETTLERS DAY,

JUNE 12-16

FOR SALE Boat Ride 1000.00 Will sell complete with two trucks (one semi. one stake) for \$6000.00. Can be seen at Gleason Park, Gary, Indiana, until May 25 or contact ERNIE SLAVIN,

WANTED

1617 Foster Avenue, Chicago, Illinois. Phone: EDgewater 4-1538.

CAPABLE HEAD FOR CAT RACK.

Only one on Show. Contact

Irving (Ghost) Zaitshik Tod Hotel Youngstown, Ohio

WANTED

FOREMAN FOR MERRY-GO-ROUND Scrambler, Octopus and Second Men on all Rides. Must drive, We pay bonus and unemployment.

H. C. Swisher PARADA SHOWS
Phone 468, Box 125, Caney, Kansas

WANT ONE MORE FREAK

Write: SAM ALEXANDER Palisades Amusement Park Palisades, New Jersey

WANTED

Agents for Long Range and Bear Pitch. Prefer man and wife.

LESTER DAY

c/o Marvel Shows Middletown, III., May 22-25; Hanna City, III., May 30-June 2.

FOR SALE . . . CHEAP Have surplus of same. Now in operation, Moxahala Park, South Zanesville, Ohio. Flying Scooter, \$3,000; with trailer, \$3,500. Aerial Joy Ride, \$3,000; with trailer, \$3,500. Allan Herschell Kiddie Auto Ride, \$600; Kid Airplane Ride, \$500; Kid Chairplane Ride, \$200; beautiful Gasoline Train, seats 15 kids, track 35x70, \$800. Contact TIM NOLAN, Owner, Moxahala Park, South Zanesville, Ohio. Phone: Gladstone 2-8252 or 2-3398.

WANT CAPABLE BINGO COUNTERMEN

NO DRUNKS

Wire: BILL STACY c/o Powelson Shows Ravenswood, W. Va.

NOW BOOKING CONCESSIONS

For Annual V.F.W. Street Fair, Hunt-Ington, Indiana, July 29-August 3. Can use Glass, Bear, Lamp, Bird Pitches, Guess Age and Weight.

> W. O. RANDOL Markle, Indiana

MO.-ARK. SHOWS

Want few more Hanky Panks, especially Photo Gallery. Will book non-conflicting Rides, especially Merry-Go-Round, Ted Sullenger, contact.

WINONA, MO., MAY 20-25

Copyrighted material

Dallas Fun Zone Optimistic

Continued from page 35

Sammy Bert, who has the big and concession office. little Roller Coaster.

some promotions to build park purchasing, visited the Mempatronage. Included is a Pepsi- phis Cotton Carnival. While in Cola giveaway to span three weeks. Memphis, he conferred with offi-In this, the bottler will put a tag on cials of the Mid-South Fair, at each of its pack cartons. Tag- which he has the exclusive on holders will be urged to take it to games concessions. the park, where it will entitle them to a pull at a string game and, additionally, at a crack at major merchandise prizes, such as TV sets, which highlights the wind-up Mrs. Walter Wyatt, Matt Herman. of the promotion.

Pepsi also is o co-sponsor, with Mr. and Mrs. Herman Palmer. the ride ops, a nightly free talent show, starting late this month. Two acts are to be presented nightly, with the acts to be changed every week.

For the fair, Murphy said his ride line-up will be augmented by Lee Martin's Twister and Bill Hames'

Johnny Obluck handles the office for Murphy. Harold English

Carnival Routes

Continued from page 28

Powelson Am. Co., No. 2: Ravenswood, W. Va.; Marietta, O., 27-June 1.

Prell's Broadway: Fall's Church,

Raines Am.: Mena, Ark. Rainier: Raymond, Wash.; Cosmopolis 27-June 1.

Reid's Golden Star: Crossville. Tenn.; Monterey 27-June 1. Ritters United: (Comm. Fair) Victorville Calif., 21-25; (Comm.

Fair) Claremont 29-June 1. Rock City: Jacksonville, Ill. Rohr's Modern Midway: Aroma Park, Ill., 23-26; Wilmington 29-

June 2. Rose City Rides: Cobden, Ill.; Iron-

ton, Mo., 27-June 1. Royal Aemerican: Evansville Ind.

Schafer Just for Fun: Dallas, Tex. Shop-O-Rama: Blanding, Utah. Shorter's Greater: Oelwein, Ia. 23-

25; Favette 27-28; Alta Vista 20th Century: Ada, Okla.; Ponca 29-30; Elgin, Minn. 31-June 2. Show of Shows: Poplar Bluff, Mo.

Siebrand Bros. Combined: Santa Fe. N. M.

Skerbeck: Iron River, Mich.; Ontonagon 27-June 2.

Smiley's Ams.: Firmville, Va 20-23: Crabtree, Pa 27-June 1. Smith, Geo. Clyde: Cumberland,

Md.; Mt Savage 27-June 1. Southern Valley: Plain Dealing. La.; Curdon, Ark. 27-June 1. Stan-Nell's: Danvers, Minn., 24-

26; Browns Valley 28-30. Strates, James E.: (Pattison & 11th) Sts.) Philadelphia.

Stumbo's Tri-State: Hartshorn, Okla.

Sunset Am. Co.: Waterloo, Ia.; Marshalltown 27-June 1. Tatham Bros. Combined: White | Hamilton 27-June 1.

and Stennett, who have two, and will join at fair time to work in the

Chuck Mess, who has been as-The ride ops jointly support sisting Murphy in his merchandise

Concessionaires working in the park here include Jerry Mackey, Mr. and Mrs. Lane, Al Cohen, Mr. and Mrs. George Smith, Mr. and Steve Porth, Mace Farmer, and

Thomas Meets

Continued from page 35

around the bull. Earl Cammack has his ponies on the show for the second season.

Ride and maintenance personnel include Jim Severson, electrician; Ken McCoy, fleet superintendent; Bill Bacon, carpenter; John Starkey. painter; Bennie Wildeboer, Tilt-A-Whirl; Orval Bennett, Kiddieland; Boldenow, Merry-Go-Round; Floyd Hoppe, Octopus; Curly Klosky, Rolloplane; Jim Bottom, Ferris Wheel: John Janssen, Rockoplane; Louis Lefebyre, Spitfire, and Lars Larson, Dodgem.

Included along the front-end are Slim Kroger, Roy Flynn, Fred Putska, A. H., Am.: Rock Falls, Grout, Wilbur Farrell, George Ill., 28-June I. Lane, J. C. Trella, Chuck Eves. Count Hildebrand, Coleman Brothers, Paul Petterson, W. R. Johnson, Verne Thomas and Al Beard.

> Tennessee Valley: Morganfield, Ky. Thomas, Art B., No. 1: Axtell, Neb.: Fremont 27-June 1.

Thomas, Art P., No. 2: Sioux City. Ia.; Watertown, S. D., 27

Thomas Joyland: Beckley, W. Va. Tidwell, T. L.: Tatum, N. M. (Fair): Denver City, Tex., 27lune 1.

Tinsley, Johnny T.: Lexington. N. C.; Greensboro 27-Iune 1. Tivoli Expo.: Jonesboro, Ark.

City 27-June 1. United Expo.: (4400 N. Broadway) St. Louis, Mo., 20-22.

United States: Richlands, Va. Hvattsville 27-June 1. Wade Greater: Pontiac, Mich.; Ecorse 29-June 9.

Wade, W. G.: Battle Creek, Mich., 27-June 1. Wallace Bros.: Carbondale, Ill.

West Coast: (Fair) Chico, Calif...

West Coast, No. 2: Pittsburg, Calif.; Seaside 27-June 1. Wilcox, Dick: Westbrook, Me.;

Kennebunk 27-June 1. Wilson Famous: Canton, Ill.; Bushnell 27-June 1.

Wolfe Am. Co.: Reidsville, N. C.; Bassett, Va., 27-June 1. World's Finest: Sarnia, Ont.;

Hall, Ill.; Petersburg 27-June 1. World of Pleasure: Sandusky, O.

JOHNNY T. TINSLEY SHOWS

NOW CONTRACTING

For our long list of fifteen (15) bona fide Fairs in No. Car., Tenn., So. Car. and Georgia—starting with Hendersonville, N. C., Aug. 12 and closing Nov. 23—Straight Thru—All Fairs. Best Still Date Route in N. Carolina with 4th of July Celebration in Black Mountain, N. C. Downtown School Grounds. Free Barbecue, Fireworks, Parades.

WANT

CAN PLACE

CONCESSIONS

Diggers, Arcade, Long Range, Hi-Striker, Bear and Parakeet Pitches, Novelties, Balloon Dart, French Fries, Break-The-Record, String Game, Straight Sales and Merchandise Concessions of all kinds, Pitchmen, Hats, Peelers, Coil, Gadgets. Send deposit to hold space.

RIDES

Scooter, Coaster, Live Ponies, Round-Up, Train, Funhouse, Dark Ride, Sky Fighter, Speedway

SHOWS

Monkey Drome, Monkey Speedway, Big Ape, Dog and Pony, Wildlife, Fat Show, Midget, Illusion, Mechanical City, 10 or 5-in-One. HELP-Man and Woman for Big Snake (all new), Operator and Riders for Motordrome (open and ready to go), Manager and Talent for Minstrel Show (all complete). Pay top guarantee from office.

Please contact, wire or phone one of the following

HARRY SCHREIBER

TED WOODWARD

JOHNNY T. TINSLEY

Business Manager Asst. Mgr.-Gen. Agent Owner-Gen. Manager LEXINGTON, N. C., JAYCEES FAIR NOW-GREENSBORO, N. C., VETERANS CELEBRATION NEXT

REID'S GOLDEN STAR SHOWS WANT WANT

For the Coal Fields of Kentucky and Virginia.
CONCESSIONS: Photos. Bingo, Fishpond, Pitch-Till-You-Win. Balloon Darts, Cigarette Shooting Gallery, Bear Pitch, Penny Pitch. Buckets, Swinger, 6-Cats, Ball Gangs and American Mill. Games and American Mitt Camp. SHOWS: White Girl Show, Funhouse, Monkey Show, Snake Show; with own

equipment. RIDES: Will book any Flat Ride or Chairplane.

Sam Housner wants Agents for Skillo, Pin Store and Razzle. "Middle-of-the-Road" Shorty wants P.C. Dealers. Slim Rice, get in touch. All replies to ELMER REID

Crossville, Tenn., this week; Monterey, Tenn., next week.

Shooting Gallery, must know how; Bingo Help starting at East Peoria, Ill., June 3; Grind Store Agents who can stand

Wire C. A. VERNON, Mgr. United Expo. Shows, 4400 No. Broadway, St. Louis, Mo., until May 22; then Kingshighway & Natural Bridge, St. Louis, Mo., until June 1,



Strangest Attractions on Earth Devil's Child Woll Boy. Ape Boy. Fish Girl, Shrunk-en Heads Many folder

TATE'S CURIOSITY SHOP Apache Junction, Arizona

HELP WANTED

Two Cirls for Cirl Show. One small Cirl for Illusion number. Geek and Talker for Geek Show. Duke Kamakua, have good proposition: come on. All replies to

DICK PALMER

Gold Medal Shows Bristol. Va., this week; then as per route. No collect calls or wires.

> WANTED Concessions and Midway for

CENTENNIAL CELEBRATION

Tallulah, La., August 26-30. Contact

> M. C. STONE Tallulah, La.

Minnows follow the Whales"

Unit 3, Memphis, Tenn., Frayser School Grounds, May 23 thru 25, Ellsworth McAtee, Mgr. Unit 1, Forest City, Ark., May 20-26; Newport, Ark., May 27-June Want Foreman for Eli, Caterpillar and Streamliner, Second Men who drive. No cars, please, Hanky Panks and

DYER'S GREATER SHOWS

For two Cirl Shows. Experience not necessary, wardrobe furnished. Also Colored Dancing Girls for Minstrel Show Contact

> LISA DEL MAR c/o J. A. Gentsch Shows Greenwood, Miss.

FOR SALE

Miniature Coal Mine, on trailer, ready to go Miniature City, 3 levels of coal mines. 1,000 moving parts, Makes a good street store.

J. G. WILSON

119 Dunning Ave. Auburn, New York

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

What Do You Have To Sell? Write BOX 666

Opening Petersburg, Va., June 1

Roanoke Diamond Jubilee, Roanoke, Va., June 14 to 22.

Can place all legitimate Merchandise Skill Games. All Eats and Drinks already sold.

WANT: Foremen for Caterpillar and Roll-o-Plane. Can use several Mule Drivers and experienced Labor in all departments. We furnish Union Welfare for all employees.

This is a 40-Car Railroad Show.

Winter Quarters at Petersburg now open.

All address

Winter Quarters, P. O. Box 787, Petersburg, Va.

SHOW OF SHOWS

ening Wednesday, May 22 thru 25, downlown Poplar Bluff, Mo., auspices Cham of Commerce. (The Cisco Kid in person on the midway), followed by a continuous route of Fairs and Celebrations in Missouri, Arkansas, Illinois and Louisiana until December 1. CONCESSIONS: Want Ball Games, Spindles, Fish and Duck Ponds, Hoop-La, Long Range, Floss and Candy Apples. Also Photo, Cork Gallery, Heart and Block Pitch, Scales and Age, Center Pitches such as Class and Plush. Need Cookhouse or clean Grab. (No Flats or Camps.) HELP: First and Second Men on Tilt and Octopus, Spitfire and Bubble Bounce. Foreman on Wheel. All must drive semis. SHOWS: Well-framed Grind Shows. Motordrome, Snake, Illusion, Monkey,

Call or Wire: JACK O'HAVER, Mgr. c'o Chamber of Commerce, 1:00 to 2:00 p.m daily (Central Standard Time),

Poplar Bluff, Mo.

Willowick, Ohio, Birth of a City Celebration

Parades, etc. May 28 to June 2.

Followed by Lorain Ohio, and Elyria, Ohio. Want Concessions, Shows and Ride Help. WHEEL FOREMAN AND MERRY-GO-ROUND FOREMAN.

NOLAN AMUSEMENT CO.

WEIRTON, WEST VA., THIS WEEK.

WANT TALKER FOR FRONT AND TICKET SELLER

Also Man or Woman who can lecture on Reptiles.

Contact: JIMMY HURD

RIVERVIEW PARK, CHICAGO, ILL.

MOTOR STATE EXPOSITION SHOWS

Holly, Mich., May 21-26 and long season of Fairs and Celebrations.

Want Hanky Panks. High-Striker Agent, also Agent for Age and Scales. Will give ex to Glass or Pottery Pitch and Short Range. Can place two family-type Shows. Want Man to operate Snake Show and Monkey Show. Want Ride Help; Foremen for Rock-O-Plane, Merry-Go-Round and Octopus.

All replies to MOTOR STATE EXPO. SHOWS as per route.

TWIN WHEEL FOREMAN WANTED

For one of the largest motorized Shows. Good salary and percentage. Must be capable, absolutely sober and drive semi. Openings also for Ride Help who drive semi and have license.

HETH SHOWS

P. O. BOX 5515

Mechanical, etc.

NORTH BIRMINGHAM, ALA.

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Want Concessions-Bingo, Diggers, Milt Camp, Long or Short Range and Hanky Panks of all kinds. No Flat Stores wanted. SHOWS—Any Grind Show, Operator for Girl Show with own wardrobe; will furnish top, front and sound. RIDE HELP—A-1 Wheel Foreman and Second Men.

Theodore Meadows

Morganfield, Ky., this week; then Indiana Celebrations until after Fourth of July.

CARNIVAL WANTED

JOHNNY'S UNITED SHOWS

PLAYING CARUTHERSVILLE, MO., CENTENNIAL, JUNE 3-9

located on Main Street and adjacent park for show set-up.

SHOWS: Snake, Monkey, Freak, Illusion, Mechanical or any clean Show of merit

catering to family entertainment. Can place Shows beginning May 27 at Murfreesboro, Tenn. Want Operator for newly framed wagon-type-front Girl

CONCESSIONS: Photos (Mrs. Lee, contact), Long Range, Ice Cream Dip. Parakeet

Pitch, Break-the-Record, Balloon Darts, Fishpond, Coke Bottles and Milk Bottles.

All replies to JOHN PORTEMONT, Piedmont, Ala.

ST. LOUIS' BEST LOCATION-"CAN STAY ALL SUMMER" St. Louis is the best Ride and Concession spot in the U.S.A. Plenty of people, plenty of traffic. PHONE, WRITE, WIRE

WESTLAKE AMUSEMENTS

201 No. 14th St. (Phone: MAin 1-9988)

Show. Must furnish girls, wardrobe and sound equipment.

St. Louis, Mo.

PARAKEETS 85c

CARNIVALS

Minimum Order, 40 Birds.

CAGES 50c EACH Shipped Daily-F.O.B. Los Angeles. -Call or Wire-

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WANT ROCK-O-PLANE **FOREMAN**

AND SECOND MAN

Sober, experienced operators. Top solary. Percentage and bonus. Year-round work.

J. L. MACHAMER

Olson Shows, Hot Springs, Ark. Phone: National 3-6955

WILL BOOK OR BUY

Tilt or Octopus, must be reasonable. We have eighteen weeks of Fairs and Celebrations. Opening at New Richmond, Wis., May 23,

Can use more Stock Concessions-Hi-Striker, Scales, Guess Your Age, Novelties, Hoop-La, Penny Pitch. Sunny Allen, please contact for opening, also Mr. Stephens the Hot Dog Man. Can use Ride Help on all Rides, Foremen on Spitfire and Sky Ride, and Second Men on Merry-Go-Round, Ferris Wheel, Kid Ride, Looper, Tilt, Spitfire; must have chauffeur's license and drive semi

STIPE'S SHOWS 1939 East Co. Rd. F, White Bear 10, Minn. Phone: Garden 9-2596

Sellner Tilt-A-Whirl\$2,500.00 Pretzel Dark Ride 3,500.00 No. 5 Eli Ferris Wheel .. 4,500.00 Kiddle Auto Ride 2,250.00 Late Model Lusse Bros, Auto-Skooter Cars. Each . 200.00

CRAFTS 20 BIG SHOWS, INC. 7283 Bellaire Avenue North Hollywood, Calif. Phones: PO 50909 or PO. 50320

WANT AGENTS

For Pitch-Till-U-Win, Spindles and Bee Hive. Have best Fairs, starting in Minnesota in June, then late Southern Fairs. Have flashy Concessions, want good Agents. Wire or come on this week-WATERLOO, IOWA

F. W. PAULI

Care Sunset Amusements

THANK YOU LOUIS (STRETCH) RICE Legal Adjuster, Olson Shows, for your new Mobile Home purchase.

"Save Money With Johnny" JOHNNY CANOLE Altoone, Pa.

Phones 9347 or 3-0003

WANTED

AT STOCKTON, ILLINOIS Concessions and Wrestling Show for ANNUAL STREET CELEBRATION. July 18-19-20, 1957. Sponsored by Lions Club. Stockton, Ill., twenty miles West of Freeport, Ill. FRANK C. NIEMEYER, Sec. Phone: Main 3 or 70, Stockton, III.

Greaser Amusement Co.

Would like to book one major Ride and several Concessions that do not conflict. All week-end Celebrations starting May

GEORGE GREASER Phone: 3501 Dorchester, Wis.

\$10.00 REWARD

offered for location of

FLOYD BRAZIER & MIDGET PONY

H. TURNER Seattle, Wash.

WANTED—WANTED

Two Girls for Revue, also Ticket Sellers. Good proposition for Candy Man. Red Marcus, contact. Boom Boom and Jackle. wire. Notice-all people contracted for report June 1-show opens June 10.

NAT MERCY e/o L. J. Heth Shows, Birmingham, Ala.

Royal American Roster

Royal American Shows, which opened for the season at the Mem- Volk, operator: Bud Ferris, John Obitz, phis Cotton Carnival, follows:

STAFF

Carl J. Sedimayr, co-owner and general manager: C. J. Sedlmayr, co-owner and assistant general manager; Robert L. (Bob) Lohmar, general agent-traffic manager: Walter DeVoyne, secretary treasurer; Vern Kohrn and Pred Bird, office assistants; Frank Morrissey, press agent.

OPERATIONS Electrical department-T. E. Adams, superintendent; Marvin Curtis, Julian Barkedale; Diesels-R. H. (Rock Island) McGee, Dick Carlson: Towers-John Herman, Johnnie Meyers, Roy Teet, Jimmie Heliday, Ted Bratton, Joe Sparine; neon department-Bill Cain.

Train department-W. A. Cobb, transportation master; Ray Milton, assistant transportation master; Oris Tyron, train electrician: William Niehoff, train painter: John Mohr, poler-plumber; John Rogers, Victor Larson, C. B. Call, polers; Hugh Voisine, Mike Petello, J. T. Wagner, head chalkers; A. Warsage, chalker; Richard Shelly, train welder and chalker; Charles Gable, train hand, and W. R. Patterson, truck driver.

Truck department-John A. Brooks, Erwin Painter, Herbert Thompson, W. R. Patterson, Guy Walters, Harry Kline, Jakie Kramer.

Porters-Wills Tolliver, head porter; Isabelle Tolliver, Leon Minor, Willie Larry, Jacob Price, Archie Colbert, Dennis Ingram, Horace Wallace, Ulysses Gaines, Montague Mc Neil, Henry Cooper.

Cookhouse-Tom Blackwell, operator; Bill Knight, Jack Richmond, Arthur Stewart, Elbert Henderson, Harold Boyd, Edith Ellis, Carol Holliday, Allene Adams, Arthur Falls, Kitty Owens, Red Kodges, Robert Hamm, Jewell Defoor; No. 1 Pie car-Tom Blackwell, operator: Jean Blackwell, manager: Ted Koteles, George Steadheam, Tommy Thomason, Louisa Paonessa, Ella Buckeriwitz, Robert Connor, James Ayers; No. 2 Pie Car-Blanche E. Scruggs, manager; Jewell Shelly, cashier; Ray Purdy, assistant: Susan Scruggs, kitchen man-

The Green Door (Revue)-Leon Miller, producer; Mike Sarge and His Sargeants (Rock and Roll Band)-Mike Sarge, drums; Joe Nave, bass; Fred Campa, guitar; Hank Allen, trombone; Paul Kasper, plane; Jim Fowler, sax; Ray Fern, sax; The Gay Deceivers (Chuck Bartholomew and Betty Rievel; Doris and Robert Bonanno, dance duo: The Romancers, singers. Rosalie and Paul Vincent; Al Morrison, Betty Rieve, comedy team; Dancing girls-Beuna Vista Miller, Dorothy Goss, Jean Wunder, Shirley Blackmon, Sany Swords, Gretna Aldrich, Sally O'Connor, Nancy Kitts, Helen Sarge, Edi Kun-din, Jean Allen, Nancy Murray, Sugar Ohrel, Frances Lanier, Audrey Kandece, Del Carol; Eddie Sterling, organist; Willia Mallard, drummer; Oscar (Skeeter) Adams, talker; Eddie Lloyd, assistant talker; Mrs. Ohrel, wardrobe mistress; Carl Goss, canvas superintendent; Chuck Freedman, assistant canvas superintendent; Larry Fields, lights; James Clark, carpenter, Don Sharpless, property man; Billy Goss, Lloyd Goodman, working crew; D. M. Goss, con-

in Havana-Leon Claxton, Harlem producer: Gwen Claxton, assistant producer; Madrid and Pitucha, Cuban dance team: Al Jackson and Billy Allyn, comedy: Leon Claxton, emsee: Shon Mc Gowan and Smalls Boykins, dancers; Herbert Myers, John Myers, James Myers, Benny Washington, Charles Holloway, rock and roll singing group; Dancers-Caredad Vega, Victoria Abascal, Lilia Camejo, Nancy Rodriguez, Erena Ferrer, Ernestine Thomas, Melvin Dowdy, Fanet Patterson, Gwendolyn Claxton: Band-Eddie Jones, Harold Bruce, Arthur Dunican, trumpets; Earl (Hambone) Brown, drums; Celso Maldonado, congo and bongo drums; Wiley Myers, piano: W. J. Jones, bass; Bobby Johnson, tenor and baritone sax; George Washington, alto sax; Carl Thomas, tenor sax, and Elmon L. Simon, trombone and leader; construction personnel-U. R. (Jack) Jackson, superintendent, Fred Duncan, James T. Golden, Leroy Wilson, Alexander Mickens, Arthur Russell, Theodore Sciplo: Kenny Revling, front manager; Harvey White, second talker; James Orchard, W. D. Barber, ticket sellers.

Side Show-Dick Best, owner; Paul Wunder, front manager; Louis Osenbaugh, inside manager; Bill Thompson, Buster Littlefinger, talkers; Bill Woodman, Kirk Harrell, Kevin Small, Ernest Kelly, tickets; Bob Melvin, two-face man; Estelline Pike, sword swallower; Sylvia Jackson, elephant foot; Percy Pape, human skeleton; serpentine, snake girl; William Whiteman, fire act: Rich Doolan, ventriloquist; Larry Doby, juggler; Jose De Leon, armless boy; Lee Dianne, electric act; Mary Cain, glass-

blower.

Alligator Show-Robert Snowden, owner: M. C. Claman, manager; Gladys Gillam, performer; Grant Frey, Bill Snyder; Hippopotamus Show-Robert Snowden, owner; M. C. Claman, manager; Burke's Wild Cargo-Jack W. Burke, manager; Henry J. Phillips, lecturer; Steve Wilson, front: Burke's Hitler Car-James Morris, manager; Robert Gorman, guard; Funhouse-Hal Hall, manager; Robert Bittmer; Galyon's Slamese Twins-Wesley Galyon,

Motordrome-William and Lollta Kemp, managers; Lou Mahs, front; Floyd Coleman, Tommy Thomason, tickets; Larry Reynolds, Jack Faircloth, trick riders; Joe Cupid, Elmo Ballard, race rider: Joe Ferris, rider-mechanic; Dolly Ballard, rider; Matt Brown, property man: Glass House-Cliff Brewer, operator; William Gibson;

owner: Al Shriner, front and tickets.

Sindell and Kann's Hollywood Chimps-Walter Kann, manager; Enoch Rathburn, front manager; Major O'Saturdae, supervisor of presentation; J. C. Gosdin, assistant supervisor of presentation; Doc Crosby, inside lecturer; Bob Humphrey, canvas; Fred Harris, tickets; Sindell and Kann's fat show-Walter Kann, manager; manager: Princess Lola, Prince Arthur: George Selveggio, Paul Millovich, front and Canvas.

Merry-Go-Round-Troy Scruggs, foreman; O. A. Wixon, Richard Stoltz, Merle Gardner: Elizabeth Mahs, tickets; Dodgem-Robert (Wagon) Gardner, foreman;

MEMPHIS -- Roster of the George Hamilton, James Thornton, William Milligan, Leon Davis; Betty Patterson, tickets; Giant Roller Coaster-Warren Ralph Pepin; Edna Adams, tickets.

Twister-Chet Fowler, foreman: Ralph Cadwell; Kathleen Owens, tickets: Tilt-A-Whirl - Clifford Erickson, foreman; Richard Newkirk, Carl Murgaw; Zelda Hercha, tickets; Octopus-Daniel Sowards, foreman; Jack Johnson, Chadwick Richardson: Thelma Erickson, tickets; Jet Comet-Archie Feathers, foreman; Eulan Shook, V. O. Shivy.

Looper-John P. Glover, foreman: Arthur Davis, Henry Mathews; Helen Painter, tickets; Ferris Wheels-Harold foreman; Ocia Portman, Albert Seavey, Walter Dowdy, Hagen Brooks; Esther Holliday, tickets; Fly-O-Plane - James Owens, foreman, Robert Osborn, Joe D. Brown; Janet Wood, tickets.

Round-Up - Frank Stubblefield, foreman; Forest Mitchell, Claire Otis; Jewell Shelly, tickets: Caterpillar-Ernest Evans, foreman; Earl Dixon, Roy DeFoor, James Minson: Marge Glover, tickets: Scrambler -George Hersha, foreman; Eugene O'Neil; Mary Little, tickets; Ghost Trail-W. C. Keller, foreman; Emitt O. Blackburn, L. Crosswait; Ruth Salamone, James tickets.

Kiddie Rides-Bobby Hasson, manager; Ernest Morgan, assistant manager; Dolores A. Brown; Ticket seller; Train-Vern Patterson, foreman; Boats-Don Farr, foreman, George Stanley: Ferris Wheel-Nicholas E. Beaulieu, foreman; Sky Fighter-Roy Rodman, foreman; Wesley Brown; Tanks-J. C. Rippy, foreman; Ray Yancey; Heliocopter-Don Poole, foreman; Charles Burkett: Jolly Cat-Bob Wilson, foreman; George E. Morris; Choo Choo-E. Grodrant, foreman: John Wilson: Autos-Charles Cohen, operator: Pete La Veirge, assistant; Marie Ganley, tickets; Live ponies-Larry Davis, operator; James R. Alsobrook, James A. Bryant, assistant operators; Loretta E. Brooks.

Roll-O-Planes-Gus C. Brown, foreman; James Ring, Robert Dean, and Mary Garner, tickets.

CONCESSIONS

O. J. (Whitey) Weiss, concession manager: J. C. (Tommy) Thomas, assistant concession manager; L. B. (Hot Shot) De May, in charge of stock and equipment; Herman Burke, office watchman; Andy Puller, stock wagons; Tenbo Frantsl, Jack Reeder, watchmen.

Rudy Dobbs, Eugene Morgan, bird pitch; Harry B. Julius, Coley Clinton, Thomas Neyhan, Danny Kruger, Paul Singletary, Sportland Arcade: Blanche Zieman, Jessie R. Wilhoit, Mercedes Bell, Evelyn Ruth

Mc Cluskey, punk rack. Jesse Norwood, Billie Norwood, Gerald A. Akers, long range gallery; Al L. Norwood, Jack Jackson, short range gallery; Philly Waddle, Earl Maddox, Morris Blumberg, Anthony Burke, Fred Murray, Freddie S. Golden, Alfred Small, six cats. Matt Herman, Morosa Herman, Henry Herman, Bob Davis Jr., Bill Melton, Derby Racer; Mr. and Mrs. Robert (Bobby) Wicks, Ernest Gordon, photo gallery; Russell John Caughy, Russell Dean, Robert Guadaynino, Steve Monticello, clothes pins.

Evelyn Clain, Ann Skie, Osie Ball, Robert Morgan, Clifford Holliday, ball game; Mrs. Elsie Johnson, Margaret Cobb, Margaret Mictan, Chester White, ice cream: Marvin Wood, Jack Cost, John (J.P.) Tululty, toy wheel.

Hazel Maddox, Mervin Letu, Charles Laska, balloon darts; E. H. Galpin, John Yagmac, Albert E. Colby, Sheldon Klein, small roll down; Gertrude Mallard, Martha Price, Roman T; F. Rohlander, Shirley Rohland, Joe Abazaid, Jack Cartu, Orville Dunn, jewelry.

Mike Farino, Nick Holub, Joseph P. Gross, Michael T. Delesio, Curtis Mc Kinstny, roll down; James Moeller, Albert B. Garland, string game; Clarence J. Osteen, Thomas Mannuzza, Edward Summerlin, Robert S. Sugar, Johnnie Rogers,

Spurgeon Mc Dade, blower. John P. Miller Jr., Harry Feinberg, Larry Singleton, Norman F. Lyons Jr. Joseph Emand, buckets; Floyd Reynolds Jr., Harold W. Duncan, Ben Cohn, Dorothy Cohn, Roy Leonard Seaver, Louise Mc Dade, Marvin Lawrence, buckets,

Thomas M. Deemer, Herbert Nelson, Robert L. Robinson, George Harris, Richard Thornton, bowling alley; Johnnie Giamportone, Louis Del Grosso, Chester Pozelowski, Roger A. Dufour, razzle; Gerald Warren, Melvin Brown, John W. Dodge, Mary Wenzik, Ernest Wenzik, percentage. Anthony Diaz Jr., Mary Diaz, Paul Edward Cobb, Dewey Edward Cobb, Charlie E. Hughes, bear pitch; Lou Santalone, William Chastain, Al Rossman, Earl Anderson, A. R. Cohn, pan game; Irene M. Morin, Raymond R. Harris, Evaline Belew, pea pool: Lyman J. Dickens, Edward W. Paquette, James F. Ratcliffe, Arthur Price, swinger.

Herbert Davis, Jack McArthur, Jim Sullivan, Sam Aldrich, C. W. Burchett, Bill Bell, doll wheel; Joe Stelzerl, Mrs. Mary Betsy Osteen, Mrs. Wilma Roberta Summerlin, Mrs. O. J. Welss, Donice Godwin, p.c. basketball; W. H. Clancy, H. A. Bettner, Jack Edwards, Roy Aksers, bird pitch: William Clain, Emory Ball, Michael A. Cassora, Tom Grough, mouse

game. Tommy Arger, V. Arger, Henry Morris, Fred Baker, Joseph P. Marin, John A. Chandler, Albert W. Foster, Henry J. Smith, James O'Dea, George E. Ganer. Sanford R. Rickey, bingo; Avery Christy, James De Matt, James Dickerson, Virgil Dean, Tennyson Noker, Elmer Beaty, Keith Campbell, Beans Ritter, Bill Carper, Elmer White, Eugene Ozborne, grab stand.

Bill Orin, Lulu Orin, Rom Harrington, Le Roy Jackson, Lawrence Dennis, Horace Hodges, Harvey Hughes, George Tolleson, Louis Baldwin, G. Moss, grab stand; Charles Murk, Ollie Morris, John Dalan, Stafford Harrington, grab stand.

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)

NEW ENGLAND AMUSEMENT

WANTS FOR

East Dedham, Mass., May 27-June 1; and North Brookfield, Mass., June 3-8, two outstanding Concession spots.

Novelties, Photos, Short Range, Hoop-La, Bird and Glass Pitches, Hi-Striker, French Fries and Hanky Panks, Only one of a kind,

Help-Foreman on two abreast Jenny, Octopus and Tilt. Salary all you are worth. All replies to East Pepperell, Mass., now.

HARRY J. KAHN

O. C. BUCK SHOWS

MOTOR DROME OPERATOR WANTED

Have complete new Drome including Cycles, Can place Custord and Short Range Gallery. Want Billposter, must be saber and reliable. Ride Foremen for Merry-Go-Round, Scrambler and Round-Up. Also Second Men an all major Rides. Those who can drive semis preferred.

Address OSCAR C. BUCK

Syracuse, New York

MULLINS ROYAL PINE SHOWS

Due to disappointment, want Side Show Operator for newly framed Side Show, including P.A. Set. Can place Papcarn, Candy Floss, Candy Apples, Cork Gallery, Photos, Novelties or any other legitimate Concession. Want Operator for Long Range Shooting Gallery. Want Ride Help on all Rides, semi drivers

preferred. All replies to C. W. MULLINS, Mgr.

197 State St., Bangor, Maine, or call Bangar 2-5305 after 11:30 p.m.

ATTENTION! BIGGEST CELEBRATION IN 1957 OKLAHOMA SEMI-CENTENNIAL, JUNE 14-JULY 7-24 BIG DAYS

Have exclusive rights on all Gaming Concessions on independent midway. Will book the following Concessions: Long Range Shooting Gallery (Kenny, who was on Collins Show last season with Short Range, contact immediately). Also any Hanky Pank Concessions that do not conflict and are up to our standards. Want Agents for One Bell, Bushel Basket and all Stock Concessions. Anyone who has worked for me before, get in touch. BING BERSTEIN and CIGARETTE BLOCK DEALERS, get in touch. Want to hear from CAPTAIN EBO AND HIS TRICK DOGS. MARVIN (LEFTY) WILLIAMS (drove truck for me last season), Morris Friedenheim, Lewis Kerberchek, get in touch. Contact CHARLES (CHUCK) MAGID, Biltmore Hotel (Room 805), Oktahoma City, Okla. (Phone: Regent 6-5611).

HOWARD BROS.' SHOWS

RIDE HELP—Foremen and Second Men for Wheel, Merry-Go-Round, Tilt, Caterpillar and Kid Rides. Owing to disappointment want Popcorn, Apples and Floss.

Opening Westover, W. Va., May 25-June 1; Confluence, Pa., June 3-8.

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 Will book for season-Snow Cones and all Hanky Panks. Want Ride Help-First Men on Ferris Wheel and Merry-Go-Round. All replies to Winnebago Playland Park, 5025 West State St., Rockford, III.

RIDE FOREMEN WANTED

For 1956 Models Tilt-A-Whirl and Merry-Go-Round. Salary \$60.00 plus \$10.00 bonus. Must have Heense and drive. Also Second Men, salary \$45.00 and \$10.00 bonus; must

> Contact-C. S. PECK-KEY CITY SHOWS Valparaiso, Ind., this week; Bradley, III., May 27-June 2.

TEX ROBERTS WANTS

Pin Store, Count Store, Six Cats and Bucket Store Agents. Chicago Red, come in. Can use Up and Down Men. Also Man for Skillo. Want any Shows except Girl Shows, with own transportation. Address:

c/o BEE'S OLD RELIABLE SHOWS, HAZARD, KY., MAY 20-25.

FOR SALE

One Grab Trailer, 14 stools, new; one Trailer—Popcorn, Flose, Sno. Apples, \$x12, new; two Concession Trailers—living quarters one side, 14x16 ft.; two Hot Point Electric French Friers, perfect; 30 8x10 Banners, some new; one 16x24 Bingo; some Concession Frames, Canvas, Sidewall, Penny Boards; Herschell-Spillman Organ, snares and drums type. May consider trades for Rides. What have you?

BOX 1017

Crystal River, Fla.

AGENTS—HETH SHOWS WANTS—AGENTS

For Blower and Bowling Alley. If you can stand prosperity and follow orders, this is it. Opening June 10, Sheffield, Ala., with two "first in" still dates and 18 bona fide fairs to follow. Contact me at once. KEITH CHAPMAN

(Phone: National 3-1585)

No Collects.

109 SHORE DR.

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Roll \$ 1.50

5 Rolls 4.50 10 Rolls 8.25

25 Rolls 18,75

50 Rolls 24.00

100 Rolls 44.00

Rolls 2,000 EACH

Double Coupons Double Prices

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of every description. Wheel tickets carried in stock for immediate ship-

THE TOLEDO TICKET CO. Toledo 12, Ohio

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HOT SPRINGS, ARK.

CLUB ACTIVITIES

National Showmen's Association

Ladies' Auxiliary

Final meeting of the season was a surprise "stork shower" held for President Ann Brown by Bess Hamid, the stimulus being the first time that a club president in office was anticipating a child. Bess assumed all planning chores and expenses, including decorations and refreshments. Many gifts were presented.

Ann Peterson obtained eight names for the banquet cloth. Myra Vilardi, granddaughter of Edna Lasures and club mascot, is engaged. Kitty Rausch will be maid of honor at the wedding of her niece in Suffern, N. Y., June 1. Ida Sindell, sister-in-law of Leah Rosen, signed for membership.

Donations were received from Frances Simmons and Lillian Swanson in memory of the brother of Pearl Myers. Herman Cohen, husband of Midge Cohen, is in Montefiore Hospital, the Bronx.

Names to be added to the plaque to adorn the new building include Dorothy Goldberg, Bess Hamid, Ann Cook, Margaret McKee, Jane Tubis, Mae McKee, Evelyn Batalsky, Eileen Weisman, Catherine Anderson, Ann Peterson, Albina Hines, Edna Unger, Dixie Haas and Sue Kane.

The shower for Ann Brown featured a committee wearing pink club's attorney, was awarded an aprons and blue caps, doilies on the honorary membership. New memtables, spoons and forks pinned bers include Mrs. Lyndon (Heninto diaper-style napkins, and a rietta) Sinderson and Mrs. Clarpink and blue umbrella hanging ence (Gladys) Erickson. from the ceiling. Those attending It was decided to establish a included Mona Soltis, Beth Harris, fund for the purchase of drapes. Edith Purdin, Leah Rosen, Lillian Betty Carroll, who brought in four Wallenstein, Helen Sindel, Eliza- new members, was appointed beth Soltis, Crace Steinlake, Eve- chairman of membership.

lyn Thaler, Mary Pendrak, Grace Steiner, Rae Grueberg, Dorothy Goldberg, Bess Hamid, Dolly Mc-Cormick, Lillian Swanson, Jane Warren, Peggy Rosenbloom, Bonnie Snellens, Pauline Foruage, Albina Hines, Ethel Shapiro, Helen Rothsebin, Betty Schneck, Mildred Schwartz, Rhoda Koren, Mildren Ford, Edna Unger, Helen Young, Ann Dismore and Sue Kane.

Midwest Showmen's Association

MINNEAPOLIS -- Attendance at the regular meetings has been steadily growing. President William T. Collins was in the chair at the recent get-together, assisted by Frank Winkley and Charles Carroll, vice-presidents, and John Libby, secretary. Chaplain Milan Bozony delivered the invocation.

Discussion centered around the fund-raising program that will award a free trip to Florida. New members are Lyndon Erickson, Frank Diamond and John Walsh. Following the business session the ladies' auxiliary served luncheon.

Ladies' Auxiliary Officers present at the recent meeting included Mrs. W. T. (Mickey) Collins, president, assisted by Mrs. Frank R. (Verna) Winkley, Mrs. Charles (Betty) Carroll and Mrs. William G. (Barbara)

Mrs. Conrad Carr, wife of the

RUCKER, OZARK, ALA. (Inside Base) MAY 30-JUNE Army Aviation Board Youth Fund. All local orgs behind this, 20,000 Civilian Tickets already sold. 2 Kids' Days. STEWART, HINESVILLE. GA. (Inside Base) JUNE 7-15

25.000 National Guards plus regular Army with supplementary naurall, ENTERPRISE. ALA., DIAMOND JUBILEE. JUNE 17-22

Right Downtown. First Show in 11 years. Rogers Pageant nitely. Locals wearing Reards, Ladies wearing bonnets, etc. 2 Big Parades. Advertised radius 40 miles. Followed by Celebrations and then our trementous 4th of July Event surpassing all WANT

SHOWS RIDES

Girl Show, Monkey, Snake, Wildlife, Arcade, Three Girls and Candy Man for our Revue, top salary. Additional Wheel, Round-Up, Scrambler, Kiddle Rides, Live Ponies, others not conflicting. Josephs and Alton Pierson, contact, excellent proposition.

CONCESSIONS

Bingo, Jewelry, Galleries, Hankles. Will book Blower. Semis or PC if you have others.

WIRE WESTERN UNION OR CALL WALTER SILVERBERL-OZARK 300 BILL HOLT-OZARK 817

BARBARA ANN HOTEL, OZARK, ALA.
P.S.: Cecil Hendrix wants General Ride Help Agents for Cigaretta Block, Pans, Scales and PC. Don Prentice, contact.

OHIO STATE SHOWS

PLAYING ONIO KENTUCKY AND WEST VIRGINIA. ALL SPONSORED CELEBRATIONS AND FAIRS. OPENING MAY 24 AT LANCASTER, OHIO, DOWNTOWN LOCATION.

Want legitimate Game Concessions, Bingo and Lunch. No grift or Mitt Camps. Want Ride Help and working Ride Superintendent; #1 and #2 Men who drive semi and straight Jobs, with license, for Wheel, Parker Jenny Chairplane, Single Loop, Spitfire and Kid Rides. Top wages and good treatment. We pay each week and bonus.

Contact MANAGER, Mokshala Park, South Zanesville, Ohio.

Phone: Gladstone 2-8257 or 2-3398,

P.S.: Bobby Osborne, Mike Sydney, Curley Wilson, call.

DOBSON'S UNITED SHOWS WANT

Due to disappointment want nice Live Pony Ride to join at Antigo, May 30.

Wire or phone Garden 6-3888, White Bear Lake, Minn.

GEM CITY SHOWS

WANT BINGO

Have good proposition for well-framed Bingo. Can also place Hanky Panks and Grind Shows

All Replies: THOMAS D. HICKEY

MORRISTOWN, TENN., THIS WEEK.

GRAND AMERICAN SHOWS

Want for Carroll, Fort Dodge and Waterloo, lows. Celebrations to follow. Will place Grind Shows not conflicting. Can place Hanky Panks of all kinds. Want Ride Help who drive semi trucks. Roy Duffy wants Agents for Six Cats, Buckets and Hanky Panks. Also Man for Pan Game and Up-and-Down Help.

> Contact: L. O. WEAVER. Mgr. FORT MADISON, IOWA, NOW; THEN PER ROUTE,

when answering ads . . . Say You Saw It in The Billboard

Hill Early Takes Okay Despite Rain

ALBUQUERQUE. N. M.— Hill's Greater Shows trucked here last week after getting its best business of the early season at Farmington, N. M., the previous week.

Altho it rained all day Sunday and most of Monday at Farmington, Owner H. P. (Punk) Hill was ready with straw, and the concession department constructed a bridge, which permitted all segments to go into action a half hour after the rains stopped.

All rides this year are flashed with fluorescents, and 16 light towers add to the midway glow. A new front entrance was scheduled to be finished for the Albuquerque stand. The Kiddieland, with 12 rides, has been revamped. New in this area are canopied benches for the parents and a refreshment stand.

Fairs begin in June in North Dakota at Cando, Rugby, Rolla, Bottineau, Flaxton and Crosby. Also on the route are Minnesota fairs at Perham, Duluth, Clenwood and Wadena. The show then moves back into North Dakota to play Fargo and Jamestown and later Hutchinson, Minn. Back South it will play fairs at Carlsbad and Rosswell, N. M., plus several pending.

Staff, in addition to Hill, includes Mrs. H. P. Hill, secretarytreasurer; C. O. Hill, assistant manager; A. R. Whiteside, concession manager; Maxwell Kane, entertainment; Clarence Thames, billposter and 24-hour man; Perry Williams, publicity: Andy Widmer, electrician; John Barfield, stockman; Al Johnson Jr., general superintendent and purchasing agent; Mrs. Jean Barnes, mail and agent for The Billhoard, and Joe Black, Ferris Wheels (2) and Rolloplane.

Art Miller joined to operate the Tilt-a-Whirl. The Monroe Brothers have the Side Show along with snakes and a geek unit. Clarence Thames has three back-end units and Carl Pearson has 12 conces-

Newport News Winner for Manning Show

POUGHKEEPSIE, N. Y .---Tough luck with parking cost the Ross Manning Shows a potential good week on the Petersburg (Va.) Pike. Resultant business was just fair.

A small corner lot was utilized, surrounded by a factory area, but no-parking restrictions were thrown up around the heavy-traffiked artery to discourage patronage.

Business in general has been satisfactory for the show. Newport News, in the Navy district, turned out well, it is reported. High Point, N. C., was a poor one.



Fourth Annual

DEFENSE EXPOSITION

featuring Big Free Circus (Torrell Jacobs Wild Animal Circus)

\$1,000,000 Civic & Commercial Exhibits—Outstanding Free Attractions such as Joe Louis appearing in person, Dawis Sky Wheel.

NOW BOOKING FOR 500-MILE DECORATION DAY CLASSIC at Indianapolis, Ind., May 27-30, directly across from Speedway entrance.

RIDES ——— SHOWS ——— CONCESSIONS

GOOD PROPOSITION FOR PITCHMEN.

All replies to

PAUL MILLER, ROOSEVELT HOTEL, GARY, IND., OR PHONE: TURNER 6-2424. BILL McCOY CAN PLACE RELIABLE AGENTS.

P.S.: Eddie Keck, please get in touch with Jimmy Smith.

BIG CITY SHOWS

CLINTON, TENN., MAY 20-25

WANT CONCESSIONS: Hanky Panks of all kinds WANT RIDES: Octopus, Tilt or any Flat Rides. WANT SHOWS: White or Colored Girl Show, Big Snake, Funhouse. WANT HELP: Agents for Hanky Panks, Swinger, Buckets, Count and Peek Stores, Percentage Dealers, Cookhouse Help or will book Cookhouse. Art Snyder, Whitey Campbell, Curley, Buddy Fisher, come on. Tex Moson wants Girls for two big Girl Shows. Wardrobe and transportation furnished, pay every night. Margaret Miller, Ann, June, Betty and other girls who have worked for me, come on. Talker and Help for Geek Show. Cowboy, call Chester. WANT RIDE HELP: Foremen for Wheel and new Merry-Go-Round.

All contact JIMMY ACKLEY, Owner or RALPH DECKER, Bus. Mgr., Clinton, Tenn. P.S.: Thanks for answers to ad in Billboard, we have Ferris Wheel.

GLADES AMUSEMENT CO.

MADISON, VA., ALL THIS WEEK; BUENA VISTA, VA., NEXT

Want Foreman for Fly-O-Plane, also Ride Help on other Rides. Must drive semis.

Can use a few more Prize-Every-Time Concessions. All replies:

JERRY SADDLEMIRE

MADISON, VA.

Cumberland Maryland, Fun Fair, May 27-June 1

Want Ball Games, Fish Pond, Pitch-Till-You-Win, Age and Scales, Six Cats, Hoop-La, High Striker, Glass Pitch, Custard, Slum Spindle, Novelties.

Cirl Show, Snake Show, Monkey Show, Wildlife, Side Show.

Want Merry-Co-Round Foremen, Chairplane, Kiddie Ride Help, Agents for Office Hanky Panks, Truck and Tractor Drivers, General Ride Help. All replies

GEORGE CLYDE SMITH SHOWS

Mt. Savage, Maryland, this week; Cumberland, Maryland, next week.

WANTED

For Marietta, Ohio, School Grounds, May 27 to June 1; Zanesville, Ohio, on Streets, June 3 to 8

CONCESSIONS: Mug. Glass Pitch, Novelties, Jewelry, Ball Games, Arcade, Games of all kinds. No grift. SHOWS: Of all kinds.

POWELSON AMUSEMENTS

Box 125

Phone 1088M

Coshocton, Ohio

TWO BIG ARMY CAMPS AND 18 FIRST CLASS FAIRS TO FOLLOW

JOIN NOW FOR A SEASON OF PROSPERITY Want first-class Girl Show to join at once. Can place Hanky Panks of all kinds. Want to book Octopus Ride immediately. Frank Spins wants Agents for Swinger and Buckets.

Contact: H. W. PETERSON, Mgr. TIVOLI EXPOSITION SHOWS

or c/o Hotel Noble, Jonesboro, Ark., this week: Ft. Leonard Wood, Mo., to follow.

WANT AGENTS WANT CAN PLACE AGENTS FOR THE FOLLOWING:

Fish Pond, Balloons, 1 Ball, Baskets, Buckets, Six Cats, Set-Up Coke, Watch-La. Tip-Over. (Tony, answer; have outfit for you.) Opening Hot Springs, Ark., May 29, with the Olson Shows—all big spots.

Answer: JACK LITTLEFIELD C/O WESTERN UNION HOT SPRINGS, ARK.

THOMAS JOYLAND SHOWS

Want Concession Help, especially for Bingo, Pitches and Games. Married couples preferred. Can place Ride Help in all departments. Boots and Benny want Cookhouse Help, Griddle Man and Waiters (Shorty & Gus, come on).

Address: Beckley, W. Va., this week.

AMERICAN BEAUTY SHOWS

Want Hanky Panks of all kinds for Clinton, Iowa, Celebration, May 27 thru June 2. Want Tilt Foreman, good pay for one who can produce Can use Second Men on

WANT COOKHOUSE HELP, ESPECIALLY WAITERS ADDRESS: H. W. BARTHOLOMEW or JOE SHARP Muscatine, lowe, this week; then Clinton, lowe. P.S.: Joe Sharp wants Agents for Buckets.

GIVE TO DAMON RUNYON CANCER FUND

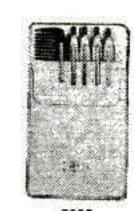
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MERCHANDISE TOPICS

search laboratories and are scien- Canton, Ill. tifically formulated for school use. It is claimed that the colors are up to four times brighter than ordinary colors and excellent for decorations, banners, posters and hobby use. Available in green, red, yellow, cerise, chartreuse, orange and magenta, the paints are packaged in a sturdy three-color lithographed metal box with mixing palette lid and brush. The kit retails for 98 cents.

A new fountain toothbrush is being introduced by the Adams Company, 263 Morris Avenue, Trenton 10, N. J. Now you can brush teeth without the bother of squeezing tubes or fussing with elusive caps. Dentifit looks like a standard toothbrush with longlife nylon bristles, but its secret is in the hollow handle. This handle contains a four-week supply of dentifrice. You prepare the brush merely by shaking it once or twice. When the supply is used, the screw-in handle is discarded product.

attractive cards are packed in invited.

Semi-moist half-pans of paint are bright eye-catching boxes. Toy, now available in the new Craft- novelty, gift and variety stores find Glo No. 8 water color kit just an- a ready sale for the popular nounced by Craftint Manufacturing Cardominoes. Specialty salesmen Company, 1615 Collamer Avenue, are gaining new customers with Cleveland 10. The brilliant flu- the game. Additional information orescent colors are the latest prod- is available from H. J. Schoon uct developed by the company's re- Company, 348 West Locust Street,

> I-Shade is a protective visor and shade designed to fit all prescription glasses. It is made of polished optical grade cellu-acetate with special friction hinges and is featherweight and shatterproof. Clipped to the top edge of glass frames, it may be tilted up for an eveshade or worn down as sun glasses, easily adjusting within a 180 degree are over the wearer's glasses. Users have found it effective for protecting the eyes against glare and as a protective device for glasses against flying grit and small objects. The product is offered by the I-Shade division of the East Side Tool & Die Works, P. O. Box 2167, Portland, Ore., and retails for 49 cents. I-Shades are packed 12 to a four-color easel display card. Shipping weight is under eight ounces in a mailing sleeve ready for parcel post mailing. Distributors may also order in one-gross cartons.

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Colorful Decorations of All Kinds. Write for Free Catalog. A & A NOVELTY CO. Cincinnati 36, Ohio

PIPES FOR PITCHMEN

IIM POOLE . . .

reports that the recent Benton Harbor (Mich.) Blossom Festival drew a full contingent of pitcheroos. Among those making the date were Jake Rubin with a full crew, Skyland Scottie, Greene, Cigar Mike, Jimmy Long, Frank Lazar, Nellie Ragan, Slim Osborn and Blackface Marks. Poole also sends word that Alonzo Shallow visited to make preparations for a Pat Boone show and that Covington Brownie took the paper man, was working New delivery on a Cadillae. Max Hadesman made the date with a crew but was thrown for something of a loss when four of his workers were arrested for having an improper license. Andy Day got into town in time to make the blossom queen banquet. Red Lux was unsuccessful in getting the exclusive on pretzels during the date. Poole would like to read pipes from Fatty Mazor, Bill Scanville and Bill Weiss.

WORKING THE . . .

Hamilton (O.) Race Track are Bill Weiss, working soft drinks in a cup; Harvey Kibble, scratch sheets; to read a few pipes from Red Lux, St. Louis Police Circus George H. Paul Delancy, Whitey Perry, One- (Scotty) Brooks played the Armed Eye Stein and Joe Marks.

ONE THING . . .

your particular location.

Five Years Ago In Pitchdom

W. G. Barnard, ace mixer purveyor, was in Europe to attend expositions in Hanover, Germany; Amsterdam, Holland; Liege and Brussels, Belgium, and London and Birmingham, England. . . Bob Smith was doing well in Florida with his med show, using a pic show for the draw. . . . Sam Freed, York State to good returns. . Tom Kennedy was working the Buffalo area. . . . Sol Addis and Mac Levine were in New York City. . . . Mac Carl, the British pitchman, was a recent arrival in the U. S.

Arvilla Braun, of perfume note, and her husband opened their ring demonstration at the W. T. Grant Store No. 50 in Buffalo. . . . Joe Colby reported from Sturgis, S. D., that he had completed visits to the Sioux and Chevenne Indian reservations and was headed for Black Hills territory. . . . H. A. Bouck, anctioneer, was living in semiretirement at his home in Scho-Benny Weiner, ding, and Little harie, N. Y., poor health being the Dutch, popcorn. Weiss would like reason. . . . After working the Forces parade there for Roy and Austin Potter to good business.

Jack Kahn was working handis certain. Whatever may all the writing analysis at Coney Island, pitch trade, it is not suffering from New York. . . . J. J. Gately was writer's cramps. Pipes to the desk presenting a med platform show in have been few and far between in Western Idaho to good returns. recent weeks. How about it, . . . Jim Brown made the Boy friends? Let the ink start flowing. Scoutarama at Babylon, N. Y., Many of your friends are wonder- to okay business. . . . Ben (Horseing what success you are having in back) Meyers was working in the Kalamazoo, Mich., area.

FIRST QUALITY PRECISION RETRACTABLE BALL PENS TWO TONE in many color combinations \$15.50 Gr.

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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

Howard, Sonny

Jackson, Wm. J. James, Betty James, Bobbt

Janney, Geo. W. Johns, Wm. J. Johnson, Richard

Lillie, Slim & Millie Litcofsky, Nate (Peg) Lockhart, L. C. Kelly (Buckets) Logston, Ray & Mrs. Loomis, Joe Lee

Loranger, Leo Lott. Walter & D.

McSpadden. Myrtie,
R. M., John R.,
Mrs. Vinita
Mablin. Ed (Malbin?)
Mace, Don S.
Mack, LeRoy E.

Madam Marie Mahon, Bichard

Malman, Marvin Malone, Ernest Mannuzza, Tommy

Humohreys

Paris, Raymond (2 sm. Pkgs.) 8e

Hendricks, Cecil Hermann, Mrs. A. J. Adams, Sidney Allen, Robt. E. Allsup, Mrs. Pearl Almany, Fred Anderson, Norman Andes, Gene Andrews, Mrs.

Arnellas, Johnny Arnold, Floyd (Rube)

(Rube
Arnold Jr., Floyd
Ashton, Marty
Ayers, Mrs. M. C.
Bacon, Tom
Bailey, John J.
Baldwin, Jos. C.
Balou, Jerry
Barker, Mrs. Billie
Barnes, Mrs. L. E.
Bartel, Slim
Bell, Bernie
Bellemore, Evelyn
Bellus, Al
Bishop, Wm.
Black, Woodrow &
Mr.

Joseph. Herman
Kane, Maxwell
Kellar, Robert E.
Keller, Wilt Carleton
Kenney. Jack
King, Ethel
Kohacker. Bob Mrs. Blease Jr., A Bloom, Wm. Bonar, Ray Bonar, Ray
Bradley, Bruno B.
Bradshaw, Bob
Bragg, Kelly E.
Brock, Harry
(Skeeter)
Brooks, Max Edw.

Brooks, Max Edw.

Brooks, Rebel
Brown, Chester W.
Brown, Mrs. Edna L.
Browner, Wm. (Bill)
Bruns, Anton F.
Burdine, Roy O.
Burke, Capt. Jim
Burkhart, Noyelles
Burns. Lou
Burns. Lou
Burridge, F. H.

Lankford, Harden H.
Lawrence, Roy
Maynard H.
Lay. Mayford
Le Flette, Paul
Lee. T. Tona
Leib, Roderick
Leto, Jimmy
Levy, Martin
Levy, Stanley
Lewellyan, John &
Mrs.

Burns. Lou Burridge, F. H. Bush, W. A. Campbell, Mack Campi, Mrs. Sis Carey, Mrs. Gertrude Carey, Mrs. Gertrude Carpenter, Edw. Carson, Tommie Catalano, Peter Caudiil, Tony Chapman, Wendell Chicotella, Matthew (Clown)

Chapman, Wendell
Chicotella, Matthew
(Clown)
Coder, Charile
Cody, Edw.
Conatsor, L. C.
Conner. Herman
Cook, Dee & Gracle
Couls, Robt, W.

Conatson, Control of the Couls of th W. McClain, O. C. McClure, Sam (Jerry) McGee, Lester Couls, Robt. W. Costigan, J. P.

Cox, Jack & Jackle
Cox, L. E. (Doc)
Crabtree, James
Curry, Frank
Cutler, Mrs. Rose
Cutsinger, Curley
Davis, B. & I.
Davis, Chuck
Davis, Earl C. &
Mrs. WeGee, Lester
McGee, Robert A.
McHugh, Mrs. Retty
McHugh, Mrs. W. L.
McKee, Bobert A.
McKee, Bobert A.
McKee, Bobert A.
McKee, Robert A.
McKee, Robert A.
McKee, Bobert A.
McKee,

Davis, Judy
Dawkins, Ed (Slim)
Decker, Joe & L.
Decker, Joyce
Dees, John
Deffendoll, Gienn
Del Rio, Carman
Delawater, John W.

Delawater, John Delock, David

Errett, Raymond F. Myers, Robin
Estell, Chas Will
Evans, Joe
Farrell, Pat & Mrs.
Farrell, Pat & Mrs.
Faulkner, Ed
Felts, Wallace
Fennell, James A. & Mrs.
Ferrier, Richard L.
Fitzpatrick, J. (All-Weather Polish)
Flake, Mrs. Mildred
Fleischhauer, Ralph
Flutie, Edw.
Ford, Wm.
Frisbie, Alfred L.
Fritz, Robt.
Gallagher, F.
Gallagher, F.
Gallagher, D. J.
Gallagher, D. J.
Gallo, Michael
Gallupo, Jack O. & Mrs.
Mrs.
Mrs.
Myke, John
Nabor, Daisy
Nyke, John
Nabor, Daisy
Nathan, Milton
Nabor, Daisy
Nathan, Milton
Nelson, David (Don)
Chambers, J. M.
Chambers Sr., Mrs.
Chambers Sr., Mrs.
Chambers Sr., Mrs.
R. F.
Chisholm, Mrs. Sally
Cooper, Floyd E.
Cooper, Fritz, Robt.
Gallagher, F.
Gallagan Jr., John
Gallagher, D. J.
Gallo, Michael
Gallupo, Jack O. &
Mrs

Gann, Wm. (Bill) Gates, Ocle A. Gatewood, Roy Gavin, Jessie Earl

ewood, Roy
vin, Jessie Earl
bson, Ben
illikin, Michey
lass, Theo T.
Gleason, Jimmie
Gleason, J. O.
Goff, James
Goldston, Leon &
Graham, Rusty
Graham, Rusty
Graver, Mr. & Mrs.
Nibbles
Ramsey, Freddy
Redman, Paul
Reed, Clyde Dale
Reed, Clyde Dale
Reed, Clyde Dale
Reed, James E.
Larry

Price, Dorothy
Elizabeth
Gaspagas
Stanton, Mr. &
Gaspagas
Stanton, Mr. &
Gaspagas
Gaspag Hadgi, Simon Hailey, Mrs. Peggy Hale, D. D. Hamilton, Ray Hangsterfer, Allan Harden, Victor Harbin, Frank

Harmon, Geo. Hart, Edd Havens, Dikki Sue

Robison, R. C.
Rochman, A.
Rodriguez, Rita
Roper or Raper.
William
Rossie, Rex
Rouse, Richard
(Backer) & Vera
Russell, B. D. &
Russell, Steve
Roy, Ed
St. Bernard, Bill

Robison, R. & M.
Johnson, R. & M.
Johnson Hazelwood, Mrs.

Beryl
Roy, Ed
St. Bernard, Bill

Sakobie, George
(Huck) & Mrs.
Sakobie, Mrs. Mickay
Sakobie, Myrtle
Scantlin, Bill
School Clean B Schoel, Glenn R. Schomburg, Vaughn Schuch, Clarence J. Severence, Charles (Chuck) Smaglick, Mrs. Harry Smith, Frank &

Smith, Frank & Armedia Armedia Smith, Lewis P. Smith, Melvin R. Smith. Tommy Smyth, Wm. A. Ward, Mayme
Weatherman, Jack
Weaver, Jimmy
White, Wayne C.
Wilhtte W
Williams, Andrew H.
(Kay Thompson Smyth, Will. Sorenson, Mrs. Robert Soret, Joseph A. Hitti, John (Blacky)
Hoffman, John Edw.
& Mrs.
Hoffman, John
Mokes Stevenson, Louis E.
Stoltz, Lloyd F. (Al) Starkey, John Andrews, Mrs. Guy Hoge, Mrs. Roland Stuiber, H. G.
Arnellas, Johnny Howard, J. R.
Arnellas, Johnny Howard, Sonny & Sullenger, Wm. (Coll

Hubbard, Paul Huftle, T. J. & Virginia (Hartford) Jimmie Townsend, Cal ekson, Wm. J. Travis, Jimmie

(Coll Williams, W. T. (Pop) (Man) Winner, Grace Sutton, Whitey T.
Tammany, John Winnie, Dane
Wozniak, Mrs. F. J.
Wozniak, Mrs. F. J. Sutton, Whitey T.

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Troupe) Williams, Claude J. Williams, Richard

(Kay Thompson Troupe) Williams, Willie

Voise, Harold Von Ralston, Mr.

Wall, J. M. Walls, Era

Walters, F. Ward, Mayme

Vinita

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Maynard
Lay. Mayford
Le Flette, Paul
Lee, T. Tona
Lee, T. Tona
Leanard, Theima

Keller,
Kenney, Jack
King, Ethel
Kobacker, Bob
Kuball, August
La Morris, William
Langston, Mrs.
Campbell, Gary
Caldwell, Jean
Woodruff
Lankford, Harold & Denning, Thomas J.
Dillon, Ed
Halcomb, Frederick
Payhem, Joseph
Silverberg, Matthew
Subotsky, Milton
Sutton, Vivian Van
R.

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, III.

Claire, Mrs. Hans Cunningham, Slim Clark, Cline Conway, Charles

Adams, Mr. & Mrs. Edsell, Mr. & Mrs. Gargotto, Tony N. Katzen, A. Kamaka, Charles K. Kortes, Peter (B. C.) Leonard, Arthur Rosenfield, Sol ries Thomas, Harry Tommy, Texas

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(Diego)

Delawater, John W. Delock, David Dennis, Jack

(Whitey)
Denton, W. L. Detwiler, Mrs. Ann Dickerson, Andrew J. Dimm, Harry Doocen, Clarence Dooley, Danny Dopteralski, Wm. Duchene, Louie Duchesne, Miss Jean Dworsack, Lois Earnesti, Roger Edgar, James Edwards Alvis Elliott, Maggie Emswiler, Albert & Morgan, Raymond A Elliott, Maggie Emswiler, Albert & Morgan, Raymond A Elliott, Raymond F. Estell, Chas Will Evans, Joe Farrell, Pat & Mrs. Nabor, Daisy

Marcus, Red Marcus, Anton, Antony Asbury, H. W. Bailey, Bob Bailey, John J. Balley, Bob Balley, John J. Balley, John J. Balley, John J. Balley, John J. Balley, Bob Balley, John J. Balley, John J. Balley, John J. Balley, John J. Balley, Bob Balley, John J. Balley, John J. Balley, Bob Balley, John J. Balley, John J. Balley, Bob Balley, John J. Balley, Bo

Owens, Burl
Owens, Jasner S.
Palmer, Leslie
Parr, Vic & Mrs.
Parry, W. Dean
Pauli, F. W
Pedrero Jr., Eddie
Pelon, Vern
Pike, William
Pinkelton. Tex &

Mrs.
Porteous, G. Dean
(Porterhouse?)
Porter, Janet
Porter, Mitzi &

Cooper, Floyd E.
Cooper, Ray
Corry, Harry
Cozart, John
Davis, Leslle H. &
Davis, Mrs. N. E.
Davis, Richard L.
Decker, Bobby
Dill, Lovce (Adams)
Dion, Mrs. A.
Dion, Theodore R.
Earenbush, Don
Fennell, Jimmy
Fitzsimmons, Mr. &

Porter, Janet Porter, Mitzi &

Ackley, James W.
Adams, W. J. Candy
Alfano, Tindaro
Ames, Georgie

McFarland, Tobe
McKee, Edna
McLendon, Leon Louis

Sam Morgan, Mrs. Hester Morton Sr., Leslie B. Murphy, Chas. &

Riley, Hubert L. Roberts, Raymond Rose, Louis Shanley, Jack Sharpton, C. C. Shipley, Leonard L. Silcox, Mr. & Mrs. Joe

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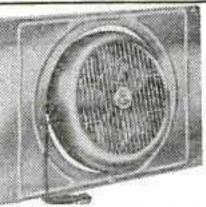
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K110—Men's Manicure Set Dz. 7.20
K110—Men's Manicure Set Dz. 7.20
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R102—Pearl Rosaries Bxd Dz. 9.00
R102—Pearl Rosaries, Bxd Dz. 5.25
T3—Asst. Tie Sets, Bxd Dz. 5.75
T4—Tieslides, Carded, Dz. 12.50
T4—Office Ferfume Set, Bxd Dz. 14.40

P15—Men's I0-Piece Watch Set 7.50 BF124—Men's Wallets Dz. 3.60 BF46—Ladies Wallets Bxd. Dz. ... 15.00 BF446—Ladies Wallets Bxd. Dz. ... 15.00 P24—Men's 6-Piece Watch Set 5.00 BF447—Men's Wallets Bxd Dz. ... 11.25

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T4—Tieslides, Carded, Dz. 1.25
T5—Marilyn Monroe Tie Sets Dz. 10.50

C1—Cufflinks, Carded Dz. 1.35 O1—Odd Lot Necks & Braces Gr. 15.00 B1—Bracelets, Aast. Gr. 24.00 W1—Men's 6-Piece Watch Set 5.95 W2—Ladies' 5-Piece Watch Set 6.25 W8—Men's Stone Diai Watch 5.50 P12—Men's 10-Piece Watch Set 7.50 P15—Men's 10-Piece Watch Set 7.50 P16—6 Asst. Cuff Sets. Bxd. 3.00

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Address

City State

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Cincinnati 22, Ohio

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E1-Tailored Earrings, Asst. Gr.

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R101—Peari Rosaries Bxd Dz.

R102—Peari Rosaries, Bxd Dz.

R104—Religious Medailions, Bxd Dz.

2—Gift Perfume Set, Bxd Dz.

1:6—"Your Grace" Perfume, Bxd. Dz.

2:160—Stone Necks & Ears, Bxd Dz.

2:164—Stone Necks & Ears, Bxd Dz.

2:256—3-Piece Peari Set, Bxd. Dz.

RF101—Ladies' Wallets Dz.

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Musical Instruments, Accessories

Photo Supplies and Developing

Magical Apparatus

Partners Wanted

Salesmen Wanted Scenery, Banners

Tattooing Supplies
Wanted to Buy

Miscellaneous

Personals

Printing

2160—Stone Necks & Ears. Bad Dz. 7.50 2164—Stone Necks & Ears. Bad Dz. 9.00 2256—3-Piece Pearl Set. Bad Dz. 8.50 BF101—Ladies Wallets Dz. 4.50 BF122—Ladies Wallets Dz. 3.60 BF445—Ladies Wallets Dz. 6.50 BF445—Ladies Wallets Dz. 6.50

Providence, R. 1.

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Tie Bars, c	arded	*******	3.	60 gross
Charm Brac	elets .		7.	20 gross
Stoned Pins	*****		7.	20 gross
20% deposit				
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Spring Floral Ear., asst \$ 2.75 dz
New Spring Colored Hones 300 dr
Gen. Cultured Pearl Pine & Necks 2.50 dr.
4 Pc. Pearl Set, boxed
Crystal Beaded Necklaces 5.00 dz
Large Floral Ear 4.20 dz.
Summer Neck, Brac., Ear 4.80 dz
Floral Neck. & Ear. Set, boxed 10.80 dz
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NEW FREE DESCRIPTIVE LITERATURE
ON HUNDREDS OF TERRIFIC VALUES
20% deposit with order, balance C.O.D.

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RAINBONNETS, \$7.20 GR. CASED. CHAIN Store Novelty, 19 W. 34, N. Y. C. ch-je3

SHELL EARRINGS, HAND MADE

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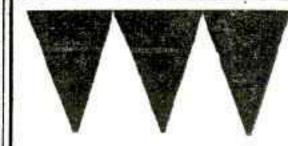
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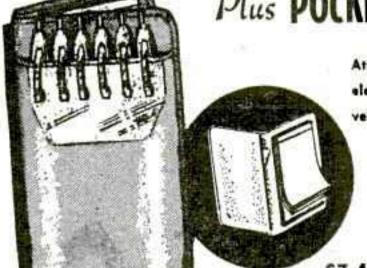


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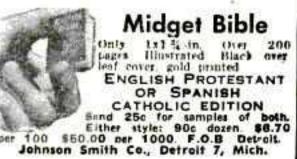
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COMING EVENTS

Alabama

Birmingham-Home Show, May 21-26 Patrick J. O'Toole, Tuskegee—Booker T. Washington Picnic, Enterprise-Diamond Jubilee, June 17-22. Don Donaldson.

June 30-July 6. Booker Washington Centennial Commission, Booker Washington Birthplace, Va.

Arizona Plagstaff-Indian Powwow, July 4-6. California

Del Mar-Southern Calif., Expo., June 28-North Highlands-Sacramento Riding Club Horse Show, June 8-9, Mrs. Hazel Hogan, 3260 Ben Lomond, Sacramento. San Diego—Home Show, Electric Bldg., Balboa Parki, May 18-26. Santa Barbara—Horse Show & Flower Show, July 16-21. Edward G. Van Cleve, 715 Santa Barbara St.

San Jose-Homes Beautiful Expo. (Civic Aud.), June 6-9. Robert L. Jordan. Stockton-Legion Celebration, July 4,

Colorado Cripple Creek-Celebration, July 6-7. Two Mile High Club. Walsenburg-Spanish Peaks Flesta, June

16-22. Star Caywood, P. O. Box 643. Georgia Augusta-Celebration, July 4-6. Wm. E. Anthony, P. O. Box 1181.

Blackfoot-Snake River Valley Horse Show, July 11-13. Dess Lauder, Sugar City, Emmett-Emmett Cherry Pestival, June

Meridian-Meridian Dairy & Stock Show, May 29-June 1. Rigby-Rigby Pioneer Days, June 14-15.

Illinois Chicago-Chicagoland Fair (Navy Pier) June 28-July 4. Genaghty, Chicago Assn. of Commerce, 1 N. La Salle St. Chicago-Celebration (Soldier Field), July

Geneseo-Celebration, July 3-6. VFW Post 5083, S. State St. Hardin-Legion Picnic, July 4-7. Howard Madison-Celebration, July 1-6.

Palmyra-Terry Park Industrial Pair & Rodeo, July 14-18. Oral H. Cooper, Polo-Centennial, June 17-22. Springfield-Land of Lincoln Capitenneal.

Indiana

July 1-6.

Brazil-Celebration, July 4. North Webster-Mermaid Festival, June 24-29, Robert Huffman, Lions Club. Shoals-Railroad Centennial, July 1-6. Sanford A. Deckard, Shoals News Shelburn-Veterans' Reunion, May West Baden-Legion Celebration, July 1-6. Dow S. Henson, Box 91,

Valparaiso-Celebration, June 26-29, Iowa Clinton-Spring Pestival, May 27-June 2.

Lake Park-Celebration, July 4-7, A. V.

Hanson, Box 225. Kansas Emporia-Centennial, June 30-July 6.

Chamber of Commerce. Kentucky

Louisa-Homecoming, July 1-6. Dr. E. J.

Paintsville-Celebration, July 1-6. Louisiana New Orleans-La. Boat Pestival-Pan American Regatta, June 8-9. Herman J

Prager Jr. New Roads-Baton Rouge-Pointe Coupee Boat Festival, May 25-26. Leon Monceret Shreveport-Shreveport Horse Show, June 12-15. Mrs. Saunders Gregg.

Massachusetts Boston-Boston Common Dairy Festival. June 8-17. Paul Corson. Gloucester-St. Peter's Piesta, June 27-30.

Lowell-Celebration, July 1-4. Legion Post New Bedford-Firefighters' Free Charity Circus, July 8-13. Revere-Bunker Hill Celebration, June 14-

22. Jeff Harris, 103 Walnut Ave. Topsfield-Essex Co. Rabbit Show (Fairgrounds), May 26 Michigan

Bay City-Bay Co. Centennial, June 16-22. Jack Davis, Box 12. Goodrich-Old Settlers Days, June 12-16. F. Bucky Walters.

Minnesota Edgerton-Dutch Festival, July 17-18. Clifford H. Peterson.

Missouri Centralia-Centennial, June 10-15. Plorissant-Centennial, June 17-22. Gallatin-Daviess Co. Jr. Lamb Show, June 3. George Schmitt.

Gerald-4-H Livestock & Home Economics Show, July 4-5. Raymond Ketterer. Huntsville—Huntsville Horse Show, July 1-2, J. D. Bagby. Jamesport—Jamesport Jr. Livestock Show July 31-Aug. 1. Frank Nowland. Maitland-Blue Grass Festival, June 26-29, Dale A. Marion, American Legion. Maryville-4-H Fat Lumb Show, June 4.

Kenneth Walkup.

Moberly-Kiwanis Club Jr. Fat Lamb
Show, June 15. A. T. Johnson.

Monroe City-Centennial, June 3-8.

Republic-Ozarks Puture Farmer Fat Lamb Show, June 14, Vencil G. Mount, Shelbyville-Shelby Co. 4-H Lamb Show June 19. John M. Douglas. St. Joseph-Buchanan Co. Dairy Show July 27, Webb Embrey.

Nebraska Grand Island-Centennial, July 1-6. Jerry Anderson, 1114 N. Eddy St. New York

Lackawanna-Marine Corps Memorial Cele-brations, June 11-16, Fred V. Catuzza Jr., 54 Jackson Ave.

North Dakota Dickinson-Celebration, July 1-6.

Ohio Gibsonburg-Firemen's & Legion Homccoming, July 24-28. Al Schlea, Vo. Fire Dept. Ironton-Spring Pestival, May 13-18. Jamestown-Lions Club Celebration. July 4-6. George Smith, 2413 E. Market St.,

Xenia, O. Oklahoma Oklahoma City-Semi-Centennial Expo... June 14-July 7. James C. Burge, Box 5111, Parley Station.

Prague-Celebration, July 4. Tulsa-Charity Horse Snow (Fairgrounds), May 21-25. Mary Glass, P. O. Box 4042. Tulsa-Tulsarama, June 1-8.

Wright City-Rodeo & Old Settlers' Re-union, July 2-4. James Lawhorn.

Portland-Intl. Trailer Show, June 8-16. Jack Matlack, 510 Portland Trust Bldg. The Dailes-Mid-Columbia Livestock Show, 4-H. Fat Stock & Sales, June 2-5. Elmer H. Lierman. Union-Eastern Ore, Livestock Show, June

6-8. G. I. Hess. Pennsylvania Hyndman-Lions Club Street Pair and Celebration, July 1-5. Norman B. Poor-

Lyons-Firemen's Celebration, July 3-7. Olyphant-Lions Club Homecoming, May Masontown-Police Club Celebration, May 27-June 1.

Schuylkill Haven-Homecoming, 27-June 1. Sharon-Patagonia Fire Co. Homecoming, June 24-29. J. E. Barker Jr., 1039 Adel-S. Connellsville-Piremen's Jubilee, June

South Dakota Bristol-Diamond Jubilee, June 9-11. Bristol-Old Settlers' Picnic, June 2. Brookings-VFW Carnival Days, May 30-June 6.

Carthage-75th Anniversary Celebration, June 23-24. De Smet-Old Settlers' Day, June 10. Estelline-Celebration, July 4. Faulkton-Diamond Jubilee, June 5-6. Hot Springs-Junior Rodeo, May 25-26.

Hot Springs-Miss S. D. Talent & Beauty Pageant, July 20-22, Lemmon — 50th Anniversary Celebration, June 16-19.

Pierre-Oane Powwow, June 16-17. Pierre-Old Sioux Sun Dance, June 14-15. Sturgis-Progress Day Celebration, June 15. Vermillion-Horse Show, May 30. Wessington Springs - Diamond Jubilee, June 3-5.

Woonsocket-Celebration, July 4. Texas

Brady-Brady Jubilee, July 4-6. Jim Harkrider. Brady-Jubilee, July 4-6. Jim Harkrider El Paso-Food-O-Rama (Coliscum), June 13-15. Continental Enterprises, Liberty Hall. El Paso-Washington Park Celebration,

Fort Worth-Pioneer Days Celebration & Rodco, May 27-June 2. North Fort Worth Business Assn.

Utah

Delta-Millard Co. Jr. Livestock Show, May 23-24 North Salt Lake City-Intermountain Jr. Fat Stock Show, June 5-6.

Virginia Orange-Orange Firemen's Fair, June 14-15. Russell M. Preddy, Roanoke-Roanoke Diamond Jubilee, June 14-22. Jim Mace, 412 S. Jefferson St. Washington

Bothwell-Celebration, July 4 Centralia-Lewis Co. Rose Show, June 29-Edmonds-Celebration, July 4. Ellensburg - Kittitas Co. Quarterhorse

Show, June 8-9, Ephrata-Sun Festival, June 28-30. Everett-Celebration, July 4. Ferndale-Old Settlers' Picnic, July 25-27. Forks-Celebration, July 4. Kelso-Kelso Dairy Week, June 17-22.

Kirkland-Eagles Strawberry Pestival, June 21-22. Okanogan-Nat'l Guard Exhn. and Pirework, July 4. Port Townsend-Rhododendron Festival, May 23-25.

Seattle-International Trade Fair, May 17-Seattle-Rhododendron Show, May 25-29. Seattle-Rose Show, June 25. Sedro Woolley - Loggerodeo Celebration,

Shelton-Mason Co. Porest Pestival, May West Virginia

July 1-4.

Buckhannon-Central W. Va. Strawberry Festival, June 6-7. John A. Poling. Ripley-Celebration, July 4. Don Flesher,

Wisconsin Burlington-Legion Celebration, July 3-7 Hudson-Centennial, July 4-7, Edward G.

Kenosha-Jr. Chamber of Commerce Lake Front Festival, June 25-30. Jack Hoye. Madison-Celebration, July 4. Milwaukee—Bay View Vets South Lake Shore Celebration, June 18-23. Dick Greinke, 2559 S. Havell. Ontario-Centennial, July 12-14.

Rhinelander-Northern Wis. Sports & Vacation Show, July 3-9. Ed McGowan. Spring Green-Centennial, June 27-30. Wyoming

Daniel-Green River Rendezvous, July 7. Greybull-Days of '49, June 8-9. Thermopolis-State Park Day, June 9. Laramie-Laramie Jubilee Days, July 11-14. CANADA

Alberta Calgary-Better Living Exhn., May 18-25. Maurice E. Hartnett. Ontario

Oakville—Oakville Centennial, June 29-July 6. Tom Ringler, Box 345. Waterloo—Centennial, June 26-July 2. Saskatoon

Sakatoon-Saskatoon Stock Show (Stock-yard), May 31-June 1. S. N. Mac-Eachern.

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THE MOA CONVENTION

Editorial

The Next 10 Years of MOA

In its 10th year, Music Operators of America is at the crossroads in its development. It can follow one of two courses:

 Continue offering the same services as now (which is by no means bad) and pretty much stop growing.

 Shape the association to fit a broader area of need in operator services and continue growing, both in size and effectiveness.

We believe the latter course is the better one. But whatever is decided, MOA's leadership should be aware that it is deciding something—either by taking action or not taking it—and be prepared to explain why to its membership.

The last ten years of MOA has confirmed that there is a place for it. But today there is no indication from MOA of what that place should be in the next ten years.

MOA today has the makings of a great national association which can do far more than it already has done, important as that may be.

In the Black

This year for the first time in its history, it will wind up a fiscal year in the black.

It has the largest membership in its history, which is considerable.

Most important, it has a promising group of leaders in its officers and directors who are willing to work for it. These men have the capability and knowledge to make of MOA what they wish.

But potential is not to be confused with accomplishment. MOA has proved itself. It has provided a defense on national legislation. These two jobs are of tremendous importance in bringing MOA up to the present. But they provide nothing in terms of growth for the future.

Other Services

What more could MOA give operators than it does now? And how can it raise the money to pay for them?

These two questions must necessarily shape present thinking of MOA's leaders about the future of their association.

We think there are several things MOA's leadership should do in mapping the association's future.

First, MOA should ask its members what they want. Most national associations provide necessary tax and legislative information to its members. On a national level, MOA does this now. On a State or municipal level, it does not. Do operators want it? What kind and how much information?

Public relations is another topic which many associations tackle. MOA should thoroly investigate this area, too, as we suggest elsewhere in this section.

Operating Procedures

How much MOA-or any associations-can do to help members strengthen their business by advising them of successful business procedure is debatable. But it is a fact that it is this specific area of business procedure where operators most require help.

Dollars-and-cents procedures that enable an operator to know where he stands in terms of gross and net could be suggested to operators. It is not possible, for example, to sell an operator on dropping a marginal location or buying more new equipment if he isn't sure where he stands in terms of gross and net. Show him how to tell. Then sell him on practices which will benefit him.

Top operating management in this issue gives some advice on operating practice. It's sound talk. It will be helpful to other operators who can translate it into action. But the only ones who can will be those who can translate it first into dollar-and-cents for themselves in order to tell how much action is possible for them to take.

Depreciation & Taxes

One of the murkiest areas for operators still lies in depreciation and taxes. This, too, is another area where MOA would do well in lending operators a hand. These are some of the principal areas MOA could expand their services into.

To provide such services to operators will cost money. It will cost more than MOA now has. Once MOA's leaders have decided—on the basis of operator response—what services MOA can provide them, they must then decide how much it will cost and how the money will be raised.

There are two major avenues of association fund raising. One is membership dues and special assessments or contributions from members; the other is the convention.

We believe that the present membership fee of \$25 could be raised if operators were to get more for their money. Even the \$25 fee for what members now receive is not high. This will provide more money, but probably not enough.

The convention this year was sold out weeks before convention time. In order to get bigger, it will have to be moved to bigger accommodations.

Convention Funds

We suggest that now would be a good time for MOA to review the basic purpose of their convention.

An association holds a successful convention if it can deliver to the exhibitor the buyer important to him (in this case the buyer is, of course, the operator).

The most important exhibitors to MOA should then be record manufacturers. And altho many have exhibited since MOA conventions were started, the number is limited. And how much those who do exhibit get out of the convention is questionable.

An MOA convention to be successful in growing must necessarily concern itself primarily to two things in its business sessions and in its exhibit sales:

 How to operate juke boxes. This was done in various forum meetings last year and this year but they need be beefed up considerably along lines we've already discussed.

 Records. This is not touched on at all in business sessions. Informal discussion between some operators and record companies on the exhibit floor is the only place it is. This doesn't seem to be enough.

We suggest that if MOA concentrated on these two things in its business sessions, it would get more record manufacturers to exhibit.

MOA has grown to the point where it cannot get much larger in the future by offering only what it does now. It has shown that it has the essential ingredients of what it takes to get much larger.

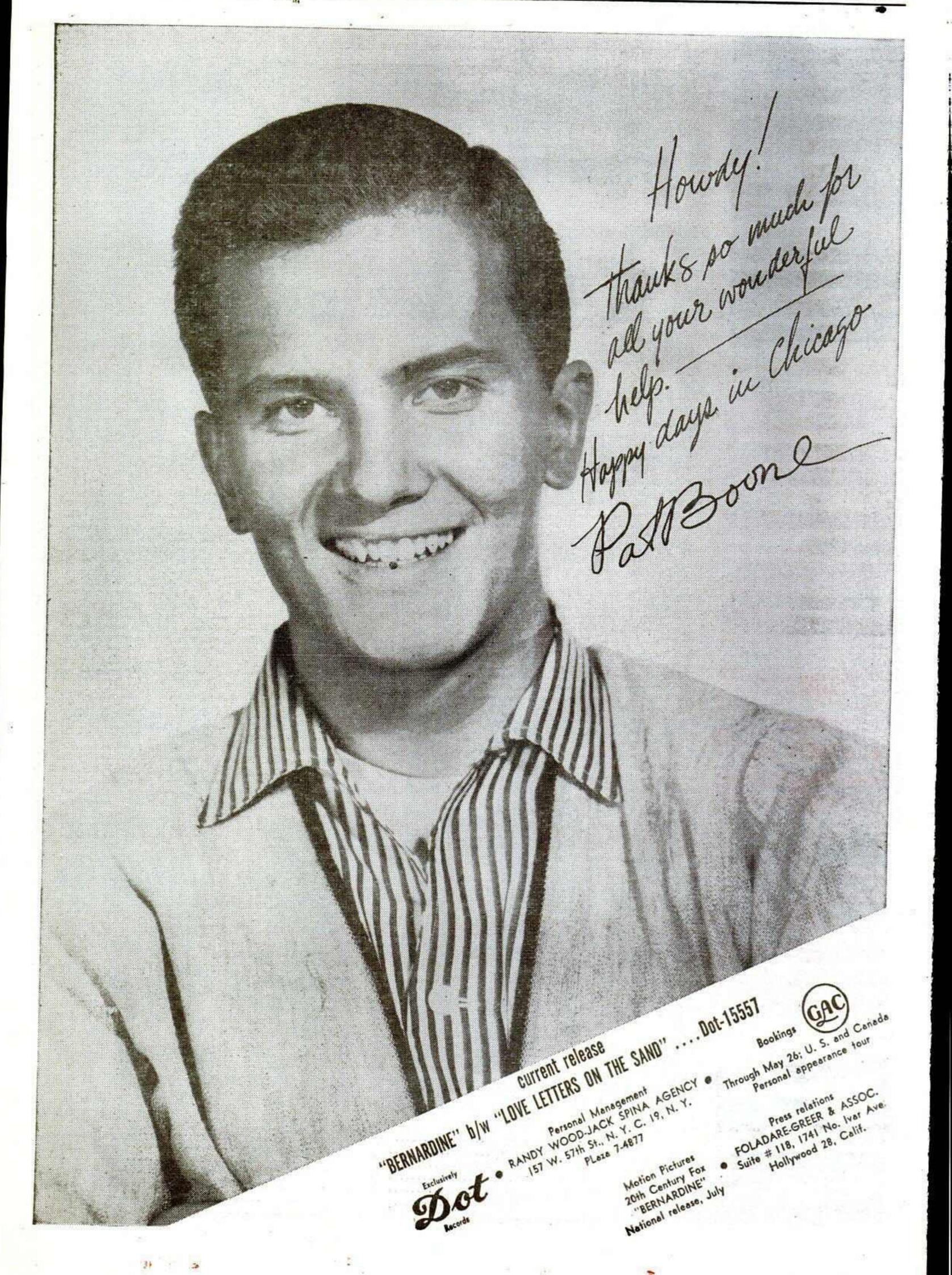
But for MOA to grow, its leadership must make some basic decisions now.

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TRADE PRACTICES ANALYSIS PART 1

This is the 10th consecutive year The Billboard has conducted its Annual Juke Box Operator Poll. A comprehensive report of music operating management, this year's Poll contains the same type of data as previous ones, differing from them largely in the addition of new questions, in the reshaping of standard ones. Statistical analysis to test results is the most complete to date. The 1957 Poll represents a big undertaking. Work began on the questionnaire last October. Eight-page questionnaires, containing 67 questions, were mailed to 3,500 operating

firms throut the country in February. Results are based on replies from 320 companies. Almost as much date was developed from the Poll that is still to be published as appear in this issue. Questions were prepared by The Billboard's coin machine editorial staff with the advice and under the direction of Edwin Goldstein, Chicago market research consultant. Preliminary tabulation was done by The Billboard's research division, with final tabulation and statistical analysis prepared by Goldstein.

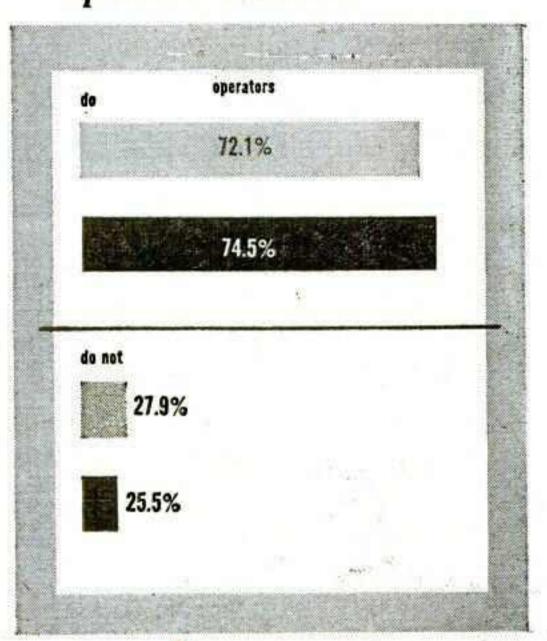


1955



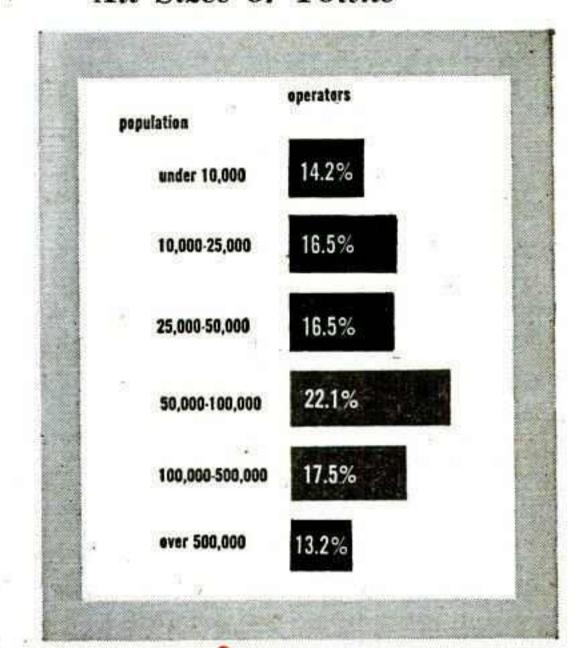
1956

Most Operators Operate Full Time



A slight decrease in part-timers in the last year. There has been no significant change in the ratio of three full-time operators to one part-timer in the last three years.

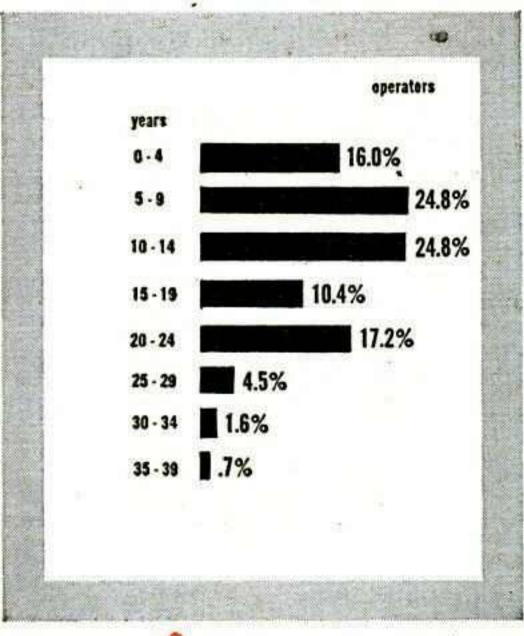
Where They Operate: All Sizes of Towns



Figures clearly show even distribution of operating companies in every size town and city. Number of operators in towns 25,000 and under equals number in cities 100,000 and over.

Years Operating In the Same Area

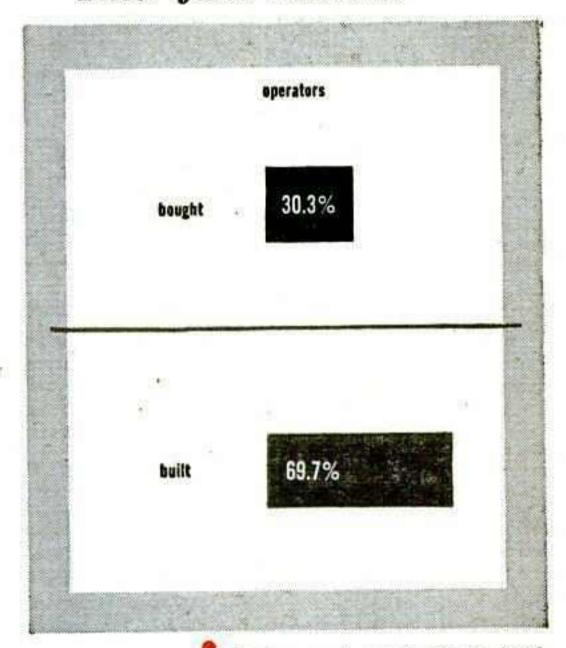
100 A.



The stability of music operating business is graphically shown in this breakdown.

Over one-third have operated in the same area 15 years or more.

Most Operators Built Their Juke Business



Reflects unusual opportunity for building an operation in the immediate post-World War II years. Because competition is tight today, most newcomers buy existing routes.

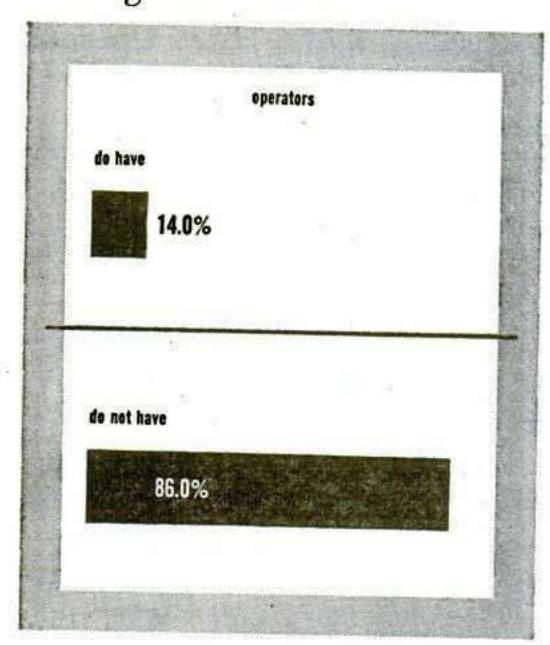
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MOA CONVENTION SECTION:

Operator Poll, Part 1

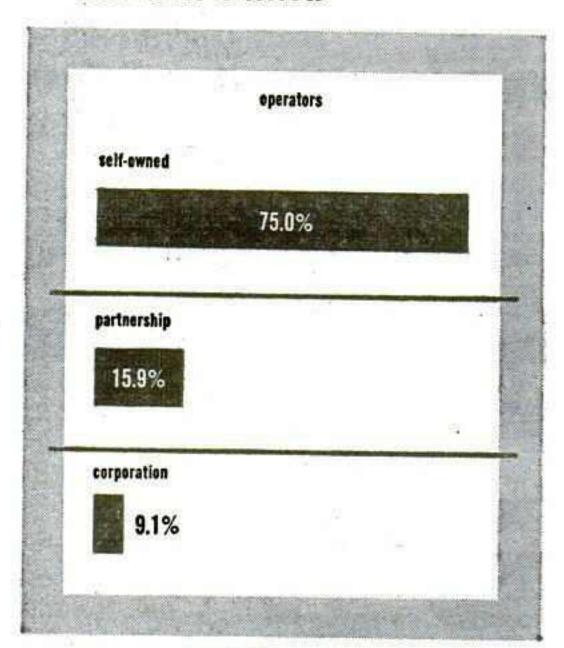
1955 **19**56

Most Do Not Have Long-Term Loans



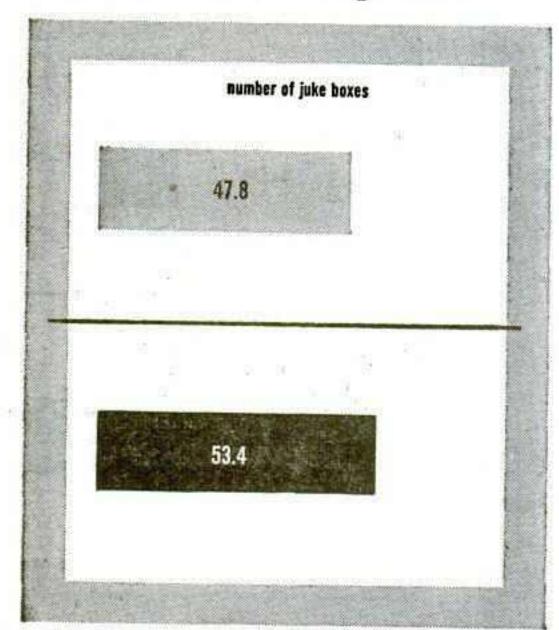
Few operators could afford to successfully operate burdened with long-term loans, in addition to new equipment financing. Of those who do, the majority are thru banks.

Three Out of Four Routes Are Self-Owned



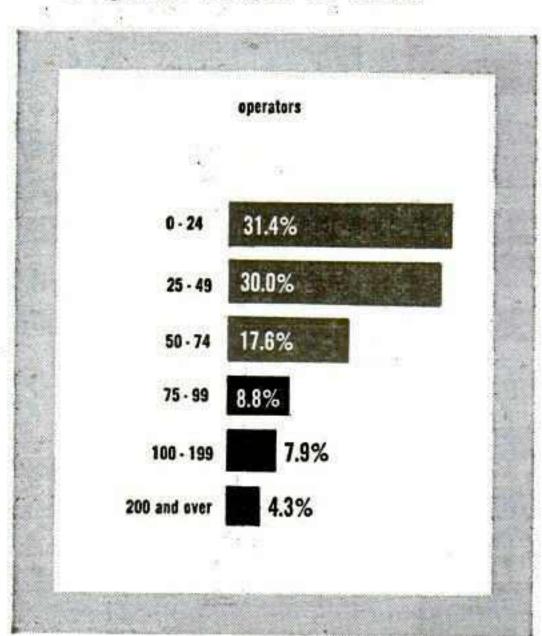
Juke box operating is small business.
 Less than one in 10 companies are large enough to take advantage of tax benefits under corporate status.

Average Number of Juke Boxes Per Operator



 A steady decline in average number of units per operator from 1954 thru 1955 appears to be checked. Slight increase may be due to mergers. Few big companies boost the average.

Most Operators Have 49 Juke Boxes or Less



Altho the average is 53.4 jukes per operator, 61.4% operate 49 jukes or less.
 This clearly shows the overwhelming effect on the average of the 4.3% who operate 200 or more.



and keep an eye open for ...

RCA VICTOR

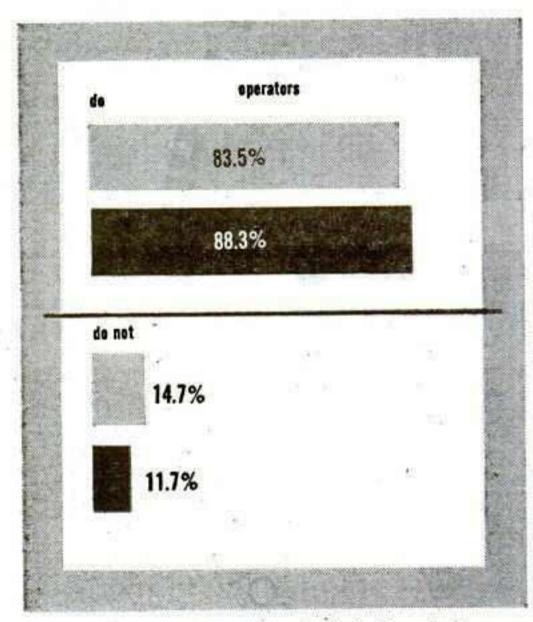


MOA CONVENTION SECTION:

Operator Poll, Part 1

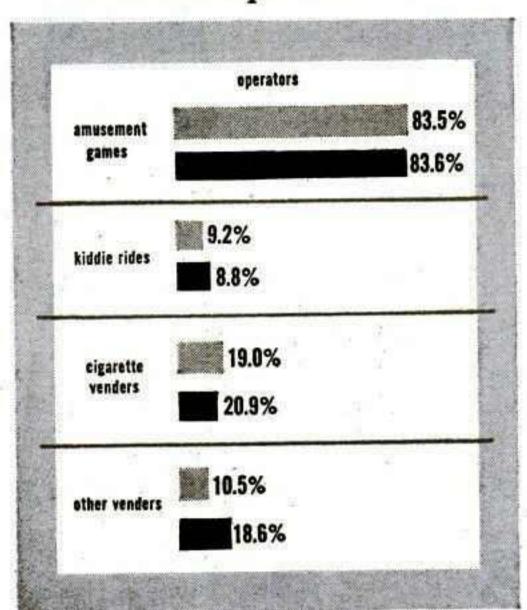
1955 **19**56

Majority Operate Other Coin Machines



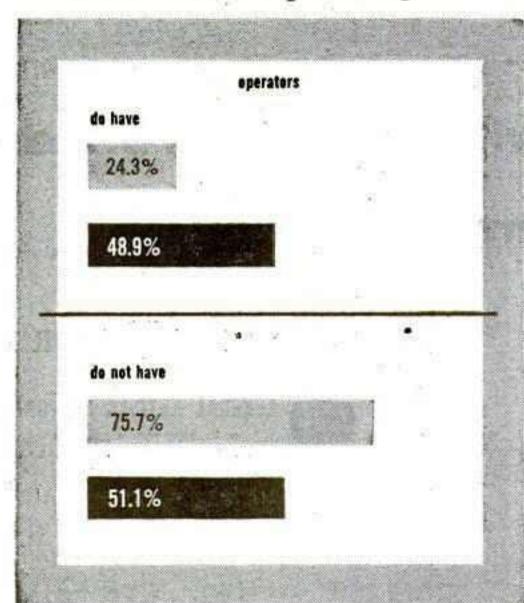
Diversifying lends itself easily to operating. It is advantageous to both location owner and operator to have one operator handle most coin machine requirements.

Types of Other Coin Machines Operated



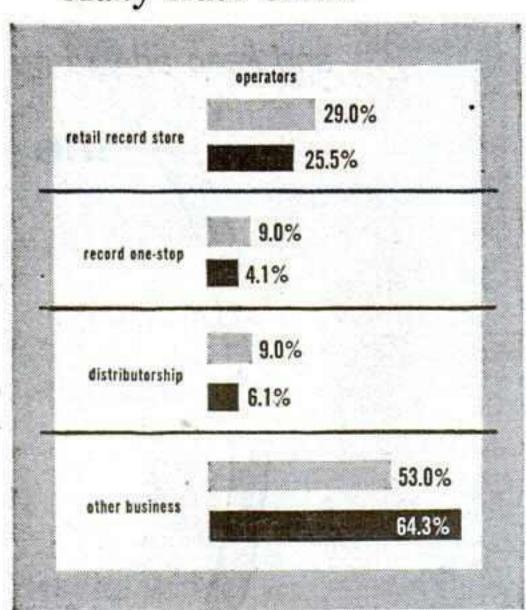
 Many operate two or more types of other coin machines. No appreciable change in the past year except in "other venders," a category that bears watching. Games, rides constant.

Most Have No Income Other Than Operating



 More operators have other income stocks, bonds, investments—than have other businesses. This fact explains big rise since "income" was asked in 1956, "business" in 1955.

Of Those Who Do, Many Have Stores



 No significant change in group whose other income is from other business they own. One-third sell records. "Other" category runs gamut of small business enterprise. . . .

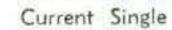


gets a standing ovation from America's record buying public-

as sung by...

Thanks Ops: you nate a standing oration with me always -





ONE FOR MY BABY

NO HARD FEELINGS



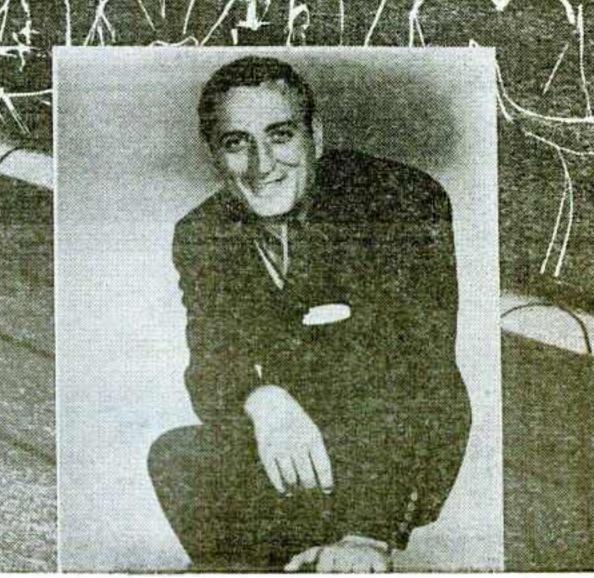
BEST SELLING ALBUM

CL 938

COLUMBIA RECORDS

Currently

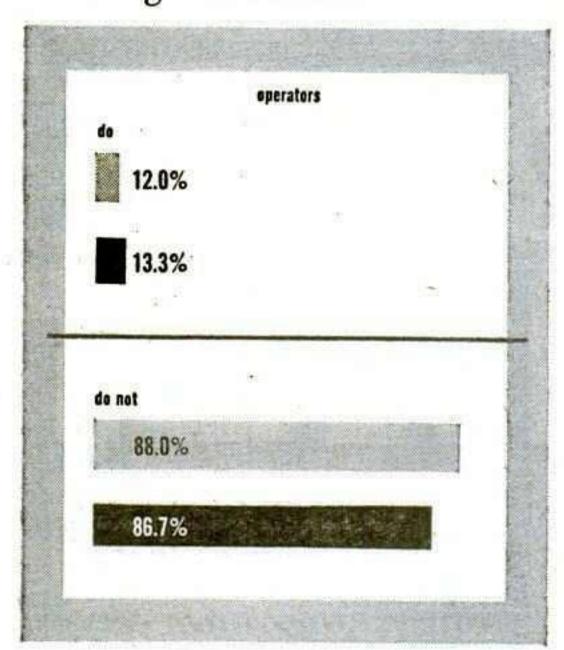
Chez Paree, Chicago



Operator Poll, Part 1

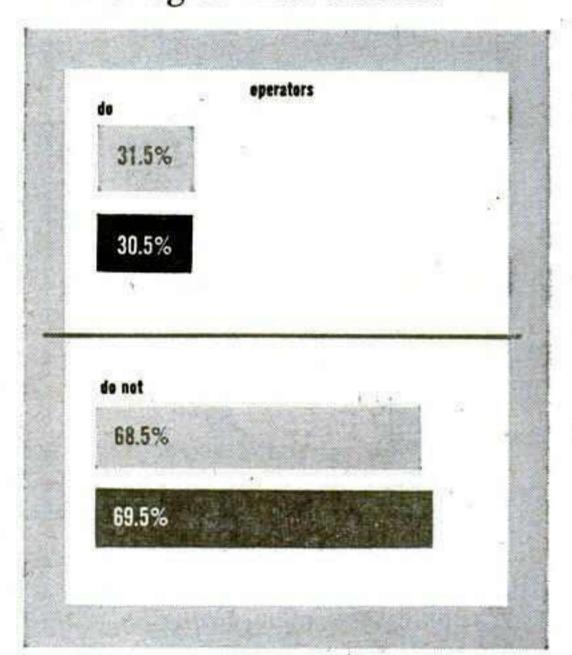
1955 1956

Few Operators Offer Background Music



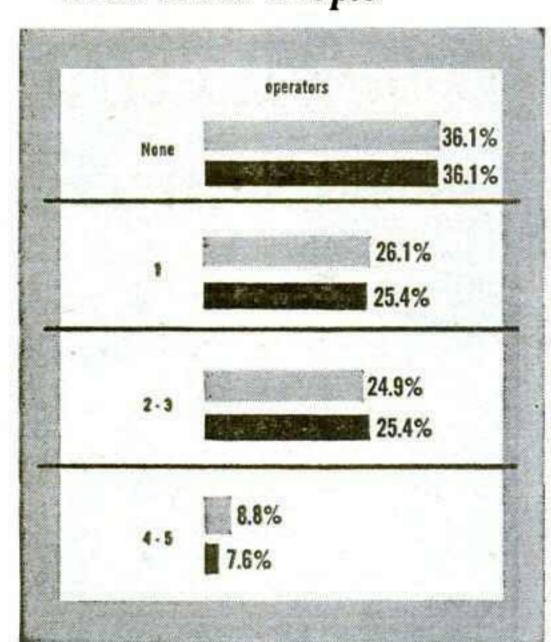
 Since question was last asked—in Poll covering 1954—there has been no change in number offering background music. Of those who do, three in four use hideaway units.

One in Three Operators Belong to Associations



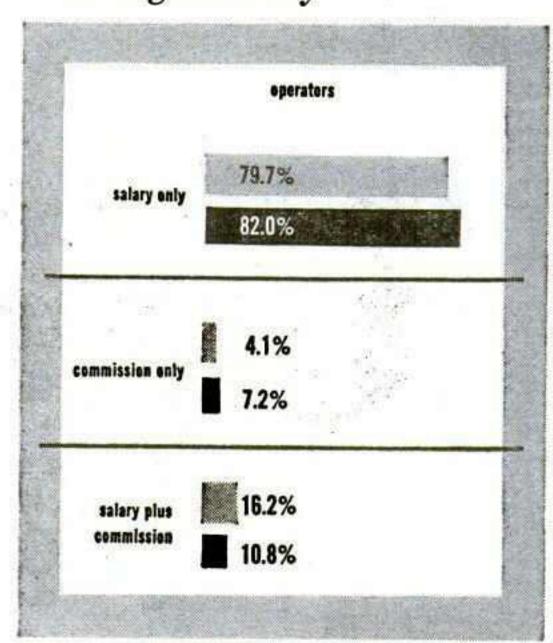
 Number of association members remains very constant. Of those who are, 49% belong to MOA, many also to State and/or city groups. 41% belong to State, 42% to city groups.

Most Employ Fewer Than Three People



 No change in number of people employed. Notice that over one-third are one-man operations; nearly nine out of every 10 firms employing three or less.

Most Employees Get Straight Salary



 Number getting a salary only remains unchanged in the past three years. An interesting shift from salary-plus to commission-only was not explained in results.



Just look! Exclusive Show Stage Lighting! Attracts, holds attention to your music everywhere on location. No harsh glareout at players. Concealed lighting is inward.

3-D Title-O-Rama! Puts all 200 titles at eye level instantly—all of the time. Widest expanse of unobstructed crystal clear glass wrap-around of any juke box!

ShowBox Design! Slick, sleek, clean-lined contemporary styling. Generous chrome . . . Copper-hued grille . . . Jewel Case colors back-lighted in a stainless steel trim shield . . . mar-resistent trim skirt . . . Halo Glow!

Exclusive Music Hall Sound! Only the ShowBox "H-200" gives you multi-horn high fidelity. Now with AVC.

Plus All These Exclusive AMI Features • fastest record changer—by far • complete accessibility • easiest service • simplest, easiest to play, fastest selection system with no drums to turn, no books to page • pocket-level play and half-dollar pay right in the same coin chute with quarters, nickels and dimes.

See . . . Hear the ShowBox "H-200" Now at Your Distributor's!

Incorporated

1500 Union Avenue, S. E.

Grand Rapids 2, Michigan

originator of the automatic selective juke box in 1927-known by operators for utmost de-

pendability since 1909.

Licensee: Jensen Music Automates-building the
IMA-AMI Juke Box sold through
Oscar Siesbye, 5 Palaisgade, Copenhagen K, Denmark.

MOA CONVENTION SECTION



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!

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 Polaisgade, Copenhagen K., Denmark.



Only The "H-100" Gives You So Much—For So Little! This juke box costs less—and earns more—than any other limited selection juke box available today. The "H-100" is the only juke box to give you all the design and engineering advantages of the "leader"—at much lower cost.

Exclusive "Dial-A-Disc" Selection System! easy for patrons to understand and play. A fast-action system to end delay during peak hours.

Dependable Mechanical Action. Fewer parts . . . lowest parts inventory . . . simple, easiest service . . . lowest maintenance cost.

Single Price Play. Ideal for operators who require single pricing . . . single programming.

Single Button Play. Dial the disc and press the button. Simple, easy to play.

Plus All The Advantages of new Show Stage Lighting . . . Directs lighting inward . . . instant, eye-level visibility of all 100 titles—all of the time.

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.

See . . . hear the "H-100" now at your distributor's!

Incorporated

1500 Union Avenue, S. E.

Grand Rapids 2, Michigan

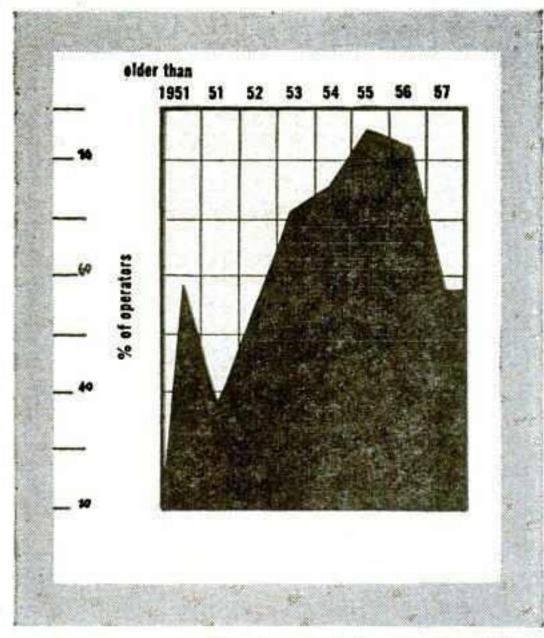
Originator of the automatic selective juke box in 1927 . . . known by operators for coin-operated music instruments of unrivaled dependability since 1909.

LICENSEE: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Sicebye, 5 Palaisgade, Copenhagen K., Denmark.

Operator Poll, Part 1

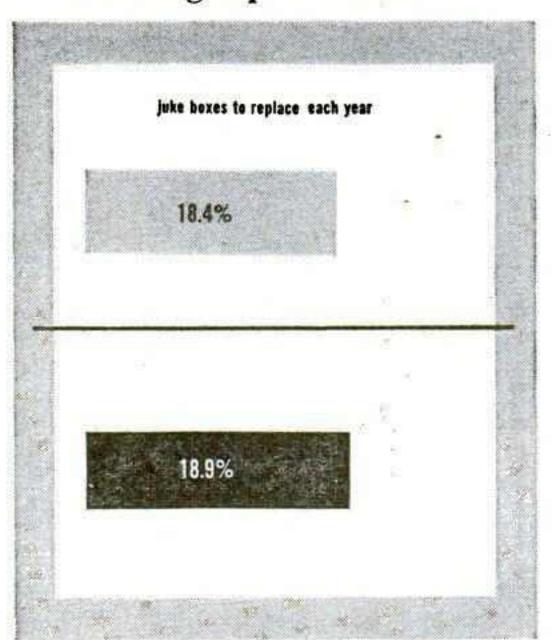
1955 **19**56

Most Operators Replace Jukes Every 5 to 7 Years



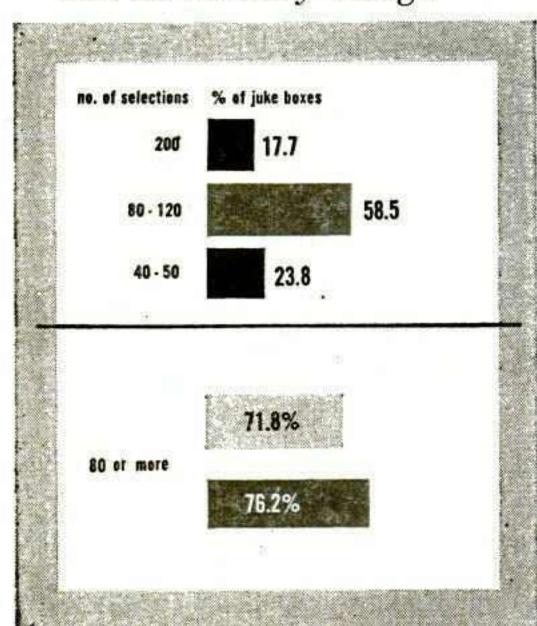
 This chart and the one that follows shows that operators are stepping up their buying slightly. Notice sharp drops between fifth and sixth year, sixth and seventh.

Actual Replacement Catching Up to Ideal



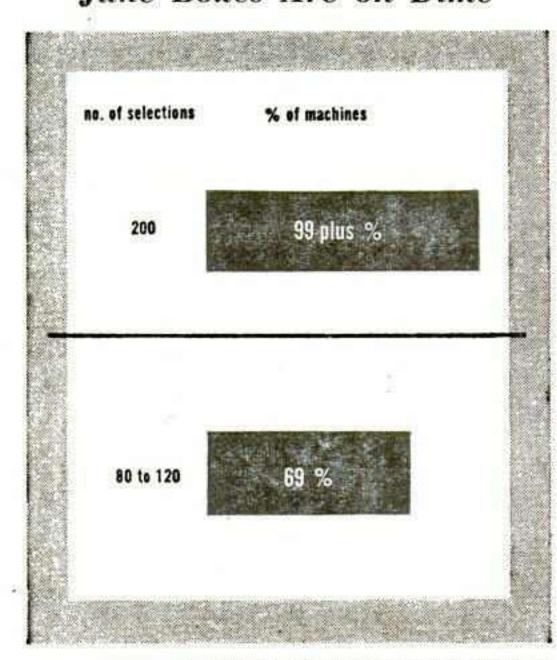
To maintain route in top condition, a replacement of every five years—or 19%—is necessary, operators believe. Their actual—every 5.7 years (17.5%)—is up.

Most Jukes Operated Are in 100-Play Range

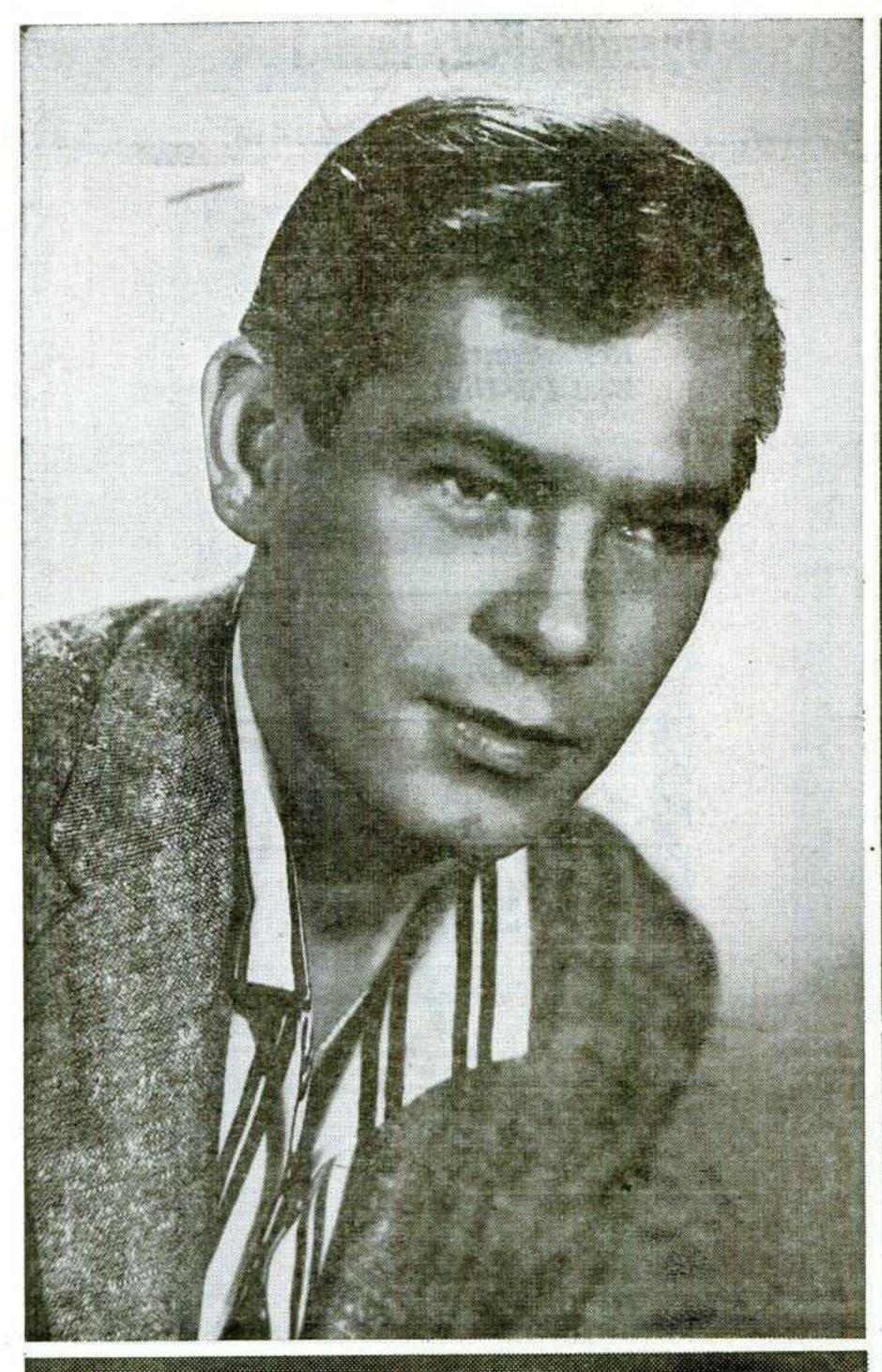


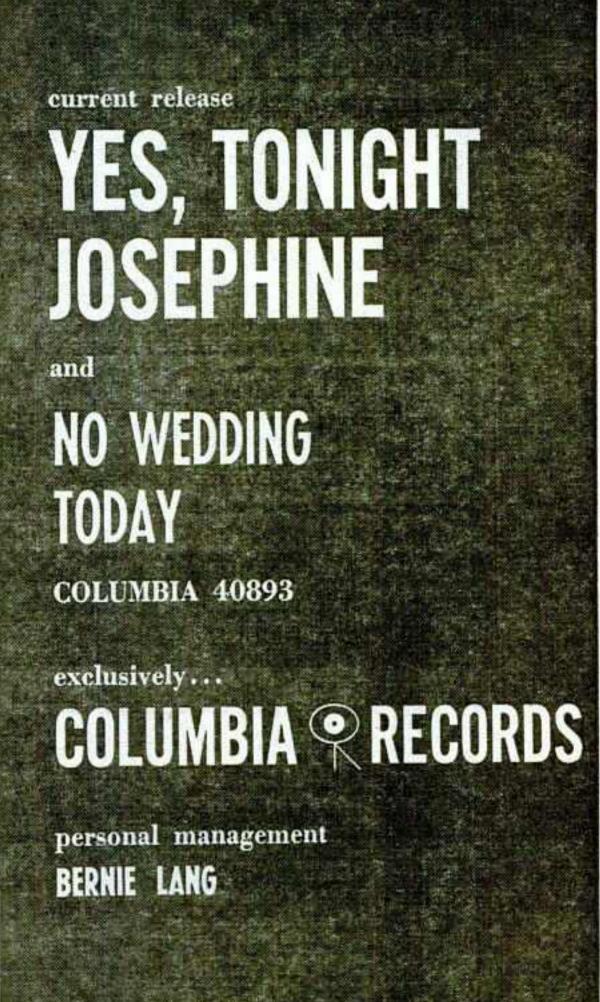
 Nearly 60% of jukes operating are 80, 100, 104 and 120-selection types. Big operations buy 200's heavily, tend to pull up average. Yearly figures show more big-unit buying.

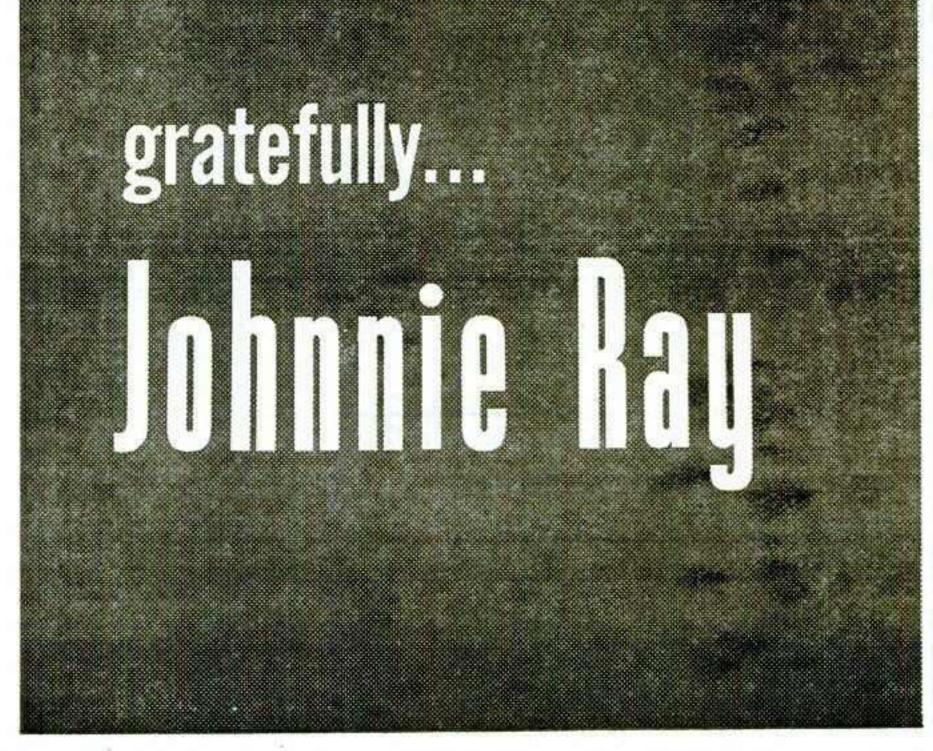
Nearly All 200-Play Juke Boxes Are on Dime

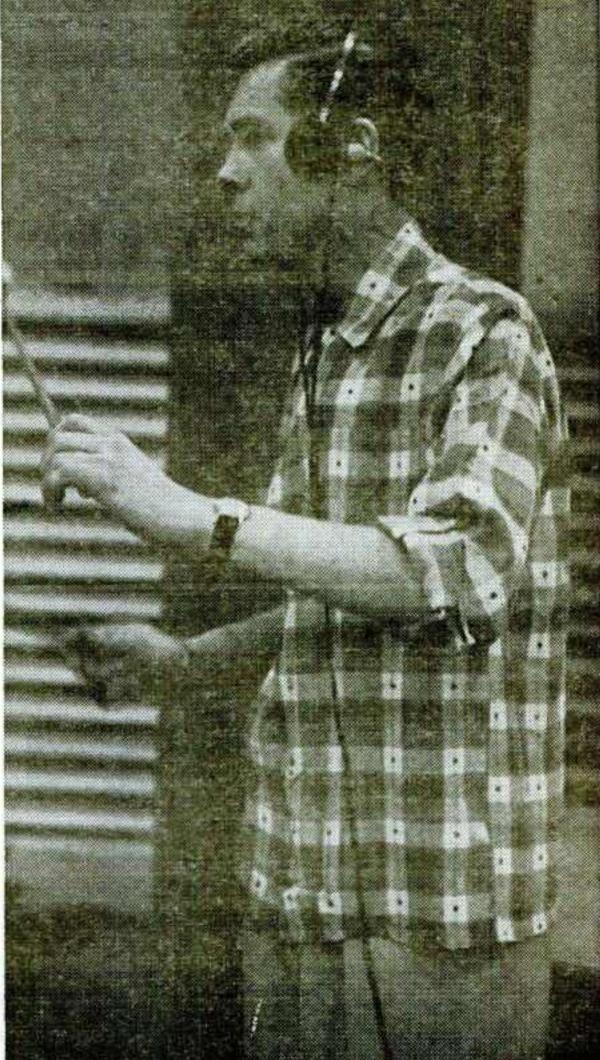


 Actually, Poll results showed 100% of 200's on dime play. But it is known a few do operate at a nickel. Surprising statistic: 69% in 100-play category now on dime.





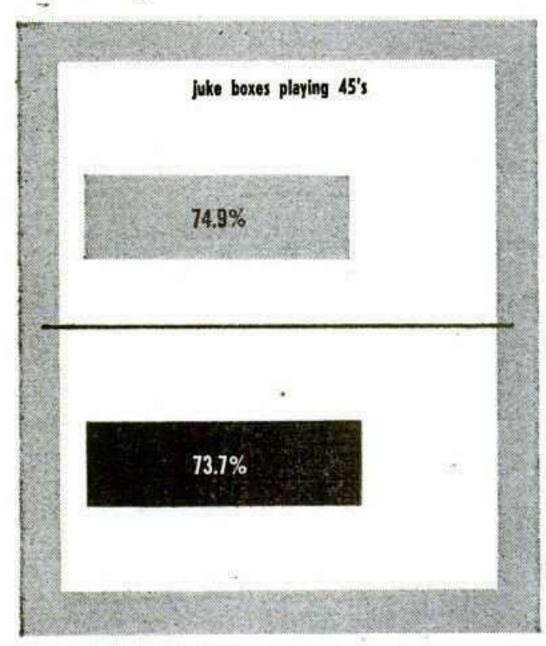




Operator Poll, Part 1

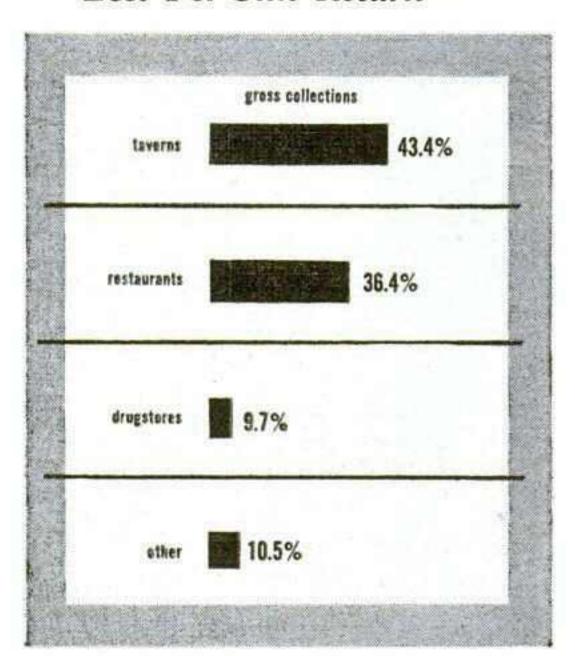
1955 **.....** 1956 **.....**

Few Operators Still Cling to 78-Disk Jukes



 Poll results indicate that even today, 19% of the disks sold to operators are 78's. Marginal and part-time operators account for the bulk of this sale results confirm.

Restaurant Locations: Best Per-Unit Return



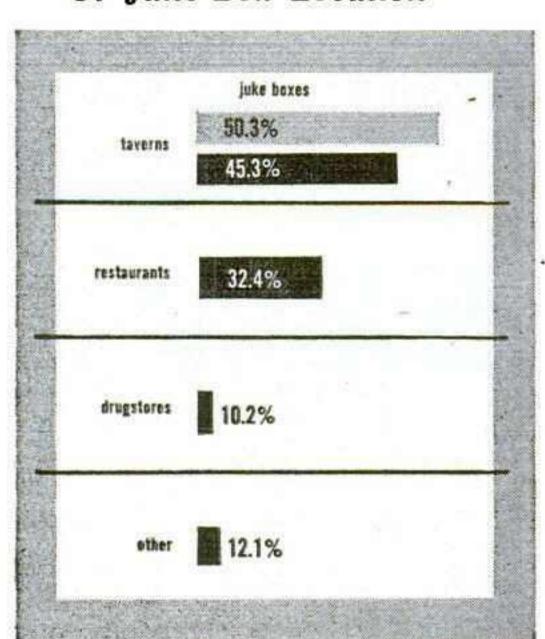
 Altho 45% of the juke boxes are located in taverns, they account for 43% of the gross collections. 32% of the jukes in restaurants account for 36% of total collections.

Average Weekly Gross Per Juke Box Is Up



 This is third consecutive year results indicate operator share of average weekly gross collections rising. Reflects dime play growth, 1954: \$9.89. Note wide range.

Taverns Biggest Type Of Juke Box Location



 Taverns slipped 5% in the past year but still remain the biggest type location for juke boxes. Category includes cocktail lounges, bars. Stores include candy stores.

Dear Coin-ops: You're tops!

Thanks for making this the biggest year in our history...bigger than any other record company ever had!

From all your friends at RCA VICTOR

DORIS AKERS & THE SIMMONS. AKERS SINGERS AMES BROTHERS **EDDY ARNOLD** CHET ATKINS GENE AUSTIN MITCHELL AYRES BAPTIST HOUR CHOIR HARRY BELAFONTE BLACKWOOD BROTHERS QUARTET TOMMY BLAKE & THE RHYTHM REBELS THE BLENDERS FRANK BRUNSON BILL CARLE FRANKIE CARLE

CAROL SISTERS DIAHANN CARROLL MARTHA CARSON RIC CARTEY NAN CASTLE JEAN CHAPEL PERRY COMO BOB CORLEY LARRY DALE DE CASTRO SISTERS VARETTA DILLARD JIM EDWARD, MAXINE & BONNIE BROWN MELVIN ENDSLEY THE ESCORTS PAUL EVANS

EDDIE FISHER GEORGIA GIBBS DON GIBSON JOHN GORDY BILLY GRAHAM STUART HAMBLEN HAWKSHAW HAWKINS EDDIE HEYWOOD **HOMER & JETHRO** LENA HORNE DAVID HOUSTON REX HUMBARD SINGERS **BOBBY JOHN** JOHNNIE & JACK CAROL JOHNSON JOHNSON FAMILY SINGERS

PEE WEE KING TEDDI KING EARTHA KITT JIMMIE KOMACK JULIUS LA ROSA LANE BROTHERS HANK LOCKLIN SHORTY LONG MYRNA LORRIE BOB MANNING BENNY MARTIN FREDDY MARTIN JANIS MARTIN TONY MARTIN PAUL MICKELSON VAUGHN MONROE

JAYE P. MORGAN
'NITA, RITA & RUBY
DOROTHY OLSEN
MIKE PEDICIN QUARTET
ELVIS PRESLEY
PIANO RED
JIM REEVES
JOE REISMAN
HENRI RENE
THE RHYTHMETTES
DAVE RICH
CAROL RICHARDS
BONNIE SCOTT
GEORGE BEVERLY SHEA
DINAH SHORE

LOU MONTE

KULDIP SINGH TED SMITH HANK SNOW SONS OF THE PIONEERS KAY STARR STATESMEN QUARTET TERRI STEVENS THE THREE JAYS THREE SUNS **DYLAN TODD** JUNE VALLE PORTER WAGONER DICK WILLIAMS COOTIE WILLIAMS DON WINDLE HUGO WINTERHALTER DEL WOOD

THE MUTUAL ADMIRATION SOCIETY

LAS VEGAS CHAPTER

exchanges greetings

ITODICAM

WORLD FAMOUS THE DAY IT OPENED

MONTE PROSER

PRESENTS

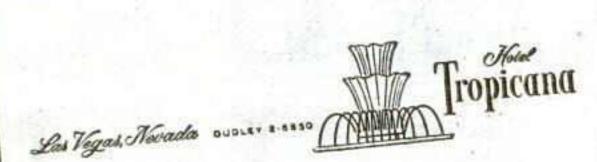
N THE TROPICANA REVUE

NAT BRANDWYNNE & HIS ORCH

CUISINE BY

"Just Wonderful—This Is BROADWAY BIG TIME!
—Walter Winchell

-american radiohistory.com



Dear Eddie:

May I tell you that you're merely sensational! You've kept the room sold out every night, for every show, since the fabulous opening.

It's a comfortable feeling to have your contract for the next five years tucked away in the vault. See you in August.

RAMROD PRODUCTIONS, INC. New York 19, N.Y.

Dear Monte:

Who wouldn't be a success in front of a show like this? You were producing hit shows while I was still shooting immies in Philadelphia, but if you ever dreamed up one greater than this, nobody has told me about it.

Thanks, Monte; to quote a chap I'll be talking to on TV this Fall ... "They don't hardly make producers like you any more."

And

GREETINGS TO THE

THE

EDDIE FISHER SHOW

ALTERNATING EVERY OTHER TUESDAY WITH THE

GEORGE GOBEL SHOW

NBC-TV . 8 to 9 P.M. E.D.T. Starting September 24th

MUSIC OPERATORS OF AMERICA . . .

. . . meeting in Chicago . . .

THANKS FOR YOUR FRIENDSHIP!

Eddie

RCA VICTOR RECORDS



BIRD'S-EYE VIEW: FINANCES

What Economic Facts Must A Juke Box Operator Know?

By LEO L. KANER

The purpose of this article is to explain to you why an accounting, depreciation and tax system tailored for your music operation can make money for you.

I say flatly that in the area of taxes alone, \$1 lost in taxes in your music operation can equal \$10 in additional productive in-

During this year, I will explain in detail in these pages facts about accounting, depreciation and taxes which you can use in exploring with local professional help the best method of procedures for your operation.

This article, then, is merely a bird's-eye view of why these three areas of operating procedure are essential for you to thoroly understand so that you can conduct your operation as efficiently as possible to one end—to receive maximum income on invested capital.

In subsequent articles this year, I will explain how this aim can be realized for various types and sizes of operations by using hypothetical examples to show exactly what I'm talking about.

Account

The key management tool in measuring day-to-day results as well as the continuous progress of a business is an effectively operating accounting system designed to provide accurate financial and statistical data.

With this tool the operator is in a position to evaluate location returns and profit. This information indicates areas of expanded effort or unprofitable locations that should either be rejuvenated or abandoned.

In addition, an adequate accounting system will provide results from which properly classified financial statements and tax reports can be prepared.

It cannot be too strongly stressed that proper financial statements prepared by the operator and/or his accountants are vital to the continued growth and success in the industry. In today's highly competitive economy, the marginal operator is falling by the wayside. Only the efficient operator will survive.

As in other industries, no two organizations will require the same accounting system as this is "tailor made" to the operator's peculiar mode of operations. Nevertheless, the end result is the same: An effective measure of yield on invested capital with maximum cash flow and a minimum tax bite within the statutory requirements.

Some of the other points an accounting system should provide to management are internal checks upon the honesty of personnel and locations as well as the broad scope of direction which management must set in motion over a longer period of time.

Depreciation

No accounting discussion can be closed without definite comment on the subject of depreciation which is the largest asset item in the balance sheet and the largest cost item in the earnings statement.

In this subject we have the big question of the entire operation: Should we invest more in what

About the Author

Leo Kaner heads a Chicago accounting firm that bears his name. Specializing in accounting, depreciation and taxes for music operating companies 19 years, Kaner's accounts include Recorded Music Service Association, of Chicago, and a number of operating companies in that city.

A certified public accountant, he is a member of the Illinois Society of Certified Public Accountants and the American Institute of Accountants. He has addressed operators at MCA conventions. Kaner is a graduate of Northwestern University's School of Commerce.

style machines and what return do we expect from them? Further key questions: What is the effective yield on our current investment when measured against revenue? What percentage relationship exists between depreciation and other operating expenses?

Generally accepted accounting principles and the Internal Revenue Code indicate that a "reasonable allowance for the exhaustion, wear and tear and obsolescence of depreciable property used in a trade or business or held for the production of income" is required in "clearly reflecting income."

Further, under the impact of the 1954 Revenue Act, the taxing statutes have been brought into greater alignment with sound accounting principles by permitting a more reasonable approach to the phonograph operator's most perplexing problem: Obsoles-

A businessman today generally has three choices in amortizing his equipment cost outlay over the period of its estimated useful life. Briefly, these choices are:

 Straight Line Method. Cost or other basis less salvage is deducted in equal annual amounts over the estimated useful life.

2. Declining Balance Method.

The largest depreciation deduction is taken in the first taxable year you employ the method and a gradually smaller deduction is taken each of the successive years. Altho salvage value is not considered, you cannot depreciate the property below a reasonable salvage value.

 Sum of the Year-Digits Method. Generally speaking, you apply a changing fraction annually to cost reduced by salvage. The denominator is the total of the digits representing the years of estimated useful life. The numerator of the fraction changes annually to a number which represents the years of useful life remaining at the beginning of the year for which the computation is made.

Under the first choice the operator is assured of a rateable cost charge-off in each revenue producing period which may not match the revenue trend line of the equipment.

Under the second and third choices, he is assured of a reasonable approach to actual economics, namely, that the earliest years result in the highest income from the most active locations and should be matched against the largest depreciation charges in the period when style obsolescence takes its heaviest toll.

The operator, by employing either the declining balance or sum-of-the-year digits method is able to more accurately measure income against costs. He is therefore able to generate from within the business the maximum "cash flow," which results in the lowest "taxable income" in the earliest years when the equipment obligations must be paid off.

After these early years, the chances are that the revenues on the earlier acquired machines have declined and the obligations have also been liquidated. At this time the operator is in a better position to pay higher income taxes on current earnings and/or he may choose to continue buying additional new equipment starting a new cycle.

In the final analysis the phonograph operator has been given a "fighting chance" to keep up with his most bitter opponent, "style obsolescence."

In the alternative, the operator may judge from experience that it is wiser to rent the phonograph and thereby tie up less capital. In this way he can expand and service more locations with the same amount of invested dollars.

No fixed pattern can be presented for the industry. It is rather an individual question of judgment to be decided by each particular operator.

Taxes

As noted in preceding sections, accounting is the key tool for accurate financial statements and interpretation and depreciation is the largest individual fixed charge outside of route operating costs.

With these two areas adequately described we can then go into the complex subject of the "tax bite," probably the next most costly expanse item.

Taxation engulfs that broad field covering such items as personal property tax, capital stock tax, real estate tax, excise tax, social security tax, unemployment • This is an introductory article in a forthcoming series on the full scope of accounting, depreciation and taxes of music operating management. Subsequent articles will comprehensively treat each subject. Questions that will be answered include these:

• What method of depreciation should you use?

Should you keep books on a cash or accrual basis of accounting?

Should you trade in equipment or sell used equipment when buying new juke boxes?

• Should you rent or own your operating headquarters?

 Why do accounting, depreciation and tax procedures have to be tailor-made for each operation to produce results?

• How will \$1 lost in taxes equal as much as \$10 in additional productive revenue?

compensation tax, location licenses, sales tax and income tax.

They are imposed by municipal, county, State, federal and independent taxing bodies seeking funds with which to provide specific public services.

It matters not to whom these payments are made; it matters only that sufficient revenues are produced to bear the tax load and still provide a "reasonable profit" on invested capital.

Unlike mercantile and manufacturing industries, the phonograph operator is rendering a service the price of which cannot be raised without encountering tremendous consumers' resistance.

Under these economic conditions, the operator must function at peak efficiency and constantly be on his toes not to waste tax dollars.

The more vital questions that present themselves are these: Whether to operate your business as a corporation, individual or partnership?

Whether fo invest little in equity capital and raise added funds thru a debt structure and equipment thru long-term obligations?

Should you segregate the various operating functions into separate entities or keep them under one roof?

What method of depreciation should you use for equipment?

Should you keep books on the cash or accrual basis of accounting?

Should you trade in equipment

or sell the old and buy new equipment? Should you rent instead of owning outright the equipment and

Should you grant pension, profit-sharing and other employee

fringe benefits as incentive?

Is it wise to insure the lives of executives?

Are you considering estate tax impact?

All are vital questions that can only be resolved after due deliberation and consultation as to tax consequence.

None is so simple that its tax impact can be overlooked, for as I stated earlier, \$1 lost in taxes equals \$10 in additional productive revenue.

The various taxing bodies-in addition to dollars-require reports at specific intervals.

The accounting systems must be so designed that the reports can be prepared and subsequently audited with a minimum of lost time. Further, management must be aware of tax implications on specific transactions before deciding on a projected course of action.

It is at this juncture that outside tax, accounting and legal aid should be consulted with for "an ounce of prevention will be worth \$10,000 worth of cure." Lawsuits are costly and can be avoided by sound business and tax thinking.

A successful phonograph operator, like any other businessman, is an individual who takes an interest in local affairs and community problems. He provides a strong and steady hand at the helm of his particular business. He is aware of good employee relationships and is ever seeking to improve them. He is astute and misses no opportunity to improve his competitive position, at the same time assisting his industry in its normal development cycle. Above all, he is shrewd enough to surround himself with capable personnel and professional counsel.

In meeting tough competition today, the operator should review his operating procedure in the

areas I've outlined.

"OH, THOSE 50-CENT PIECES -HOW BEAUTIFUL THEY ARE"

WURLITZER 200
HITS HIGH EARNINGS
IN JERRY JABEN'S
SPECTACULAR
KANSAS CITY
NIGHT CLUB,
"THE INFERNO"

You should hear Wurlitzer Operator Charles
Bengimina tell it. He put a 200-Selection Wurlitzer with half-dollar play in "The Inferno," a
red hot new spot in Kansas City, Missouri. "It's
been playing like the devil was after it ever
since! Wonderful! And the flow of fifty cent
pieces has been as beautiful as the music."

Just one more example that a Wurlitzer Phonograph PLUS half-dollar play is coin-operated
music's greatest money-making combination.



SEE A WURLITZER DISTRIBUTOR NOW

WURLITZER

PIONEERS OF 50-CENT PLAY

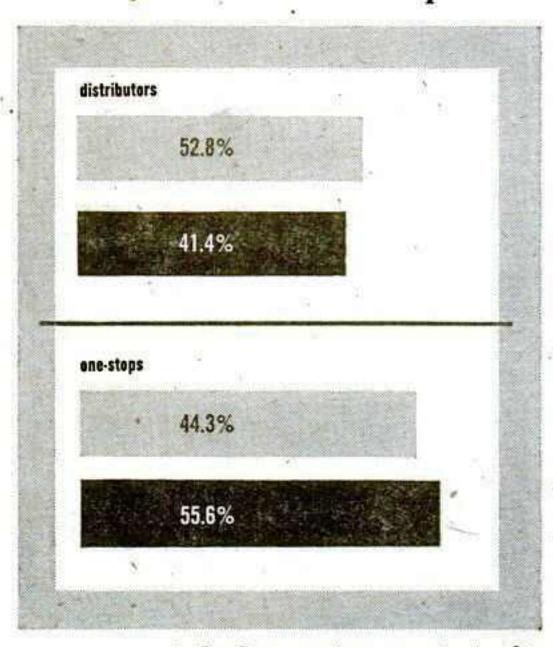
WURLITZER . NORTH TONAWANDA, N.Y.

MOA CONVENTION SECTION:

Operator Poll, Part 2

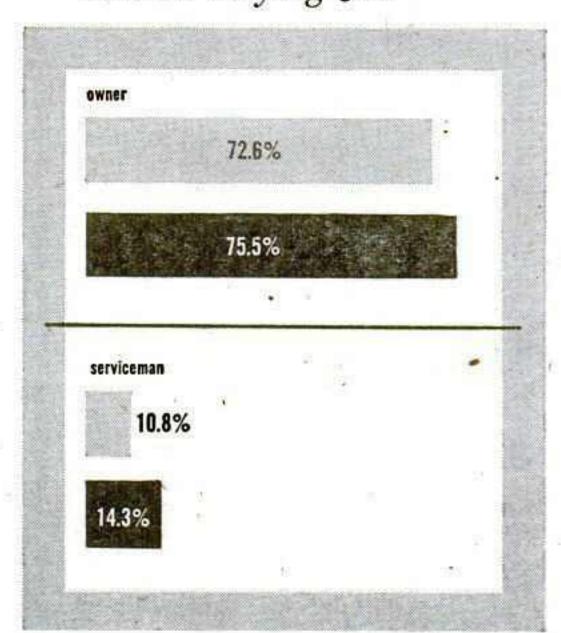
1955 **19**56

Most Operators Buy Records From One-Stops



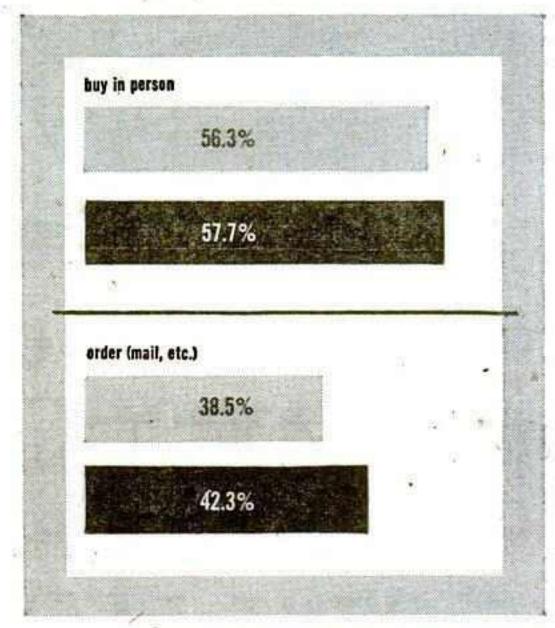
 One-Stops continue to gain in this category. Operators find service better, can save time and find the one-stops more helpful in programming juke boxes.

Few Operators Delegate Record Buying Job



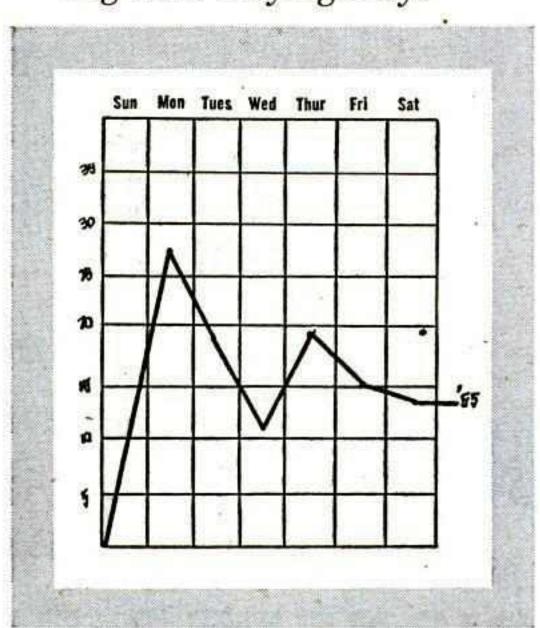
 More operators and servicemen are doing the buying than heretofore. They give more personal attention—a wise move in view of the disk business' fast pace.

Few Operators Order Disks By Mail, Phone



 More operators are doing their buying across the counter than last year, again showing the importance of being closer to the quick changing tastes of the public.

Monday, Tuesday Are Big Disk Buying Days



 The pattern of buying in this respect is stable. Purchases are made thruout the week with Monday, as it was last year, the most active buying day. THE MONEY
SONG OF
THE YEAR!

OID GARAGE



RY

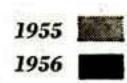
Coupled With A Most Enchanting Waltz

WONDER NO

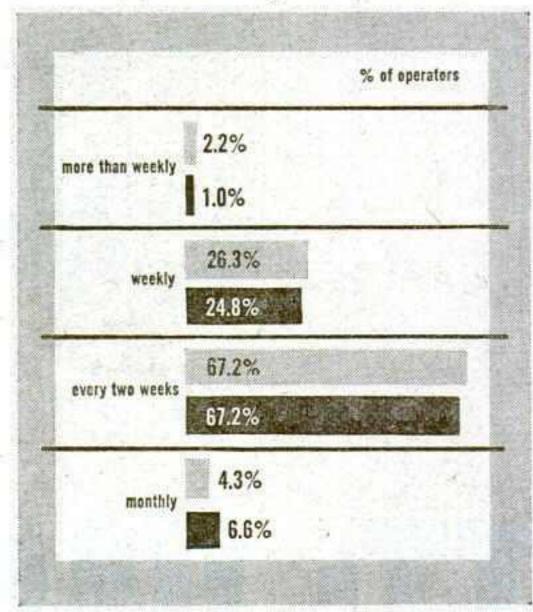
MERCURY 71101



Operator Poll, Part 2

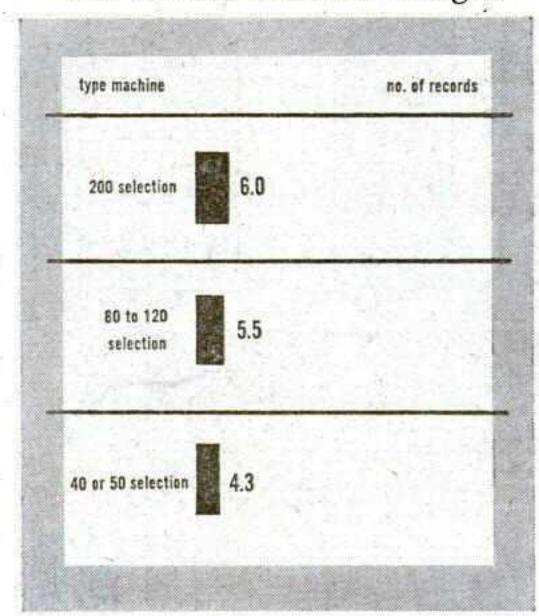


Most Operators Change Records Every Two Weeks



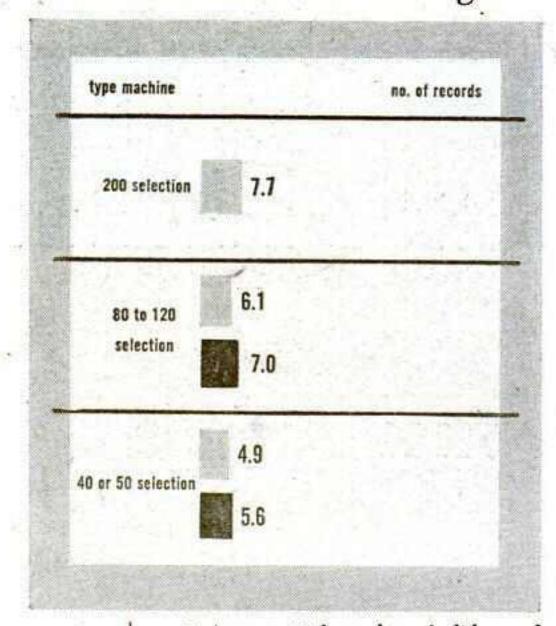
 The time between changes of records is still predominantly a two-week cycle. This answer hasn't changed by as much as a fraction of a percentage point from 1955.

New Records Per Change: Not Actual Number Bought



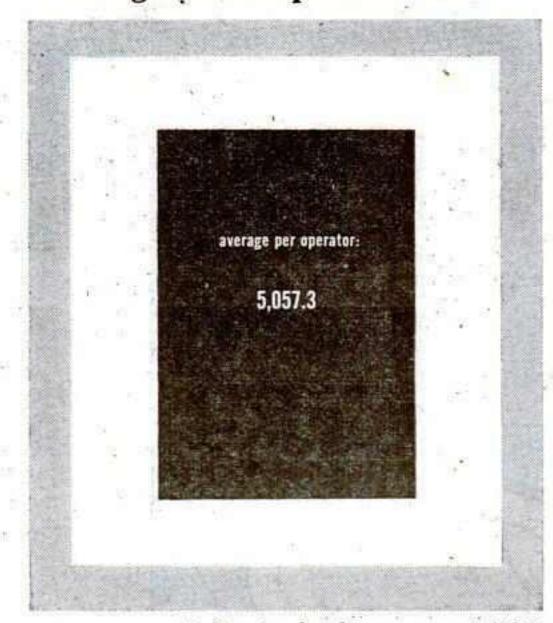
 New record changes do not reflect new disk purchases. All disks—including new ones—are often changed from one juke to another. For disk purchases, see chart on 1956 buying.

Operators Are Increasing Total Records Per Change



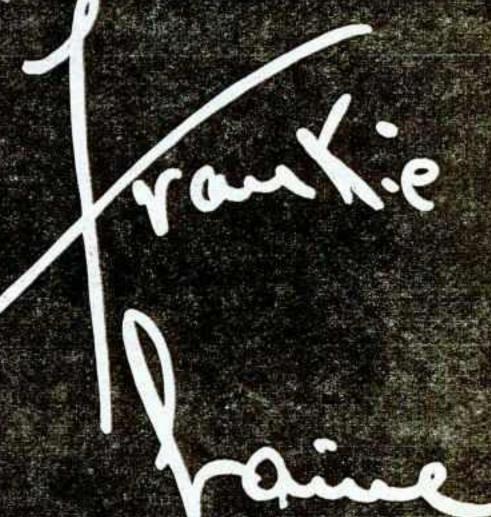
 Average total number of disks used per change includes library records. Smaller units show 5% to 10% change as compared to 3% on 200's. Why: More EP standards on 200's.

Average Number New Disks Bought Per Operator 1956



 Operators bought an average of slightly more than two brand-new disks per juke box per week in 1956. A total of 47.5 million disks retailing at \$44,816,000.





CURRENT BEST SELLER

"LOVE IS A GOLDEN RING"

col. = 40856



Direction GENERAL ARTISTS CORPORATION New York • Chicago • Beverly Hills Cincinatti • Dallas • London

Personal Management - CRESS COURTNEY

Public Relations - HELEN FERGUSON Press Relations - JEWEL SMITH

Exclusively



NEWEST COLUMBIA RECORD

"GUNFIGHT AT THE O.K. CORAL"

as sung by Frankie Laine in the Hal Wallis production of the same title

"WITHOUT HIM"

=40916

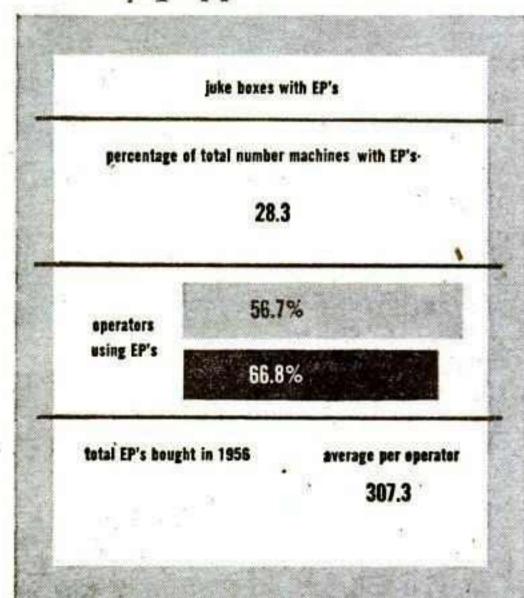
LATEST, COLUMBIA

ROCKIN" =CL975

Operator Poll, Part 2

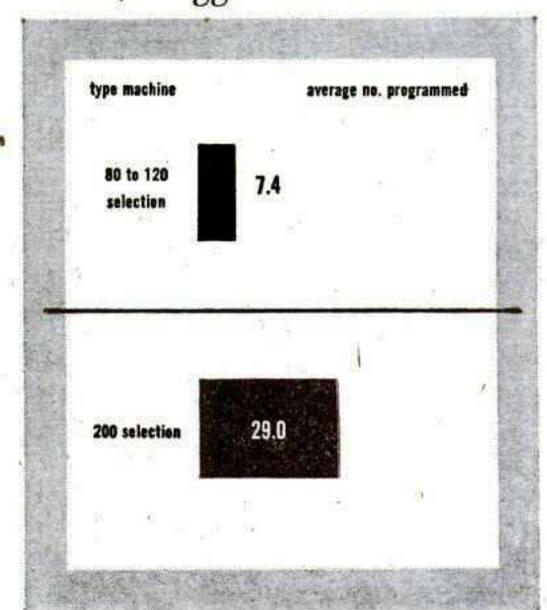
1955 **19**56

One-Third of All Jukes Are Equipped With EP's



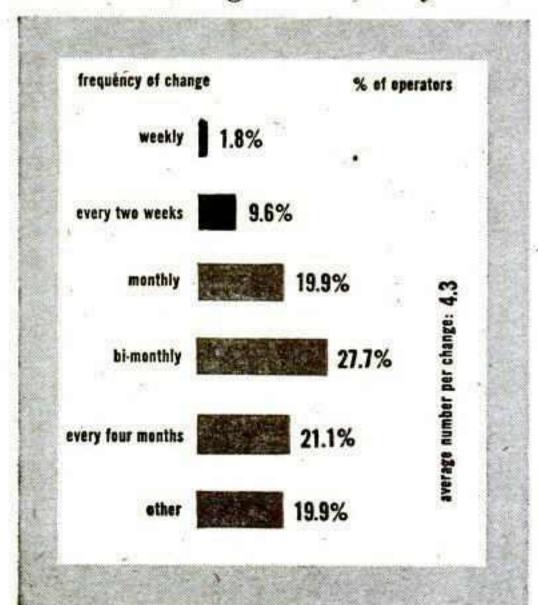
 Healthy increase of 11.1% in number of operators using EP's is largely because 1956 was first year four manufacturers made 200-play jukes. EP use to go dime also common.

200-Play EP Program Is 400% Bigger Than 100's



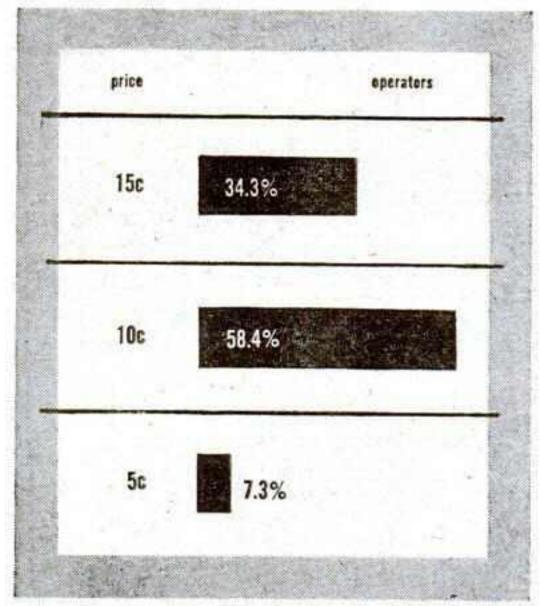
 The 200-selection machines, with their emphasis on 10 and 15-cent play, are naturally the heaviest EP users and by a very comfortable margin, the Poll shows.

Most Operators Using EP's Change Bimonthly



 More than two-thirds change EP's no oftener than once a month or longer. The 4.3 disk per change figure compares to an average per change of 5.2 disks of all types.

One-Third of Operators Using EP's Charge 15c



 With more than a third already getting 15 cents for an EP play, the possibilities for the future are marked. EP is clearly the lever for upping operator dollars in 1957. MAY 20, 1957



LES PAUL and MARY FORD

Gibson Guitars

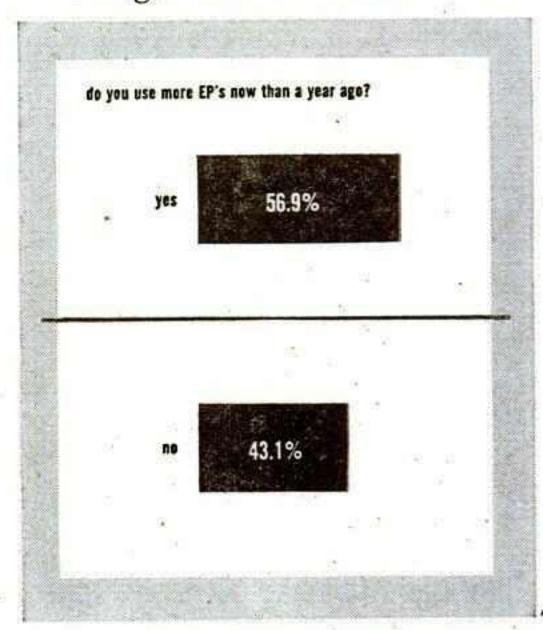


Gray Gordon—Mel Shauer 37 W. 57th St., NYC TE 8-2746

Operator Poll, Part 2

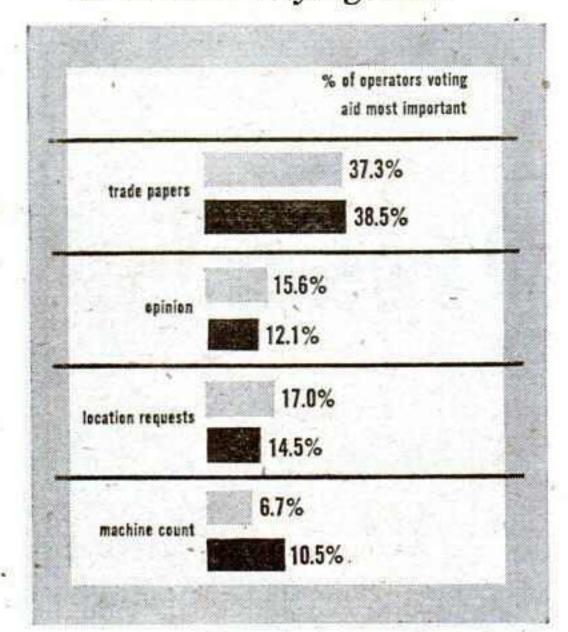


Most Operators Are Using More EP Disks



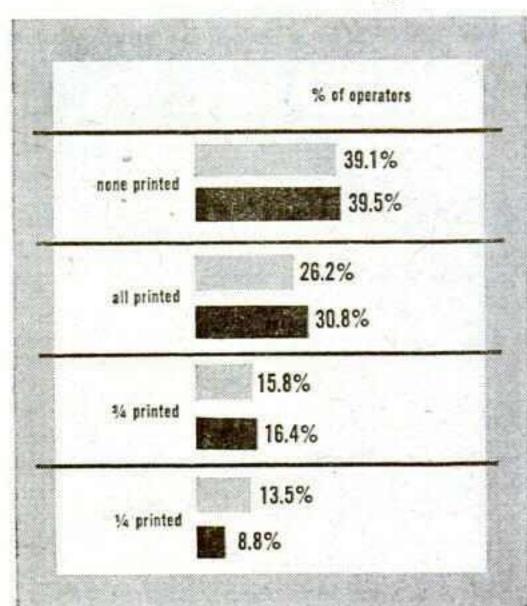
 EP package promotions by a juke box manufacturer and some juke distributors; some hit tunes available only on EP's; dime, 15-cent play: key factors in 1956 increase.

Trade Charts Head List Of Record Buying Aids



 Statistical data counts more heavily with operators this year than location requests and/or personal opinion. Biggest percentage increase is seen in actual machine count.

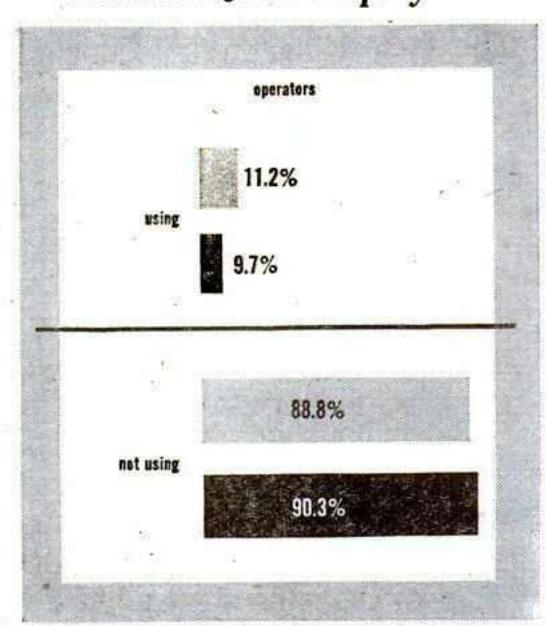
One Out of Three Use No Printed Title Strips



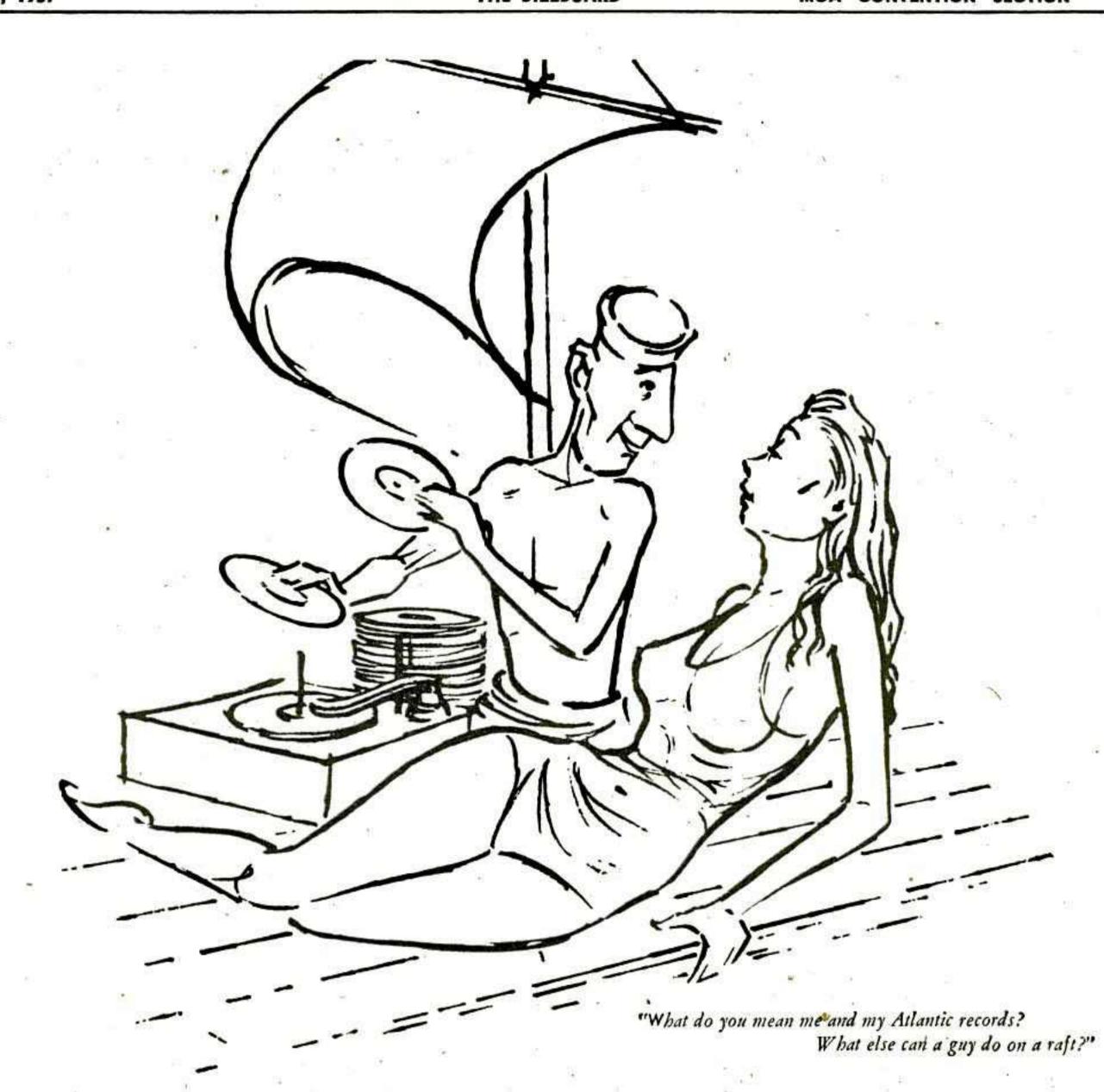
 There is no important change in the answer to this question with reference to the answers of a year ago. Number of operators not using printed title strips is still 39%.

www.americanradiohistory.com

Only One in 10 Use Location Juke Display



Either display material available in 1956 was not effective or manufacturers haven't sold operators on its benefits. In either case, number using it shows sizable drop.



ATLANTIC HAS A RAFT OF HITS!

Ruth Brown

When I Get You Baby • One More Time

1140

Chris Connor

Trust in Me • Mixed Emotions

1138

The Clovers

III Love You . So Young

1139

La Vern Baker

Jim Dandy Got Married . The Game of Love

1136

Chuck Willis

C. C. Rider

1130

Ivory Joe Hunter

Empty Arms . Love's a Hurtin' Game

1128

Clyde McPhatter

Just to Hold My Hand

1137

Joe Turner

Red Sails in the Sunset . After A While

1131

Ray Charles

Ain't That Love

1124

The Drifters

Fools Fall in Love

1123

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Direction
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DECCA

For all those
plays
Bill + gond

Income & Outgo

Top Music Operators Tell How to Cut Costs, Up Net

Explain Costs

We sold dime play by having good newspaper publicity. We went to our newspaper and explained all our rising costs. We got them to take a picture of a local celebrity, who was Miss Rockford at the time, inserting a dime in the juke box. We also ran ads in the newspaper explaining our costs.

We sent each week to the location a mimeographed form, each one different of course, stating why we went to dime play, how much money they would make, and how much better equipment and service they would get.

The most important thing in switching to dime play: When an operator decides to go to dime play, he must make up his mind he is going to dime play and not let up for any location even if he loses a few locations. He still winds up with more money than on 5-cent play. Even then he gets back the location lost sooner or later.

The best way to widen a narrowing profit margin, in my opinion, is with dime play. Of course, it is essential to operate only good equipment with the very best of records. Even then the equipment must be kept clean and changed regularly so that each location gets a different machine at least once

Next to buying new machines, labor is our biggest cost in this business, and naturally this has to be watched very carefully to see that each man is doing his share of the work and does a reasonable day's work.

As far as unions are concerned, we pay our employees on a commission basis that is much more than the union scale. This business doesn't seem to fit into any category where a union would be of any value to us without becoming a public black eye. The current national scandal certainly should answer this question as to whether we want unions in our business. Finally, our business is too small to be of much value to a union.

Lou Casola Mid-West Distributing Company Rockford, Ill.

Practice Basics

For a long time I have felt there was a message of fundamentals about the music operating business that should be expounded. But there never has been anyone, especially operators, who were remotely interested in either fundamentals or ideas on how to improve our business as a whole. Since our music operating business is really no different underneath than any other business, the fundamentals and ideas for progress are no different than they are for any other business.

I am a former member of an association from which I resigned because the whole thought seemed to be promotion by coercion rather than salesmanship.

How to sell dime play: Talk personally to all customers. Tell them the truth that inflation affects our business just as it does all others and along with trying to get more return yourself you are anxious to get more for him.

If there is any question in his mind ask him to try for any reasonable time with the understanding you'll return to 5-cent play at the end of the trial period if he wants to. Usually dime play has a

better chance with a new or newer machine and the best chance is with a 200-play machine.

You'll do no better than any salesman at first, so go along with locations bringing in enough revenue on nickel play if necessary, but don't forget to follow up at regular intervals because many things are happening publicly that make everyone more and more conscious that inflation and the devalued dollar are here and will unquestionably stay awhile.

Don't worry about what other operators are doing or saying because in the long run that has no bearing on yours or the general welfare of the business.

If a location is willing to try dime play but needs help and suggestions, give them, especially this, if a good customer complains tell him you'll play the juke box for him when he's in because he's a good customer, and do it. He won't ask many times.

My personal experience with one route, on dime play following this policy, was an immediate 70 per cent increase then a drop to 40 per cent, rising up to 60 per cent. I expect 80 per cent by the end of 1957, and 100 per cent by the end of 1958.

I don't think it will be worthwhile for anyone to be in this business past the end of 1958 unless they are well on the way to converting to dime play.

How to widen a narrowing profit margin: Sell, or at least start selling dime play. Analyze your route as a whole and individually. What is the cost of maintaining a location (counting depreciation)? What is a necessary income for you to net the minimum you are willing to accept?

Then make arrangements for a greater share of the gross or a rental for at least your minimum or move out. This is another time not to worry about what the other operators are doing.

Then with a competent auditor and tax man figure out your schedule for buying new equipment so that you benefit most, competitively, service wise, tax wise and net income wise.

Just one insert here to note, if an operator invests \$2,000 in equipment for a location and gets a certain return, that return is cut in half if he also loans the location \$2,000.

Don't forget all businesses are working on a much narrower margin of profit than ever before, and you will have to do the same thing, but there is a limit to how narrow you will allow it to get. That part is up to you.

What place, if any, unions should occupy in the operating business: That is certainly up to the locality and the individual, but personally, a union should be to any business and its employees the same as an operator should be to a location, such as any time they cease to be good for each other spiritually, financially and emotionally, they should shake hands and part company.

Any good employee should receive more than the minimum required by a union. Any poor one should be allowed to leave and try some other field, he may do better. The above is with or without a union, because it is good business.

Everything here points back to the fact that our juke box business is fundamentally the same as any other business, but like any other business it requires new customers (locations) to replace the old ones that fade away into nothing. This requires work and sales effort, not tricks, but it has, is being and will continue to be done by progressive operators.

Harold S. Meeker

H. S. Meeker Company Indianapolis

three questions touching on key problems faced by operators. The questions: How to sell dime play, how to widen a narrowing profit margin, and what place—if any—unions should occupy in the operating business. Here are the replies:

The Billboard asked some of the na-

Sell Five Ways

Here's what I think you must do to sell dime play:

 Sell yourself if you are not sold by now, by checking on all costs of doing business.

 Sell your location on the fact that with the same amount of music daily on dime play their income from machine will be doubled. Even if the machine plays only half as much their take will remain the same. So the location cannot lose by going to dime play.

3. The location may say that their customers will leave and go down the street to John Jones's tavern because their juke box has nickel play. This has been proved false: A customer will remain a customer regardless of this increase. It's the man or woman behind the counter or bar that keeps the customers, and not a few pennies increase required to play the juke or buy a beer.

4. Ask your location owner if he would stop trading with their butcher or druggist just for a few cents. His answer will be no. The same applies to dime music. A customer who wants to play music will play music regardless of the price per tune.

5. Suggest to location the change from nickel to dime play with three for a quarter. If you find the location has complaints, then change to dime play, five for a quarter. This meets the demands of those wanting nickel play, The location can then say to a customer you have nickel play with a quarter deposit.

After the switch has been in effect 60 days arguments against it will be mostly forgetten. As each new machine is placed on location be sure to place it on dime play; three for a quarter, and be sure to step down your equipment. Last, but not least, make sure the location puts the blame for the change on the operator.

J. D. Chandler
Richmond Amusement Sales Company
Richmond, Va.

Use Distributor

Two and one-half years ago greater Jacksonville, which has a population close to 500,000, converted to dime play. At the time the move was made, our guess would be that the city was about 80 per cent nickel play. With 25 operators participating, the area was converted to about 99 per cent on dime play within a month.

Since then, there have been a few locations converted back, but very, very few. All of the operators were surprised to find out just how simple it was to convert.

The chief contributing factor to the success of the movement was the fact that both the operators and the locations believed that dime play would make them more money, and once the operators were confident, and were able to convince their locations that no other location would undersell them, they were happy to co-operate in the movement. This was accomplished by newspaper advertisements and printed pamphlets, which assured their locations that the movement was general.

I am of the opinion that this conversion can be speeded up tremendously if some neutral-party, that is friendly toward the operators, initiates the

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How to Cut Costs, Up Net

• Continued from page 75

move; rather than have the move initiated by a fellow competitor. A distributor is in an ideal position to do this.

There are a couple of other things that I would like to mention. Don't make exceptions, such as teen-age or colored locations. This will only cause a lot of dissension as to the status of the location. Don't expect any increase in your worst location. The biggest boost is from the middle and top bracket locations. Give the plan time to develop. At first, resentment from the customers hinders the full potential of the location. In the South, don't believe that dime play will not go in the colored locations. Some of the biggest increases are in them.

D. J. Barton
Bush Distributing Company
Jacksonville, Fla.

Know Locations

In the first place, I believe every operator with any judgment will always keep the best equipment in his good locations. So when a location asks me to put in new equipment for him and he will quit his present operator, I know with almost no question of a doubt that the location isn't so good, or he wouldn't need some other operator to install another new phonograph. I know the operator knows how good the location is and I don't. We do not need 200's in poor locations.

I believe if the manufacturers would make a phonograph playing 80 to 100 plays and make it really a machine of beauty and performance the operator would be much happier with his purchase. It's very, very difficult for an operator or route manager to keep record costs within reason and with all the new labels today we get our share of defective records which sometimes makes a service

Last, but probably the most important and hardest to correct problem, is getting more equitable commission arrangements.

Before I started operating on dime play, I thought it wouldn't work in my community. Only two other operators had any phonographs on dime play. I asked them to let me try it because most other areas were on dime play and it would result in more profit for both the location owner and the operator. Now, I honestly believe the locations would rather change operators than go back to nickel play. Dime play is as established a price as any other price in our daily living.

Bill Hullinger Hullinger Music Company-Delphos, O.

Plow Back Profit

There appears to be no definite pattern to selling dime play that can be laid down for use by all operators in selling both location owners and our customers in the communities we serve. We have used the installation of new machines followed by the moving down thruout our entire route so that all locations get a change.

We have also found that some teen-ager spots have responded to the extended play. It has been found that there is less location resistance, as well as customers' approval when a combination of one play for 10 cents, four plays for 25 cents, nine plays for 50 cents and accompanying this is the fact that the results revealed little, if any, difference in coin box totals when the play was one for 10 cents or three plays for 25 cents.

Whenever possible, an operator should concentrate on putting his business on the soundest operating base with an ever-present cost consciousness foremost in the minds of all employees so that at no time are needless service miles, employees' time, or general slippage of gears or spinning of wheels resulting.

The operator should look about him with view to absorbing thru purchase or otherwise merging small routes in his territory so as to get maximum operating efficiency with the area served.

Most important of all is to concentrate on getting a maximum amount of money from locations that you have. This can be accomplished in part by proper programming of records and to do this you must follow closely record surveys, trade journals and be a student of the public tastes so that you may eliminate an over-purchase of records.

Perhaps the outstanding way to increase profits

is to be ever ready to plow back into the business a good proportionate share of earnings thru the purchase of the newest types of equipment.

Living as I do in a strongly unionized community, I have observed the good that can be accomplished for everyone by a strong, well-operated labor union in other fields or industries.

The results of a well-operated labor union express themselves in many outstanding community and civic projects, such as recreational programs, development of better school systems and the increase on emphasis on the concept of health and welfare improvement.

I am, therefore, convinced that there is a place for unions in our industry with emphasis on the theory that both management and labor must agree that they are full partners in every problem that confronts the industry, and that if neither shirks his responsibilities great good can come from such action thru a union for both operators and mechanics.

John Wallace Wallace & Wallace Oak Hill, W. Va.

Buy New Jukes

We operated at a loss in 1954 and 1955. We realized that the time had come to divorce ourselves from the music operating business or make some drastic changes at once. Looking back, seeing all the mistakes in the past and realizing the seriousness of the problem at hand, we were left with no other choice but to manage our affairs like any successful business is managed.

We converted to dime play, 50 per cent commission to locations grossing \$40 per week or more, all under \$40-40 per cent to the location. We abandoned all locations grossing \$5 per week. In certain instances, in clubs or where economy dictated, we retained all of the money from the machines. We are now in the process of obtaining certain small gross locations at the percentage of 75 per cent to the company and 25 per cent to the location.

Record costs must be kept under 10 per cent of gross collections. Invest 20 per cent of music collections each year in new equipment. Move your older machines to your next best locations or add new business with machines replaced. Do not sell or trade. Make the older machines help pay for the new ones.

I have believed for many years and now there is not the slightest doubt that if you, the owner, are a pessimist and believe or have any doubt that these things can't be accomplished, they surely will not be.

Our entire investment in phonographs and allied equipment are housed in the buildings of businessmen. Never be influenced by the man that has an unsuccessful business. Let your competitor have that investment and you look for a profitable one.

When interviewing or hiring a prospective employee, make every effort and be sure that he is an optimist. Then you will have a salesman that the location owner will think more of and would hate to lose more than your investment setting against the wall.

I see no place whatever for the need of unions among the small and independent businessmen.

James K. Hutzler Hutzler Vending Machine Company Martinsburg, W. Va.

Pare Commissions

We first sold our competitors who operate in and adjacent to our territory on dime play. This did not present too much difficulty in this particular section of the country.

Then we persuaded the location owners to go along with us by showing them the mutual advantage of this price system to ourselves and them. There were a few that were hard to convince, but as we made our conversions they fell into line and are now sold 100 per cent. The only bad period is the first two or three weeks when the locations get the kicks from the public.

After that everything runs smooth. Of course, our competitors changed at the same time we did.

We have been operating on a 34-15 basis for the past 20 years. To begin with our competition gave us a rough time, but in the long run we won

Because we operate at a profit in contrast to the majority of our competitors, we have been able to give better service and furnish newer and better equipment over the years. We have never let our competitors or our locations run our business, and have always treated everyone the same with regard to commissions.

We firmly believe that we are in business with each location for our mutual advantage and have been able to prove it to them to their satisfaction.

We are not qualified to comment on unions because they have never been an issue in our business in this part of the country.

> Pete Weyh Pete L. Weyh Company Havre, Mont.

Change Machines

Dime play must be sold. You can't just change the coin chute to dime-a-tune play and consider the job done. You must remember that you are doubling the price for your product. That, to the public, is an awful jolt, so there is definitely a selling job to perform.

First of all, the juke box must be changed. We all know that new and different equipment attracts attention.

The public is not likely to complain nearly so loud at-putting a dime in a new machine, as they would if it were still the same old model. It doesn't need to be a brand new juke box. Even a newer model isn't absolutely necessary; just so it is different, nice and clean and with a good program.

The next step is to "sell the location owner on dime play." This is not as tough a job as you might think. Any reasonable, good businessman will understand. He realizes that the cost of operating a music business has greatly increased in the last 15 years, just as the cost of operating his own business has increased. It's something none of us has any control over.

We are merely trying to stay in business, and it seems to be the only way possible. Be sure he understands that he will get complaints, and help him plan ways to combat them. For instance, if a customer complains about paying 10 cents for only one piece of music, the merchant might give him another dime telling him to play that along with his, and he will still get two selections for his dime. This may tend to make the customer feel a little foolish and he will eventually play dimes without complaining. In some instances, the operator may reimburse the location owner, but in most cases he will not.

Also, be sure to sell dime play to the employees in the establishment and try to make them see that it is their job to sell it to the public. It is pretty tough to sell dime play music if a bartender or a waitress is against you. Have a talk with them and try to convince them to be on your side.

Be sure to keep the juke box nice and clean. Polish it from top to bottom, inside and out, once a week. Keep your machine looking like new. By doing this you are showing the merchant and his customers that you don't want something for nothing.

Don't neglect your program. If anything, give more records than you ever did before and keep a good current program. Bend over backwards to get their requests, thus showing them that you are trying to give them their money's worth.

These are very simple unwritten rules. We at Coin A Matic follow them in Omaha and the surrounding area, and have had very little trouble changing to dime play. After 60 days the public had accepted it, and we had an increase of from 30 to 40 per cent in revenue.

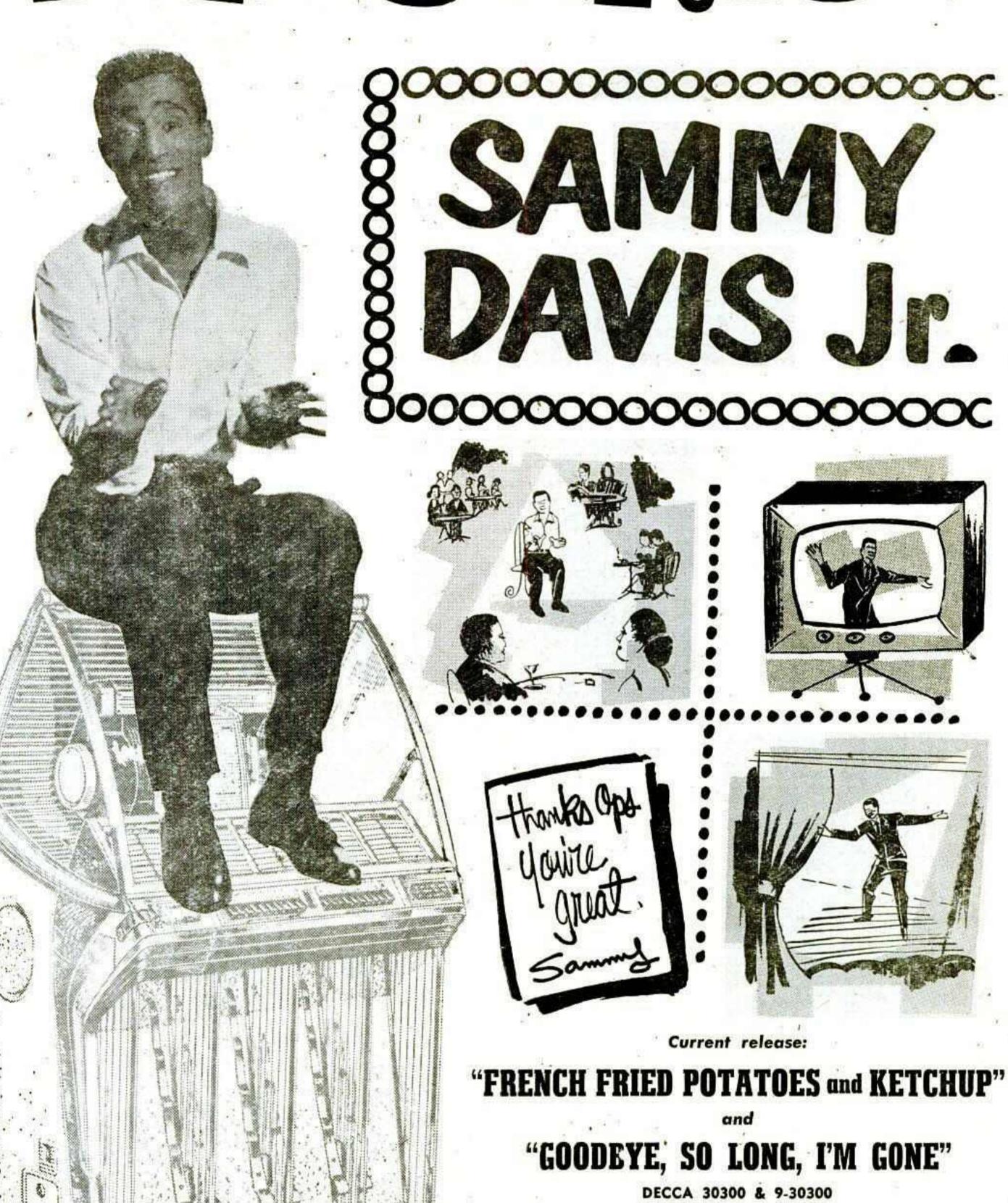
The business of operating music has changed very much in the past few years. The margin of profit has become so narrow that the operator must change his system of operating.

Diversifying is one way. In most cases he can add other lines to his operating without enlarging his overhead. The service department of most organizations, if under proper management, can take on a litle more service without additional help. There are many other items that a music operator can place in his locations and service at the same time he services his music machine.

A central location is another way. In metropoli-

(Continued on page 78)

ELECTRIC



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Direction:

WILLIAM MORRIS

Publicity:

Watch for new album

"SAMMY SWINGS"

JESSIE RAND JAY WESTON
BILLY ROWE

How to Cut Costs, Up Net

· Continued from page 76

tan areas operators could pool their overhead by working from one central location, thus cutting down on office space, employees, telephones and trucks.

Last, but surely not least, an operator should belong to a trade association. This gives the operators a chance to exchange ideas, promote public relations and fight unfair legislation from the local level right on up to the national level. It also gives the small operator just as much opportunity to express his ideas and opinions as the larger operator. Each firm, regardless of size, carries the same amount of voting power. You may talk to any member of the Nebraska Music Guild and learn that his business has been more profitable as a result of the forming of this association.

My honest opinion is that we do not have a place for a union in our business. I am not against unions. They have done some wonderful work. However, I feel that any part of our industry, where a union could possibly fit in, is being well taken care of and nothing need be added.

Noward N. Ellis Coin A Matic Music Company Omaha

Boss Your Route

I watched the conversion to dime play all over the country the last two years and arrived at the following conclusions when it came time to convert to dime play here in Albuquerque, N. M.

If an operator attempts to talk to all of his locations he is buying himself a tremendous amount of work as he must make many callbacks to find the owners in, or to talk to all partners.

The minute he asks the location if it is all right to convert to dime play, if he doesn't immediately get a no answer, he at least sets up a negative situation in the location's mind. When the operator starts his long tirade as to why he has to have the dime play the location is bored, as he has troubles of his own and doesn't want to hear the operator's.

I came to the conclusion that the only way to change over was to go out and change without saying anything (the location did not ask the operator if it was all right when he raised the price of beer or hamburgers). My thinking was that 80 per cent of the locations would accept it, and that would leave only 20 per cent to talk to.

The operators here in Albuquerque concurred in this thinking. We started our conversions without talking to any locations. Over 500 locations were changed with a total of seven "squaks" or less than 2 per cent. Today Albuquerque is 100 per cent converted to dime play with 100 per cent approval of the locations, and a big percentage of the customers.

Harry Snodgrass Border-Sunshine Novelty Company Albuquerque, N. M.

Keep on Selling

Dime play is easy to sell. Keeping it sold is the hard part. Many music machines have been changed to 10 cents per tune and in a few weeks changed back to 5 cents because the location's customers objected.

Many location owners need to be told how to deal with patron resentment. He should first avoid argument with anyone who objects to the price raise. Offer to play any tune (he or she) would care to hear. Second, he should point out that with 10-cent play, better equipment, better service and better music is available, and if EP's are used that a dime still buys two good tunes.

The operator should change equipment when he converts to dime play and put on the best program possible. The use of some EP's will help, especially at first. Change records often. Public announcements (newspaper, radio, TV) are well worth the cost. This is the best way to inform the public of the reasons that make 10-cent play necessary, and should be done well ahead of a planned conversion.

The operators of a city or territory should all agree on the need for dime play and co-operate. A good trade association can assure smooth sailing all the way thru the price raise process. All the operators in the country can be converting to dime play simultaneously with impunity because of economic necessity. However, caution need be taken

not to violate laws designed to insure free enterprise.

A group of operators planning 10-cent play together can be charged with conspiracy.

THE BILLBOARD

Most all operators are in favor of dime play and have been for a long time. And it has been proven in thousands of places that people who like music are willing to pay 10 cents per tune. The reason dime play is so slow becoming general is that survival is still possible on nickel play where equipment is older and games and vending machines help pay expenses of the operation.

There is no reason why music operators with equipment made in the 1950's should have to sell their music at prices made in the 1920's. Ten-cent play is the easiest way to widen the operators' profit margin.

Ted Nichols Kyes & Nichols Music Company Fremont, Neb.

Cut Costs or Else

If someone were to come and ask me, "How can I sell dime play to my locations?", I honestly could give him a set formula on how to approach and convince all his locations alike because he must deal with each location as an individual. Reasoning that will convince one will not always convince another.

It is therefore very important that the operator or the man who services his route convinces the location owner that dime play is inevitable, especially if he insists on good equipment and prompt service. Here are some of the selling arguments:

 The operator must have—and the location owner could use—more income. The owner must be told that in order to get more play at a dime—or maintain the same level—it will be necessary for the operator to set a better machine in the location.

The new machines being manufactured at the present time are built to operate on dimes and three for a quarter and are very expensive. Therefore, they cannot be operated at nickel play profitably.

 If the location owner wants and is entitled to a late piece of equipment, properly maintained and prompt service, be can and should be convinced that it is impossible for the operator to supply all that at nickel play.

4. At nickel play the average juke box can take in no more than \$1 per hour and the fact that the hours when the locations are busy are dwindling, the fact that an operator's costs for equipment and labor are going up means that dime play is required.

5. The operator can guarantee every location that he will receive at least the same amount of commissions that he has gotten during the past year and he will get a better machine to boot.

The present average juke box operator must do these things in order to remain in the operating business: Cut all unnecessary expenses, trim all necessary expenses, operate only on dime play, pull all unprofitable locations, buy as many new machines as he can afford, operate only good clean equipment, give top service so that he can expect and get the most out of every location. If he does not do these things, he must get out of the operating business. Because it would be only a question of time before he loses most of his profitable locations to a more progressive operator who can afford to buy new equipment.

The average operator hates to give up locations where he collects \$3, \$4 or \$5 per week because he figures that the equipment he keeps on those locations is probably worth \$50 each and if he collects \$3 or \$4 per week be gets \$150 or \$200 per year. But I wonder if he ever figured out his expenses per location per week on these old \$50 machines how much better it would be to concentrate on the better locations or spend it looking for new locations?

I wonder what would happen if he tried out a new machine on dime play in some of those poor locations? Or is he going to wait until some enterprising new operator will set a new machine into some of those locations? In many cases, he may find that at the end of the week some of those locations aren't really bad, but that he was just asleep at the switch.

How to widen a narrowing margin of profit? In other words, how does an operator get more money and spend less?

First and foremost, you must operate only on dime play. Second, set any and all types of coinoperated equipment into every location where they can be operated profitably and can be serviced by the same man at the same time. By all means do not operate any unprofitable locations.

Try to set up a system to service and collect all locations bimonthly instead of every week. It will save about 40 per cent on labor and 25 per cent on records. Besides, if the operator gets front money he will do better on a two-week collection. On a two-week 'collection, an operator would be able to give the merchant a larger sum of money per collection and as a result have a happier merchant to deal with.

What place—if any—unions should occupy in the operating business? In all the years I have spent in the coin machine business as president of the Miami juke box association and for many years as director of the New York Association and as director of Music Operators of America, I have found that human beings need organization. Human beings by nature are selfish creatures. They will try to "shoot angles" if they believe they will be able to get away with it. But they may not try it if they feel they may be exposed by somebody watching what they are doing.

Therefore, I am in favor of any legal help or remedy that we as an industry can receive so that the coin machine industry can survive the constantly rising cost of equipment on one hand and the unfair competition on the other.

> Willie Blatt Supreme Distributors Miami

Fix Commissions

If a music operator finds his operating expenses are getting out of control, he must check his commission basis. He must do so in order to provide good programming, good equipment and good service.

Unprofitable commissions can be remedied in many ways. One way is a guarantee of so much a week and then a division after the guarantee. A graduated scale might also solve the problem.

In our operation we have been operating on a graduated scale of 25, 40 and 50 per cent to the location, and we feel a graduated scale is one of the best methods. By this method a good location that grosses from \$40 and up per week would be receiving 50 per cent, which in this case they are entitled to. The locations with a smaller gross would only receive 25 or 40 per cent for their share.

Remember, a small number of machines operating at a profit is a much better operation that operating a large number of machines at no profit. The larger the operation, the more difficult it is to operate on a profit, unless a very careful check is kept.

I can see no need of a union in the coin-operated machine business. Many operators have a small operation and do not employ any employees, and many others only employ one or two.

The operating business is such a specialized business that an operator must pay top wages to secure and hold capable and reliable servicemen or collectors. Thus no question should arise regarding a union being able to secure more wages for an operator's employees.

If an operator has an undesirable employee in his employ, without a union to deal with, he can dispense with this employee's services with much less trouble.

In my estimation, the advantages of a union contract in the operating field are in the minority. I have had the privilege of conferring with union representatives relative to a union for the music operators, and I have failed to see any advantages for the operators.

Clint Pierce C. S. Pierce Music Company Brodhead, Wis.

Give Stops Facts

We have been experimenting with dime play for three years. Our first step in a dozen or so locations was two plays 10 cents, five for a quarter. That didn't up the take to speak of. The next step was 10 cents for one play and five for a quarter. That helped in some places. Then about one and a half years or more ago we started on 10 cents for one play and three for a quarter. EP's help make

(Continued on page 99)

AFTER HITTI



featuring TONY WILLIAMS ·

It's Another "MY PRAYER"



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DECCA DELIVERS

GREETINGS, MOA'ers

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Decca Records

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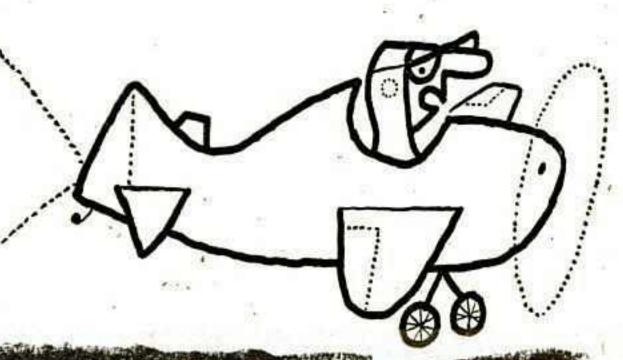
Dynamite Love You Till I Die

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A NEW WORLD OF SOUND



THE HITS





QUEEN OF SENIOR PROMILLS BROS.

30299 9-30299

HEY MARIE, ROCK WITH ME
ONE AND ONLY
9-30338
EDDIE FONTAINE



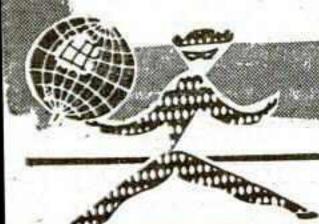


SAD CALYPSO RUTH WALLIS

30336 • 9-30336

MISTER LOVE ERNEST TUBB WILBURN BROS.





A NEW WORLD OF SOUND



Taxes and Licenses MOA CONVENTION SECTION:

Juke Taxes Keep Going Up: More Cities Charge More

ALABAMA

Birmingham. The annual license fee per machine is \$10. Mobile. The annual license fee

per machine is \$25. CALIFORNIA

Long Beach. The annual license fee per machine is \$10.

Los Angeles. There is an annual license fee of \$7.50 per juke box. This license must be applied for and he in the name of the location owner.

Oakland. There is an annual . license fee of \$5 per machine.

Sacramento. Each operator pays \$25 for the first machine and \$7 for each additional machine that he operates.

San Diego. There is an annual license fee of \$5 per machine.

San Francisco. The annual license fee is \$12 per machine.

COLORADO

Denver. There is an annual license fee of \$12.50 per machine. CONNECTICUT

Bridgeport. There is no city license, tax or regulation on juke

Hartford. There is an annual license fee of \$6 per machine in total: \$3 is paid by the operator and \$3 by the location owner. The license must be posted permanently and conspicuously at the location of the machine.

New Haven. There is an annual license fee of \$10 per machine,

FLORIDA

Jacksonville. There is an annual license fee of \$50 for each operator plus \$2.50 for each machine.

Miami. The city of Miami has a master license of \$250 per year per operator, plus a license fee of \$18.75 per machine. Ir an individual owns and operates one or more machines in his own place of business, the license fee is \$100 for one machine and \$18.65 for each additional machine.

GEORGIA

Atlanta. There is an annual city license fee of \$30 per juke box. This license is effective from January 1 to December 31 and cannot be prorated.

ILLINOIS

Chicago. There is an annual city tax of \$25 per machine.

INDIANA

Evansville. There is an annual city license fee of \$3 per juke box. Fort Wayne. There is no license, tax or regulation on juke boxes.

Gary. There is no license, tax or regulation on juke boxes.

Indianapolis. There is a registration fee of \$1 for each juke box. A receipt for registration must be affixed to each machine.

Des Moines. There is no license, tax or regulation on juke boxes.

KANSAS

Kansas City. There is no license, tax or regulation on the individual machines. However, each operating company pays an annual tax of \$20.

cense fee of \$12.50 per machine. KENTUCKY

Louisville. There is annual license fee of \$15 on each juke box.

LOUISIANA

Baton Rouge. There is annual license fee of \$16 on each machine.

New Orleans. The annual city permit for juke boxes is \$10.25 per machine. There is also a \$2.50 Charity Hospital permit.

Shreveport. There is an annual license fee of \$10 on each machine.

MARYLAND

Baltimore. There is an annual license fee of \$10 per machine plus an additional \$2 license for each additional speaker. This license is obtained from the city treasurer.

MASSACHUSETTS

Boston. There is an annual \$50 per machine license for Sunday operation and a \$50 per machine tax for weekday operation.

Springfield. There is an annual city fee of \$20 per machine. MICHIGÁN

Detroit. The annual license fee for operators on juke boxes is as follows: 1 to 25 machines, \$10; 26 to 50 machines, \$25; 51 to 75 machines, \$50; 76 to 100 machines, \$75; 101 to 200 machines, \$100; over 201 machines, \$150. All juke boxes must have the operators' identification, name and address: If ownership of the machine is transferred, the license is void 10 days after the date of transfer. The new owner may secure a license for the remainder of the year for \$1.

Flint. There is an annual license fee of \$10 per machine.

Grand Rapids. There is an annual license fee of \$15 per ma-

MINNESOTA

Minneapolis. The annual license fee per machine is \$14.

St. Paul. The annual license fee per machine is \$10. MISSOURI

Kansas City. There is annual blanket tax of \$12.50 per juke

St. Louis. There is an annual sticker issued for juke boxes which costs \$1 for each machine. NEBRASKA

Omaha. There is an annual occupation tax of \$10 per machine. NEW JERSEY

Jersey City. There is no tax, license or regulation on juke

Newark. There is no city tax or regulation.

Paterson. There is no city tax or regulation on juke boxes.

Trenton. There is an annual license fee of \$15 per machine. NEW YORK

Albany. There is no city tax or regulation on juke boxes.

Buffalo. There is an annual Wichita. There is annual li- city license fee of \$20 per machine.

> New York. There is a \$1 occupancy tax on each location. Rochester. There is no city tax or regulation on juke boxes.

Syracuse. There is an annual city license fee of \$15 per machine.

NORTH CAROLINA .

Charlotte. The annual license fee per juke box is \$5. The installation of all machines must have police approval. All machines are taxed with an ad valorem tax. This is figured on the value set by city and county tax offices.

Arkon. There is no city tax, license or regulation on juke

Cincinnati. There is no city tax, license or regulation on juke

Cleveland. Locations where instrumental or machine music is provided for patrons after 10 p.m. for not more than six months, a license fee of \$5 must be paid. Exception: holders of current dance hall licenses.

Columbus. There is an annual city license fee of \$10 per juke

Dayton. There is no city tax or license on juke boxes.

Toledo. There is an annual license fee of \$25 per machine.

Youngstown. There is an annual license fee of \$5 per machine.

OKLAHOMA

Oklahoma City. There is an annual license fee of \$5 per machine. The license must be purchased before May 1 and tags indicating the purchase of licenses must be on machines by May 15.

Tulsa. There is an annual license fee of \$10 per machine. -OREGON

Portland. There is an annual license fee of \$25 per machine. PENNSYLVANIA

Erie. There is an annual city license fee of \$25 per machine. Philadelphia. There is an annual license fee of \$25 per ma-

chine. Pittsburgh. There is no city tax or license on juke boxes.

Scranton. There is an annual license fee of \$25 per machine. RHODE ISLAND

Providence. There is no city tax, license or regulation on juke boxes.

TENNESSEE

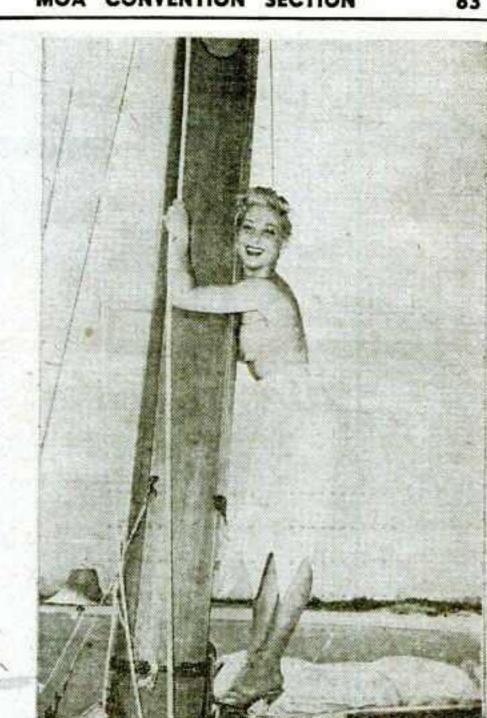
Chattanooga. The annual license fee per machine is \$6.50 plus an annual permit of \$5.

Memphis. The city license fees are as follows: nickel-play juke (Continued on page 155)

Cities in Brief

CITY	TAX YES	OR	LICE	NS N	227	ANNUAL AMOUNT PER MACHINE
Birmingham	. x					\$10
Mobile, Ala	. x					\$25
Long Beach, Calif	. x	•••				
Los Angeles	. x	• • •	• • •			
Oakland					• • • • • •	
Sacramento	· X				*****	\$25 for first machine
90						\$7 for each
						additional machine
San Diego	. x					
San Francisco	. x		• • •		*****	U12570.
Denver	. x					\$12.50
Bridgeport, Conn				x		4
Hartford, Conn	. x		•••		*****	1 7 5 7 5 1 5 1 5 1 5 1 5 1 5 1 5 1 5 1
New Haven, Conn	. x	***	***			VIII STATE OF THE PARTY OF THE
Jacksonville, Fla	. x	* * *	• • •		*****	
Miami		2.77				\$2.50 per machine
Main	• •	• • •				\$250 per operator \$18.75 per machine
Atlanta	×					State Control of the second se
Chicago					*****	
Evansville, Ind					*********	4 TO 200 TO 1
Fort Wayne, Ind				x		
Gary, Ind						
Indianapolis	. x				*****	\$1 registration fee
Des Moines				X	• • • • •	
Kansas City, Kan	•	• • •	•••	X	• • • • • •	612 70
Wichita						\$12.50
Louisville					*****	
Baton Rouge, La New Orleans					•••••	\$12.75
Shreveport, La						
Baltimore						\$10; plus \$2 for
Amminus Freiters		17.53	0.000.00			each additional
					0	speaker
Boston	. x				*****	\$100; 1/2 for State
Springfield, Mass	. x					
Detroit						(Fee based on
						number machine
Market Market Control of the Control						—see comments)
Flint, Mich					*****	
Grand Rapids					****	
Minneapolis					•••••	
Saint Paul					• • • • • •	
Kansas City, Mo St. Louis						
Omaha						*10
Jersey City	0 0 000			x		
Newark	10.55			x		*
Paterson, N. J						
Trenton, N. J	. x					\$15
Albany, N. Y	•			x		
Buffalo						CONTRACTOR OF THE PROPERTY OF THE PARTY OF T
New York						\$1 occupancy tax
Rochester, N. Y						e 15
Syracuse						
Akron, O						
Cincinnati	1 * 10. 0 2 33	SUSPE		x		- 20
Cleveland						\$5 location license
Columbus	. x					\$10
Dayton, O	W					
Toledo	. x		• • •			\$25
Youngstown					1	0.00000
Oklahoma City						33 (Sec. 2) (Sec. 2)
Tulsa						1/10 ESTEE
Portland, Ore Erie, Pa					THE REAL PROPERTY.	\$25 \$25 .
Philadelphia						0.00
Pittsburgh						
Scranton, Pa						The second secon
Providence						
Chattanooga	. x		• • •			\$6.50
Memphis	. x	• • •	•••			5¢ play \$10.25
						10¢ play \$20.25
Nashville					*****	T. Carlos Comments
Fort Worth						
Dallas						
El Paso, Tex						
San Antonio						
Salt Lake City						
Norfolk, Va						(Fee varies-
					417772	see comments)
Richmond	. x		•••			\$10
Seattle						
						\$10—location
				257		\$5—machine
(C)				X		COFO
Spokane	:00 :00					\$250—operator
Spokane	. x	•••	* * *			
UNG (I.) # 1 전에 1명 시간 (I.) 1 전에 1명 시간 (I.) 1 전에 1명 시간 (II.) 1 전에 1명 시간 (III.) 1 전에	. x	•••	•••			\$5-location
Tacoma	. x	N.	040000			

Thanks Ops, For Your Wonderful Support.



WATCH FOR MY NEWEST RELEASE

the Original

SPEAKEOR VOURSELE JOHN

Fraternity *765

raternity records

413 RACE STREET CINCINNATI 2, OHIO

States in Dail

Marriage	States in Brief
N. PARE 0-1000	STATE YES NO PER MACHINE
9455594	Alabama x \$8
2000000	Arizona x
10000	Arkansas x \$5
SOR SOL	California x
0000000	
2000000	Coloradoxx
10000	Connecticut x
	Delaware
	Dist. of Columbia x
	Florida \$7.75
	Georgia x
Sec. 1.00	Idaho x
20000	Illinois x
A.28800	Indiana x *
Solven	Iowa x
Special	Kansas x
AND STATE	Kentucky x \$10
Special	Louisiana x \$10
2000000	Maine x
-	Maryland x \$10
New CORN	\$1 for each
and the same	additional speaker
*********	Massachusetts x \$50-Sunday
	Michigan x
	Minnesota x
	Mississippi x \$10-5¢ play
	\$20-10¢ play
	Missouri x
	Montana x x
	Nebraska
	New Hampshire x
	New Jersey x
	New Mexico x
	New York
	North Carolina x \$100 per operator
	Sorth Dakets
	North Dakota x \$15 Shio x
	Oklahoma x \$40
	Oregon
	\$1 for each
N	additional speaker
	Pennsylvania x Rhode Island x
	South Carolina x \$25
	South Dakota x
	Cennessee x \$5-5¢ play
	\$10-10¢ play
	'exas \$5
	Itah x
	Fermont
	Vashington x x \$1 registration fee
	Vest Virginia x \$5.50
	Visconsin x
1	/yoming x

State Tax Average of \$15 Per Unit Tops Cities' \$12

ALABAMA. There is an annual State license fee of \$8 per machine, \$4 license fee for the county and 50 cents for an issuance fee making the total annual license fee per machine \$12.50.

ARIZONA. No tax or regulations on juke boxes. Gross receipts are subject to 2 per cent tax, however.

ARKANSAS. The annual license fee is \$5 per machine.

CALIFORNIA. No tax or regulations on juke boxes. They are subject to personal property taxes, however.

COLORADO. No tax, license or regulations on juke boxes.

CONNECTICUT. No tax, license or regulation on juke boxes. There must be payment of sales and/or use taxes.

DELAWARE. A license fee of \$20 for each machine operated by a nickel. A license fee of \$40 for each machine operated by a dime. Application for license is made to State Tax Department of the county in which the operator is a resident.

DISTRICT OF COLUMBIA.

No tax, license or regulation on juke boxes.

FLORIDA. Each machine must have a license which costs \$7.75. This license is a combined State and county occupational license and is purchased from the county tax collector of the county in which the machine is to be located.

GEORGIA. There is no tax or regulation on juke boxes. Total income is subject to sales tax, however.

in Idaho are subject to assessment by the local assessor as personal property at an assessed value of approximately 25 per cent of the current and new price of the machine. The actual tax will vary by county and taxing district within each county. There is no State tax or license fee on juke boxes.

ILLINOIS. No tax, license or regulations on juke boxes.

INDIANA. No tax, license or regulations on juke boxes. Gross income subject to gross income tax, however. Current rate is 1 per cent.

IOWA. An operator of juke boxes must hold a retail sales tax permit and report the entire gross receipts received from the operation of such machine and devices and remit 2½ per cent tax thereon. The operator must place a sticker, ST 103, on each unit he operates within the State. These stickers must show his retail sales tax permit number. No juke box shall be operated without this sticker being attached in a prominent place

KANSAS. No State license is levied on juke boxes. Gross receipts are subject to 2. per cent sales tax, however.

KENTUCKY. A license of \$10 per year per machine is required for every juke box. This license may not be transferred from one machine to another. These licenses are valid from July 1 to June 30 of the following year. A license stamp receipt evidencing payment of the tax must be permanently fixed to the machine. A license obtained after January 1 of any year shall be one-half the annual fee or \$5.

LOUISIANA, There is an annual State tax of \$10 per machine, payable to the Department of Revenue.

MAINE. Juke boxes are subject to local property taxes as is all other real estate and personal property. There is no State license fee, State tax, or State regulations on juke boxes.

MARYLAND. An annual license fee of \$10 per juke box may be issued by either the clerk of the Circuit Court of any county or the clerk of the Court of Common Pleas of Baltimore. Also, an additional \$1 must be paid for each independent coin-operated speaker delivering music from an amplifier on the same premises. Each machine or device licensed shall have affixed to it a metal tag issued by the clerk, showing that the fee for the current year has been paid.

MASSACHUSETTS. There is a \$50-per-machine tax for Sunday operation. In addition, machines are taxed under local personal property taxes.

MICHIGAN. No payment of a license fee to operate juke boxes in this State is required However, the purchaser is required to pay a 3 per cent use tax on the cost price of any equipment brought into the State for storage, use or consumption This tax must be paid directly to the Department of Revenue at the time the equipment is first purchased.

MINNESOTA. There is no tax, license or regulation on juke boxes. They are subject to personal property and income taxes, however.

MISSISSIPPI. The owner of the location in which the machine is located must buy an annual license from the State Tax Commission. For each machine that required 5 cents or more and less than 10 cents, the license is \$10. For each machine that requires 10 cents or more and less than 20 cents, the license is \$20. For any music machine playing records having more than one coin chute, the measure of the tax shall be the multiple of the coin required.

MISSOURI. There is no State tax, license or regulation on juke boxes. MONTANA. There is no State tax, license or regulation on juke boxes.

NEBRASKA. There is no State tax, license or regulation on juke boxes except for a personal property tax which is the same as on any other property.

NEVADA. There is no State tax, license or regulation on juke boxes. This is done on a county level.

NEW HAMPSHIRE. There is no State tax, license or regulation on juke boxes.

NEW JERSEY. There is no State tax, license or regulation on juke boxes.

NFW MEXICO. This State licenses juke boxes only from the standpoint of income and use tax on juke boxes brought into the State. There is an emergency school fax at the rate of 2 per cent on gross income.

NEW YORK. There is no State tax, license or regulation on juke boxes.

NORTH CAROLINA. There is an annual license fee of \$100 for each operator having one or more juke boxes in operation. In addition there is an annual license fee of \$10 per machine. This license is issued to each machine having a different serial number and is not transferable from one machine to another. The tax year is from June 1 to May 31 of each year. Half-price licenses are issued to those beginning their business operation on or after January 1 and prior to May 31.

NORTH DAKOTA. There is an annual license of \$15 per machine issued by the Licensing Department of the Office of Attorney General.

OHIO. There is no State tax, license or regulation on juke boxes except a personal property tax which is 70 per cent of the true value of the machine.

OKLAHOMA. There is an annual license fee of \$40 per machine issued by the Oklahoma Tax Commission, effective July 1 thru June 30 of each year. There is a 2 per cent use tax due on all juke boxes brought into this State from outside of this State for storage, use or other comsumption. In addition there is a 2 per cent sales tax due on the gross receipts taken from the machines.

OREGON. There is an annual license fee of \$10 per juke box and an additional \$1 for each additional wall box. The receipt for this license fee must be affixed to each machine before it can be put into operation.

PENNSYLVANIA. There is no State tax, license or regulation on juke boxes. However, Selective Sales and Use Taxes are levied on the machines.

RHODE ISLAND. There is no State tax, license or regulation on juke boxes.

(Continued on page 165)



Dear Ops-

The MOA Convention gives us at ABC-Paramount a chance to deliver a loud, long "THANKS" for your favors and cooperation all year.

We're sincerely appreciative, gentlemen, and hope you'll find time to drop by Booths 22 and 23 so we can tell you so in person.

Anyway, thanks again—and here's hoping you enjoy every minute of your stay here in town.

Yours for continued prosperity,

Tamuel A. Clark

Samuel H. Clark President, AM-PAR Record Corp.

How Many Jukes Are There And Is There Room for More?

By BOB DIETMEIER

How many juke boxes are there?

Is there room for more juke boxes?

No one knows for sure the answers to these questions. To . find answers was the purpose of a pilot study of 49 cities conducted by The Billboard.

Results of this initial investigation strongly suggest that a more comprehensive study will provide a yardstick by which to get the answers.

Findings of this study, reproduced in the accompanying chart, definitely indicate two all-important facts in arriving at sound answers.

1. There is a definite relationship between the number of juke boxes operating and the size of population.

2. There is a definite correlation between number of juke boxes per 1,000 people and number of eating and drinking places (restaurants and taverns) per 1,000 people.

Population, number of eating and drinking places and the number of juke boxes as revealed by number of licenses of each city were investigated.

Ratios were made and correlated between the number of licenses per 1,000 people and the number of eating and drinking places per 1,000 people.

Resilts revealed that the average for the ratio of eating and drinking places per 1,000 people was 2.25, but the average for the ratio of juke boxes' to 1,000 people was just 1.93. There appears to be a great potential for

juke box growth. Mathematical correlation between the two indicated a small but definite relationship between the two ratios.

But because cities tested were all large population centers, and not representative or random, it is not possible to get a usable yardstick by which-to safely answer the questions.

As is well indicated in the Poll, music operating companies are very evenly distributed in all sizes of towns and cities. A study which would include a representative sample of all sizes of population areas should produce excellent results.

Several factors are necessary in order to project accurately total numbers of juke boxes using

this method. One is that there must be a statistically sound average number of juke boxes per 1,000 people for all cities included in the

study. A glance at the chart will suggest that no such figure was possible in this pilot study. Notice that the number of juke boxes per 1,000 people ranges all the way from .53 and .94 to 3.55 and 3.91. Were this to represent a random sample including all sizes of population areas where operating companies operate, it would be possible to make accurate projections, but as stated, they are all big cities.

Another factor is that the correlation between number of juke boxes per 1,000 people and eating and drinking places per 1,000 people (for the purpose of evaluating the size and strength of the juke box business in any given community) must show a very strong correlation. Altho in many cases, they do, they show marked differences in some. Atlanta, Baltimore, Buffalo, Chi-

Licenses

Cities

cago, Denver, Evansville and Milwaukee are all very close. But cities like Birmingham, Cleveland, Columbus, Jacksonville, New Orleans, San Antonio and San Francisco indicate sizable differences.

Even at that, the figures in the study for comparing cities is very interesting, and as a measure of potential in each city, one compared against another, is useful.

Even in cities where the number of juke boxes is equal to the number of eating and drinking places, or even exceeds it, there appears to be room for growth,

Population*

because altho restaurant and tavern classifications constitute the great bulk of juke box locations, there is a third important category not included - drugstores and confectionary stores.

However, in cities where the number of juke boxes is markedly less than the number of eating and drinking places, there would appear to be a great deal of room for growth, if not in juke boxes, then in background music installations using hideaway units or some other means of providing music.

Heavy tax burdens, which

naturally greatly discourage the growth of the juke box operating business, is reflected in some figures. Boston is a good example. There are nearly twice as many eating and drinking places as there are juke boxes operating. Boston, as is indicated in the taxes and licenses part of this section, pays one of the highest taxes in the nation.

Initial Study to Determine

U. S. Juke Box Market

Indicates Big Potential

Number of

Altho a usable yardstick was not developed from this study by which to accurately estimate number of juke boxes operating in the U. S., a statistical ceiling on

(Continued on page 164)

Number of Eating

Ratio of Juke Boxes and Locations to Population

Eating & Drinking

	Cities Licenses	Population (in thousan	ds)			Licenses Per 1,000 People	& Drinking Places Per 1,000 People
1	Atlanta 750				743		
1	Baltimore2,583						
١	Birmingham 651	시간 경우 사람들은 경우 사람들이 가지 않는데 살아 있다면 하는 것은 사람들이 살아 있다. 그렇게 되었다면 하는데 하다 되었다.			482		
1	Boston 935	DSP() () (() - [] [[[[[[[[[[[[[[[[[,703		
١	Buffalo	606.4		1	,650	2.85	2.72
١		153.5				시장 그리지 않는데 1일 기업이 없었다면서 보다가 있는데 하시고 있는데 하는데 하시고 가지 않는데 살아 없다.	
1	Chicago9,538			9	,044	2.48	2.35
1	Cleveland1,500	925.0		2	.377	1.62	2.57
1	Columbus 600	434.4			934	1.38	2.15
١	Dallas	606.3		1	,295	2.3 ₺	2.14
١	Denver 800	508.9			802	1.57	1.58
١	Detroit4,544						
١	El Paso 360						
्		138.9			350		
١		142.8			351		
3		199.9				요즘 생님이 하면 없다면 살아가는 맛이 있다. 이 사람들이 하는 것이 되면 하는 것이 없는 것이 없다면 하는 것이다.	
			AND ADDRESS OF THE PROPERTY OF				
		194.1					
	Jacksonville 600		Popular negative popular programme and progr				The state of the s
١	Kansas City, Mo1,281						
1		316.9					
1	Los Angeles 3,827	the property of the property o					
1	Memphis 985						
1	Milwaukee						
	Mobile					and the second of the second o	A COUNTY OF THE PROPERTY OF TH
1	Nashville 350	A STATE OF THE PARTY OF THE PAR					
	New Haven 290						
		The second secon					
1	New Orleans2,000	를 보고 있는데 하는데 그리를 할 때 소요한 이번 이번 보고 있다면 하는데 보고 있는데 보고 있다. 그리고 있는데 없는데 없다.			[1] [1] [1] [1] [1] [1] [1] [1] [1] [1]	요. 하는 그렇게 이렇게 되었는 얼마를 하는 하는 아니라는 하는 것이 없는 것이 없다.	
	[2018] [12] [12] [13] [14] [14] [15] [15] [15] [15] [15] [15] [15] [15	420.1	: [[[[[[[[[[[[[[[[[[[그렇게 하는 사람들은 아내가 가장 아내가 들어가 되었다. 아내는 아내가 나가 살아 하는 아내는 것이 하다.		
		290.4					
1	[1] [1] 1 [2] [2] [2] [2] [2] [2] [2] [2] [2] [2]		Garante and a transfer of the anti-			하는 사람들은 아이들이 아니라 아니라 아니라 아니라 가게 되었다. 아니라	
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*1957 Standard Rate & Data Service Consumer Market gives latest estimates as of June, 1956.

• *1954 Census of Business conducted by U. S. Department of Commerce published last year. Term "eating and drinking places" includes all places where beverages and/or food is consumed on the premises. It would therefore include all restaurants, diners, cafes, taverns, cocktail lounges and bars.

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Record Programming

Trial Disk Buying, Frequent Change Spell Top Programs

By HAL REVES

When an operator wants profitable programming, he will watch closely the requests of the location customers, he will not flood his route with a new disk as yet untried, and he will keep in stock not only pop classics, but also the all-time favorite tunes by former hit song artists.

So states Frank Alluvot Jr., son of the owner of Frank's Music Company, of Detroit, who has worked in the music machine field with his father since his early teens.

Alluvot, head of the programming department, knows, from his half dozen years in programming for the firm's own routes, what has proved to be most profitable in keeping programming up to its best paying potential.

Trial Records

What keeps costs down, yet helps to insure keeping the programming in top condition, is his habit of buying only a small number of a new hit tune by a popular artist. He then places them at strategic positions thruout the route for a trial of a week's time, moving the trial records to other locations for another week's test by the popularity meter.

Changing brand-new records is considered important because, frequently, what won't prove popular on one location can often be a hit in a location that may be only across the street yet frequented by a different type of clientele.

The changing is kept up for a few weeks until the number of spins metered prove whether or not the disk warrants buying in quantity for all locations.

Watch Meters

Alluvot estimates his trial disk purchase will be for about 25 per cent of his total number of machines. The popularity meters are then watched by the men who install the disks on the machines as they make their weekly rounds. When meters show an increasing number of spins per location, plus demands for the trial disk from locations which still haven't got it, Frank makes it a quantity purchase for the rest of his territory.

Says Alluvot: "Instead of buying, say 200 or 300 records, right
away, you can do better by buying only 30, and giving them to
your routemen in equal amounts.
For instance, I bought 100 disks
of Elvis Presley's "All Shook Up."
Each of our five routemen got 20
copies. We give each of our
routemen an equal number of
tunes regardless of whether it is a
"trial" disk or one to be covering
all locations."

Schedule Book

Alluvot relies on a schedule book to keep track of both trial and all other disks sent to locations. When a record is given in quantity numbers to the routemen, the label number is recorded in the book alongside the label. He records each amount given to each routeman. This is particularly valuable when keeping track of a trial record.

When popularity meters show in the various locations that the response or demand for the trial disk is building, he checks his record book and the schedule sheets of the routemen handling those locations. When he determines the number of 45's the routemen each have in his respective territory, he subtracts the number of disks of the trial record already given and orders the total of disks they still lack to completely cover their territories.

For instance, when he knew "All Shook Up" was building fast, he checked to see how many copies each man needed. One routeman had 70 machines and since he had 20 disks of this number, all he needed was 50 more disks to cover his territory.

15 Per Cent in Records

An estimated 15 per cent of the firm's gross income from its music machine collections goes back into new record purchasing.

His purchase list is determined solely by the requests brought in by his routemen from their locations and by the popularity meters, on which he relies heavily for future purchasing requirements.

Alluvot does not believe in choosing labels based on his own preference or "hunches." He acknowledges readily the pact that he cannot represent the tastes of the hundreds of music machine patrons who frequent his locations.

He places importance on the fact that a disk can "take off" and spin the meters on east side locations, yet not be given any spins at all across town on the west side. He pointed out that this is even true of locations right across the street from each other.

Individual Preference

It is because of this location individuality in music preferences that his routemen are given orders after a week's trial at one location to move a newcomer to another location, where it may suddenly really do business in plays.

Yet he does not wait for any given period of time to start covering more of his territory

(Continued on page 154)

Report From Detroit

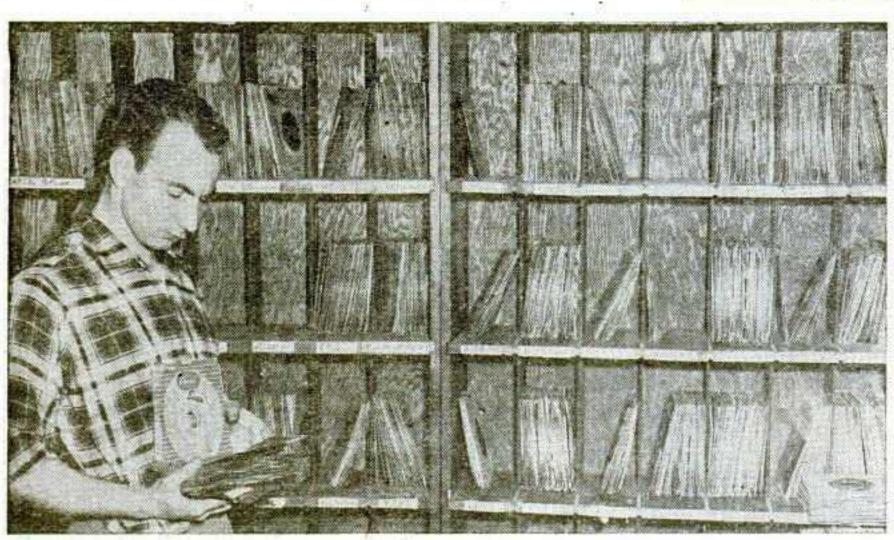
WHEN A DISTRIBUTOR'S SALESMAN has a number that the buyer thinks is really hot, it is taken off on a tape recorder and subsequently played back for the collectors when they come in, to get their composite judgments. Here Frank Alluvot Sr. makes such a recording.



FRANK ALLUVOT JR. CHECKS his books showing listing of records as issued. One column is assigned to each collector. Separate books are kept for 45's and for 78's. Records are listed by label and serial number. It is considered impossible to list records by locations. Here he checks the record against a recap of the requests for numbers from locations, to determine the amount already on machines, serving in turn as a buying guide.



SERVICEMEN JAMES GRAY, Harley Ketchpaw, and John B. Alluvot (L. to R.) compare their notebook listings of requests received from locations.



FRANK ALLUVOT JR, checks over the library of standards. About one-third of the actual library is shown here. Shelving arrangements are varied to fit various types of records.



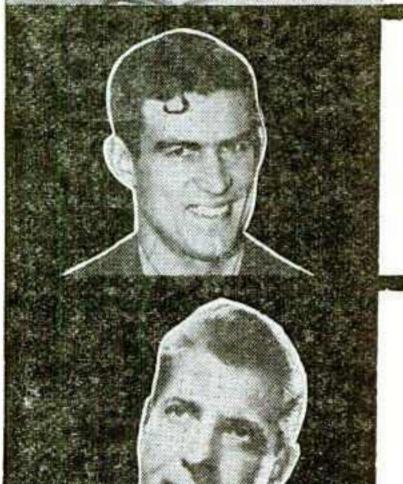
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DICK HYMAN TRIO

TOKYO ALLEY

SWEET GEORGIA BROWN

K12476 • MCM 12476 K12477 45 RPM ONLY K12479 45 RPM ONLY K12467 • MCM 12467 K12475 45 RPM ONLY K12474 • MCM 12474

JERRY WAYNE

IT'S NOT TOO LATE

and DON'T WANT

YOUR KISS

MIKE SECREST

THE GIFT

DO YOU PROMISE?

SHEB WOOLEY

PLENTY OF LOVE

I WON'T

COME BACK

RON HARGRAVE

THE SONG OF THE MOONLIGHT

HOLD ME

GARY WALKER

EVERYBODY'S GOTTA GO SOMETIME

IT'S ONLY A MATTER OF TIME

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Recorded Directly From the MGM Motion Picture

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



Record Programming

MONEY PROGRAMMING RULE 1:

Buy 3 New Disks Per Juke Box Weekly, Change More

By JIM TITTERINGTON

Three iron-clad rules are among the instruments the TAC Amusement Company, of New Orleans, uses to make its juke box programming pay.

The first of the rules is really a restriction, under which the company allows the routemen \$1.50 per week for each machine on their routes in the programming process.

"In addition, the routemen have access to our more than 500,000-record library in their programming," Lawrence Legarde, general manager, said.

"We estimate the use of the library provides the routemen with the equivalent to an extra \$1 per machine per week."

Pop Meters

The second rule is to observe and strictly abide by the popularity meters on each music machine.

The third rule requires that each routeman visit all distributors in the city once each week and listen to all new releases before deciding what to purchase for any location.

Aside from the set rules, TAC believes one of the most important factors leading to its programming success is its system of division of responsibility.

TAC does not do its programming on a company or city-wide basis.

Instead, the city is divided into four separate routes, and four men are individually responsible for their particular divisions.

Divide Work

"We find that this division of responsibility in programming pays off," Legarde said.

"It creates an element of competition even within the company. Each of the four men has a free hand in programming. It is his job, and it is up to him to make it pay."

The routemen are Nick Caruso, Harold (Hap) Giarusso, Joe Caruso and Frank Mollere, a foursome with an average of more than 10 years on the programming job for TAC.

Today the firm operates more than 450 machines and boasts a staff of 27 trained specialists with an aggregate of 240 years of experience.

"We allow our routemen \$1.50 per machine per week for buying new records, plus access to our large library," Legarde said.

Three Records a Week

"That gives them enough to buy three new records each week for each juke box on their routes," the manager added. "They can split it any way they want to. It's up to them to budget the allowance in any way they wish."

Legarde contends that the popularity meter is one of the outstanding means of determining proper programming.

"We strictly go by the meter,"
Legarde said. "Our routemen
were brought up in its use and
know its value.

"Some operators don't use the meter in their operations, and a few probably don't even know the meters are on the machines. But we use them faithfully. It allows us to keep up-to-the-minute on record popularity without the use of extensive record-keeping processes."

Nick Caruso, 14-year veteran as a routeman for TAC, was equally definite on the benefits of a strict use of the popularity meters.

Why Meters

"I don't believe we could do

a really efficient job of programming without the use of the meters," Caruso said.

"We can't afford to accept the opinion of the location owner as to which records are receiving good or bad play.

"With the meter, it is easy to determine. The information is right there. So we take off the records receiving the lowest play and replace them with new ones. It's as simple as that."

But because a record receives poor play in one location doesn't mean it is put completely out of action.

It might go well at another location, and determining if it will is another part of the job for each of TAC's routemen.

Changing Records

"A record might get only one play at a certain location," Caruso said. "But at another location right around the corner it might get 50 or more plays. That's not an exaggeration. It happens often."

So experience and knowledge of the individual location play an important part in the programming philosophy.

"Our programming philosophy is largely determined by the individual locations," Giarusso said.

"A record might be old in one spot and used heavily in another. We try to work each and every

Report From New Orleans

JOHN "TAC" ELMS, right, founder of TAC Amusement Company, New Orleans, discusses some of the records to be filed in the company's spacious library with general manager Lawrence Legarde, left, and Joseph Villars, business manager. The firm has more than half a million records in all categories on file.

location individually. We concentrate on pleasing the individual location."

All Tunes Heard

The company requirement that each routeman listen to all new releases before deciding what to purchase is in line with its policy of buying for the individual location.

"That is a hard and fast rule here at TAV," Legarde said. "Each routeman is required to devote one entire day a week to going to all distributors in the city and listening to all new releases.

"We don't buy from one-stops, but deal with all the distributors. After the routemen have heard the new releases it is up to them to determine what they need for any given location."

(Continued on page 157)

Tests New Records To Spot Route Hits

By STAN BOWMAN

Bob Holt, Salt Lake City music operator, has developed a method of keeping voluminous records on programming with a minimum of effort, bookkeeping and help.

And his method has paid off in increased income, low cost of keeping records and a route of jukes boxes that are up to the minute in the latest records, and now and then a little ahead.

His method is simplicity itself, and the only requirements are keeping weekly contact with every music machine on the route and training the help in the method.

Juke Bookkeeping
Instead of massive records in a central office, Holt keeps the record of programming in each juke box. "That is where the records are played, where the customers show their choices and where the records have to be changed. Why have to go back to the central office to find out what we need?"

In a more centralized area, central office records are more practical, but in the widely scattered area of Utah where a juke box route may be 40 to 50 miles wide and at least that long, an operator can't afforo to run, or phone, back to the office.

Holt spends about 10 per cent of his gross profit on records each year. "I feel that is pretty high, altho I don't know how high some others go," he said. However, he seems to feel that since music is the product he is selling, the product should be what the people want.

Testing Records

"I test records," he said. From the lists, such as those in tradepapers, he is able to choose many of the records to put on his machines. But he believes that tastes differ across the country, so he does not buy mass amounts of a record because it looks-like a "comer" to someone else.

The pressings sent as promotion

Report From Salt Lake City

from record companies are added to the test batch, plus some he buys on the basis of his 27 years' experience in the business.

"I put the test records out in key spots, varying them according to the type of customer that patronizes the place. And knowing the type of customer helps in programming," he said.

Weekly Visits

Since Holt or one of his staff visits each spot at least once a week, it does not take long to tell if a record is hitting. The weekly visits also keep a thoro check on condition of machines, often preventing breakdowns, and long trips to make hurry-up repairs.

Here is where his "automatic" record keeping comes in. First to check the test record or records: By the number of plays recorded on the automatic counter, he can tell if the record is getting good, fair or little re-

(Continued on page 155)



COMPARING SELECTIONS made for various locations in New Orleans are these four men whose job it is to make juke box programming pay off for the TAC Amusement Company. From the left are Nick Caruso, Frank Mollere, Harold (Hap) Giarusso and Joe Caruso.

MAKE SURE YOU'RE ON

YOU'RE ON THE RIGHT TRACK

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Juke Program Success: Keep Tabs on Public Music Pulse

By ELTON WHISENHUNT

The man who does the most outstanding job of juke box programming in Memphis is the 42-year-old route manager for Southern Amusement Company who oversees several hundred phonographs.

He is Charles McDowell, a veteran in the business, whose secret of successful programming is to let the public pick the records for him.

Tho this seems an over-simplified system, it boils down pretty much to that to a great extent. For McDowell's philosophy is to keep a finger on the public's pulse in popular music as a nurse does her patient.

Close Contact

With this system of close contact between his three routemen and the public, he knows what records to buy and when to buy them.

Here's how McDowell's system works:

Three routemen, James Davis, William Dotson and Albert Artiola, build a close relationship with the location owner. They welcome suggestions of what tunes the customers want on the juke box.

The location owner asks his customers what tunes they'd like. The location owner jots down the tunes as they come to him and he passes them on to the routeman.

The routeman turn in the tunes to McDowell; they are authorized to buy them. Record purchases total about 10 per cent of Southern Amusement's operating costs.

They use mostly singles, few extended plays, holding to the theory that EP's slow down play, that the cost is too great to program them and singles will produce as much revenue as an EP. Play is 10 cents, three for a quarter.

All three routemen have a good ear for records and are in close "feel" with the type music that will go at each particular location. They learn this from experience.

In addition to buying and putting on the machine the records customers want, the routemen, under McDowell's supervision, also listen to new records as they are released, decide whether to buy.

Picking Hits

A good example of Southern's success in picking a top hit was "Blue Suede Shoes," a product of the local Sun Record Company. All three saw it as a hit and promptly bought heavy on it.

"Sometimes our routemen will create a demand for a record," said McDowell. "When they hear something they like, they buy it and put it on the juke box. But most of the time we just meet the demand.

"That is, we put on what the customers want to hear. Sometimes a tune on the radio or TV gets prompt requests. It's probably a new tune the disk jockeys are spinning. We get word fast and get the record on promptly.

Early Buying
"This makes all the difference
in the world. Plays are lost when
a record that's building is not on
a machine early enough. The life
of the pop hit averages about
three months and it's important
to have them on the phonograph
for the full three-month period if
possible."

Here's the way McDowell and his men gauge the programming at certain locations. Knowing the location they know the age group that frequents it and the type of customers.

If it's a top location, for example, a class restaurant with good atmosphere and good food, soft, pleasant music is programmed along with the late hits.

Teen-Age Spots

If it's a hang-out for teenagers, this location's phonograph is packed with rock 'n' roll and pop tunes.

If the location spot is a cafe where the majority of its customers like country and western music or rhythm and blues, the juke box is programmed accordingly.

McDowell said, "We do not use the so-called category system." This is a system of having sections on the juke box. Each section has a certain type music in it, such as pop tunes, old standards, rhythm and blues, rock 'n' roll and country and western tunes.

Actually, McDowell said, such a system is not music programming at all, but only the grouping of certain types of music under certain headings.

The way his men put on tunes, he said, are to get the most-played records on the first and second columns, beginning at the left. Reason is, he said, that most customers will read from left to right and spot, more than likely, the tune they're looking for right away.

Other tunes are arranged accordingly; this is, by their popularity rating, from left to right. When a tune hits, and say it's in the middle column, it's moved up to the first column.

Often the routemen, in selecting new tunes to buy, will pick a good one as a "sleeper" and put it in a middle column. If its play indicates it is going, then it is moved to the No. 1 or No. 2 column

Music distributors send new

records to Southern several days before their release. This gives the routemen an opportunity to listen to them before release.

Every afternoon, after coming in off the route, all three listen to new tunes. If they like one for a particular location, they buy it. Or it may be they will want it for several locations. Or they may not like it and not buy at all.

But, being human and fallible, sometimes they pass one up that later hits and they have to buy quickly and get them on the juke boxes promptly.

Each routeman keeps a record of each tune that is on every machine and the popularity rating of each tune. When a new tune is put on the machine, they know from this record which disk to take off. They replace tunes getting the fewest number of plays. This accurate and expert method of programming always keeps the tunes not being played weeded out and keeps only good records on the machines.

Program Appearance

Tied in with McDowell's philosophy of "giving the customer when he wants" is also this feature: On a new, \$1,300 machine, a good-sized investment, it is important to have a good-looking program.

Therefore, along with a good programming of records, he also takes into consideration the title strips.

"If all the title strips look good, new and fresh, and are typed alike, it adds considerably to the appearance of the machine and increases the play," he said.

Up to now his secretary has been typing some of the title strips. They are ready for the routemen to take out with them when they leave the next morning with the new records they will put on their machines.

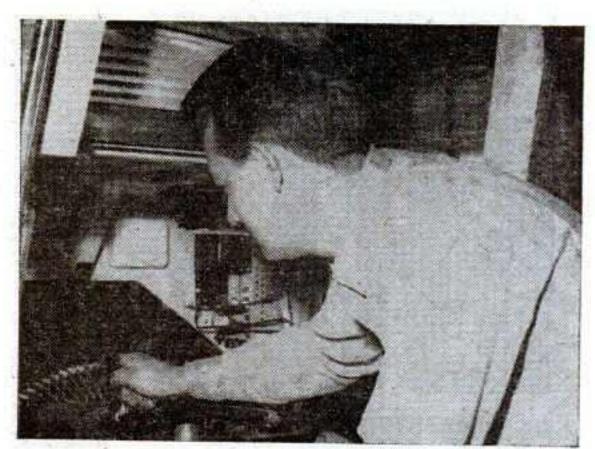
But, McDowell said, the men have to type some title strips on their route. They carry portable typewriters for this and this is time-consuming. As the route grows larger they face heavier and heavier burdens.

McDowell estimates 600 title strips consumes a full eight-hour day of one employee typing steadily. At each location, considering they have to type the strips, the men are held up a considerable amount of time if he has to service wall boxes.

So, to solve this dilemma, Mc-Dowell has ordered a graphotype machine. This machine will be used to print up the title strips. They can run off hundreds in a matter of minutes and will save all kind of man hours.

It is simple to operate. A metal

Report From Memphis



WILLIAM DOTSON, routeman for Southern Amusement Company, Memphis, puts a tune on a box at a location. He has had a request for the record from customers, thru the location owner. This philosophy of "giving the public what they want" has paid off in higher collections.



FAST TYPIST, but it still takes LaNora Malone a full eight-hour day to type 600 title strips. Her job of typing them is now obsolete at Southern Amusement Company in their updated system of printing title strips. Soon after this photo was made, they got in a graphotype machine to print the title strips.

plate is made of the name of the tune by simple operating keys similar to those on a typewriter. The metal plate is then placed in the machine with the paper and printed title strips are thus made.

The machine was due to arrive as this was being written, and by the time it is read will be in operation. The routemen now leave every morning on the route with title strips already prepared. They don't have to undergo the time-consuming typing of title cards on the route now.

Another good feature of the machine, McDowell said, is that all title cards will be uniform. There will be no errors in spelling and the cards will be the same size, the type the same size.

McDowell estimates that he has more than 15,000 records on machines over the city. His men, of course, are constantly changing them, for music programming is change.

And with his system, Mc-Dowell has won the respect and



WHICH TO BUMP? Charles McDowell, route manager for Southern Amusement Company, doesn't have to figure hard for that. When a new record goes on, it's easy, with his system, to know which record to take off. A book is kept on each machine and the popularity meter rating of each record is written in the book weekly.

admiration of all other operators as having the best system in the area.



thanks Ops-you've been wonderful

Christ Dollie A Ryllis

Review Spotlight on . . .

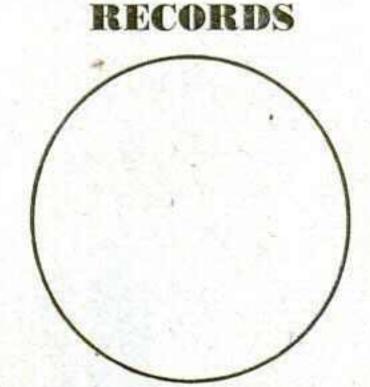
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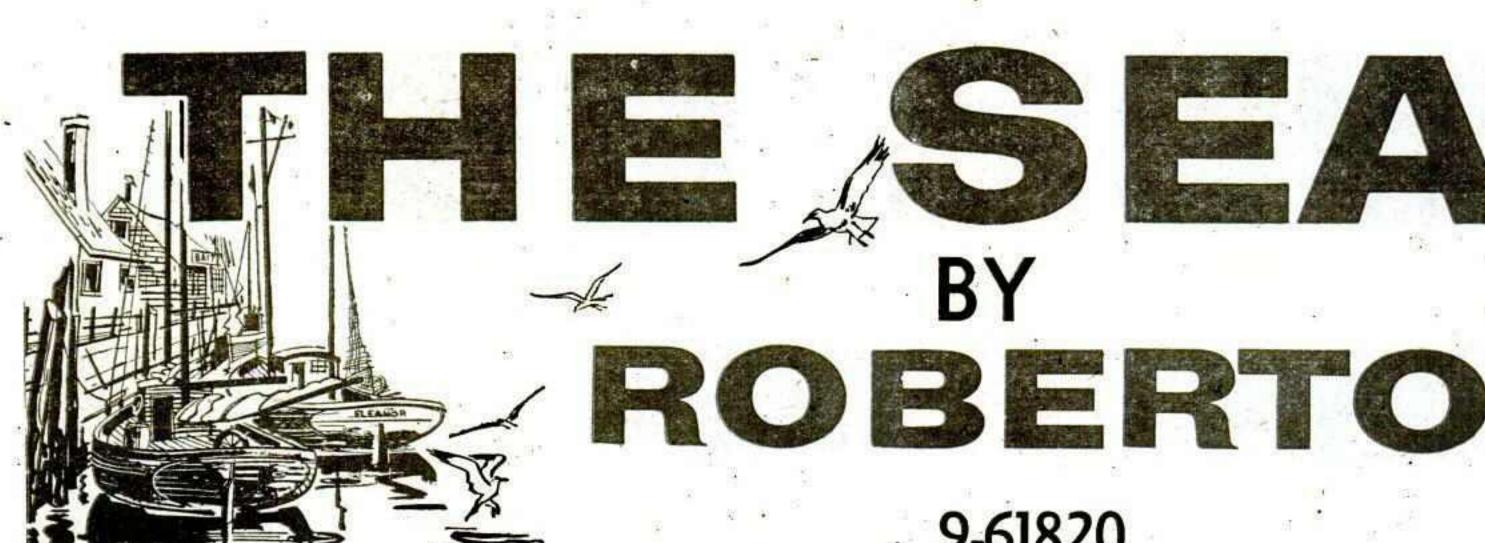
b/w A FACE IN THE CROWD



STEVE LAWRENCE

9-61834

b/w FABULOUS



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CORAL SEASE





Dick Jacobs

And His Skiffle Group

FANTABULOUS

AN AFRICAN'S PRAYER

(Eyi Wala Dong) 9-61843

Billy Williams.



I'm gonna sit right down and write mysel

DATE WITH THE BLUES 9-61830

HI HO STEVE-0

Louis Nye as Gordon Hathaway

with Larry Sonn Orch & The Key Men

c/w I GOTTA RUN



The Lancers

CHARM

BRACELET DON'T FEEL BAD

9-61831

Steve Allen

DO YOU EVER I LOVE THINK OF ME YOU

9-61839



Phil Foster

LET'S KEEP THE DODGERS IN **BROOKLYN**

LISTEN, ALL YOU BACHELORS 9-61840





BIG LEAGUE HITS

Eddie Lawrence

ABNER THE BASEBALL

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EP Album Cover Display Hikes Operator Gross 20%

Two extended-play album covers displayed on the ends of a phonograph selector panel hiked gross income 20 per cent for Jack Gutshall, a veteran operator of Corona, Calif.

Gutshall did not give in easily to the new venture of using album covers to create interest at the point of sale. He was forced into it.

After putting EP's on his machines at 15-cent play, he was unpleasantly surprised about four months ago to find, while checking route slips, that they were doing poorly. Something had to be done, Gutshall reasoned.

The next morning when one of his routemen came to work, they discussed the sad state of affairs and the means of correcting it. They decided to try album covers on two machines.

Trim Covers

The covers were trimmed to fit the area adjacent to the selector panels of the machines. With two sets of two holes drilled

both at the top and the bottom of the panel, piano wire was made into loops to hold the covers securely. The loops are about threefourths of an inch wide and onehalf inch deep. They are not noticeable.

During the next two weeks the machines were checked. A sizable revenue increase was noted. The experiment had proved itself.

The next move was to install the album covers on all 200selection machines operating on a dime and three for a quarter play for singles and at 15 cents for EP's.

Gutshall would not think of having an EP-equipped machine without album covers now.

New Factors

Since first putting on the album covers, he has paid special attention to the displays. He has studied the system thoroly. From this interest has come some additional factors relative to increasing the take.

Naturally, he has improved his

system. When he installs EP's that he feels have potential, he has spots for them. The records featured on the album covers are spotted in certain positions on the machine. Printed stickers giving the position of each record are pasted on the appropriate album cover.

Gutshall believes that the reason the point-of-sale idea has clicked is that customers like to see pictures of the artists. Some of them have no idea of what some artists look like. The spots he picks for records he is pushing is in the middle of the panel. Care must be exercised, he said, to properly estimate the potential. If the operator guesses wrong, customers will lose faith in his choices.

'Album's Fet 'EP's'

Another change that this operator made soon after the start of the plan was to head his EP classifications "Albums." He believes this, too, has had an effect on boosting sales.

Gutshall is not alone in his enthusiasm for the point-of-sale promotion. Ira and Marsha Calvert, owners of Cal's Restaurant, of Corona, where he operates two 200-selection machnes, agree that the albums boost play.

Calvert said that the installation of the covers immediately boosted play in his spot. At the restaurant's bar Gutshell is pushing Joe (Fingers) Carr's recording "The Classics" and on the right, "Soft and Sweet," by the Three Suns.

He prefers using only two covers on the selector panel rather than three or four. Two, he added spotlight those tunes. A number of album covers would create a delay in making a selection. He also believes that the use of more than two covers would hurt the appearance of the selector panel.

Some covers, Gutshall explained, lend themselves better than others to the project. If the tunes ak listed across the top of the album cover, this is removed. The main idea is to picture the artist.

In his shop he had inserted the album cover of a June Christy release on a machine that was to be installed. This cover carried only the words "The Misty Miss Christy." He likes this type of picture cover. He hopes that record companies will keep the project in mind and design their covers to fit into it.

He offers no excuses for getting himself into the EP slump that brought about this profitable move. He explained that he bought EP machines and records "like a drunken sailor."

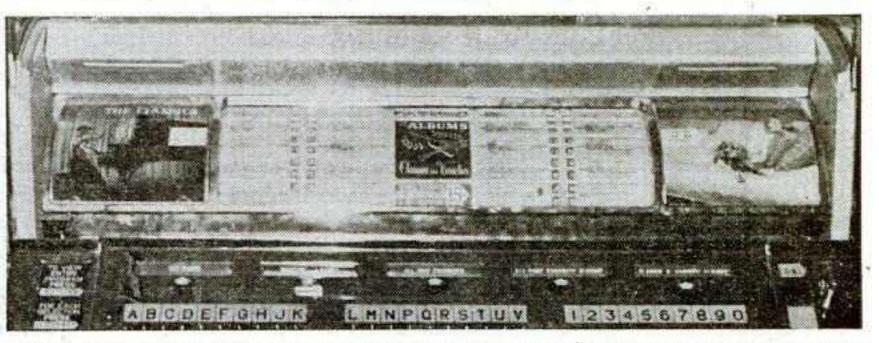
The reason for the splurge was that so much good music was obtainable only on this type of pressing. To qualify this point, he cites the availability of recordings by Elvis Presley and Benny Goodman only on EP's, to name only a few.

His EP slump did not upset Gutshall too much. He had confronted problems before. He has been finding the answers to juke box problems for 22 years. He began operating music in Los Angeles since 1935, four years after he started with games.

He has seen many changes in music machine operation. He believes that EP's at 15-cent play is a bonanza for the operators. He looks upon the album covers as a merchandising factor. His only regret is that using album covers to merchandise music did not come along before it did.



JACK GUTSHALL and Marsha Clavert, of Cal's Restaurant in Corona, look at the "soft and sweet" album cover that is promoting the play of the Three Suns record. Gutshall spots records promoted on the right of the selector-drum in certain spots. Use of album covers increased the take 10



ONLY TWO ALBUM COVERS—on the selector-drum—increased the take on machines 10 times and hiked the route gross 20 per cent for Jack Gutshall in Corona, Calif. He believes two covers sufficient and is against using more that would create a "signboard" effect and cause delay in customer selection.

How to Cut Costs, Up Net

Continued from page 78

the sales talk easier, but in the long run aren't too effective.

The real answer is to call and sell the location on dime play with three for a quarter. It isn't easy. In fact, it's much tougher than I anticipated. Especially when your competition will jump your location with a "They won't play" story.

We lost only one location, but learned then to see and sell each dealer individually. In some small towns the resistance from both customer and dealer is terrific, and play does drop for a couple of months.

The amazing thing is in lots of places the take doubles and in a few exceptions triples. It seems the faster the player spends his money, the more he spends after becoming used to the price set-up.

We have a card system listing accounts and results before and after converting to dime play. When calling on the merchant regarding conversion, we show these cards to disprove his notion that they (his customers) won't play it. Most dealers contend their customers are different, and you have that to overcome. Where the account is already good it's a matter of increased earnings for both parties and exerting all the pressure possible to make the change. Some turn you down flat to start, but persistence pays off. A marginal location has no choice. The only chance of it being worth while is thru increased receipts and dime play.

Minnesota has been tough to crack because games have "carried the freight on music" for over 20 years. Reform has stopped that. I believe we have more dime play and three for a quarter spots

than any other operator in Minnesota. The average for your end will be not less than \$1 per week per unit more. With 200 units, that's \$10,000 a year the first year. After the first year's resistance is over, \$1.50 to \$2 increase per unit will be the

In order to widen profit margins, the only answer is increased takes and watching your costs at all angles. That is the problem of any kind of competitive business. Know your costs and depreciation-get what you must have to operate efficientlyregardless of competition. Competition cannot whip you if you know your costs.

As yet the unions have no place in our business. The average operator has 40 to 50 machines and one man. Perhaps in the future as routes become bigger and more men are employed per route, it will be necessary.

Fred Norberg C & N Sales Company Mankato, Minn.

Drop Marginals

This area converted some time ago to dime play. We went to one play for 10 cents and four for a quarter. Some felt 10 cents and three for a quarter was a better ratio, but the former was decided to be easier to sell. The change was soon accepted by the public and location owners.

In order to increase net income it is necessary

to review wour route and drop marginal locations or get guaranteed minimums: X dollars per week or let the location go. It's hard to give up locations, but the net is what makes the wheels go round. "Sell" music actively to proprietors and employees. Good equipment and careful programming are necessary, but without on the spot promotion, the former will not always get the job done.

From my limited experience, I see no need for unions, but larger operators would be more qualified to speak on this.

A California Operator

Sell the Public

Everybody knows a price increase is never popular. The public objects whenever they have to pay more for something regardless of what it is. There is a certain amount of resistance, but as a rule, after a few weeks or a few months, it disappears and it's forgotten.

Before switching to dime play, members of our association advertised in the newspapers. In the central city of Scranton and Wilkes-Barre, for example, the best spots all changed at the same time. With the co-operation of all the operators, it worked very smoothly and it has been very profitable. The average increase has been 40 per cent to 50 per cent.

Benj. Sterling J. Sterling Service Moosic, Pa.



UNITEDS GOIN-OPERATED PHONOGRAPH

After a thorough and comprehensive study was made of the entire phonograph industry . . . after years of painstaking experiment and development . . . UNITED presents a truly magnificent instrument that is astounding the entire industry. It outmodes all other phonographs with its ingenious simplicity . . . the very keynote of its design. Its many new, exclusive features far exceed the demands of veteran operators . . . puts an end to those many needless service calls that rob profits from the cashbox. No other phonograph in existence today can match the spontaneous appeal . . . the rich sound quality of this great new phonograph. Gracefully styled in five beautiful color-combinations, this elegant new phonograph will put new life in your operating business . . . new, thrilling entertainment in your locations ... new profits in your bank.

See and Hear This Great Innovation

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



 Dual-Dial Selector Simply Dial Selection and Press Button

NEW

 Memory Unit with Printed Circuits Playmeter Automatic Scanning For Reloading

 Cross-Over Network Separates Highs From Lows

NEW

 Full-Range Hi-Fidelity Amplifier **Automatic Volume Compensation** Continuously Variable Bass And Treble Tone Controls Scratch Suppressor — 8 Standard-Type Tubes

NEW

 Lower Cabinet Section is an Acoustical Phase Inverter Enclosure

NEW

 Assembly Units Easy to Get At Simple to Service

NEW

 Greater Speed Between Selections For Faster Profits

SIMPLICITY IS THE INSIDE STORY... INSURES YEARS OF STEADY PROFIT OPERATIONS

Brilliant, Sparkling NEW BEAUTY.



HU Adellin

Automatic Music!

Music by



- · Eye-Level Program Panel With Snap-On Universal-Type Title-Strip Holder
- Easy Access To Entire Coin-Mechanism
- · Balanced Tone-Arm With Lightweight Stylus Pressure G. E. Variable Reluctance Hi-Fidelity Cartridge
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- 15" Low Frequency Speaker With Hi-Frequency Horn **Provides Best Reproduction**
- All Units to Selector Drum Easily Disassembled by Removing Simple Fastenings
- Built Solid for years of Solid Service

Unsurpassed Mi-Fidelity SOUND REPRODUCTION

MODEL UPA-100

Extended Play Records



City's Only Operator Using EP's Digs Gold in Programs

The only Memphis operator who programs a large number of extended-play records on his juke boxes finds them a big asset to his business.

He is Charles Kahn, partner in Tri-State Amusement Company. He programs about 13 per cent of all his machines with EP's and he reports they net him 8 per cent of his collection.

The economic importance of his EP income: Practically all EP selections are standards, and Kahn therefore does not buy new ones often.

Costs Cut

Thus his overhead in record costs is cut tremendously by using EP's. Some old favorites such as "Stardust," "I Love You," "April Showers," "Who's Sorry Now?," "Basin Street Blues" and others have been there two years or more.

The clientele of the locations like it that way. In fact, they won't let him take them off. They'll let him shift the old standards around from machine to machine occasionally, but they always want some EP's with old standards to play.

Kahn programs EP's on all his machines. Almost all the EP's were included in package deals with a new machine purchase.

He tried them and found they clicked, particularly on his top locations.

Adult Customers

Customers in their 30's, 40's and older like the smoothness and nostalgia of standards. Now they are steady customers at the juke box.

He puts 200-selection machines (which he's just started buying) in his top locations with a generous scattering of EP's thruout, and these, he finds, get heavy play. Most of his equipment is in the 100-selection category.

Price is dime for one play in case of a single or an EP, or three for 25 cents. None of the machines vet have a 50-cent chute. The 100-selection machines don't have a credit accumulator, the 200's do.

As for how many spins the EP's get, Kahn has made a check at the locations and finds they get a big percentage of the play.

At top locations the play is "very large," nearly equal that

of the top pop tunes.
Standards 100% EP's

Kahn has already worked all of his standard programming on to EP's, and they are the only EP's he buys now, except the pop kind which cannot be ignored. These are those EP's by such stars as Elvis Presley that are not on singles.

He makes a systematic switch of the EP's from one location to another when, in his estimation,

the tune has had its full run of play at one spot. If he finds any EP not getting any play, he pulls it off.

He finds, he said, that there are very few such EP's in his catalog of standards.

"I've gotten lots of compliments on my EP standard programming," he said. "A lot of people come in to the locations just to hear them.

"They like the wide variety the EP's offer among the standards. They tell me it's the only place in town where they can play such music."

Extended plays, already an im-

portant and integral phase of juke

box operations, will continue as

an increasingly profitable part of

programming, according to Frank

Witecki, who heads the Wite

Distributing Company of Gary,

emphasis, "does not mean that

EP's will ever replace singles."

will keep EP's alive ad infinitum,

ishes in the cold, hard light of the

fact that EP's bring in an addi-

tional nickel, Witecki said, indi-

cating the unlikelihood of an at-

tempt to assassinate Santa Claus.

About Time

Witecki is unconcerned about

"An EP does not take twice

as long as a single," Witecki

contended. "Even if it did, how-

ever, the time lost in the selec-

tion of singles should be also

considered in weighing the com-

parative time-consuming aspects

said. They are getting one when

two plays cost them 15 cents

People like bargains, Witecki

"An EP-equipped machine is

bound to gross more than a non-

EP-equipped machine," Witecki

stated. "To me, that is a fact and

40 EP's

selection machine about 40 plays

Witecki said that on his 200-

Only about 40 per cent of his

Package deals are not always

equipment programs EP's, the

practicable in a city of greatly

diverse national and racial ori-

gins, and Gary, one of the most

an indisputable one at that."

are under EP arrangement.

Steel City operator added.

"That, however," he adds with

Dollar-and-cents considerations

Operator resistance usually van-

an operating company.

Witecki opined.

the element of time.

of EP's and singles."

instead of 20 cents.

Kahn, besides his music and game route, also operates a combination restaurant and cocktail lounge, the "Oasis," in downtown Memphis. He has a 200-selection unit there programmed with 30 EP standards.

He finds regular customers coming in just to play some of the old favorites that they tell him they don't find anywhere else in town.

Public Likes Em

This public good-will EP's bring him is the main reason, he believes, that an EP-equipped (Continued on page 157)

Why EP's on Jukes:

By JOE KLEIN

Dollars and Cents

Report From Detroit,

Memphis and Gary:

EP's Are Profitable

Top Artists, EP's Spin Good Profit

Personal programming of EP's, rather than the use of the customary "package deal" provided with new music machines, has been largely instrumental in making a pro-EP music operator of a Detroit operator.

This factor has provided satisfactory profit from EP plays for



Erwin Moss

Erwin Moss, of Moss Music, de-

spite the comparative newness of

Moss uses 20 to 30 EP selec-

tions on each 200-play machine,

and on all of his new machines.

This totals about 15 per cent of

all of his machines, and 5 per

cent of his average total of rec-

Name Artists Must

own programming of EP's to the

selections given in the "package

deal" is that his locations want

EP's featuring top name artists

which are not available in most

He contends that the "package"

which features the perennial fa-

vorites by standard artists has its

place-and especially so in the

EP category. But for more spins

per EP disk, he finds that his

EP's will pull more plays when

eaturing today's current hit art-

He adds, however, that the

standards on EP's are not to be

altogether discounted, as his

routemen have frequently found

the occasional standard EP at

certain locations will pull as many

spins as the EP featuring top

package deals."

ists.

The reason Moss prefers his

ords purchased for his routes.

EP play.

sensitivity in ethnic relations.
This point was stressed with gravity by Witecki, as by other operators, in this teeming city where some 125 languages are spoken.

Many Tastes
Almost one-third of Gary's population is composed of Negro

conspicuous of America's melt-

ing pots, is an area of high

Almost one-third of Gary's population is composed of Negro citizens. Others by the thousands, now living in Gary, came here from the rural areas of Tennessee, Kentucky, Mississippi and other Southern States. For many years after its founding in 1906, Gary drew its working force from the countries of Central, Southern and Eastern Europe, and their descendants today retain strong sentimental attachments to the nativity of their fathers.

Thus the alert Gary operator must carefully contemplate many conditions and the requirements of many tastes in his programming, Witecki stated.

He said further that he restricts the use of EP's only to 200-selection machines, which constitute about 25 per cent of his inventory.

Public Education

"That EP's will get stronger with time is certain. As yet, the public isn't educated to it."

Witecki charges 15 cents for a one-sided EP and 25 cents for four-play EP's. His conventional tolls include 10 cents for singles and 25 cents for triples. Gary is wholly on dime play. Witecki feels that his credit accumulators are beneficial, but, as yet, he has not been impelled to experiment with the 50-cent chute.

Standards EP

Most of Witecki's standards are under EP arrangement. At the (Continued on page 155) up his supply of EP's in such categories as the latest pop, ballad and rock 'n' roll ditties, and in such types of old standards as the Benny Goodman swing and Glenn Miller arrangements for which there is always demand. Singles receive at least 75 per cent more plays per ratio than do

system.

cent more plays per ratio than do the EP's in his territory, since EP plays are set up for 10 cents and for 15 cents in a few locations, while singles are available in nickel, dime and four-for-aquarter play.

Altho he has not kept any defi-

nite data sheets on the exact

amounts EP's have produced in

profit for the firm, Moss is firm

in his belief that a certain amount

of his income would not have

been made if he had not pro-

grammed EP's according to this

Hits and Oldies

Thus he makes a point to keep

Singles on dime play are chiefly programmed on machines which have just been converted to dime play. Multiple plays are three, four or five for 25 cents. Moss Music uses credit accumlators, but as yet has not installed any 50-cent chutes.

Standards are programmed by this firm in two rows according to the current popularity meter recordings of each disk. His standards are not necessarily confined to EP's, since he uses pop and rock 'n' roll EP numbers.

On the average, his machines each have about 25 per cent EP records and 75 per cent singles.

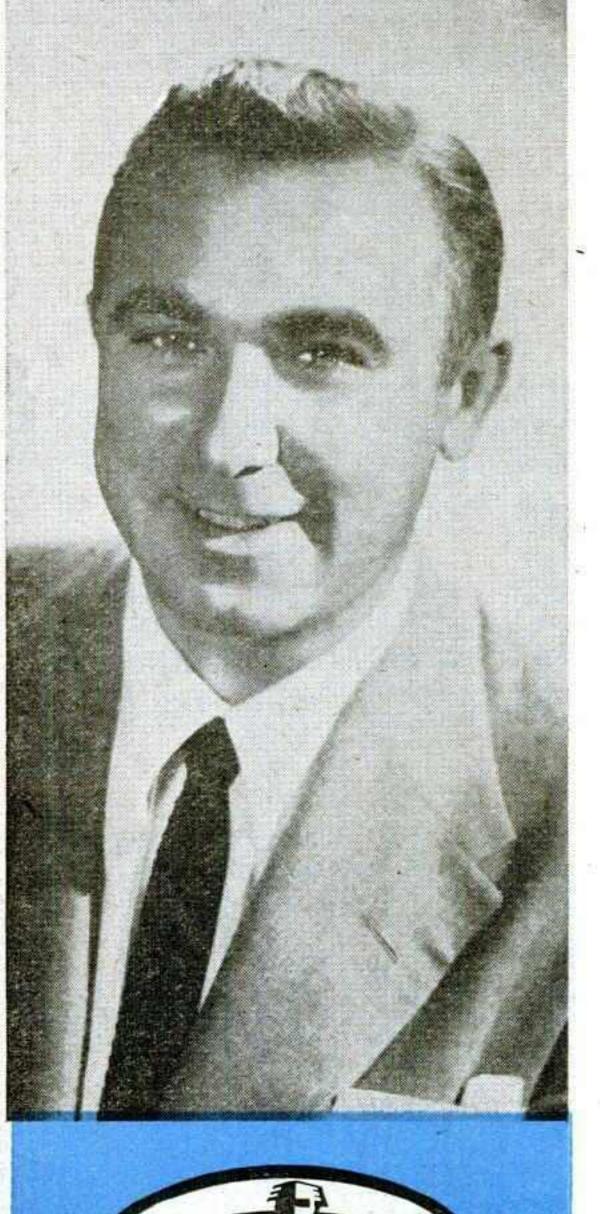
He finds that not more than 25 per cent of EP plays will show a profit, and does not consider it feasible to move all of his standard programming onto EP's, especially since a great many of his machines are still on nickel play, and the cost of conversion at this time or in the near future does not appear worth-while until EP plays become much more wide-spread.

Moss does not follow the alltoo customary habit of switching "library" tunes from one machine to another in haphazard form, either.

He follows a definite scheduled pattern of placing the latest releases on the top rows, moving the others down according to their popularity ratings.

This method keeps the hits, or the top 10 according to local hit ratings, directly in the top rows of the machines. The only oc-(Continued on page 157)

TASTE THIS BIG HIT!



28th. on the Honor Roll Of Hits! 30th. on Billboard Top 100 11th. on the Most Played By Jockeys!

EXCLUSIVELY BY

AND HIS FAMOUS ORCHESTRA

Extended Play Records

EP Spins Pull Steady Coin, Make Up 40% of Disks Used

By BOB LATIMER

Good programming to obtain top returns for each location is more than a matter of simply following popularity trends, according to Jack Arnold, owner of American Amusement Company, of Aurora, Colo.

Forty per cent of all records programmed on phonographs operated by American are extended plays, and Jack Arnold intends to "keep it that way," as long as his patrons continue to play the longer-running disk.

Arnold, with headquarters in Denver's eastern suburbs, and with locations thruout the entire metropolitan area, has been studying programming for more than 12 years. From this experience he has drawn some clearly defined principles which he has followed closely enough to make the average return from each of his machines well above the national average.

EP's on All

Altho he operates almost every type and size of juke box. Arnold uses EP's regularly on all of them, averaging 10 to 15 EP's on all 100-selection machines, and as many as 50 on a 200-play unit.

The reason is simply that EP's show a continuously favorable profit picture, are much in demand with his route clientele, and even tho they cost Arnold 80 cents instead of the 45 cents to 55 cents he pays for singles, their popularity offsets the difference.

"We program EP's on every machine," he said, "and we take advantage of EP packages offered with new phonographs wherever possible. Where a large number of records are concerned, a package is a considerable aid and it gives us the opportunity to test route reaction at low cost."

15-Cent Play

Wherever American programs EP's, Arnold has found that EP's priced at a straight 15 cents, two for 25 cents, have two kinds of appeal.

First, the EP record, with its longer play and two tunes, actually represents a bargain to the customer who is just getting over a recent conversion of Denver phonographs to dime play.

Second, EP's almost without exception, appeal most to the quality-minded music lover who wants to really listen to the selections he has paid for.

Urtil recently, most EP's in the old favorite category had little appeal to teen-agers, who go for rock 'n' roll and rhythm and blues tunes. Now, however, more and more varieties of music are coming out on EP's, Arnold reports teen-agers playing them, too. But old favorites are very profitable.

Program Factors

There are a lot of influences involved in programming a juke box with tunes other than the usual "Top 10" or "Top 20" offered by local broadcasting stations, Arnold says. Influencing the picture: Type of patronage, amount of co-operation he can depend on from the location owner, requests of location customers.

To know his location's musical needs, Arnold devotes an average of six hours each week studying the programming requirements of the location. Because of this extra effort he seldom programs a "wrong" tune.

The programming situation is further complicated for American because the firm operates juke boxes in all categories, from older 40-selection 78 r.p.m. machines up to new 200's, equipped with 50-cent coin chutes and/or credit accumulators. No matter what the machine used may be, however, there are certain standard elements which make up a good programming system, according to Arnold.

Station-Op Deal

First, he takes into consideration in making a weekly record at every location the "Top 20" tunes which have been selected by radio stations KOSI in Aurora and KMYR in Denver.

These "Top 20" from the "basic menu" in each phonograph. But Arnold realizes that the stated popularity of many of the records is a reciprocal thing between his own company and the stations, which call upon him regularly for information on numbers most played on American's routes.

"In other words, we don't allow ourselves to be carried away by the stations selections," Arnold said. "There are often instances in which the record involved would not be on the stations' list if it were not for our own recommendation," he added.

Buying Aids

Consequently, Arnold averages out the radio station selections, trade paper national selections, and makes up the basic record stock, amounting to about 50 per cent of the records bought. Then he considers the job only partly done.

Next to be considered are "request tunes" which have helped to both personalize relations between American and location owners and to build goodwill. Arnold encourages his location owners in heavily trafficked areas to make a special point of noting customers' requests for specific disks.

Each week requests are picked up and turned in to headquarters, Report From Denver:
 d EP's Are Profitable

averaging out to around 10 requests per location.

Arnold bends over backward to see that he does obtain each of the requested records, which range anywhere from Strauss waltzes to country and western numbers.

"Nothing is more inclined to make the patrons of a bar, for example, more conscious of the phonograph than the fact that requests of their own have been placed on it," Arnold points out.

Old Favorites

After the requests for each location have been bought and routed for delivery, Arnold then turns to old favorites," which make up most of the remainder of the music menu on each box.

There have been instances, according to the Colorado operator, when EP records have literally "turned the meter over," particularly where popular old favorites are concerned.

Arnold currently has seven 200-play juke boxes on location in top cocktail bars and taverns in both Denver and suburban Aurora, all of which have an average of 50 per cent of the music menu in the EP category.

Spins, as proved by the play meter, are steadily profitable. Income on most EP's compares favorably with singles, even where hit tunes are concerned.

EP Beats Hit Single

For example, in a typical Aurora location, an EP recording of Clenn Miller's "String of Pearls" and "In the Mood" was played 30 times in a single week. During the same week, Buddy Knox's "Party Doll" - on the same machine was played 45 times. Old favorites is a term which is actually a misnomer, according to Arnold, since an instrumental which was popular only two or three months back can be considered an "old favorite" from the standpoint of play.

He chooses his "old favorites" entirely on the basis of personal experience, including Glenn Miller standbys, Benny Goodman favorites, some Wayne King recordings, such timeless favorites as "Star Dust," "Deep Purple," "String of Pearls," "In the Mood," "Mood Indigo," etc.

'New-Old' Favorites

A typical "new-old" favorite is Elvis Presley's "Love Me Tender," which lasted for more than three months on its original introduction, and has continued to be popular wherever it is used, according to Arnold.

The number of old favorites and requests turn out to be is guided entirely by the locawhich has been registered in the previous weeks. Of course, Arnold points out, there are instances in which old favorites and requests turn out to be the same, as well as those in which requests are already included in the "Top 20" programmed on the phonograph.

Finally, on phonographs which are compartmentalized into specific categories, Arnold adds the usual amount of country songs, Western ballads and novelties, all of these selected against the yardstick of play potential in the location.

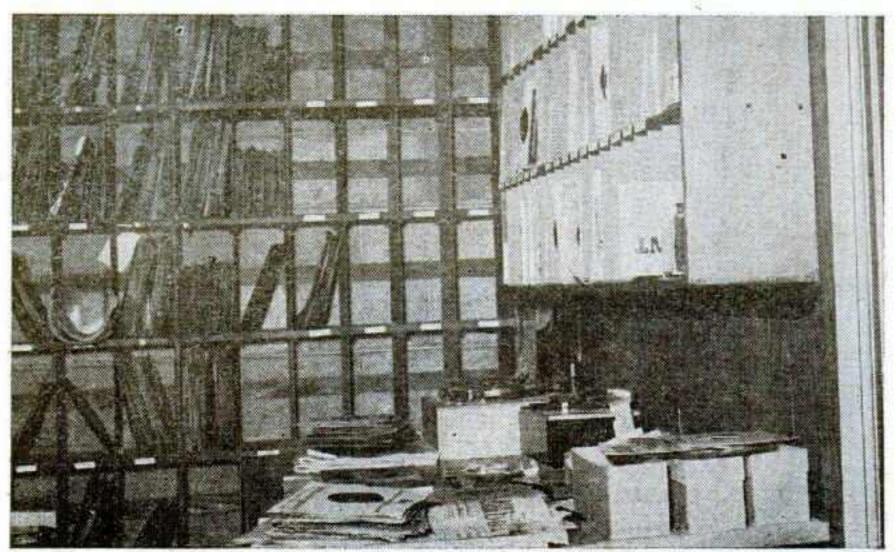
Each Different

"No two of them are anything alike," Arnold emphasized, "but the program selection which we have developed for one machine will usually remain constant for that machine until there is some sharp change in the nature of the location itself."

(Continued on page 154)



AN ELECTRIC TYPEWRITER, parchment title strips and extreme neatness are regular aids in music merchandising at American Amusement



ACTUAL ASSEMBLY OF RECORDS for each location is done in this well-kept record room. Note three-speed record player on which route servicemen listen to "possibles" for consideration before adding to spot inventory.

THE YEAR'S MOST EXCITING NEW SOUND!



Exclusively





Personal Management **BEN-GHAZI** Enterprises

From the family Dot Records' artiststhanks thanks thanks



DO YOU WANT A P-R PROGRAM?

Here Are Public Relations Facts You Need to Know

By LEE SCHOOLER
President
The Public Relations Board

I made a speech at your convention about a year ago (May 7, 1956). I told you that MOA needs a public relations program to overcome the bad reputation that a few unethical operators have given your industry. The Billboard (May 19, 1956) reported my talk at length for the benefit of music operators who were not present.

My ideas seemed to be well received. In fact, you responded so enthusiastically that I went away convinced that you had finally awakened to the responsibilities you must shoulder for your industry.

But the time I spent making that speech and the time you spent listening went straight down the drain.

A year has gone by. No one has accepted the challenge.

MOA still has not taken positive action to correct a situation that is handicapping every music operator in this country.

Several weeks ago, The Billboard asked me what I thought of this lack of action. My answer is this open letter to the members of MOA and to every music operator in the country. I'm going to tell you again how you and your industry can get the public recognition you deserve.

Here are some facts of life. There is no such thing as no public relations. Public relations is what people think of you, good or bad. No one is such a complete nonentity that he doesn't inspire some sort of reaction in other people.

What I'm talking about is the conscious practice of good public relations. This has been variously defined as winning goodwill, creating a favorable "climate" or as building a public image,

But the definition I like best is simply "living right and getting credit for it." That phrase tells the whole story. You have to behave in a way that merits approval, then you have to let people know about it.

While individuals, companies, industries and nations have been influencing public sentiment since the beginning of time, the profession of public relations is comparatively young. It is only in this century that business has recognized its responsibility to the public and consciously set about building a reputation for right living.

Today thousands of major U. S. companies and associations retain public relations counsel or have their own public relations department. One hundred top companies recently reported that they spent \$50 million on their public relations programs in 1954.

Approximately 100,000 people are currently employed in public relations activities and they are being joined by about 10,000 more each year. This is proof that public relations works.

As you know, one of the principal tools of public relations is publicity. It is thru publicity that you tell the story that will influence the people who are important to you.

But publicity is the second step in your public relations.

First, you see to it that your house is in order. Then, and only then, can you start talking about yourself.

It won't do you a bit of good to go after publicity if you can't talk honestly. You can fool the public only so long. Illusion seldom can stand the test of time; when disillusion sets in, you're dead. You already have one good, honest approach. This is thru your position as members of a growing, economically important industry.

Few people who see an automatic phonograph at the corner soda fountain realize what is behind it. That's one reason why they don't take you seriously.

They don't know that your industry, alone, is the direct support of more than 30,000 families or approximately 120,000 people. Add to this all the men and women working in the industries related to yours and you're pretty important to the national employment picture.

People don't see the millions of dollars invested in the plants and equipment making juke boxes. They never think of the singers and musicians supported by you.

They don't even realize that you, as an individual owner of 30 or 50 machines, are a businessman with a businessmap's problems and responsibilities.

What do you do with this factual, hard-hitting story? You tell it thru every possible communications media.

Financial editors of newspapers want news of industries that contribute significantly to the national and local economy.

Consumer magazines, both business and general, would be interested in various facets of your industry. Then there are the trade publications in various related fields.

A lot of plastic goes into phonographs and records. Why not tell the plastics industry how important you are? The same goes for the electronics people who make the controls for your machines.

Gaining public respect thru informing the public about your economic importance sounds easy. It is easy for many organizations. But you have a handicap to overcome before anyone will be convinced of your stature.

That's where the "living right" part of public relations comes in. I believe, and you know, that the huge majority of music operators do live right by every standard of behavior. But the public doesn't.

Unfortunately, the public has been exposed, thru bad publicity, to the fringe elements of your industry and judges all of you by those few members. It's the old story of one bad apple ruining the barrel.

Your failure to begin long ago to counteract these mistaken opinions makes your task today unnecessarily difficult. It is up to you to take positive measures to tell your positive story.

The crooks in your midst care nothing for the industry as a whole or for its good name. It is up to you, as individuals concerned for your own good name, to take over and really do a job.

In your position, it isn't enough to go along doing a decent job day by day. You have to go on the offensive. You have to make a deliberate effort to build yourselves up in the eyes of your neighbors, your local government officials, your fellow businessmen.

Your industry seems to be suffering from a giant inferiority complex as a result of the things that have been said about you over the years. You have to get it thru your heads that you have nothing to be ashamed of. There are some bad apples in every business and profession, but that doesn't keep the other members from accentuating the positive.

This cannot be done overnight. A few news releases are not a panacea for the long-time ills of



Lee Schooler

About the Author

Lee Schooler is founder and president of the Public Relations Board, one of the nation's largest public relations agencies. His firm serves many of the big corporate names in American industry and has offices in the major communications centers of the country. Its headquarters are in Chicago.

Schooler is active in a wide variety of civic and public welfare activities and as a producer in radio and television. His WJJD radio series, "Let's Talk It Over," is the oldest discussion program of its kind in Chicago. For many years, he was producer-moderator for the award-winning television series, "Press Conference."

He was awarded a Certificate of Extraordinary Service by the U. S. Department of State for a public relations program he carried out for the government, and he is also the recipient of a Freedom Foundation medal.

His public service interests include the Immigrants' Protective League and the Mayor's All Chicago Committee. He also serves as a public relations consultant to a number of public agencies in Chicago.

a business. Nor can the job be done by making a few isolated gestures such as giving a machine to a charitable organization or a big contribution to a cancer drive. The public will think you are trying to buy respect. What you do must be part of an over-all picture of a responsible businessman interested in the welfare of his community.

It is on the local level that this phase of your public relations program is most important. MOA can chart the outlines and carry out certain broad programs, but it is up to each individual operator to make these programs work for him at home. National magazine publicity, for example, can pave the way, but you have to follow thru to be identified with that good publicity.

A major way by which you and your industry can earn new respect is to build your public relations program around a specific problem of great public concern. The most logical problem for you to attack is that of the teen-ager. Teen-agers are your principal customers and their behavior is probably the biggest single problem of our nation today.

On the national level, MOA could set up a music scholarship program. It might sponsor psychological studies on juvenile delinquency. It might study the effects of music on behavior.

MOA could instigate national or regional conferences of educators, public officials and the like on specific teen-age problems. It could give awards for outstanding examples of juvenile decency.

All of these projects would be evidence that

Public Relations

EDITORIAL

How Important Is Public Relations?

Telling people about yourself is not a very complicated business if you want to, and if you're convinced it's important to you, you'll probably want to.

These simple facts suggest several questions which people in the juke box business must answer before reaching a decision about an industry-wide public relations program.

How important is public relations to the juke box industry?

Do people in the juke box business care about public relations?

If both these questions can be answered in the affirmative, then what is the best way for the industry to handle its public relations?

It might seem to many people that answers to the first two questions are obvious. We aren't so sure.

It is true that much has been said by people both within the business and outside it about public relations.

But the fact remains that the only action taken in relation to the public has been by individuals. Moreover, action taken by most of these people has been more of "doing what comes naturally" than in following any organized "program."

But let's assume for now that public relations is important to the juke box business and that most people, therefore, want good public relations.

Then what's the best way for the industry to handle it?

We've said before that sound public relations must begin with an attitude, an outlook that's built in; that public relations from the start is necessarily a personal matter between a businessman and other people, and that such a businessman must have a fundamental conviction that what he's doing is right and good and he does care that everybody knows it.

Giving away a juke box or donating to charities is fine. It is commendable. It is good that it is done, but we don't think that as far as public relations is concerned, it helps much.

It doesn't tell people what you are and what you do and what you stand for. Public relations means doing just that.

In this issue, Lee Schooler, president of the Public Relations Board, Chicago

public relations firm, clearly states some simple facts about public relations as it applies to the juke box industry in particular, any business in general.

If juke box operators want to initiate an industry-wide program, the outlines of what's needed for such a program are indicated in Schooler's article. If MOA's leader-ship thinks such a plan feasible, it should plan how to put it into action.

We do not believe that now is the time for such a program, even assuming necessary funds could be raised.

We do believe that MOA should adopt a policy toward juke box public relations which would make clear to the public, and to the juke box industry, what approach MOA felt advisable for operators in particular, and for the business in general, to follow in relating its story to the public.

The fact is that no group in the business has ever made clear that it was eager to state facts about the business to anyone.

The whole attitude of the industry in general seems to be pretty well summed up in Schooler's remark that it appears to be suffering from a giant inferiority complex. Those in the business seem to take for granted that people have a poor opinion of it.

The second thing that seems to be taken for granted is that someone outside the business-such as a public relations firm-must solve the problem for them.

No one knows for sure whether the first is true. If it is true, it is easy to understand why. Few in the business have taken the trouble to set people straight on what they read often in the newspapers, occasionally in magazines. In fact, they don't even try to set the newspapers or magazines straight.

As for giving the job of relating to the public to a public relations firm, the time for such a move is not now, if ever. The best experts on public relations for the juke box industry are the people who know its business, specifically, officers and directors of MOA. An even bigger group is MOA's membership itself.

MOA leaders should make clear MOA's policy on public relations. This policy should outline what MOA itself plans for the coming year in the way of relating the story of the juke box business to the public.

We think that in making plain what their public relations position is—and acting in accordance with it—MOA will set the stage for a sound public relations approach for the industry.

your industry is living right, that you are concerned for the youngsters who keep you in business.

Your job on the local level would be to cooperate with the broad projects of MOA. But, more than that, it would be up to you to carry out similar programs at home, either individually or thru your location associations.

A good public relations program can help you only to the extent that you help yourself.

This means active participation in every local endeavor designed to keep teen-agers out of trouble. It may mean helping to raise funds for a youth center.

It may mean helping to plan teen-age rallies with you arranging to bring in recording stars as part of the entertainment. It may mean giving a banquet for your high school football team.

Every town and city has its own special situation and offers its own opportunities to be of service. It is up to each individual operator to learn how he can fit in. Then it is up to him to see that he gets publicity credit for the things he does.

An automatic phonograph manufacturer once told me that "If you want good publicity, you must take out advertising in your local paper." He couldn't have been more mistaken.

When you participate in public service programs, you are helping to make news that your local paper cannot ignore. Just having your name appear in the page as a member of a committee can, if it happens frequently, identify you in the public mind as a community leader.

Warning: You must give more than lip service to the civic enterprises with which you would be identified. The VIP in your area can do his part simply by letting his name be used on a letterhead, but he's already made his reputation. You have to work for yours. In all of your local activities, you would, of course, have the advice and support of MOA.

The important thing for you to remember is that you don't have to be afraid to tell your story. During a recent discussion over whether to hold a press conference in connection with a national convention, an important official said:

"It's all right to have a press conference, but we must make certain there's no bad publicity as a result of it."

His thinking was just exactly wrong. In any situation, the best way to meet the press is head-on and with all the facts that bolster your position.

You'll find that most newsmen will treat you fairly if you treat them honestly. But if they think you're trying to hide something, they'll do their darndest to dig it out.

A respected newsman, James Reston, of The New York Times, once coined a word that describes the ideal public relations approach. He said of a man about to be unfairly attacked, "He didn't wait to retaliate. He 'taliated.'"

MOA should have begun "taliating" with the facts years ago, but it still isn't too late. It's just harder and will take longer. You can't expect to achieve success as instantly as the Elvis Presley records on your machines, but once you get going your success will last longer.

If you don't believe that it's possible to wipe out years of bad repute, look at the bowling industry. I think it provides a classic example of an entertainment business that woke up to its responsibilities and thereby earned the respect of the entire public.

On a slightly different level, you have the movies. With television making terrifying inroads on theater business, Hollywood promoted the slogan, "Movies Are Better Than Ever." What's more, the

picture-makers, on the whole, have lived up to that slogan. Movies today are better than ever and the box office shows it.

In both cases, the industries concerned lived right and got credit for it. They attacked the underlying problem and let the public know what they were doing about it. There is absolutely no reason why the music operators can't do the same thing.

MOA needs a public relations program of at least three years' duration to get off to a good start. Results are cumulative and stopping too soon would mean the virtual waste of all that had gone before.

The program should be budgeted at \$50,000 to \$75,000 for the first year. As more projects are initiated, the budget should be increased to \$100,000 or \$150,000 a year.

I strongly believe that MOA should be joined by the National Coin Machine Distributors' Association and the Automatic Phonograph Manufacturers' Association in this all-out public relations effort.

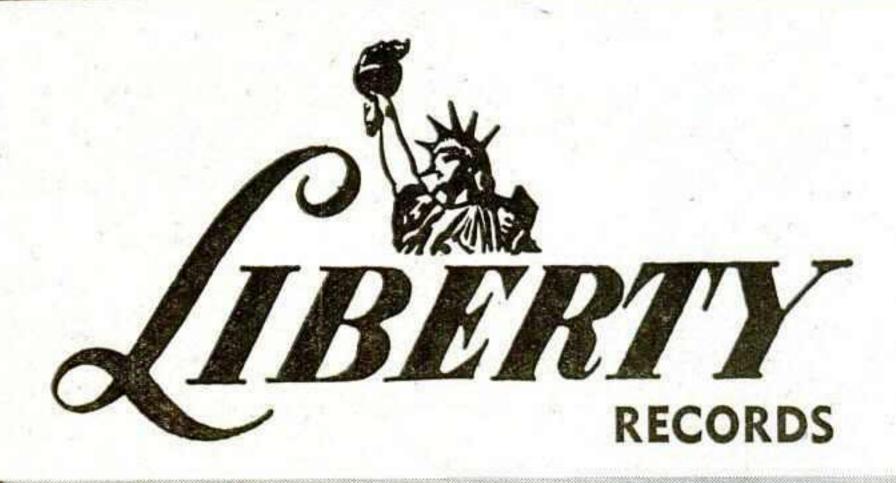
After all, these groups are dependent upon you and your reception by the public. Certainly you're all interested in keeping the juke boxes running profitably.

A public relations program backed by all three groups would gain immeasurably thru the interchange of information and ideas and thru the added strength that comes with greater numbers.

The impact on the public would be increased and the results would begin to show up faster than if MOA works alone.

However, this does not mean that you should sit around waiting for the other two groups to decide to join you. Delay will only intensify your problems.

The future of your industry can be great. Get off your backs and start some action.



PROUDLY PRESENTS...



Billy Ward

And His Dominoes

A Smash debut on Liberty with a Sensational rendition of

45TARDUST?

and

44 LUCINDA 19

#55071

The Big Hits are on....

OPERATOR SPECIALS!

Eddie Cochran

with a terrific follow up to his Hit-"Sittin' In The Balcony"

#55070

Margie Rayburn

#55072





the Phonograph that proves itself on location with

Proven time-tested mechanism

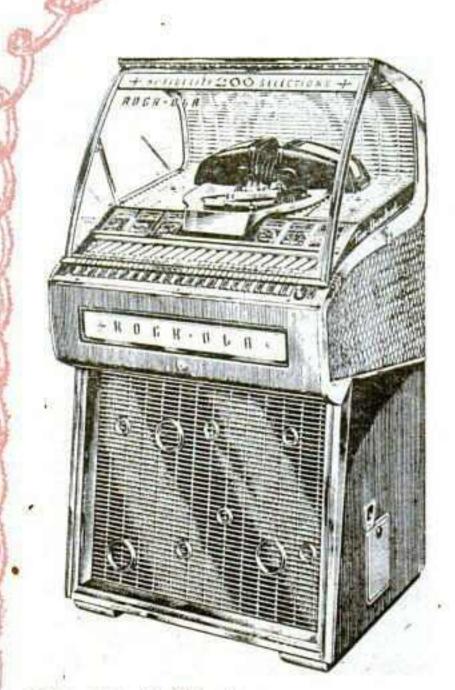
Proven time-tested rotating magazine

Proven time-tested rotating program

Proven time-tested rotating program

Proven profits with single button selection system

Proven service reliability



200, 120, 50 Selections

ROCK-OLA MANUFACTURING CORP.

THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

NEW PRODUCTS

NEW RCA AM-FM RADIO LISTS FOR \$199.95 . . .

A new 12-tube radio with RCA Victor's Panoramic threespeaker system has been announced by the firm. Called the Cordon Bleu (Model 8RF13), the new unit has been designed as a table model and comes complete with brass legs for conversion to a consolette. It will be nationally advertised at \$199.95 in mahogany and \$209.95 in light rift oak or maple finishes.

James Toney, vice-president in charge of the radio and Victrola division of RCA, says that the Cordon Bleu is the most power-

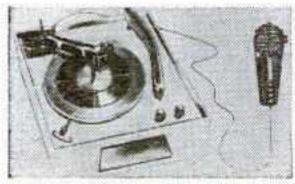


ful radio ever manufactured by the firm. Acceptance of their high-fidelity phono line convinced RCA that the public also will buy fine performance in AM and FM radio.

The speaker system features a 6-by-9-inch speaker for low and mid-range frequencies and two 3½-inch speakers for reproducing high frequencies. The unit is equipped with a jack for a Victrola stereotape player plus jacks for a tape recorder and record player attachment, as well as provision for an extra speaker.

HOME DISK RECORDER KIT IS \$14.95 . . .

The Detroit firm, Johnson Smith Company, is introducing a



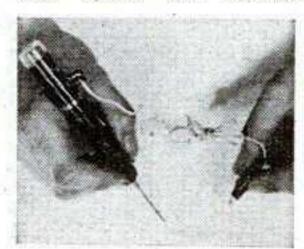
disk recorder that sells for only

\$14.95. The units will make records at three speeds, 33, 45 and 78 r.p.m., which can be played back immediately. The unit is used in conjunction with a phonograph and may be used with any model. Recording is done independently of the phono circuit and requires no wiring. The unit includes a recording arm, head and tracking disk and electronic recording microphone. Blank disks are included. Extra disks are \$1.95 for five.

VOLT-OHMETER FREE FROM WALCO . . .

Electrovox, East Orange, N. J., manufacturer of Walco replacement needles, announces a boon for servicemen in its exclusive new Mini-Meter, a pocket-size, pencil-type volt-ohmeter.

Offered only as a free premium ith Walco's new Tote-Pak



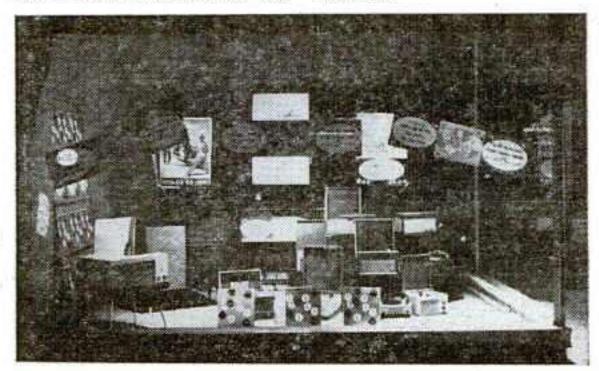
needle selection, the Mini-Meter has been designed to aid the serviceman in making accurate AC-DC voltage and resistance checks without pulling the chassis of the circuit ander test.

A direct-reading magnified dial on the head of the major probe gives clear, accurate readings from any angle and eliminates the need for glancing back at a meter.

It is completely self-contained and operates on an ordinary penlight cell. Weighing only six ounces, it will lighten the burden of servicemen when making calls.

Listing at \$14.95, the Mini-Meter is currently available only as a premium thru Walco with their Tote-Pak selection. Walco may be able to offer the unit in regular sale at some future time.

Details on the needle assortment and prices are available from Walco's New Jersey headquarters.



V-M CORPORATION'S World Wide Festival of Sound is the theme of this well-balanced window display. This full line promotion spotlights a special record offer. V-M dealers sell an LP, Hi-Fi Around the World for 98 cents. Banners carry out the World-Wide theme and special wrap-around streamers convert V-M phonograph and tape recorder packing boxes into attractive floor display stands.

How a West Coast Dealer Upped Phono Sales Volume

- Volume phono sales call for special techniques
- Dealer's best salesmen are teen-age customers

By MARK GIBBONS

The stores that were responsible for the remarkable upswing in disk sales last year haven't been asleep at the switch where phonograph sales are concerned. They accounted for a whopping \$131,000,000 in phono sales in 1956 and are headed for a new high this year. There's a good reason why.

The person who's interested in reasons gets a partial one merely on entering a record store. Those thousands of colorful album covers entice the customer not only to buy them but to buy the equipment that can do justice to the recorded material in the groove. Another partial reason lies in the physical appearance and layout of the store. Even in the smaller shops there's a phonograph model or two in the window. And the wise dealer makes his record customer walk thru the phonograph section before he can get to the records. That means that everytime the customer comes in for a disk he has to walk past those newest phono models twice. In short, this dealer is able to call attention to new phonographs among the consumer group that has the strongest level of interest in his merchandise.

Youngsters Sell the Parents

Creating the interest and cashing in on it are two different things, however. To cash in, the dealer has had to learn a special set of sales techniques. Take the case of Eldon Nichols, ownermanager of University Radio, hi-fi and record outlet in Berkeley, Calif.

As you might gather from the shop's name, University Radio serves the college clientele as the University of California. It has been oerating successfully under Nichols' management for two years. In June, 1955, the month he opened, Eldon Nichols grossed \$395. The average month's take at present is about \$4,000 and growing. Last December the shop wrote \$11,000 worth of busi-

Nichols believes that his younger customers, those of high school and college age, are the best drum-beaters he has for moderate and higher-priced hi-fi phonographs.

"Sell the kids and you're halfway home in selling the parents, even with a \$500 item," Nichols

As proof of his contention, Nichols points out that between 65 and 75 per cent of his traffic comes from the high schools and that the traffic results not only in disk sales aplenty but in expensive hi-fi sets as well.

"Over the long haul," says Nichols, "the kids save their money to buy records and the next thing you know they bring in father with his checkbook to look over the hi-fi phonographs. Not infrequently, a sales talk is unnecessary. The kids are wellversed on the various features of the models and they do all the



Coffee time is also buying time at University Radio when the hi-fi fans get together on Thursday evenings to listen to new releases and argue the serits of Magnavox, Dictograph and Pilot. Average purchase runs about \$7 during these sessions. Per customer purchases *ometimes go as high as \$50.



Manager Ed Carlisle briefs a customer on the features of the new Dictograph. She may not have the cash to take the set but University Radio knows there's a good chance she can sell its merits to her parents. This philosophy has paid off for the store in the past.

their hearts on. All we have to do is write up the sales slip."

How do these young customers acquire all of this information? They learn all the angles by hanging around Pop Corner. This is the name given over to that section of the store reserved for auditioning 45's. It's away from the LP auditioning booths and the noise level is pretty high here during the after school and predinner hour period.

Caters to Olde: Group, Too

In contrast to this rather wild and noisy afternoor period is the Thursday night coffee sessions attended by the collegiate and young married set. All of the stores in this university town are open Thursday until 9 p.m. and regular Nichols customers drift in in groups that number as many as 30. Coffee is served-on the house-while the crowd discusses the merits of recent record releases and hi-fi equipment or check the trade-paper ratings of reecnt disk releases. During these sessions the listening booths and posts are never idle and receipts for unit sales during these Thursday evening periods have gone as high as \$50. According to Nichols' highly conservative estimates, the average purchase is between \$6 and \$7.

Nichols' salesmen are schooled in a number of tested techniques in handling prospective set buyers. For instance, they never use prepared demonstration records. Instead, the customer is invited to select the record of his choice from the shelves. An even more desirable method is to have the customer bring in his own favorite

selling on the model they've set records from home so that he can make a really strong comparison between his own set and the one in which he has shown an interest.

No Gamble With Quality

The phonograph stock at University Radio has been limited to three lines-Dictograph, Pilot and Magnavox. Prices range from \$170 to \$650.

"In limiting our lines to three of good quality," Nichols says, "we don't take much of a gamble, With today's high quality products, there is bound to be a noticeable improvement in sound."

A must in the store's way of doing things is the careful checking of every set sold before delivery. Nichols has no regular service department. He eliminated it when he took over the business. In its stead, a top-flight serviceman was contracted to service all equipment on a time basis.

The store's policy in this regard is rigid. Every set sold stays in the store for a minimum of 24 hours for a check-up.

Jobber Calls Him Aggressive

It's hard to pin-point any single merchandising technique as being responsible for the store's rapid growth. Distributor Tony Valerio, whose Melody Sales Company is kept busy filling Dictograph orders for the Berkeley dealer, calls Nichols "one of the most aggressive retailers we serve."

"Nichols is a great believer in advertising," adds Valerio, "and goes along with his wholesalers nine times out of 10 on special campaigns. That's well above par for the rest of our customers."

University Radio budgets much more than the average store for advertising. His space is liberally spread in local high school publications, in the University's various campus publications and in Berkeley's daily newspaper. In addition, radio time is bought on a regular bacis.

Coming .. in the June 3

Issue

THE SECOND QUARTERLY Tape Merchandising Special

containing latest news, sales tips and store-tested merchandising ideas that any dealer can use to boost his sales of blank, monaural and stereo recorded tape; tape recorders, tape playbacks and tape accessories.

for it!

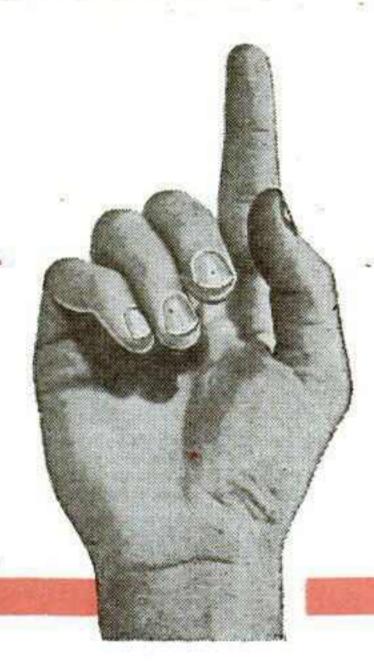
Watch

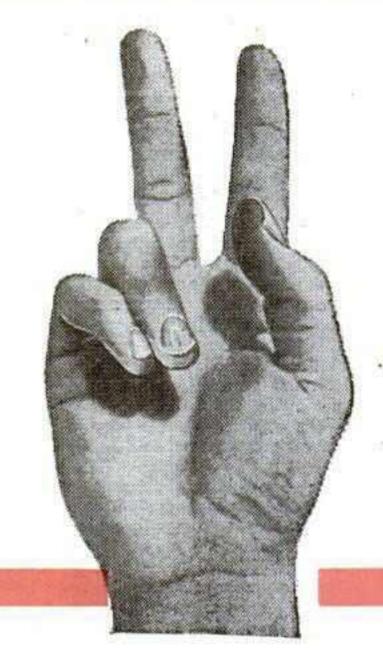
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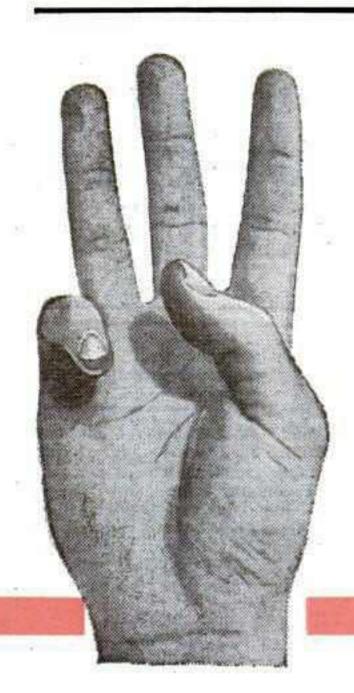
MUSIC-RADIO

new single hits

new album hits







*OUR TWO BIG MONEY
LEADERS HIGH UP ON
THE NATIONAL CHARTS

Chess #1653

"SCHOOL DAY"

(Ring! Ring! Goes the Bell)

CHUCK BERRY

Checker #863

The Original

"SUSIE-Q"

DALE HAWKINS

*Our New SINGLE Hits

Chess #1654
Hitting the Charts

"OVER THE MOUNTAIN
ACROSS THE SEA"

Johnnie & Joe

Checker #860
"HEY, BO-DIDDLY"

Bo-Diddly

"PLEASE SEND ME SOMEONE

TO LOVE"

"MY ENGINEER"

The Moonglows

Chess #1658

"YOU CAN SUIT YOURSELF"

Bobby Charles

"THE RAMROO TOFF"

"ISLE OF TRINIDAD"

The Regents

*THE BIG NEW ALBUMS

Chess #1426

CHUCK BERRY

"AFTER SCHOOL SESSION"

(also available on LP \$5118)

Argo #608

"ZOOT"

Zoot Sims

Argo #610

"COUNT 'EM 88"

Ahnad Jamal

Argo #611

"RAMSEY LEWIS and HIS GENTLEMEN OF SWING"

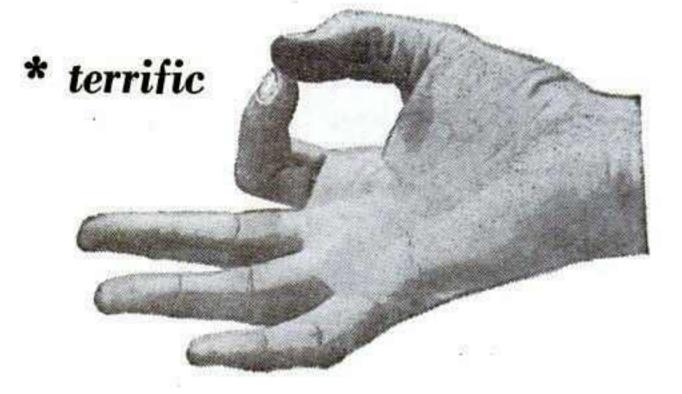
NEW LOCATION-NEW ADDRESS-NEW TELEPHONE NUMBER

CHESS-CHECKER-ARGO RECORD COMPANY

2120 So. Michigan Avenue

Chicago, Illinola

All Phones: CAlumet 5-2770



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 Biliboard's weekly survey of top dealers in all key markets.

dealers in all key markets.
1. CALYPSO-Harry Belafonte
2. LOVE IS THE THING-Nat (King) Cole Capitol W 824
3. HYMNS-Tennessee Ernie Ford Capitol T 756
4. MY FAIR LADY-Original Cast
5. AN EVENING WITH HARRY BELAFONTE
6. OKLAHOMA!-Sound Track
7. SONGS OF THE FABULOUS FIFTIES—Roger Williams Kapp KXL 5000
8. STEADY DATE WITH TOMMY SANDS Capitol T 848
9. AROUND THE WORLD IN 80 DAYS-Sound Track
10. SPIRITUALS-Tennessee Emie Ford Capitol T 818
11. THE KING AND I-Sound Track Capitol W 740
12. CLOSE TO YOU-Frank SinatraCapitol T 789
13. 'S WONDERFUL-Ray ConniffColumbia CL 925
14. THE EDDY DUCHIN STORY-Sound Track Decca DL 8289
15. ELVIS-Elvis Presley

• 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

Coral CRL 57119

2. Pat Pat Boone Dot DLP 3050	2.
3. Eydie Gorme Eydie Gorme ABC-Paramount ABC 150	3.
4. Day By Day Doris Day Columbia CL 942	4.
5. Here's Little Richard Little Richard Specialty SP 100	5.

Most Played by Jockeys

6. Waltz With Lawrence Welk

. Lawrence Welk

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

1. LOVE IS THE THING-Nat (King) Cole Capitol W 824
2. STEADY DATE WITH TOMMY SANDS-Tommy Sands
3. CLOSE TO YOU-Frank SinatraCapitol W 789
4. ROCKIN'-Frankie LaineColumbia CL 975
5. SUDDENLY IT'S THE HI-LO'S-Hi-Lo's Columbia CL 952
6. CALYPSO-Harry BelafonteRCA Victor LPM 1248
7. 'S WONDERFUL-Ray ConniffColumbia CL 925
8. AN EVENING WITH HARRY BELAFONTE-
Harry Belafonte
9. EYDIE GORME-Eydie GormeABC-Paramount 150
10. FOUR FRESHMEN AND FIVE TRUMPETS-
Four Freshmen

Spotlight on Sound

BANJO AND 'BONES IN HI-FI (1-12")-Epic LN 3360.

Hi-fi-philes will get their kicks from this disk if they play only the chimes on Band 4, Side 2 ("The Chimes of Iron Mountain"). Other noteworthy sonic goodies include the cymbals, traps and xylophone. In fact, the sound thruout this good-natured record is stunning.

THE MAGIC ISLANDS (1-12")—Decca DL 9048.

Aside from the fine orchestral and vocal reproduction, this disk could attract sound addicts for such natural and man-made effects as sea-gulls, surf and the very low frequency boat whistle that serves as an intro to the music.

• Review Spotlight on . . .

Pop Albums

FAIR AND WARMER! (1-12")-June Christy. Capitol T 833

June Christy's previous album, "Something Cool," was a smash. In a sunny mood, the thrush is equally appealing. Her radiant projection of bright, cheerful tunes adds up to a choice buy. Clever, modern orking by Pete Rugolo enhances the package all the way thru. "Fair and Warmer" should easily coast into the best selling league. Attractive cover fits the gay mood.

Semi-Classical Albums

GRAND TOUR (1-12")—Philharmonic-Symphony Orchestra of New York; Andre Kostelanetz, Cond. Columbia CL 981

This is Columbia's "Buy of the Month" for June. Like their previous \$2.98 "buys," it's first-class merchandise, what with the name value of Kostalanetz and the N. Y. Philharmonic. The program is comprised of such accessible items as "Blue Danube Waltz," "Pomp and Circumstance" and Dvorak's "Slavonic Dance No. 10." Performances are sparkling and the sound is great.

Jazz Albums

JAZZ IMPRESSIONS OF THE U. S. A. (1-12")— Dave Brubeck Quartet. Columbia CL 984

An extremely salable jazz package concerned with impressionistic Brubeckian sketches. Excellent soloing gives material's descriptive qualities real delineation. The drumming of recently acquired Joe Morello gives the group a rhythmic solidity, unity and tastefulness, it never has enjoyed before. Jazz dealers can safely order in quantity.

THE JIMMY GIUFFRE (1-12")—Atlantic 1254

Most unusual, appealing jazz program, and it could sell up a storm. Trio is Giuffre (mostly clarinet, some tenor and bari), with Jim Hall, guitar, and Ralph Pena, bass. As leader says, it's "folk-songsy, bluesy, down-homey . . . natural." It's also soft, intimate and mighty easy to take. Could sell as mood music. Won't blaze any new trails musically, but it won't get anybody mad either. Try "The Train and the River," or "Crawdad Suite."

Country & Western Albums

THE SONG OF ROBBINS (1-12")-Marty Robbins, Columbia CL 976

The timing of this package is perfect for dealer sales. Robbins is riding high both in the country and pop fields with "White Sport Coat," and this present package will surely prove attractive merchandise. Performance-wise, it is great—a combination of blues and ballads by Hank Williams, Fred Rose and others (none of his own), including "I'm So Lonesome I Could Cry," "Lovesick Blues," etc. The arrangements are true country—no choral groups—and there's a bit of yodeling. Robbins seems at the height

of his power and wisely is not compromising his talent.

HANK! (1-12")—Hank Thompson. Capitol T 826
Considered by many the outstanding band in the country field, this album may be regarded as solid, standard merchandise. It is well recorded, very danceable, and there are vocals for each selection. Latter include pop and country standards, and Hank Thompson originals. Included are "Someone Can Steal Your Love From Me," "String of Pearls," "Don't Get Around Much Anymore." Quite a pop appeal in the material, obviously, Excellent sound.

Country Sacred Albums

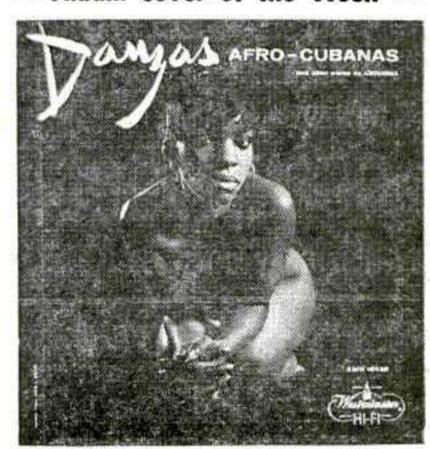
NEARER MY GOD TO THEE (1-12")-Louvin Brothers. Capitol T 825

This is the first 12-inch package cut by the Louvins. Their reputation in the sacred field is already established via a string of hit singles and personal appearances. This album in country-sacred territory is bound to sell. The selections include standards as "Nearer My God to Thee" and a good number of originals.

SACRED SONGS (1-12")-The Chuck Wagon Gang. Columbia CL 988

This fine sacred package by one of the big standard groups in the field will find a steady sale in the c.&w.-sacred market. The recording sound is exceptionally fine. The general tone of the album is one of quiet exaltation and happiness. Selections include "A Beautiful Life," "If We Never Meet Again," "Love Is the Key," etc.

- Album Cover of the Week -



DANZAS AFRO-CUBANAS, Westminster XWN 18435. As a display piece, the value here are obvious. The beautiful model exemplifies all the fire, life and passion of the torrid, primitive Afro-Cuban tempos, and few will want to pass her by. Striking cover will account for a heap of sales. Excellent photo by Lester L. Krauss.

• Reviews and Ratings of New Albums

Popular

Meyer Davis Ork (1-12") ABC-Paramount 176

With current vogue for tune-heavy society dance disks, this one by the top name in the field has to enjoy healthy action, There are 25 show tunes and standards played mainly in peppy "businessman's bounce" tempo, except for two waltzes and two rhumbas. Unquestionable appeal to middle-aged sports, Classy cover is appropriate.

BANJO AND 'BONES IN HI-FI 78
The Uptown Firehouse Brigade, Mac
Pollack and Allen Roth, Cond. (1-12")
Epic LN 3360

A light-hearted collection of marches and band music that echoes a bygone era. Most of the selections were composed by "Uncle" Henry Fillmore, who has no peer in writing for the "smear trombone." This is a foottappin', back-slappin' friendly kind of composing that's sure to have a following in many areas. Dealers who had any success with Eple's earlier "Gentlemen, Be Seated" have a repeater in this one.

(Continued on page 117)

Classical

KABALEVSKY: SUITES FROM COLAS BREUGNON AND THE COMEDIANS (1-12") The Philharonia Orch. of London, Wilhelm Schuechter, Cond. and the Paris Conservatory Orch. Harry Horlick, Cond. M-G-M E 350666

Logical pairing of Kabalevsky's engaging suites, broad, energetic and ironical, "Comedians" does not compare, however, with Fiedler or Ormandy versions in interpretation or audio, "Colas Breugnon" fares better (even tho previously released and now recoupled 'ere), boasting fairly spacious sound.

Neither interpretation nor recording of the concerto can challenge top competition by Rubinstein, Serkin. Lipatti and Gieseking. Album includes "Introduction and Allegro Appassionato" and Introduction and Concerto Allegro"—latter recorded only once, and former new to long-play. Combination may be sold to buyers who banker for "completeness" in collecting.

(Continued on page 119)

Jazz

Essentially a jazz album that has strong elements of pop and mood buyer appeal. D. Kincaide's writing for this unlikely matching of the Dixie front line—trumpet, trombone, clarinet—and strings, gives music definite, rather than expected watereddown taste. Freatment of standards from pop and Dixie repertoire gives jocks a segment of latitude that will appeal to mother and dad, romantic daughter, and even that finger-snapping young man around the house.

LEE KONITZ INSINDE HI-FI82 (1-12") Atlantic 1258

First Konitz in many months, and it packs unusual interest in that one sida features the modern alto star in his first outing on tenor. Konitz has been tending toward a more sanguine, less frigid approach, and on tenor he's almost gutty. His alto is still highly personal, lyrical and absorbing. Outstanding cover. This one should sell nicely.

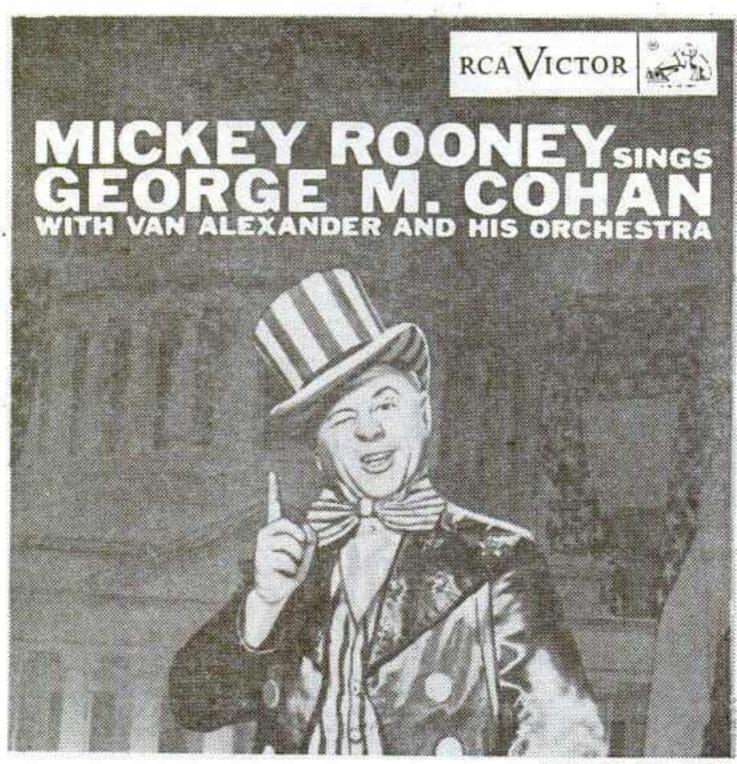
(Continued on page 119)

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COLUMBIA

Reviews and Ratings of New Popular Albums

Continued from page 115

SPEAKING OF LOVE78 Shirley Jones and Jack Cassidy (1-12") Columbia CL 991

The featured artists are Mr and Mrs. in real life but, independently, they have established reputations on the musical comedy stage. In their first album together they bring warmth and talent to a program of love songs (mostly duets) from musical comedies and operettas. With such composers as Friml, Herbert, Kern and Romberg, the disk should have a ready sale in the over-40 group.

Louis Armstrong with chorus and ork, conducted by Sy Oliver (1-12") Decca DL 8488

An interesting experiment in contrasting vocal tones, with a light, lilting fem chorus and lush strings backing the familiar gravel warbling of Satchmo on a group of heavenly theme standards-"When Did You Leave Heaven?" "A Sinner Kissed an Angel," etc. Good conversational wax for jocks and solid sales item for all dealers, with a wider potential in pop than most other Armstrong packages.

Various Artists (1-12")

Columbia CL 978 Anyone who has ever bought a record by any French artist is a natural for this one. It's a collection of 12 songs by 12 different French artists (including the well-known Patachou, Jacqueline Francois and Juliette Greco) that ranges from philosophical and love ballads to a Gallic rock and roll. To spice the musical diet for U. S. consumption, Columbia has included French versions of "Stompin" at the Savoy" and "Ballade de Davy Crockett." Demonstration could widen the market for French repertory here.

Joe Bushkin (1-12")

Epic LN 3345

Relaxed, fluid piano solo work with an ad lib, intimate quality makes this LP an excellent programming source for jocks with mood music segs slightly on the hip side. Assisted on some sides by a group of ace jazz musicians (Jo Jones, Buck Clayton, Eddie Safranski, etc.) Bushkin scores with a group of standards-"If I Had You," "At Sundown," etc., and two originals. Good sales potential for urban areas.

CALYPSO FOR DANCING74 J. C. Heard (1-12")

Epic LN 3348 A new role for swing drummer J. C. Heard, who acquits himself well in relaxed, fluent style. Pitch for calypso dance trade is amply supported, altho armchair segment can enjoy selections on their own terms. Latter will especially like "De Gas Pipe She's Leaking, Joe." "Calypso Drums" features exciting percussion solo, Good cover.

COWBOY'S LAMENT74 Gordon MacRae (1-12")

Capitol T 834 Most of these tunes are the solid old workhorses of the Western field-"The Last Roundup," "Wagon Wheels," "Tumbling Tumbleweed," etc. But MacRae, in his warm, operetta-type baritone, injects a pleasing quality of newness. Hard to see this as mass market material, but

the name value of the singer, now

widely associated with the "Okla-

homa" and "Carousel" sound track

albums, is strong enough to win a

THE SONGS OF BOBBY SHORT73

moderate but steady sale.

(1-12")

Atlantic 1262 Bobby Short, already a big favorite in the smart niteries, makes a strong bid for coin from the record buyers in his latest package. His witty, dynamic approach to a tune is toaded with personality that really comes across. Previous sets by the talented entertainer have gone fairly well, but this can do better with just a little shove from the dealers, Clever cover will also spark sales.

JOHNNY DESMOND GOES CA-LYPSO73 (1-12")

Coral CRL 57129 Singer goes three-quarters way calypso, blending island mannerisms with pop know-how. Clever arrangement brings "Yes, We Have No Bananas" into calypso fold, Comic

"Short Arms and Long Pockets" is in the vein. For variety, Desmond includes folk-like "Flowers on the Hillside." Good ork backing helps span the Trinidad-Tin Pan Alley

Joe Mooney (1-12") Atlantic 1255

> Here are accordionist Mooney's interpretation of tunes often associated with him-"Nina Never Knew," "Crazy She Calls Me," "Polka Dots and Moonbeams," etc. Material is abetted by Mooney's own pixieish vocalizing with M. Hinton, bass; O. Johnson, drums, and L. Robinson, guitar, filling out the quartet. The pop-semi jazz offerings should be well received by the small group of sophisticates who are fans, and the striking nude on the cover, well displayed, could make many new friends. Jocks will find good programming here.

Doc Bagby (1-12")

Epic LN 3347 This package should chalk up both pop and rhythm and blues sales. Bagby, a favorite at Harlem's Apollo Theater, plays a sock brand of r.&r. organ on eight selections, along with a couple of flashy mood music segs ("Ebb Tide," etc.) and ballads. Bagby's performance is strong thruout, but album will probably sell best on strength of exciting, harddriving r.&r. sides, which are loaded

(1-12")

Columbia CL 985

with teen appeal.

Bailey fans will treasure this new collection or reissues. Many of those sly tunes, sung with the gal's disenchanted arched-eyebrow styling, are included, such as "That's Good Enough for Me," "Tired," and with Hot Lips Page, "Baby It's Cold Outside." Cover, with 23 black and white candid shots of the singer in action, lacks display power. However, enough of the singer's fans will know about this to make stocking limited copies worthwhile.

WALKING ALONG KICKING THE LEAVES71

Fred Lowery whistling with ork, Owen Bradley, Dir. (1-12") Decca DL 8476

Veteran blind whistler Lowery in nostalgic standards (" leepy Lagoon," "Far Away Places," etc.) in usual tasteful, trilling fashion, with an able assist from Owen Bradley's ork. A sentimental change of pace for

has solid sales future in limited market for whistling wax,

ROUND MIDNIGHT70 Hazel Scott (1-12") Decca DL 8474

A tasty collection of less familiar show tunes and other items that are standards to the intimate-type club crowd. Scott performances are superbly controlled, lightly improvisational with a nod to recent jazz trends in the phrasing. With a little promotional push, this disk could do well Certainly worth demonstrating to customers with a taste for more than a rock and roll beat,

THE ZODIAC SUITE68 Norrie Paramor Ork (1-12")

Capitol T 10073

Musical horoscope by the English mood music expert interprets 12 signs of the Zodiac in terms of waltzes, tango, rhapsody, etc. Large ork, emphasizing strings, is supplemented by 15 voices. Good package for background music and for horoscope followers. Excellent recording.

PICTURES IN MUSIC 66 Frank Perkins, Cond. (1-12") Decca DL 8467

Fitle conveys good notion of contents which consist of original ork novelties in the Leroy Anderson manner. "Fandango," "Shindig for Skeletons," "The Toy Automobile" are some of the vignettes that encompass a variety of moods in slick style,

Arthur Smith and His Crackerjacks (1-12")

M-G-M E 35-25

Smith is a c.&w.-oriented virtuoso of the guitar, banjo, mandolin, fiddle and accordion. In this album, his digital talent on all these instruments is showcased. Material is bright and swingy and well recorded, but package, lacking current name power or sufficient cover flash, appears destined for tough sledding.

COBERT: "FRANKIE AND JOHNNY" Mary Mayo, Danny Scholl, Joan Coburn, Nat Frey (1-12")

M-G-M E 3499 A "musical play" on the American tegend, written in terms of popular

song. Blues-slanted score receives "show-album" treatment, following story line, attho individual numbers could stand alone, Danny Scholl and Mary Mayo do most with material, which is effective but not strikingly original. Album will have to find its way lacking Broadway or TV send-off

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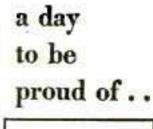
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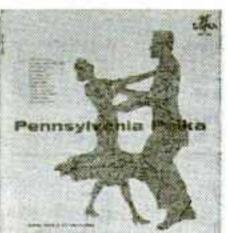
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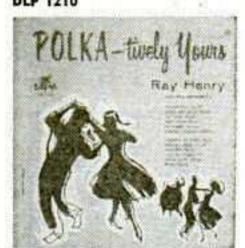
BEER BARREL POLKA Gene Wisniewski and Orch. DLP 1209



PENNSYLVANIA POLKA Bernie Wyte and Orch. DLP 1205



DREAM POLKA Frank Wojnarowski and Orch. DLP 1210



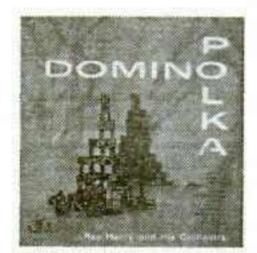
POLKA-TIVELY YOURS Ray Henry and Orch. DLP 1213



VIOLINS PLAY FOR ME Ray Henry and Orch. DLP 1228



Gene Wisniewski and Orch. **DLP 1221**



DOMINO POLKA Ray Henry and Orch. DLP 1208



LOVERS POLKA Johnnie Bomba and Orch. DLP 1225



OPEN THE DOOR POLKA Gene Wisniewski and Orch.



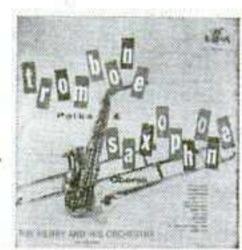
Johnnie Bomba and Orch. DLP 1212



40-20-35 POLKA Walter Solek and Orch.



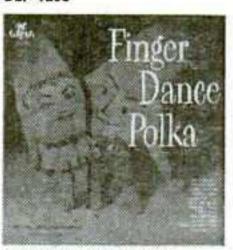
FERRY BOAT POLKA Frank Wojnarowski and Orch. DLP 1220



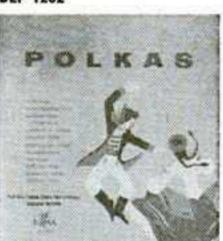
TROMBONE POLKA & SAXO-PHONE OBEREK Ray Henry and Orch. DLP 1233



TAMBOURINE POLKA Walter Solek and Orch. DLP 1206



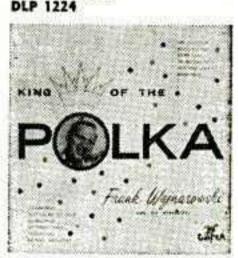
FINGER DANCE POLKA Frank Wojnarowski and Orch. DLP 1202



POLKAS Various Artists



POLSKIE TANGA Various Artists DLP 1224



KING OF THE POLKA Frank Wojnarowski and Orch. DLP 1217



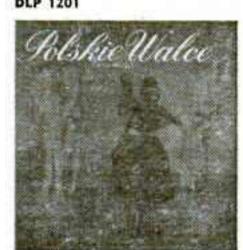
POLKAS Gene Wisniewski and Orch. DLP 1214



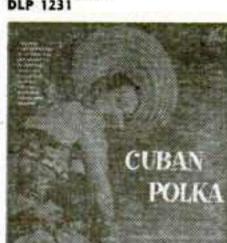
CLARINET POLKA Ray Henry and Orch. DLP 1203



BABY DOLL POLKA Steve Adamczyk and Hungry Six



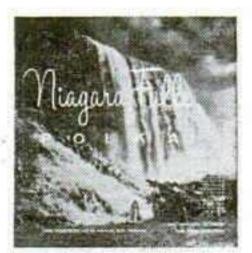
POLSKIE WALCE Various Artists DLP 1231



CUBAN POLKA Gene Wisniewski and Orch.



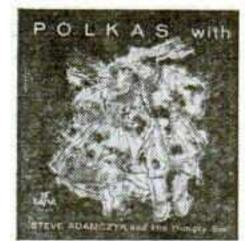
POLKAS Eddie Zima and Orch. DLP 1216



NIAGARA FALLS POLKA Gene Wisniewski and Orch. DLP 1230



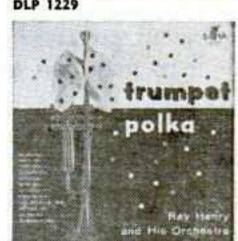
CHOP SUEY POLKA Johnnie Bomba and Orch. DLP 1200



Steve Adamcsyk and Hungry Six DLP 1215



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Reviews and Ratings of New Classical Albums

Continued from page 115

SURINACH: SECOND SYMPHONY (1-12") The Philharmonia Orch. of Hamburg. Arthur Winograd, Cond. M-G-M

E 351063 Spanish folk themes dominate entire symphony which should appeal to flamenco lovers. Writing is direct, relies on dance thythms, Turina's ingratiating "Rhapsodic Sinfonica" for plano and orch, in glib performance, provides suitable material for completing record. Recording is bright but somewhat thin.

CASADESUS: VIOLIN AND PIANO SONATA NO. 2, & QUINTET FOR PIANO AND STRINGS OP. 16 (1-12") Gaby Casadesus, plano; Daniel Gullet, violin; The Gullet String Quartet. M-G-M E 352157

Elegant chamber works in post-Faure style by the eminent pianist do not make an easy, obvious appeal. Writing is brilliant, especially in the plano part, but a little day as an introduction to potential buyers, who will be limited. Composer's wife, Gaby, is outstanding in en-

RIMSKY - KORSAKOFF: SCHEHERA-ZADE (ORIGINAL COMPLETE) (1-12") National Philharmonic Orch., Malcolm Thomas, Cond. Hollywood LPH 10149

With some 25 choices already on the market, prospects for this inferior disk would seem slim even at \$1.49. Sound of the "National Philharmonic Orchestra" has the typical quality of Russian recordings of over a decade ago. Other low-price merchandise now available has superior features. Sexy cover might attract some before auditioning.

ONE HOUR OF THE BEST OF THE BALLET (1-12") Hollywood LPH

103 Another example of third-rate, secondhand recording of first-line material, Perpetrators remain anonymous on label. The \$1,49 price will sell this in certain outlets, but regular disk shops should beware.

Reviews and Ratings of New Jazz Albums

Continued from page 115

Paul Smith Quartet (1-12")

Capitol T 829 Excellent Lee Friedlander cover invests package with strong display value, and the planist Smith never probes his material too deeply, he is a fluent, attractive, if somewhat 'slick' modern. . . Sales appeal should be heaviest to periphery jazzpup buyer, and set is good ber to grab off its share of sales in both areas. Diverse program should attract plays from pop and jazz jocks, alike. Try "Invitation" or "The Man I Love" as demo-bands.

ZOOT SIMS GOES TO JAZZVILLE....79

(1-12") Dawn DLP 1115

> The best of the more recent Sims sax showcases, but still not up to artist's previous packages which co-featured B. Brookmeyer, Sims' name, his strong

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tenor and improved alto, plus clever cover will make this a better than average jazz seller. Try "You're My Girl" with alto, or "How Now Blues" with tenor.

Art Pepper and his groups (1-12") Sa*oy MG 12089

This 12-inch conversion of two previous Pepper West Coast set on Discovery, is a boon to the jazz buyer, Side one features Pepper with rhythm. and is highlighted by sparkling linear Flip co-features J. Montrose on tenor, interplay between the two horns. Pepper is a paragon of rhythmic and melodic invention throont,

LEE MORGAN SEXTET76

(1-12") Blue Note 1541

> Morgan, one of the most promising of trumpet moderns, in another fine set of performances. Aided by a "cooking" rhythm section, and general high level of ensemble and solo playing-i.e., H. Silver, H. Mobley-this swinging mainstream package should do well with jazz buyers if shown. . . . Morgan certainly is someone to watch closely in months and years to come.

MUTED JAZZ75

onah Jones (1-12") Capitol T 839

Thru a typographical error, the rating on this album appeared last week as

AFRO-CUBAN KENNY DORHAM.....73

Blue Note 1535

Title is only half true, for one side of this collection spots straight jazz blowing with a quintet running thru fleet, if boppish, Dorham originals, Trumpeter Dorham is in fine form thruout; more colorful within Afro-Cuban rhythmic frame. These tracks spot Blakey, J. Johnson, Mobley, etc. Latter have been released before; quintet sides are new, Worth price for solo and rhythmic neat. Should be able to tind buyers among both Latin and jazz clientele.

Tough to Find Continued from page 20

can't make hit recordings if he pleys, by today's standards - a square guitar.

"I then suggested that it he is really looking for a bad sound he himself should have played the guitar. He thought this was sheer genius. Why didn't he think of that himself?

finding it equally difficult in finding 'good' really bad songs, and that he can't get them from Tin Pan Alley inasmuch as the pro either is reluctant to produce or just can't 'write down.'

"Again I suggested he stand on any street corner and try 'pot luck' with just anyone that happens along. Inasmuch as everyone writes songs, who knows that he for his own firm, Olman Music, might find what he's looking for. Inc. He'll use original material by by using this method. The title . . . 'OH HUM.'

Number of Releases This Week

Label	Pop	R&B	C&W
ABC-PARAMOUNT .	. 4		
ARGO		1 .	
ATCO			
ATLANTIC			0.000
ATLAS			
BAKERSFIELD			The second secon
CAPITOL		1.6.5	757124 547
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CONCEPT			1
CORAL			100
DECCA	2000		A 10
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DOT	. 4.		2
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HERALD		1 .	
IMPERIAL		1 .	
JAXON			1.01.00
JOSIE	. 2 .		
KEY			
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LIBERTY			
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METEOR			1
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NASCO			
OLD TOWN	. 1.	*** =	***
PARIS	. 1.	***	
RCA VICTOR			
RHYTHM			
RKO UNIQUE	. 1.	***	
SALEM	. 3 .		
STYLETONE			
SUN	. 1 .		
INT			
VERVE			
VIK			
VILMA			
VITA			
WEE			
		200	Taria -
TOTAL		10	
19174	00	19	12

'Girl in Town'

Continued from page 20

hand for her deadpan, wryly comic capers as Marthy. Wallace, as the sailor, Mat, is engaging both as an actor and in his handling of the attractive ballad, "Look at 'Er."

This tune, already disked by Ralph Young, Tommy Leonetti and I'my Martin, has the makings of a hit. An even stronger possibility is "It's Good to Be Alive," a bright ballad, which has been waxed by Sylvia Syms, who made a hit out of "I Could Have Danced All Night," a similar type tune from "My Fair Lady."

Eddie Fisher has a disk of "Sunshine Cirl," and "Did You Close Your Eyes?" vhile Arthur Feidler has the latter paired with "You're My Friend Aintcha?" in instrumental versions. Theme music from the overture has been disked by Hugo Winterhalter, Buddy Bregman and Nelson Riddle, and each rates as good programming fare for jocks. The "Sunshine" tune, which gets a belted harmony trio version in the show, for the biggest hand of any song, could be a sleeper. Meanwhile, RCA Victor is cutting a cast package Sunday (26) for release by June 1.

Ren Grevatt.

Jamestown Fest

Continued from page 20

deejays, educational groups, etc., "In conclusion re tells me he is are being supplied with a calendar of Festival events and much historical material revelant to the songs on the EP.

> Thus far, the Jamestown Commission has spent about \$25,000,-000 on the Festival.

Olman, after he gets exploitation rolling on the EP and its four songs, will go to Europe during the summer to do a series of albums sacred material, the copyrights of which are held by Schirmer's.

www.americanradiohistory.com

To Merge Or Not to Merge?

• Continued from page 19

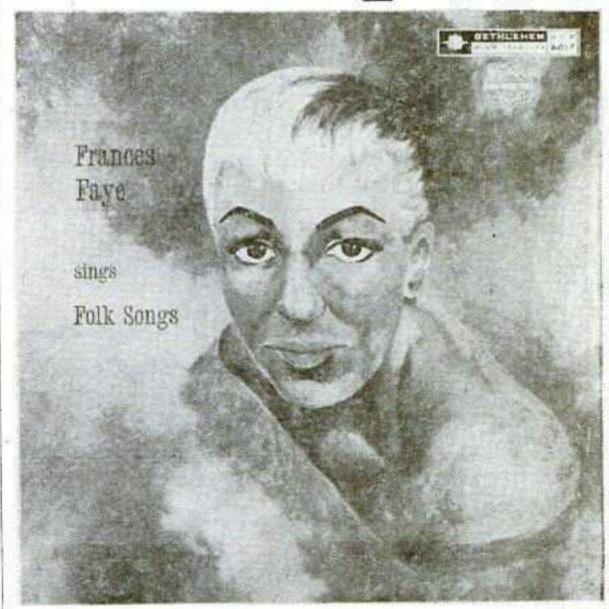
keener, and the demand for quali- been cast. fied personnel more acute, the their resources.

Cadence operation. The packaging recently. know-how of Liberty Records has outfits which can afford to buy that know-how along with the and Atlantic are other operations year is over.

ideas get scarcer, and competition | toward which covetous eyes have

For some time, several of the need for steady, secure operation better jazz labels have been for can and will be fulfilled by con- sale, usually with the condition solidation - by companies pooling that their current owner-operators continue under the new ownership It's no secret that a number of as artists and repertoire men. Some large, important deals currently of these outfits were started by are being negotiated. Some of the fans because they wanted to spend bigger singles indies, including their time recording jazz. Instead ABC-Paramount and Dot, report- they have found themselves with edly have shown interest in West- printers and pressing plants and minster, a strong, quality package trying to collect money from disline. Owner - operator Archie tributors. "If we had a Pat Boone Bleyer has been the chief objective or a Presley single for them, they'd of several companies which have pay their album bills"-this from expressed an interest in buying his one discouraged jazz manufacturer

Records are becoming big busidrawn strong interest from several ness, and there's big capital looking to get in. Buys and mergers are in the wind, and it's more than likely that the field will see several company's other assets. Imperial new bona fide "majors" before the



FRANCES FAYE sings Folk Songs **BCP 6017**

FF/Frances Faye is full of fire only more so. Frances positively out-Fayes herself in this incomparable 12" LP. Russell Garcia conducts "Green Sleeve," "Frankie and Johnny," "Clementine," St. James Infirmary," 5 others, 2 medleys. DON'T MISS IT!

As a matter of fact, just yesterday the firm found an 'inspired' song posers. He will also cut some BETHLEHEM

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BETHLEHEM

MONEY-MAKERS ALL! -

Jubilee Current Best Sellers

Water b/w A Little on the Lonely Side -The Four Tunes

MUSIC-RADIO

How About" b/w "How Can You Not Believe"

-Della Reese

cle in Milan" b/w "Breaker of Hearts" #5279 -The Stylers

'On Forgotten Street" b/w "To Belong"

-Don Rondo

"A Rose and A Prayer" b/w "With This Ring I Thee Wed" -Bob Whalen

Just Released on Jubilee

"From the Moment I Met You" #5284

b/w "Dear Miss Lonely Hearts" -Sherry Parsons

"Dandy Lion" b/w "I Must Have Your Lovin" -Gene Nash

Josie Current Best Sellers

Sugar, Sugar" b/w "About That Gal Named Lou" #812 -The Cadillacs

"Letters" b/w "With This Pen"

#814

-Todd Randall

"Move It Over Baby" b/w "She Took the Whole Shebang" #815 -Mel Jackson

#816

-Danny Lamego

#817 "Gonna Find Me a Bluebird" b/w "Love While You're Young" -Darryl Roberts

Just Released on Josie

"la Tears" b/w "I Believe In You" #818

-Virginia Lowe

#819

"Close" b/w "Too Young to Settle Down" -Gene Lewis

#820

"My Girl Friend" b/w "Broken Hearts" -The Cadillacs

Port Label

#5000

"There Goes My Girl" b/w "Tell Me You Love Me" —The Chancellors

Blue Chips Label

#0013

"Echo, Echo, Echo" b/w "Charmaine"

-Don Lee

Winley Label

#215

"Florence" b/w "Hey Little Girl"

-The Paragons

Whirlin' Disc Label

#105

"Picture of Love" b/w "Soft and Sweet" —The Continentals

#107

"I Really Love You" b/w "What Do You Do"

-The Channels

#108

"Tonight & Forever" b/w "Magic Mirror"

-The Wheelers

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Pick Disks Early for Extra Plays to Make Programs Pay

By SAM ABBOTT

"Find an operator who programs well and you'll find a suocessful one" is a phrase coined by Hank Tronick, who was general manager of Minthorne Music, Seeburg distributors, for 11 years before joining C. A. Robinson Company recently as partner.

Tronick's theory, when applied to California Music, headed by Sam Ricklin and Gabe Orland, proves correct. The company is highly successful.

And the company programs studiously and carefully for both machines on new locations as well as those on the route.

California Music, along with its success in operating, has also become a factor in the record onestop field. This naturally gives Orland, the route manager, and his men an advantage that is not shared by other operators.

California Music's one-stop places puts at the disposal of their operating arm a stock of records valued at \$50,000 and sales people in specialized music fields who can help them program.

Basic Pattern

California Music, however, follows a basic pattern that can be used by any operator in any part of the nation in selecting tunes for the machines.

To study this formula for successful programming, both Ricklin and Orland were asked to outline how they set the tunes for a machine to be installed in a new location. In answering, they started from scratch.

"The first thing that we would do in a case like that." Ricklin said, "is to talk to the location owner and find what type of music his patrons prefer. From this basic information, the majority of the tunes selected would be those most likely to appeal to the regular customer."

Study Lists

With this information in hand, Ricklin, who devotes most of his time to the one-stop business, and Orland would study a list of tunes in the requested category or categories. Altho there would be other selections to be put on the machine to fill out, Ricklin and Orland would draw upon their long and vast experiences to supply these.

There are many ramifications to the problem. If the spot where the new machine is to be placed requires special music-Spanish, rhythm and blues, Western tunes, polkas - these operators would call upon the knowledge of their specialists in the one-stop section, the primary advantage over other operators.

Sales Experts

Ricklin, who likes pop tunes, recognizes the importance of artists like Dave Brubeck in the jazz field, but it would be folly to fill the machine with too many recordings of such an artist. Here the sales representatives would be helpful in supplying sufficient tunes to make the list attractive.

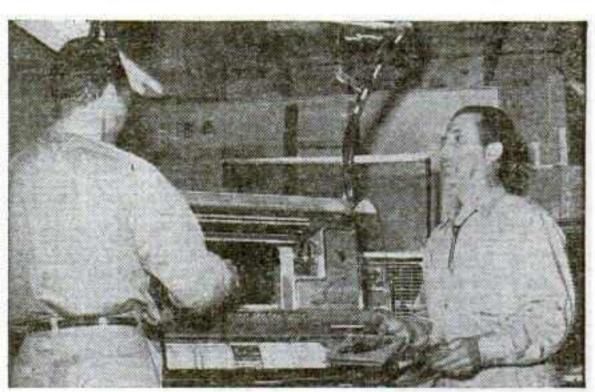
(Continued on page 122)



GABE ORLAND, standing, and Sam Ricklin, of California Music, study a master list of tunes for a machine to go on a new location. The list is sent to the stripping room for the titling and then to the shop. The master list gives a complete story of the tunes that are on the machine and that have been removed.



WITH THE MASTER LIST IN HAND, Norris Frazier, second from left, checks with Martha Delgado, at his left, for records for the machine. Misa Delgado is a specialist of Spanish music and makes suggestions as to which tunes should be featured.



AL CEGARRA, RIGHT, helps Norris Frazier load the machine for the new location. They work from a master list that spots each record on the machine where Ricklin and Orland, veteran operators, have instructed. Time in the make-ready is saved thru this method and a reference of all tunes, used or currently playing, is available.



CALIFORNIA MUSIC, headed by Sam Ricklin and Gabe Orland, moved into its own new building late last year. The music machine operating division of the company is here along with the one-stop, which puts nearly \$50,000 worth of records at the disposal of the juke box firm.

NEW Bally SPIN-TACULARS!



"STAY BY MY SIDE"
Jimmy Isle

BALLY # 1034 (7-1034)

"SIMILAU"

"SCRATCH, SCRATCH ME BACK"

Nathan Russell

BALLY = 1035 (7-1085)





"MELODY No. 9"
"HEADIN" HOME"
Teddy Phillips

BALLY # 1036 (7-1036)

"THE ARCHITECT"

"SEA SHELLS"

Jeri Jordan

BALLY = 1037 (7-1037)





BREAKING FOR A BIG HIT!

"LITTLE WHITE LIES" b/

"1492"

Betty Johnson

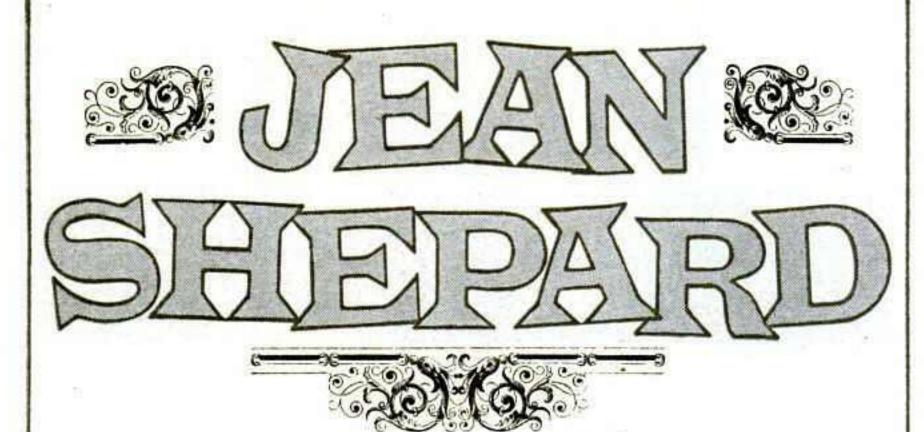
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THE OTHER WOMAN

UNDER SUSPICION

record no. 3727





welcome operators to MOA



Pick Disks Early to Up Plays

· Continued from page 120

If the location wanted pop, r&b, or Western, Buddy Robinson would be asked to assist. He has a wide interest in music and has been in the record field since 1943. During the past 14 years he was with Decca in the recording studios and later a salesman for Coral Records before joining the company. He also has a large personal collection of records, which gives him the feel that is needed in finding the potential revenue-getting qualities of a tune.

Here in Los Angeles where many spots require Spanish music. Ricklin and Orland would follow practically the same system of picking the tunes for it as they did the spot that wanted progressive jazz. Martha Delgado, who has been with the firm for seven years and orders the Spanish recordings, would submit her ideas as to what would attract plays.

Now that such an initial list has been compiled in the office, the second step is to send it to the stripping room, where from the master list the title strips are made. The master list is filed for future reference.

Tune Removals

Records that are later removed from the machine are scratched from the fist. As new records are loaded, they are added to the reference file. This method gives the firm a ready reference as to what times have been used and what is current.

The strips and the master list are then sent o the phonograph route shop, where Norris Frazier and Al Cegarra, the routemen who will install the machine, take over. They will obtain the records from the stock in the onestop department.

The program for the machine has been outlined and they need only follow the instructions that have been passed to them. This saves time, and inserts the records in the spaces where Ricklin and Orland want them.

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No Pat Answer

Both Ricklin and Orland realize the importance of careful programming for they are doing it daily in the one-stop as well as for the route. They do not believe there is any specific formula package deal that can be used time after time or is applicable to all locations.

"You can't tell people what to play," Orland sized up the situation. "There are so many different kinds of music, each to suit a particular taste. There are Westerns, polkas, progressive jazz, Hawaiian, Latin—and eacl: has a specific market. Any one type in the location that prefers another kind is not good business."

"The job of programming is not easy," Ricklin added. "There are charts that are available but the operator must guess weeks ahead of the charts' listings as to what will attract play.

More Play

"After a tune hits a chart, it is certain to be played. In the meantime, it is the operator's problem to select tunes that are potentially chart material. If he studies programming, he can get several weeks of additional play on a record before it is listed.

"It is money in the operator's pocket to select these tunes. He cannot afford to pick tunes willy-nilly. If he appraises a tune properly—he will receive the extra plays. If he waits until it is on the charts, he has lost a couple of weeks or more of revenue. In this business he has to get all he can from a tune. This is where programming pays off."

Recording companies give much consideration to tunes they plan to release, agreed Ricklin and Orland. To a large degree this protects the operator, but one cannot just buy everything that is heavily promoted.

Know Music

Ricklin and Orland maintain good relationships with both the recording companies and the artists. Because of this, they are well informed on what is happening in the field.

Ricklin entered the music operating business in 1935 and had the first Bell System Telephone music-installation. It was built by Rodney Pantages, of Maestro Music. Quite by accident, California Music moved into the record business early in the 1940s with the sale of used and surplus records.

California Music recently began using a special selector strip that was the result of three years of research. It is a parchment transparent slip that facilitates reading and provides quicker selection by the patron. The strips, however, are more expensive than the conventional ones and are supplied by a paper mill that makes them on order for this operation.

"These strips make the piece of equipment that costs \$1,500 or so look like the fine device that it is," Ricklin declared. "There is no use putting that much money into a machine and then have faded titles that are hard to read."

Ricklin and Orland are strong for good equipment kept in top working condition. These go hand-in-hand with solid programming.



CLOONEY

A Rosie is a sweetie is a sure-fire hit! And the latest disc from our own ever-lovin gal is no exception.

"Mangos" is on the charts and still climbing. Hop on for a high-flying tour of Hit Heaven!

Mangos b/w Independent (from "Bells Are Ringing") Rosemary Clooney with Frank Comstock 4-40835



MATHIS

With "It's Not for Me to Say" already well under way on the charts, it's clear that Johnny's on a one-way street to Dame Fortune's house. This listing was Johnny's first Columbia release, and it's a lulu! Watch for heavy action as more and more people come under the spell of the lad's terrific style!

Wonderful! Wonderful! b/w When Sunny Gets Blue Johnny Mathis with Ray Conniff and His Orchestra and Chorus 4-40784



ROBBINS

Marty has it, and it's being bought on all sides! This is the tune that broke the C&W barrier and made a terrific impact on the "pop" market too! It's on the charts in both camps and hasn't shown a sign of slowing down yet, so come on in and get your share!

A White Sport Coat b/w Grown-Up Tears Marty Robbins with Ray Conniff 4-40864

THE SURE-FIRE HITS ARE ON THE HOTTEST COMPANY IN THE BUSINESS



LAINE

Frankie got his eleventh golden record for "Moonlight Gambler," and this latest release is coming into the home stretch to make it an even dozen! That's the way Frankie is-Mr. Sell-amillion himself!

Love Is A Golden Ring b/w There's Not a Moment To Spare Frankie Laine with The Easy Riders and Paul Weston 4-40856

See you at the Columbia Records Exhibit, Booth 12 at the MOA! May 19, 20, and 21.



RAY

Johnnie's spectacular style has won him a spectacular following-from which it follows that his latest release is in gear and off in a cloud of dust . . . star dust! Another tremendous seller from the lad whose name is on the charts in DAY-GLO!

Yes Tonight, Josephine b/w No Wedding Today Johnnie Ray with Ray Conniff 4-40893



FOUR LADS

Four young men about-town who know what it's all about. They also know how to deliver it as is plainly evident from the long string of successes to their credit. This latest is hot on the heels of "Who Needs You" and man, we mean it's HOT!

I Just Don't Know b/w Golly The Four Lads with Ray Ellis 4-40914

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- JJ 167-TICK TOCK POLKA
- JJ 166-JUST BECAUSE POLKA
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- JJ 152-MEMORIES WALTZ
- JJ 171-YOU WALTZ
- JJ 148-I'M IN LOVE WITH YOU POLKA
- JJ 156-WEDDING WALTZ
- JJ 168-TAKE ME BABY POLKA
- JJ 147-HAPPY ANNIVERSARY WALTZ

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- JJ 1003-NEW SOUND IN POLKAS
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- 1002-POLISH POLKAS
- 1005-POLKAS BY MIL-ED AND KUTTA

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M. O. A. SEE **BOOTH 59**

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

Time, Costs Keep EP Program in Red

A veteran operator finds extended play record programming unprofitable because he has not been able to switch his equipment to dime play. He needs a dime to make EP programming

Another operator who is operating at dime play does not program large numbers of EP's because he does not feel they get enough play to warrant it.

Both are Detroit operators. The first is Frank Antaya, of the A A Phonograph Service Company. The second is Vincent Meli, of the Melotone Music Company.

Antaya established his route here eight years ago after many years as serviceman for the Donald Fielding Company in Ontario, Canada. He considers himself a relative newcomer to the business here, and his business is still too much in the "growing pains" stage to be able to launch into EP plays like large-scale operators can do.

His route cannot afford to disregard competition's nickel play machines, nor can he afford the costs of conversion to dime play for EP's on any large immediate scale if location owners ignore his dime-play machines in favor of nickel play elsewhere.

Admits Growth

He hopes, however, that EP's on dime play will become the rule here in the not too far future, since more and nore operators are putting in the EP's on the dime play.

Antaya has managed to secure dime play for EP's in about 5 per cent of his locations, but finds it still useless to attempt it where nickel play is the favorite.

And EP's on nickel play is not considered by him to be at all feasible in view of the length of playing time and subsequent loss of spins by singles during that additional time of play.

The A A Phonograph Service routes will be given more EP play in the future as soon as he can afford to put them in.

Other than his inability to swing his nickel play to dime play for the EP's, Antaya does not consider the EP's in any special way as unprofitable.

Having been required to program the amount of EP's he has at present simply because he could only purchase on EP's the tunes demanded by the customers, he has not felt any noticeable loss or gain from the EP plays that he does have available.

Antaya finds that, in programming, the best spins given the EP's on his routes are those featuring top hit artists, especially Lawrence Welk and Elvis Presley numbers.



Frank Antaya

"When a customer wants to hear a hit artist such as Welk or Presley, he doesn't care what kind of disk it's on-he'll play that

Most of Antaya's machines are set at nickel play, five for a quar-

He considers EP play such a strong possibility that all operators will be eventually forced to adopt it to satisfy demand, whether or not they can recognize it as profitable play system.

He now uses 45's, 78's and a few EP's. He expects soon to use (Continued on page 143)



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HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending May 15

This Week		Last	on Chart	This Week		Last Week	Weeks on Chart
1.	All Shook Up By Otis Blackwell-Elvis Presley—Published by Presley-Shallmar (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6870. RECORD AVAILABLE: D. Hill, Aladdin 3359.	1	8	6.	Come Go With Me By C. E. Quick—Published by Gil-Fee Bee (BMI) BEST SELLING RECORD: Dell-Vikings, Dot 15538. RECORDS AVAILABLE: Federals, De Luxe 6112; S. Gale, Dec 30321.	8	11
2.	Little Darlin? By M. Williams—Published by Excellorec Music (BMI) BEST SELLING RECORD: Diamonds, Mercury 71060. RECORD AVAILABLE: Gladiolas, Excello 2101.	2	10	7.	Gone By S. Rogers—Published by Hill & Range (BMI) BEST SELLING RECORD: F. Husky, Cap 3628. RECORDS AVAILABLE: R. Sovine, Dec 29755; S. Wayne, Mercury 71070; J. Webe Col 40852.	4	11
3.	Round and Round By Lou Stallman-Joe Shapiro—Published by Rush (BME) BEST SELLING RECORD: P. Como, Vic 20-6815. RECORD AVAILABLE: W. Solck, Dana 2121.	3	12	7.	School Day By Chuck Berry—Published by Arc Music (BMI) BEST SELLING RECORD: C. Berry, Chess 1653.	10	5
4.	Dark Moon 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	7	5	9.	So Rare By Jerry Herst-Jack Sharpe—Published by Robbina (ASCAP) BEST SELLING RECORD: J. Dorsey, Fraternity 755.	12	6
5.	White Sport Coat By Marty Robbins—Published by Acuff-Rose (BMI) BEST SELLING RECORD: M. Robbins, Col 40864. RECORD AVAILABLE: J. Desmond, Coral 61835.	11	5	10.	Love Letters in the Sand By N. Kenny, C. Kenny & Coots—Published by Bourns (ASCAP) BEST SELLING RECORD: P. Boone, Dot 15570. RECORD AVAILABLE: M. Wiseman, Dot 15578.	21	2
		S	econo	d Tei	1		
11.	Why Baby Why? By Dixon-Harrison—Published by Winneton Music Corp. (BMI) BEST SELLING RECORD: P. Boone, Dot 15545.	8	10	16.	Rock-A-Billy By W. Harris-Deane—Published by Oxford (ASCAP) BEST SELLING RECORD: G. Mitchell, Col 40877. RECORDS AVAILABLE: Darlene Gillespie, Disneyland 52.	16	6
12.	I'm Walkin' By Al Domino-D. Bartholomew—Published by Reave (BMI) BEST SELLING RECORDS: F. Domino, Imperial 5428; R. Nelson, Verve 10047.	13	11	17.	Empty Arms By I. J. Hunter—Published by Ivory Music (BMI) BEST SELLING RECORD: T. Brewer, Coral 61805, RECORD AVAILABLE: I. J. Hunter, Atlantic 1128.	22	4
12.	Party Doll 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.	6	13	17.	Pledge of Love By Redd—Published by Lin (BMI) BEST SELLING RECORD: K. Copeland, Imperial 5432. RECORDS AVAILABLE: D Contino, Mercury 71079; D. Hart, Reserve 118; J. Jani	18	7
14.	Butterfly 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; Darlene Gillespie, Disneyland 51; B. Williams, Coral 61795.		14	19.	Chantez Chantez By Albert Gamse-Irving Fields—Published by Cromwell (ASCAP) BEST SELLING RECORD: D. Shore, Vic 20-6792. RECORD AVAILABLE: G. Wisniewski, Dana 2120.	16	10
15.	Four Walls By Marvin Moore & George Campbell—Published by Springfield (BMI) BEST SELLING RECORD: J. Reeves, Vic 20-6874 RECORDS AVAILABLE: D. Collins, Coral 61828; J. Lowe, Dot 15569.	20	2	20.	Almost Paradise 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-Paramous 9787; L. Stein, Unique 385.	£0.	12
		- 1	Third	Ten			
21.	Marianne By Gilkyson-Dehr-Miller—Published by Montclara (BMI) RECORDS AVAILABLE: T. Gilkyson, Col 40817; Hillioppers, Dot 15537; B. Ives Dec 30217; Lane Brothers, Vic 20-6810		16	26.	Mama Look-A Booboo By Lord Melody-Published by Duchess Music (BMI) RECORDS AVAILABLE: H. Belafonte, Vic 20-6830; M. Franklin, Cadence 132 S. Karmen, Eldorado 510; King Flash, Col 40866; R. Mitchum, Cap 3672.	25	8
22.	I'm Sorry By Buck Ram-Tintwun-W. White—Published by Algonquin (BMI) RECORD AVAILABLE: Platters, Mercury 71032.	24	5	26.	Young Blood By Leiber Stoller & Pomus—Published by Tiger (BMI) RECORD AVAILABLE: Coasters, Atco 6087.	-	1
23.	Mangos 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.	25 '	3	28.	Fabulous By Land Sheldon—Published by Mayland, Shalimar & Presley (BMI) RECORDS AVAILABLE: C. Gracie, Cameo 107; S. Lawrence, Coral 61834.	-	1
2 3.	Ninety-Nine Ways By Charlie Gracie—Published by Mayland Music (BMI) RECORDS AVAILABLE: C Gracie, Cameo 109; T. Hunter, Dot 15548.	19	9	28.	Love Is a Golden Ring By Debr-P. Miller-T. Gilkyson—Published by Montclare (BMI) RECORD AVAILABLE: P Laine, Col 40856.	27	4
2 3.	Yes. Tonight, Josephine By W. Scott & D. Goodman-Published by Robert Astor Music (BMI) RECORD AVAILABLE: J. Ray, Col 40893.	29	2	30.	Shish Kebab By J. Shelton—Published by Pure Music (BMI) RECORDS AVAILABLE: R. Marterie, Mercury 71092.	28	2

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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.

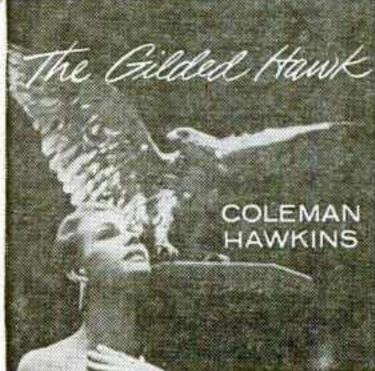
JACK TEAGARDEN

SWEET

swing Low

SPIRITUAL

. NEW! GREAT LISTENING JAZZ ON CAPITOL .



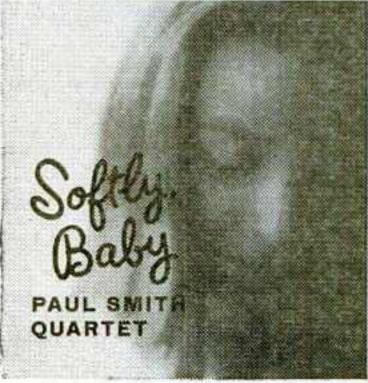
THE GILDED HAWK Coleman Hawkins

T-819



MUTED JAZZ Jonah Jones

7-839



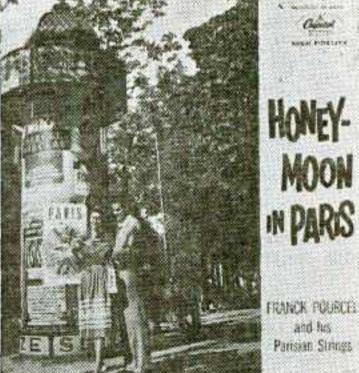
SOFTLY, BABY

7-829

SWING LOW, SWEET SPIRITUALS

Jack Teagarden





VWA MEXICO

HONEYMOON IN PARIS

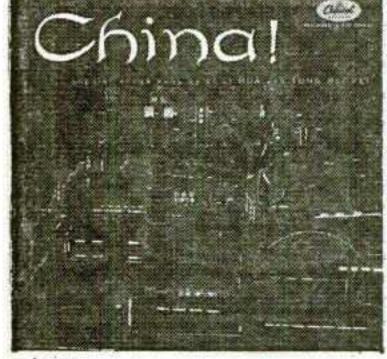
T-10040



MUSIC OF THE MATADORS Banda del Regimiento de Infanteria Jaen No. 25







CHINA! Li Li Huo & Tung Pei Pel

T-10087



LOUISE

DUNCAN

1-10083

LUCHO GATICA SINGS

T-10065

THE ZODIAC SUITE Norrie Paramor

1-10073

NEW HIT SINGLES

EDDIE CALVERT His Trumpet and Norrie Paramor's Orchestra HN AND JULIE GOOD LUCK, GOOD HEALTH, GOD BLESS YOU

Ruby Murray & Michael Holliday Norrie Paramor's Orchestra

record no. 3720

ALREADY MARRIED TO YOU IN MY HEART

TOO YOUNG TO SETTLE DOWN

record no. 3716

ANN LEONARDO

with Orchestra Conducted by Dick Reynolds

ONE AND ONLY LOTTERY

record no. 3733

THE FIRST ONE TO LOVE YOU

. IRA & CHARLEY . LOUVIN

PLENTY OF **EVERYTHING BUT YOU**

record no. 3715

TOMMY WATTS

and his Orchestra

GRASSHOPPER JUMP LOUISE

record no. 3726

126 Ine Billboara's	mu
Best Sellers in Stores For survey week ending Ma	y 15
RECORDS are ranked in order of their current national s importance at the retail level, as determined by The Billbo weekly survey of the top volume dealers in every important m area. When significant action is reported on both sides	elling pard's arket
record, points are combined to determine position on the chart. In such a case, This both sides are listed in bold type, the Last	Veeks on Chart
1. ALL SHOOK UP (BMI)—E. Presley 1 That's When Your Heartaches Begin (ASCAP)—Vic 20-6870	8
2. LITTLE DARLIN' (BMI)-Diamonds 2 Faithful and True (BMI)-Mercury 71069	11
3. SCHOOL DAY (BMI)—C. Berry 3 Deep Feeling (BMI)—Chess 1653	6
4. LOVE LETTERS IN THE SAND (ASCAP)-P. Boone	2
5. WHITE SPORT COAT (BMI)— M. Robbins	4
6. GONE (BMI)-F. Husky 6 Missing Persons (BMI)-Cap 3628	10
7. I'M WALKIN' (BMI)-R. Nelson 9 A TEENAGER'S ROMANCE (ASCAP)-Verve 10047	3
8. ROUND AND ROUND (BMI)- P. Como	12
8. SO RARE (ASCAP)-J. Dorsey 7 Sophisticated Swing (ASCAP)-Fraternity 755	6
10. COME GO WITH ME (BMI)— Dell-Vikings	13
11. DARK MOON (BMI)-G. Storm 15 Little too Late (BMI)-Dot 1550	. 3
12. DARK MOON-B. Guitar	5
13. ROCK-A-BILLY (ASCAP)— G. Mitchell	6
14. PARTY DOLL (BMI)-B. Knox 8 My Baby's Gone (BMI)-Roulette 4002	13
15. WHY, BABY, WHY? (BMI)— P. Boone	10
16. YOUNG BLOOD (BMI)—Coasters — SEARCHIN' (BMI)—Ateo 6087	1
17. I'M SORRY (BMI)-Platters HE'S MINE (BMI)-Mercury 71032	5
18. FABULOUS (BMI)—C. Cracie — Just Lookin' (ASCAP)—Cameo 107	1
19. BUTTERFLY (BMI)-C. Cracie 19 Ninety-Nine Ways (BMI)-Cameo 105	14
20. FOUR WALLS (BMI)-J. Reeves 18 I Knew and You Knew (BMI)-Vic 20-6874	2
21. I'M WALKIN' (BMI)-F. Domino 21 I'm in the Mood for Love (ASCAP)- Imperial 5428	12
22. MAMA LOOK-A BOOBOO (BMI)— H. Belafonte	9
23. C. C. RIDER (BMI)-C. Willis 25 Ease the Pein (BMI)-Atlantic 1130	2
24. START MOVIN' (BMI)—S. Mineo Love Affair (BMI)—Epic 9216	1
25. PARTY DOLL (BMI)—S. Lawrence — Pum-Pa-Lum (ASCAP)—Coral 61792	10

s in Stores	 Most Played in Juke Box 	res
or survey week ending May 15	For survey week ending May	_
of their current national selling is determined by The Billboard's	RECORDS are ranked in order of the greatest number of pla- juke boxes thruout the country, as determined by The Billbo	
dealers in every important market is reported on both sides of a	weekly survey of the nation's Juke box operators. When signif	
sined to determine In such a case, Weeks In hold type, the Last on	This on the chart. In such a case, both sides are Last	Veeks on
n bold type, the Last on Week Chart	Week listed in bold type, the leading side on top. Week (
MI)—E. Presley 1 8 aches Begin	I. ALL SHOOK UP (BMI)—E. Presley1 That's When Your Heartaches Begin (ASCAP)— Vic 20-6870	
MI)-Diamonds 2 11	2. LITTLE DARLIN' (BMI)-Diamonds 2 Faithful and True (BMI)-Mercury 71060	9
-Mercury 71060	3. ROUND AND ROUND (BMI)-	10
-C. Berry 3 6	P. Como	10
THE SAND 13 2	4. GONE (BMI)-F. Husky 4 Missing Persons (BMI)-Cap 3628	7
15570	5. PARTY DOLL (BMI)-B. Knox 5 My Baby's Gone (BMI)-Roulette 4002	12
T (BMI)—	6. COME GO WITH ME (BMI)-	
Col 40864	Dell-Vikings	4
sky 6 10	Dot 15538	
ap 3628	7. WHITE SPORT COAT (BMI)-	7210
R. Nelson 9 3	M. Robbins	3
IANCE 47	8. SCHOOL DAY (BMI)—C. Berry, 15 Deep Feeling (BMI)—Chess 1653	3
D (BMI)- 4 12	9. I'M WALKIN' (BMI)-F. Domino 7	10
P)—Vic 20-6815	I'm in the Mood for Love (ASCAP)— Imperial 5428	15-18-11
Dorsey 7 6 AP)—Fraternity 755	10. SO RARE (ASCAP)-J. Dorsey 10 Sophisticated Swing (ASCAP)-Fraternity 755	4
(BMI)— 5 13	11. DARK MOON (BMI)-G. Storm 19 Little Too Late (BMI)-Dot 15558	2
BMI)—Dot 15538	12. WHY, BABY, WHY? (BMI)-P. Boone 8	9
-G. Storm 15 3	I'm Waiting Just for You (BMI)-Dot 15545	9
tar 11 5	13. LOVE LETTER IN THE SAND (ASCAP)-P. Boone	1
	Bernardine (ASCAP)—Dot 15570	
AP)— 	14. BUTTERFLY (BMI)—A. Williams 9 It Doesn't Take Very Long (ASCAP)— Cadence 1308	12
8	15. ROCK-A-BILLY (ASCAP)-	2
-B. Knox 8 13 Roulette 4002	G. Mitchell	2
BMI)—	16. DARK MOON (BMI)-B. Guitar 11 Big Mike (BMI)-Fabor 5018	3
	17. NINETY-NINE WAYS (BMI)-	
I)-Coasters 1	T. Hunter	7
teo 6087	ES FENDAN-MADORET STEEN FINAL KANTAKTELDANIK - GATTURKETEN	9
atters – 5 ercury 71032	18. I'M WALKIN' (BMI)-R. Nelson TEEN-AGER'S ROMANCE (ASCAP)- Verve 10047	1
Gracie 1	19. YOUNG BLOOD (BMI)—Coasters — SEARCHIN' (BMI)—Ateo 6087	1
meo 107	20. EMPTY ARMS (BMI)-T. Brewer 13	3
C. Gracie 19 14 -Cameo 105	Ricky-Tick Song (BMI)—Coral 61085	- 22
)-J. Reeves 18 2	• Best Selling Sheet Music	
	Tunes are ranked in order of their current national	
-F. Domino 21 12 (ASCAP)	(1) 기술(개설)(2) 기술(개설)(2) 기술(개설)(3) 기술(개설)(4) 기술(개설)(4) 기술(개설)(4) 기술(개설)(4) 기술(개설)(5) 기술(개설)(6) 기술(개설)(7) 기술(개설)(7)	eeks on
	This Last Week C	hart
BOO (BMI)-	1. Round and Round (Rush)	11
	3. Dark Moon (Dandelion)	3
	5. White Sport Coat (Acuff-Rose) 7	3
C. Willis 25 2	6. Why Baby Why (Winneton)	4
	8. Chantez-Chantez (Cromweil)	10 13
)-S. Mineo 1	10. Almost Paradise (Peer)	10
9216	11. Butterfly (Mayland-Presley)	1
S. Lawrence 10	13. Four Walls (Springfield)	2
oral 61792	15. Calypso Melody (Cromwell)	1

• Most Played by Joe	7770
	of plays on Weeks Last on Week Chart
1. ALL SHOOK UP (BMI)—E. Presley That's When Your Heartaches Begin (ASCAP) Vic 20-6870	
2. LITTLE DARLIN' (BMI)-Diamonds Faithful and True (BMI)-Mercury 71060	. 3 9
3. ROUND AND ROUND (BMI)— P. Como Mi Casa Su Casa (ASCAP)—Vic 20-6815	. 2 13
4. GONE (BMI)-F. Husky	. 4 11
 SO RARE (ASCAP)—J. Dorsey Sophisticated Swing (ASCAP)—Fraternity 755 	. 5 4
6. WHITE SPORT COAT (BMI)— M. Robbins	. 16 4
7. SCHOOL DAY (BMI)-C. Berry Deep Feeling (BMI)-Chess 1653	. 9 5
8. COME GO WITH ME (BMI)— Dell-Vikings	. 7 8
9. LOVE LETTERS IN THE SAND (ASCAP)—P. Boone Bernardine (ASCAP)—Dot 15570	. 10 2
10. MANGOS (ASCAP)-R. Clooney Independent (ASCAP)-Col 40835	. 17 6
11. DARK MOON (BMI)-G. Storm Little Too Late (BMI)-Dot 15550	. 13 2
12. DARK MOON (BMI)-B. Guitar Big Mike (BMI)-Dot 15550	. 22 3
13. WHY, BABY, WHY? (BMI)— P. Boone I'm Waiting Just for You (BMI)— Dot 15545	13 10
14. BUTTERFLY (BMI)-A. Williams It Doesn't Take Very Long (ASCAP)- Cadence 1308	. 8 12
15. PARTY DOLL (BMI)-B. Knox My Baby's Gone (BMI)-Roulette 4002	6 12
15. I'M WALKIN' (BMI)-F. Domino I'm in the Mood for Love (ASCAP)- Imperial 5428	12 10
17. PLEDGE OF LOVE (BMI)- K. Copeland	. 19 4
17. SHISH KEBAB (BMI)-R. Marterie Bop a Boo-Bop a Doo (ASCAP)- Mercury 71092	11 2
19. EMPTY ARMS (BMI)-T. Brewer Ricky Tick Song (BMI)-Coral 61805	. – 2
20. FOUR WALLS (BMI)-J. Reeves I Know and You Know (BMI)-Vic 20-6874	. – 1
21. ROCK-A-BILLY (ASCAP)— G. Mitchell	18 5
21. IT'S NOT FOR ME TO SAY (ASCAP)— J. Mathis	. — I
23. I JUST DON'T KNOW (ASCAP)— Four Lads	. – 1
24. BERNARDINE (ASCAP)-P. Boone Love Letters in the Sand (ASCAP)- Dot 15570	. – 1
24. YES, TONIGHT, JOSEPHINE (BMI)- J. Ray	

Waltzin' in with BIG SALES - BIG PLAYS!

LES MARY DAUGES DAUGES





record no. 3725

HUMMIN'
AND
WALTZIN'

TUXEDOS
AND
FLOWERS



welcome operators to MOA



... 2 Sided Smash



The Coasters Atco 6087



The Sensations

... Great New Pop Rele



The Vocal Find of '57 Frank Bianco

RECORDS 157 WEST 57 STREET, NEW YORK

Territorial Best Sellers

For survey week ending May 15

Listings are based on late reports secured from top dealers in each of the markets listed.

Atlanta

- 1. Come Go With Me, Dell-Vikings, Dot 2. White Sport Coat, M. Robbins, Col.
- 3. Four Walls, J. Reeves, Vic.
- 4. Pledge of Love, M. Torok, Dec.
- 5. All Shook Up, E. Presley, Vic.

Baltimore

- 1. Dark Moon, B. Guitar, Dot
- 2. So Rare, J. Dorsey, Fty. 3. Four Walls, J. Reeves, Vic.
- 4. School Day, C. Berry, Chs.
- 5. All Shook Up, E. Presley, Vic. 6. White Sport Coat, M. Robbins, Col.
- 7. Wonderful Wonderful, J. Mathis, Col. 8. Your True Love, C. Perkins, Sun

Buffalo

- 1. All Shook Up, E. Presley. Vic. 2. Love Letters in the Sand, P. Boone, Dot,
- 3. White Sport Cont, M. Robbins, Col.
- 4. Bye Bye Love, Everly Brothers, Cdc. 5. Little Darlin', Diamonds, Mer.
- 6. Round and Round, P. Como, Vic.
- 7. Dark Moon, G. Storm, Dot
- S. Empty Arms, T. Brewer, Cor.

Chicago

- 1. Dark Moon, B. Guitar, Dot 2. I'm Walkin', R. Nelson, Vrv.
- 3. Little Darlin', Diamonds, Mer.
- 4. All Shook Up, E. Presley, Vic.
- 5. School Day, C. Berry, Chs. 6. So Rare, J. Dorsey, Fty.
- 7. Party Doll, B. Knox, Rit.
- 8. Rock-a-Billy, G. Mitchell, Col.
- 9. Jamie Boy, K. Starr, Vic. 10. Mama Look-A Booboo
- H. Belafonte, Vic.

Cincinnati

- 1. School Day, C. Berry, Chs. 2. All Shook Up, E. Presley, Vic.
- 3. I'm Walkin', R. Nelson, Vrv.
- 4. Gone, F. Husky, Cap. 5. Little Darlin', Diamonds, Mer.
- 6. Round and Round, P. Como, Vic.
- 7. Fabulous, C. Gracie, Cam, 8. Come Go With Me, Dell-Vikings, Dot
- 9. Love Letters in the Sand, P. Boone, Dot
- 10. Dark Moon, G. Storm, Dot

Cleveland

- 1. All Shook Up, E. Presley, Vic.
- Little Darlin', Diamonds, Mer. 3. I'm Walkin', R. Nelson, Vrv.
- 4. So Rare, J. Dorsey, Fty.
- 5. School Day, C. Berry, Chs. 6. White Sport Cont. M. Robbins, Col.
- 7. Round and Round, P. Como, Vic.
- 8. Dark Moon, G. Storm, Dot 9. Rock-a-Billy, G. Mitchell, Col.

Dallas-Fort Worth

- 1. Little Darlin', Diamonds, Mer.
- 2. School Day, C. Berry, Chs.
- 3. Till, P. Faith, Col. 4. White Sport Cost, M. Robbins, Col.
- 5. Come Go With Me, Dell-Vikings, Dot
- 6. All Shook Up, E. Presley, Vic. 7. It's Not for Me to Say, J. Mathis, Col.
- 8. So Rare, J. Dorsey, Fty.
- 9. Talkin' to the Blues, J. Lowe, Dot

Denver

- 1. All Shook Up, E. Presley, Vic. 2. Gone, F. Husky, Cap.
- 3. Little Darlin', Diamonds, Mec.
- 4. Dark Moon, G. Storm, Dot
- 5. I'm Walkin', R. Nelson, Vrv. 6. School Day, C. Berry, Chs.
- 7. So Rare, J. Dorsey, Fty.
- 8. White Sport Coat, M. Robbins, Col.

Detroit

- 1. Rosie Lee, Mello Tones, Gee
- 2. School Day, C. Berry, Chs.
- 3. All Shook Up, E. Presley, Vic.
- 4. So Rare, J. Dorsey, Fty. 5. I'm Walkin', R. Nelson, Vrv. 6. Young Blood, Coasters, Ato.
- 7. Love Letters in the Sand, P. Boone, Dot
- 8. Over the Mountain Johnnie and Joe, J & S
- 9. Little Darlin', Diamonds, Mer.
- 10. Why, Baby, Why? P. Boone, Dot

Kansas City

- 1. School Day, C. Berry, Chs. 2. So Rare, J. Dorsey, Fty.
- 3. All Shook Up, E. Presley, Vic. 4. Love Letters in the Sand, P. Boone, Dot
- 5. Round and Round, P. Como, Vic.
- 6. Gone, F. Husky, Cap. 7. Little Darlin', Diamonds, Mer.
- 8. Rock-a-Billy, G. Mitchell, Col.
- 9. Pledge of Love, K. Copeland, Imp. 10. Dark Moon, G. Storm, Dot

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, Dell-Vikings, Dot
- 5. School Day, C. Berry, Chs. 6. Gone, F. Husky, Cap.
- 7. Wonderful Wonderful, J. Mathis, Col.
- 8. So Rare, J. Dorsey, Fty.
- 10. Love Is a Golden Ring, F. Laine, Col. on RCA Victor EPA-4054.)

Milwaukee

- 1. Dark Mon, B. Guitar, Dot
- 2. All Shook Up, E. Presley, Vic. 3. Little Darlin', Diamonds, Mer.
- 4. School Day, C. Berry, Chs.
- 5. I'm Walkin', R. Nelson, Vrv.
- 6. Pledge of Love, D. Contino, Mer. 7. Come Go With Me, Dell-Vikings, Dot
- 8. Rock-a-Billy, G. Mitchell, Col. 9. Mangos, R. Clooney, Col.

Minneapolis-St. Paul

- 1. All Shook Up, E. Presley, Vic.
- 2. So Rare, J. Dorsey, Fty.
- 3. He's Mine, Platters, Mer.
- 4. Love Letters in the Sand, P. Boone, Dot 5. School Day, C. Berry, Chs.
- 6. Little Darlia', Diamonds, Mer. 7. Four Walls, J. Reeves, Vic.
- 8. *Peace in the Valley, E. Presley, Vic. 9. Dark Moon, G. Storm, Dot

10. Round and Round, P. Como, Vic.

- **New Orleans**
- 1. All Shook Up, E. Presley, Vic.
- 2. C. C. Rider, C. Willis, Atl. 3. White Sport Coat, M. Robbins, Col.
- 4. Love Letters in the Sand, P. Boone, Dot
- 5. School Day, C. Berry, Chs.
- 6. Little Darlin', Diamonds, Mer.
- 7. Come Go With Me, Dell-Vikings, Dot 8. Valley of Tears, F. Domino, Imp.
- 9. Round and Round, P. Como, Vic. 10. Over the Mountain

Johnnie and Joe, J & S

New York

- 1. Little Darlin', Diamonds, Mer. 2. All Shook Up, E. Presley, Vic.
- 3. Come Go With Me, Dell-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. So Rare, J. Dorsey, Fty.

9. Love Letters in the Sand, P. Boone, Dot

- Philadelphia
- 1. All Shook Up, E. Presley, Vic. 2. Little Darlin', Diamonds, Mer.
- 3. Round and Round, P. Como, Vic. 4. School Day, C. Berry, Chs.
- 5. Mama Look-A Booboo
- H. Belafonte, Vic. So Rare, J. Dorsey, Fty.
- 7. White Sport Coat, M. Robbins, Col. 8. Why, Baby, Why? P. Boone, Dot 9. Love Letters in the Sand, P. Boone, Dot

10. Come Go With Me, Dell-Vikings, Dot

- Pittsburgh
- 1. All Shook Up, E. Presley, Vic.
- 2. White Sport Coat, M. Robbins, Col. 3. School Day, C. Berry, Chs.
- 4. Wonderful Wonderful, J. Mathis, Col.
- 5. Over the Mountain Johnnie and Joe, J & S
- 6. So Rare, J. Dorsey, Fty. 7. Love Letters in the Sand, P. Boone, Dot
- 8, I Just Don't Know, Four Lads, Col. 9. Little Darlin', Diamonds, Mer.

10. Round and Round, P. Como, Vic.

- St. Louis
- I. Little Darlin', Diamonds, Mer. 2. Dark Moon, G. Storm, Dot
- 3, All Shook Up, E. Presley, Vic. 4. Fabulous, C. Gracie, Cam.
- 5. So Rare, J. Dorsey, Fty. 5. Teenager's Romance, R. Nelson, Vrv.
- 7. Come Go With Me, Dell-Vikings, Dot 8. Party Doll, B. Knox, Rit.

9. I Love My Girl, C. Morley, Pmt. 10. Tricky, R. Marterie, Mer.

- San Francisco
- 1. All Shook Up, E. Presley, Vic. 2. Come Go With Me, Dell-Vikings, Dot
- 3. School Day, C. Berry, Chs.
- 4. Gone, F. Husky, Cap. 5. Little Darlin', Diamonds, Mer.
- 6. Dark Moon, B. Guitar, Dot

7. Round and Round, P. Como, Vic. 8. Party Doll, B. Knox, Rit.

9. Butterfly, C. Gracie, Cam.

- Seattle
- 1. All Shook Up, E. Presley, Vic. 2. I'm Walkin', R. Nelson, Vrv.
- 3. White Sport Coat, M. Robbins, Col. 4. Lucille, Little Richard, Spe.
- 5. Teenager's Romance, R. Nelson, Vrv. 6. Gone, F. Husky, Cap.

7. Round and Round, P. Como, Vic. Toronto

- 1. All Shook Up, E. Presley, Vic. 2. School Day, C. Berry, Chs.
- 3. Round and Round, P. Como, Vic. 4. Rock-a-Billy, G. Mitchell, Col.

5. Butterfly, A. Williaims, Cdc.

9. Love Letters in the Sand, P. Boone, Dot * (Not available as a Pop Single, Available

Convilated ma





HE BILLBOARD

This Week's Best Buys ". . . has started to move very strongly . . . looks like the biggest for Miss Lynn in some time."

Dickie Bishop NO OTHER BABY

1736

THE CASHBOX SLEEPER OF THE WEEK . . . falls right in line with today's best selling Rock-a-billy hits!"

THE BILLBOARD'S . Review Spotlight on ... C & W DISK JOCKEY PROGRAMMING "... impressive new British tolent ... side sparkles."



Beverley

A Bright Novelty With A Beat

DOODLE DOO DOO

BLOW THE WIND SOUTHERLY

LI 1731

BUTTERFINGERS TEENAGE PARTY

THE BILLBOARD'S WEEKLY Tips on Coming Tops

POP DISK JOCKEY PROGRAMMING

"The king of British rock and roll can make a strong dent in the American market with this pairing, and smart jocks will give their fans an early listen. Great for conversation."



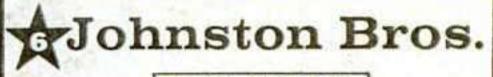
Stanley Black

NEW RELEASE

TROPICAL

BEGIN THE BEGUINE

1720



NEW RELEASE

GIVE HER MY LOVE KILIMANJARO

1741



FREIGHT

The Cashbox - "Best Bet"



Lita Roza

NEW RELEASE

FIVE ORANGES FOUR APPLES

YOU'RE NOT ALONE



Edmundo Ros

A Thrilling New Arrangement

YOU'LL NEVER KNOW

B/W

THE SUNNY SIDE OF THE STREET

1716









Thanks, again and again

CURRENT BEST SELLER

FALSE HEARTED GIRL

LONELY MAN

Capitol #3700

BEST SELLING ALBUMS

Tennessee Ernie Ford—SPIRITUALS Capitol T 818

Tennessee Ernie Ford—FAVORITES Capitol T 841

Tennessee Ernie Ford—HYMNS Capitol T 756

Ghartmakers Are being Made by FAMEO

records... thanks, aps,

for making 1957 own greatest year.

Looking forward to seeing you at the convention

Bernie Jawe

CAMEO RECORDS

thanks to the Opsfor the great action on...



GISELE Mackenzie

"OH, PAIN!
OH, AGONY"

"THE WALTZ
THAT BROKE
MY HEART"

X/4X-0274

JOE VALINO

"I'LL BE
GOOD"

"TEARS"

X/4X-0275

and a big hello from all the gang at...

See us at the MOA CONVENTION, Suite 1585



THE TOP 100

For survey week ending May 15

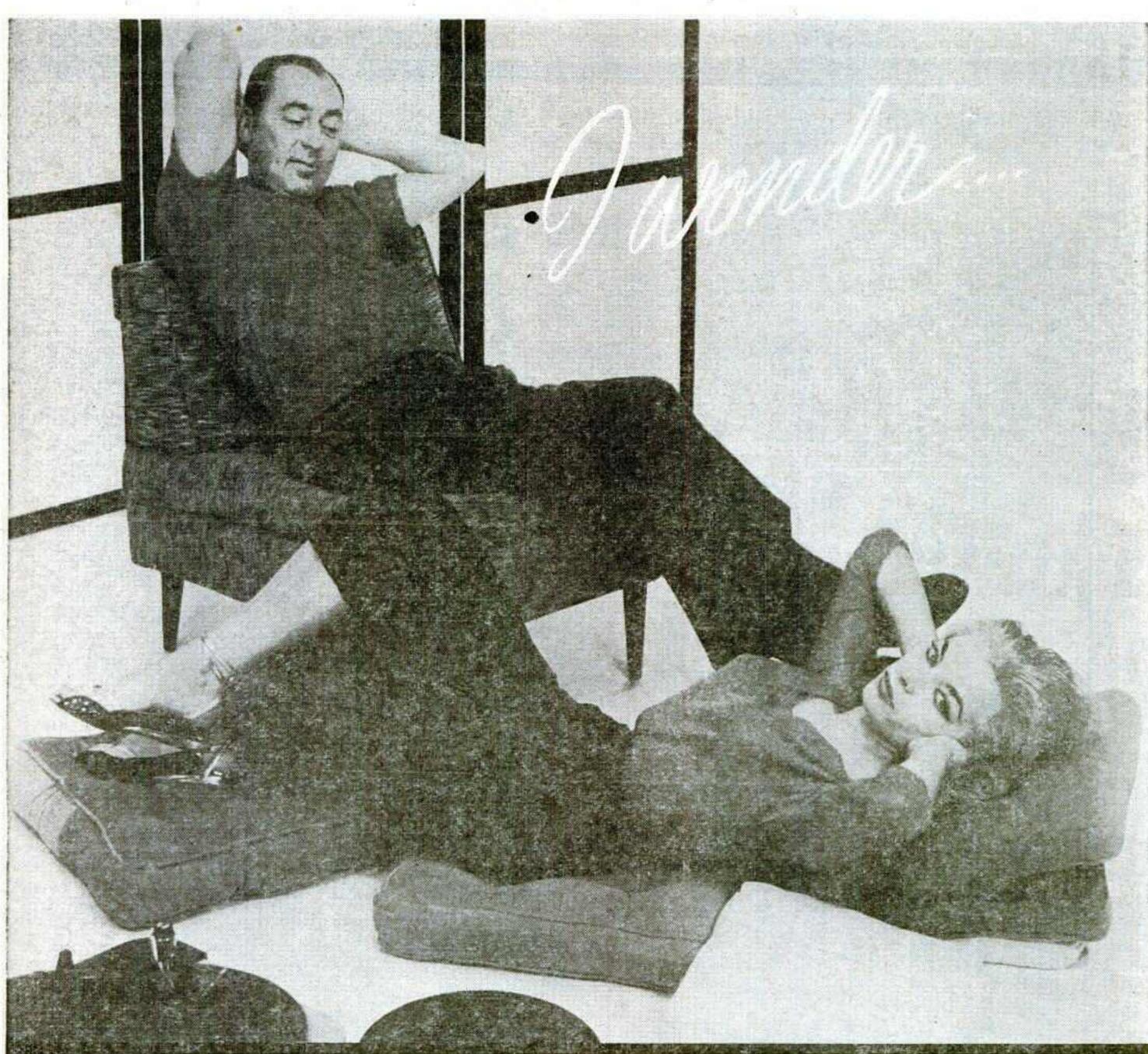
A list of the Top 100 RECORD SIDES in the nation according to a COMBINED TABULATION of Dealer, Disk Jockey and Juke Box Operator replies to The Billboard's weekly popular record Best Seller and Most Played surveys. Its purpose is to provide Disk Jockeys with additional programming material and to give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

to show action in the field.	15 B	7.00	
Control of the contro	-4	- F W T &	Pos.
Pos. Song. Artist, Label 1. ALL SHOOK UP, E. Presley, Victor			Last Wk.
2. LITTLE DARLIN', Diamonds, Mercury			
3. ROUND AND ROUND, P. Como, Vict 4. GONE, F. Husky, Capitol	or	••••••	
5. WHITE SPORT COAT, M. Robbins, Co.	olumbia		10
6. SCHOOL DAY, C. Berry, Chess 7. SO RARE, J. Dorsey, Fraternity	•••••••		
8. COME GO WITH ME, D. Vikings, Dot			5
9. LOVE LETTERS IN THE SAND, P. Boo 10. DARK MOON, G. Storm, Dot	one, Dot		
11. PARTY DOLL, B. Knox, Roulette			6
12. WHY BABY WHY, P. Boone, Dot 13. DARK MOON, B. Guitar, Dot		·····	
14. I'M WALKIN', F. Domino, Imperial			12
15. ROCK-A-BILLY, G. Mitchell, Columbia 16. FOUR WALLS, J. Reeves, Victor			36
17. PLEDGE OF LOVE, K. Copeland, Impe 18. EMPTY ARMS, T. Brewer, Coral	rial		24
19. PARTY DOLL, S. Lawrence, Coral			17
20. BUTTERFLY, A. Williams, Cadence 21. I'M SORRY, Platters, Mercury			
22. YES TONIGHT, JOSEPHINE, J. Ray.	Columbia		22
23. LOVE IS A GOLDEN RING, F. Laine, 24. MAMA LOOK-A BOOBOO, H. Belafont	columbia .		23
25. WONDERFUL, WONDERFUL, J. Mathi	is, Columbia		34
26. BUTTERFLY, C. Gracie, Cameo 27. I'M WALKIN', R. Nelson, Verve			
27. PLEDGE OF LOVE, M. Torok, Decca .			26
29. NINETY-NINE WAYS, T. Hunter, Dot 29. TALKIN' TO THE BLUES, J. Lowe, Do			
31. SHISH KEBAB, R. Marterie, Mercury 32. PM STICKIN' WITH YOU, J. Bowen, 1			
33. I JUST DON'T KNOW, Four Lads, Colo	umbia		53
34. MANGOS, R. Clooney, Columbia 35. HE'S MINE, Platters, Mercury			
36. FABULOUS, C. Gracie, Cameo			51
37. FOUR WALLS, J. Lowe, Dot			
39. BERNARDINE, P. Boone, Dot 40. JUST BECAUSE, L. Price, ABC-Parame			
41. LUCILLE, Little Richard, Specialty			40
42. TEEN-AGER'S ROMANCE, R. Nelson, 43. GOIN' STEADY, T. Sands, Capitol			
44. IT'S NOT FOR ME TO SAY, J. Mathis,	, Columbia		65
45. YOUNG BLOOD, Coasters, Atco 46. C. C. RIDER, C. Willis, Atlantic			71
47. AFTER SCHOOL, R. Starr, Dale 48. WHEN ROCK 'N' ROLL COMES TO TO	RINIDAD.	Nat (King) Cole	Capitol 81
50. ALMOST PARADISE, R. Williams, Kap.	p		27
 MARIANNE, T. Gilkyson, Columbia PLEDGE OF LOVE, D. Contino, Mercu 	ry	• • • • • • • • • • • • • • • • • • • •	
53. CHANTEZ-CHANTEZ, D. Shore, Victor 53. FREIGHT TRAIN, R. Draper, Mercury	r		48
55. TEEN-AGE CRUSH, T. Sands, Capitol		. 	34
 MAMA GUITAR, D. Cornell, Coral LITTLE WHITE LIES, B. Johnson, Ball 	v		
57. *PEACE IN THE VALLEY, E. Presley,	Victor		70
59. SITTIN' IN THE BALCONY, E. Cochr. 60. GONNA FIND ME A BLUEBIRD, M.	Rainwater,	M-G-M	····· —
 I LIKE YOUR KIND OF LOVE, A. Will EMPTY ARMS, I. J. Hunter, Atlantic 	lliams, Cader	nce	
63. GIRL WITH THE GOLDEN BRAIDS,	P. Como, V	ictor	
64. BYE, BYE LOVE, Everly Brothers, Cade 64. START MOVIN', S. Mineo, Epic			
66. PLL TAKE ROMANCE, E. Gorme, AB 67. OVER THE MOUNTAIN, Johnnie and	C-Paramount	t 	
68. OLD CAPE COD, P. Page, Mercury			
69. LET IT BE ME, J. Corey, Columbia 70. CAN I STEAL A LITTLE LOVE, F. Si			
71. MY LOVE SONG, T. Sands, Capitol 72. FIRST DATE, FIRST KISS, FIRST LO			76
73. JUST TO HOLD MY HAND, C. McPhat	ter, Atlantic		
74. WALKIN' AFTER MIDNIGHT, P. Cline 75. LITTLE DARLIN', Gladiolas, Excello			
76, WITH ALL MY HEART, J. Scott, Decc.	a		–
77. WHO NEEDS YOU, Four Lads, Columb 78. WONDERING, P. Page, Mercury			
 YES TONIGHT, JOSEPHINE, J. Ray, C. HAREM DANCE, Armenian Jazz Sexte 			
80. ONE FOR MY BABY, T. Bennett, Colum	ibia		—
80. SITTIN' IN THE BALCONY, J. Dee, Co 80. TILL, P. Faith, Columbia			
83. DAY-O BANANA BOAT, S. Freberg, C. 84. CALYPSO MELODY, D. Rose, M-G-M	apitol		48
85. ROSIE LEE, Mello Tones, Gee			91
 BANANA BOAT (DAY-O), H. Belafonte, SO LONG MY LOVE, F. Sinatra, Capito 			
88. DO I LOVE YOU, V. Damone, Columb	ia		82
88. MARIANNE, Hillioppers, Dot	Young, De	еса	—
91. ALMOST PARADISE, L. Stein, Unique 92. 1492, B. Johnson, Bally			55
93. I NEED YOUR LOVIN', C. Twitty, Me	reury		—
94. WARM UP TO ME BABY, J. Bowen, Ro 95. SEND ME SOME LOVIN', Little Richard			
96. WIND IN THE WILLOW, J. Stafford, C 97. THAT'S WHEN YOUR HEARTACHES	olumbia	**********	67
98. I LOVE MY GIRL, Hilltoppers, Dot			75
99. YOUNG LOVE, T. Hunter, Dot	ay, Columbi	a	
• (Not available as a Pop Single, Available	ASSET ASSESSMENT		
Transport of the purity transport			1500

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.

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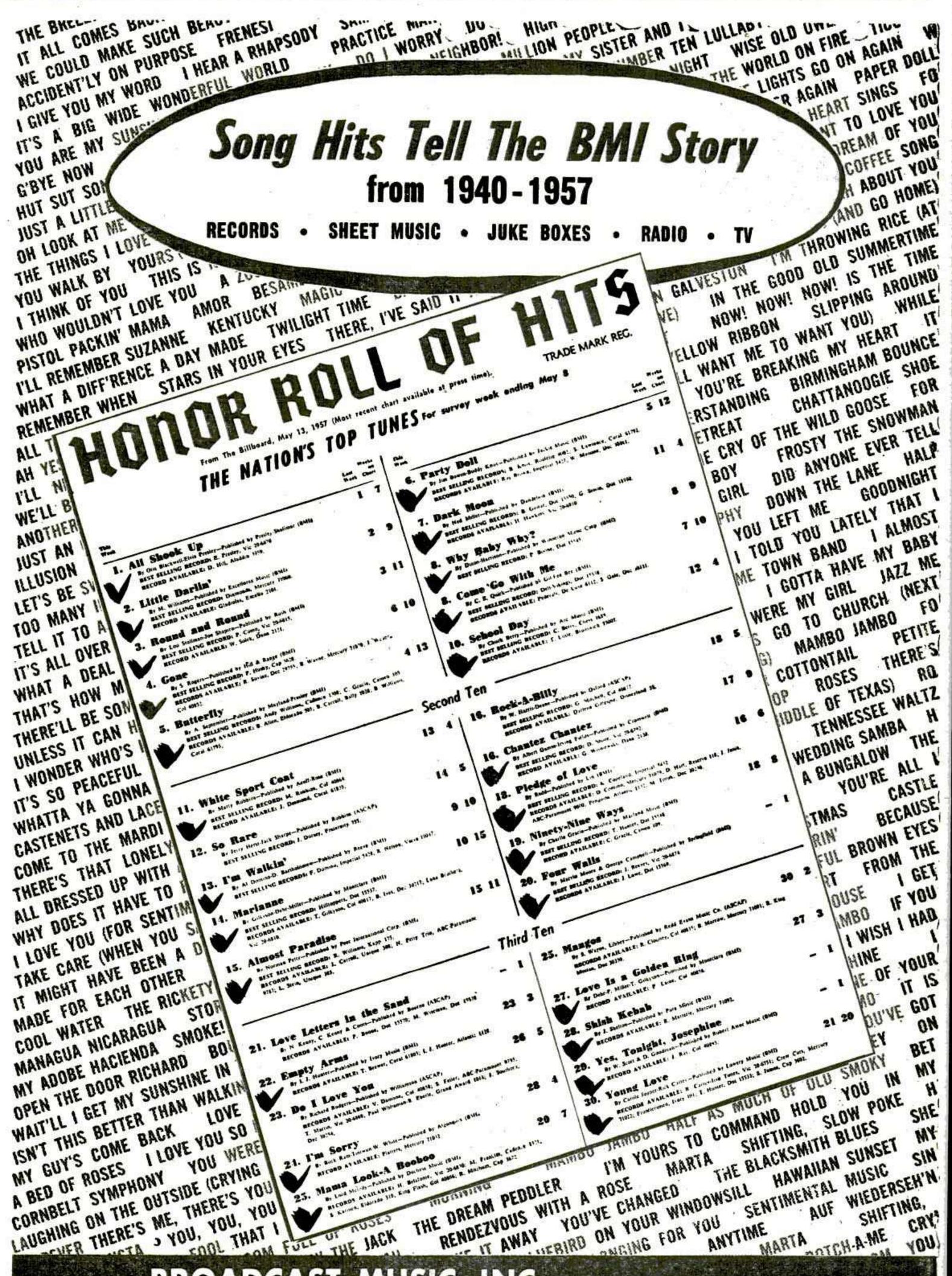
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THE BILLBOARD'S WEEKLY

Tips on Coming Tops

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 Frankie Laine (BMI) Columbia 40893

2. Valley of Tears Fats Domino (BMI) Imperial 5442

3. After School Randy Starr (BMI) Dale 100

4. Warm Up to Me Baby Jimmy Bowen (BMI) Roulette 4010

5. My Love Song Ring-A-Ding Tommy Sands (ASCAF); (BMI) Capitol 3690

6. It's Not for Me to Say Johnny Mathis (ASCAP) Columbia 40851

7. Bye Bye, Love Everly Brothers (BMI) Cadence 1315

8. Rock Your Little Baby to Sleep Buddy Knox

9. Mama Guitar Don Cornell

(BMI) Roulette 4009

(ASCAP) Coral 61819

10. Wind in the Willow Jo Stafford (BMI) Columbia 40851

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 Billhoard's best seller charts

GOING STEADY (Central Songs, BMI)-Tommy Sands-Capitol 3723 -The new Sands platter is building into another hit. It's moving very strongly in Buffalo, Minneapolis, Milwaukee, and St. Louis. Top markets, including Providence, Baltimore, New York, Durham and Chicago, list the disk as a best seller. Flip is "Ring My Phone" (Central Songs, BMI). A previous Billboard "Spotlight" pick.

VALLEY OF TEARS (Travis, BMI)-Fats Domino-Imperial 5442-The Domino platter has already been selected as a best buy in the r.&b. category, and like his past records, the new one is going pop. It's showing strength in all the major markets and appears to be another in the artist's unbroken chain of hits. Flip is "It's You I Love" (Travis, BMI). A previous Billboard "Spot-

light" pick. MY LITTLE BABY (Gil. BMI)

THE GIRL WITH THE GOLDEN BRAIDS (Roncom, ASCAP)-Perry Como-RCA Victor 6904-Both sides are being heavily requested, and it's a toss, at the moment, as to which eventually will become the top side. Strongest demands are in Milwaukee. Philadelphia, Buffalo and St. Louis. Minneapolis, Durham, Boston and Providence also are strong. Elsewhere the picture is good and increasing. A previous Billboard "Spotlight" pick.

FREIGHT TRAIN (Peter Maurice, ASCAP)-Rusty Draper-Mercury 71102-The cover by Draper has taken the lead among the many competing versions of the tune, and it is now pretty far ahead. Loot areas include Providence, Baltimore, Pittsburgh, Durham, Chicago and St. Louis. Strong sales reported in Detroit, Buffalo and Philadelphia. Flip is "Seven Come Eleven" (Rush, BMI). A previous Billboard "Spotlight" pick.

AROUND THE WORLD (Victor Young, ASCAP)-Victor Young Ork-Decca 30262-Persistent deejay play has zoomed the instrumental platter into the league of best-selling disks, altho the record has been around a while. Sales are strong in Baltimore, Providence, Pittsburgh, Durham, Chicago and Cleveland. Also Milwaukee. Philadelphia, St. Louis and Atlanta. Flip is a vocal version of the tune by Bing Crosby.

Review Spotlight on . . .

POP RECORDS

(Remick, ASCAP)

The Clooney gal has a chance to make it big with this zany calypso. Ork and choral backing is solid as Miss Clooney sells the sharp dialect lyric. Can improve on the success of "Mangos." Flip is "Sing Little Birdie, Sing," a bright bouncer (Rush, BMI).

GEORGIA GIBBS....RCA Victor 6922...I'M WALKING THE FLOOR OVER YOU Miss Cibbs' first Victor release can go all the way. She belts out the classic oldie in great style with choral backing. Excellent jock and juke wax as well. Flip is "Sugar Candy," a rhythm tune that also rates plays (Aberbach-Canada, Ltd., CAPAC).

THE FONTANE SISTERS Dot 15581 WHICH WAY TO YOU HEART (Winneton, BMI)

> FOOL AROUND (Dandelion, BMI) The girls have a solid pairing and either or both could sail right up. On the side, they get a rousing "down" country sound with exciting, handelapping flavor of a revival hymn. On the flip, it's a crisp and catchy semi-rockabilly with a repeated refrain ideal for a group join-in.

AL HIBBLER....I COMPLAIN (Shapiro-Bernstein, ASCAP)

The singer hasn't happened for a spell, but this impressive ballad reading can pull plenty of chips. Hibbler pours heart and soul into the semi-sacred material, which has a touch of a former hit, "He." Flip is "Around the Corner From the Blues," a swingy blues. (Mogull, ASCAP).

MARGARET WHITING.... Dot 15583..... KILL ME WITH KISSES (Broadcast Music, BMI)

SPEAK FOR YOURSELF, JOHN(Famous, ASCAP) Miss Whiting appears in new rock and roll garb on a new label, and results are extremely positive. The cover on top is a warm, cozy invitation which really sells, while the flip, another cover, is a simple but most catchy tune, in a slow, emotional styling, that's bound to hit home with the teen faction.

GISELE MACKENZIE....Vik 0274.................OH PAIN! OH AGONY! (Pincus, ASCAP)

> THE WALTZ THAT BROKE MY HEART.... (Famous, ASCAP) The smart thrush has some excellent material on this new coupling. Top side is a bright, folk-type bouncer, very close to the teen-age market demands. There could be equal potential in the flip, a slow, melodious weeper waltz.

(Knox, BMI)

SO LONG, I'M GONE (Knox, BMI) Another of the solid Sun performers is unveiled in this great pairing. On top, it's a powerful, swinging blues belted in thundering rockabilly form. On the flip, there's a more traditional weeper by the singer but the backing has the same pounding beat. Watch both of these.

CHRIS CONNOR.... Atlantic 1138..... TRUST IN ME (Advanced, ASCAP)

MIXED EMOTIONS(Rogers, ASCAP) Both these ballad sides by the jazz star have the same strong, long-pull look of "I Miss You So," which clicked for her a few months back. The top side was a big one for Eddie Fisher a few seasons ago and ditto the flip for Rosemary Clooney.

POP DISK JOCKEY PROGRAMMING

GEORGIA GIBBS Mercury 71103 I AM A HEART, A HEART, A HEART (Fred Bee, ASCAP)

> Despite the fact that Victor has released its initial Gibbs disking this week. Mercury has yanked one out of the can that has strong appeal. It's a pretty ballad, sensitively sold by the thrush, with a soft, smart ork and choral assist. A quality piece of wax, well worth programming. Flip is the oldie "The Sheik of Araby." (Mills, ASCAP).

LITA ROZA....London 1738..................FIVE ORANGES, FOUR APPLES (Leeds, ASCAP)

YOU'RE NOT ALONE(Scherer, BMI) This top-ranking British thrush has the vocal equipment to stay with the best of our own pop chicks and smart jocks will do well to expose this pairing. The top is a gentle, folk type tune, sung with great charm while the flip is a touchingly rendered ballad with some very "hip" band sounds in the backing.

Reviews and Ratings

DEAN MARTIN

CAPITOL 3718 - Outstanding example of smart a.&r. conception. The Berlin oldie is lazily-paced, with infectious beat, and is underplayed by Martin, with a breezy, friendly quality. Could catch hold and stick a while. (Berlin, ASCAP)

I Can't Give You

Anything But Love....78

One wag has termed this a cover of the Jo-Ann Campbell version on Eldorado. It isn't, of course; it's a hip, original styling for quality-minded spinners, and the appeal is broad. (Mills, ASCAP)

THE GUM DROPS

Pigeon KING 5051-The reminiscent rockabilly tune done with a lot of charm. Lead singer is showcased by a simple, very effective arrangement. Should get strong play. (Romance, BMI)

Ba-Bee, Da Boat Is Leaving....73 This side is a calypso, tasteful in performance and with a lyric which tells a story. (Romance, BMI)

(Continued on page 143)

DECCA

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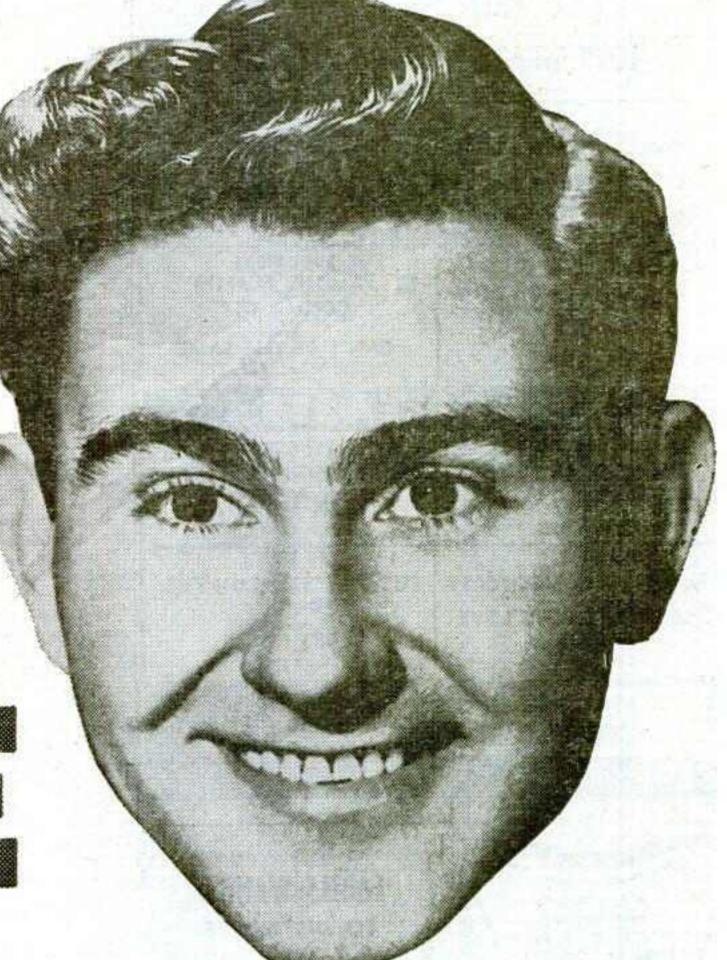
FROM THE BILLBOARD, MAY 6, 1957

Review Spotlight on . . .

Bye, Bye, Love (Acuff-Rose, BMI)

Missing You (Copar, BMI)—Decca 30321—"Bye, Bye, Love," a sock rockabilly blues—marks a style switch for Pierce. A strong performance, which could attract new fans and might even go pop with the right exposure. Flip, a poignant ballad, is warbled by Pierce in his usual solid style. WEBB PIERCE

by



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Ops Estimate Jukes Absorb Half of 45's

Continued from page 1

number of operators in each of nine shows, as do other figures relating programming at a fair price are to the size of juke box operations, making money with it. the overwhelming effect in the operators.

For example, 50 per cent of the operators bought between just 1,000 and 4,999 disks during the year; 62.8 per cent between 1,000 and 6,999; 72.2 per cent between 1,000 and 8,999.

In the middle classificationbetween 3,000 and 6,999 disks bought for the year-where in a normal distribution the mass of replies will fall in an average of 5,000, just 35.8 per cent of operators were centered.

However, a few giant operations explain the reason for the irregular distribution. Nearly 9 per cent bought between 9,000 and 10,999 disks for the year; 3.3 per cent bought between 11,000 and 19,999, and 2.7 per cent bought 20,000 or more.

Several highly significant facts in operator disk buying.

Stretch Disk \$

Altho operators as a group are buying more total number of disks than ever before, most are using every means possible to stretch their record-buying dollar.

changing records on juke boxes in frequent change. a move to cut servicing costs. They continue to hold to this cycle.

juke box has brought this about.

It isn't that operators are to- program contains 29 EP's. day cutting record costs; far from it. They are simply trying to hold out of three operators are now records costs in line in the face of using EP's, EP buying constitutes additional programming opportu-nities offered by 200's and a grad-chases. And even that figure can ual shifting from smaller type units be misleading because of the few to multi-selection equipment in the big operators who are notably the 100-play category.

cause, altho operators buy on the of the operators using EP's use a average slightly more than two total of just one to 50 EP's; but brand new disks per juke box per 11 per cent use 500 or more EP's week, they change considerably on their juke box route.

Frequent Change

—not per week but per change.

illustration, tho, assume it's every chased in 1956. others in addition.

In the formidable job of programming a 200-selection machine, the operator has been handed a EP. Many are beginning to use it; than were a year ago.

EP: New Concept

But the EP presents an entirely by a specific artist, is not always types of operations: possible with the EP.

on EP's, particularly in quantity. affects another tenet of traditional juke box programming: Concen- operations: A hefty 61 per cent | See Danny Anello of Main Office, 156 W. trate on current top hits.

www.americanradiohistory.com

The fact remains that operators size categories. It convincingly doing a conscientious job of EP

Today, one-third of all juke juke box industry of a few large boxes have at least one or two EP's on it. It is with the 200's that most EP's are now programmed. This is understandable because of the size of the machine which permits heavy standard programming, and on which virtually all operators get at least a dime; one-third of the operators using EP's getting 15 cents for an EP spin.

> Altho operators have been generally slow to use EP's, the programming success an operator can enjoy with EP's is documented in several separate articles in this issue. At the same time, the standard arguments of a large number of operators for either not using EP's at all or using few EP's are also documented.

Anti-EP: No 10¢

The biggest anti-EP operators are those still not wholly converted are strongly indicated by the Poll to dime play. The biggest pro-EP operators are those who have found in EP's what they find in any hit tune: An audience which likes the music offered on it.

Another pro-EP argument which carries weight with an operator struggling to keep record costs in Operators began moving several check is that heavy EP standard list features Dean Jones, Jerry years ago to a two-week cycle in programming does not require Wayne, and Chuck Alaimo.

But in addition, they are trying frequently than they do other Donald, Paul Anka, Skip Fletcher, to get more mileage out of new disks. Of the juke boxes which Betty Martin, Lou Bartel and records they buy and from stand- have EP programs, the average size Meyer Davis, plus, of course, sevards and hit tunes of favorite art- of the program on machines in the eral new names on the Chancellor

their libraries. The 200-selection 120-selection units) is about seven distributed by Am-Par. EP's; on a 200, the average EP

Altho the Poll reveals that two largest users of EP's. Distributions Poll statistics bear this out be- in this category show that one-third

Big, Small Firms Actually, the distribution of op-Depending on the number of erators in size of operation, numselections a machine has, they ber of records purchased and numchange from more than four to six ber of employees is one of the new records, over five to seven of most significant findings of the all records, including library tunes Poll. They show that in each case, a few unusually large operators In order to get a rough idea of overwhelm a very large number of how many total records an oper- small operations as far as averages ator changes on the average per are concerned. In each case, the week, it would be necessary to few big firms tend to pull up avercheck this with how often disks ages. We have already noted this are changed. For the purposes of in average number of records pur-

other week (since two out of three | In two additional areas on opdo change on this cycle). That erator size it can also be clearly means that for every new disk seen. For example, as Poll results bought per machine per week, an show, over 51 per cent of the opoperator changes an average per erators employ no more than one week per machine from one to two person other than themselves in their business. More than 61 per cent operate fewer than 50 juke boxes.

Yet as far as averages are conrelatively new record for him, the cerned, figures show that the average number of employees per opmore operators are using them now eration is slightly more than two. And the average number of juke boxes per operator is 53.4.

This apparent contradiction new concept in programming to merely indicates again the effect operators which they have been of the few big operators on the opslow to accept. Controlled selec- erating business. It clearly contivity, with a patron depositing so firms that in the music operating much money for a specific tune business, there are two distinct

1. A very small number of large And programming of standards operations: Just 4.3 per cent operate 200 or more machines.

2. A very large number of small operate fewer than 50 machines.

Another point at which this condition of the industry is illustrated is in average weekly share of gross collections per juke box.

Altho the average of all operators is \$13.77, fully 44 per cent reported average weekly share of the gross per juke box which fell in the range of \$6 to \$10.

And 74 per cent have that figure pegged at figures which fall in the \$6 to \$15 range. At the same time, just 4.5 per cent reported average gross shares which exceeded \$21.

Artists Pacts

Continued from page 20

Shirley Jones, Ray Ellis, Polly Cergin, Norman Petty, Mel Tillis. The label's subsidiary Epic pacted John Leslie, Sal Mineo, Doc Bagby. Clare Nelson, and Helene Dixon.

Liberty's new artist roster includes Robert Wanger, Donna Fuller, Billy Ward and the Dominos, Chris Warfield, Scott Davis, the Four Grads, Keith Williams, Claude Gordon, Mya Angelou and Dick Kallman.

Cadence recently signed Everly Brothers, Gordon Terry, Marty Franklin, Kenyon Hopkins, the Capri Sisters, Willie Treat, the Bobbsey Twins, Al Escabar, the Chamber Jazz Sextette, the Metronomes, the Fraternity Brothers and the Harvey Boys.

New Atlantic pactees are Charles Brown, Dean Beard and Robin Robinson, with Frank Bianco recently signed by Atlantic's subsidiary Atco. M-G-M's new name

ABC-Paramount's new artist As Poll statistics show, operators line-up includes Alan Dale, Gloria using EP's today change much less Mann, Don Casanave, Charles ists in their areas they stock in play category (80, 100, 104 and and Colonial labels, which are

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Tunes With Greatest Radio-TV Audience

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio

A Face in the Crowd (R) (F)-Remick-White Sport Coat (R)-Acuff-Rose-BMI All Shook Up (R)-Presley-Shalimar-BMI

Almost Paradise (R)-Peer International-

Bernardine (R) (F)-Palm Springs-A5CAP Calypso Melody (R)—Cromwell—ASCAP Dark Moon (R)-Dandelion-BMI

Did You Close Your Eyes (R) (M)-Valyr-ASCAP Do I Love You (R)-Williamson-ASCAP Empty Arms (R)-Ivory-BMI Four Walls (R)-Sheldon-BMI Freight Train (R)-Maurice-ASCAP

Girl With the Golden Braids (R)-Roncom -ASCAP Gone (R)-Hill & Range-BMI Gunfight at the OK Corral (R) (F)-

Paramount—ASCAP I Can't Give You Anything But Love Baby (R) (M)-Chappell-ASCAP 1 Could Have Danced All Night (R) (M)-Chappell—ASCAP

Italiano (R)-Harms-ASCAP It's Good to Be Alive (R) (M)-Valyr-ASCAP Little Darlin' (R)-Excellorec-BMI Look at 'Er (R) (M)-Valyr-ASCAP

Love Letter in the Sand (R)-Bourne-ASCAP Mangos (R)-Redd Evans-ASCAP Old Cape Cod (R)-Pincus-ASCAP One for My Baby (R)-Morris-BMI Round and Round (R)-Rush-BMI So Rare (R)-Robbins-ASCAP Speak For Yourself John (R)-Famous-

Stars Fell On Alabama (R)-Mills-ASCAP When Rock 'n' Roll Comes to Trinidad (R) -Marvin-ASCAP Why Baby Why?-Winneton-BMI

Television

All Shook Up (R)-Presley-Shalimar-BMI Butterfly (R)-Mayland-Presley-BMI Come Go With Me (R)-Gil-Fee Bee-BMI Dark Moon (R)-Dandelion-BMI Do I Love You (R)-Williamson-ASCAP Empty Arms (R)-lvory-BMI Freight Train (R)-Maurice-ASCAP Gone (R)-Hill & Range-BMI Hoot Owl (R)—Joy—ASCAP I Could Have Danced All Night (R) (M)-

Chappell—ASCAP I'm Part of You (R)-Chappell-ASCAP I'm Stickin' With You (R)-Jackie-BMI I'm Walkin' (R)-Reeve-BMI

Little Darlin' (R)-Excellorec-BMI Mambo, Tango, Sambo, Calypso Rhumba

Blues (R)-Carole-ASCAP Marianne (R)-Montelare-BMI Mutual Admiration Society (R) (M)-Chappell—ASCAP

My Little Baby (R)-Gil-BMI Ninety-Nine Ways (R)-Mayland-BMI Party Doll (R)-Jackie-BMI Ring-a-Ding (R)-Dominion-BMI Rock-a-Billy (R)-Oxford-ASCAP

Round and Round (R)-Rush-BMI School Day (R)-Arc-BMI Shangri-La (R)—Robbins—ASCAP So Rare (R)-Robbins-ASCAP Talkin' to the Blues (R)-Trinity-BMI Teen-Age Waltz (R)-Champagne-ASCAP Walkin' After Midnight (R)-Four Star-

Way Down Blues (R)-Chappell-ASCAP

Best Selling Sheet Music in Britain

(For week ending May 11

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) Butterfly-Aberbach (Mayland-Presley) Young Love-Cromwell (Lowery) Singing the Blues-Frank (Acuff-Rose) True Love-Chappell (Buxton Hill) The Banana Boat Song-Morris (E. B Marks-Bryden)

Look Homeward Angel-Kassner (Greta) Mangos-Bron (Redd Evans) Don't Forbid Me-Campbell Connelly (Roosevelt)

Marianne-Montclare (Montclare) Rock-A-Billy-Joy Music (Joy Music)

Knee Deep in the Blues-Leeds (Acuff-Rose) Ninety-Nine Ways-Good Music (Mayland) I'll Find You-Robbins (Robbins) Chapel of the Roses-Victoria (Triangle) Adoration Waltz-Bron (Sovereign) Cumberland Gap-Essex (Hollis) The Wisdom of a Fool-Leeds (Planetary) All-Anglo-Continental Good Companions-Maurice (Maurice) Freight Train-Pan-Musik (Maurice) By You, By You, By You-Cinephonic (Trinity) Round and Round-Kassner (Rush) Around the World-Sterling (Young)

• Best Selling Pop Records in Britain

(For week ending May 11

This Week	Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication, Week
1. ROCK	-A-BILLY—Guy Mitchell (Philips)
AL DESCRIPTION	mark V Andr Williams (Lordon)
	DEDT AND CAP I onnie Donegan (PVC-NIXII)
	AT T WATT THE TOVE-Nat (King) Cole (Capitol)
the state of the s	and a second control of the second of the se
	ANA DOAT Horse Belafonte (HMV)
7 VEC	TONICHT TONEPHINE—Johnnie Ray (Chinips)
the same and the same and	corne con a rat Chan McDavitt Grown (Oriole)
H. YOU	TAKE YOU HOME AGAIN KATHLEEN-Slim Whitman (London) 1
12, 1'LL	HOMEWARD ANGEL—Johnnie Ray (Philips)
13, LOOP	GIRL CAN'T HELP IT—Little Richard (London)
14. THE	GIRL CAN'T HELP II—Little Richard (London)
15. LONG	G TALL SALLY—Little Richard (London)
16. BUT	TERFLY-Charlie Gracie (Parlophone)
17. CHA	PEL OF THE ROSES—Malcolm Vaughan (HMV)
THE PARTY NAMED IN	T EXIDELL ME PAI BOOM (LONGOD)
TO THE A	DT May Buorages (Deces)
20. WHY	, BABY, WHY?—Pat Boone (London)

Columbia Buys

Continued from page 19

competitive position with regard to tagged at the equivalent of 84 the RCA Victor phono line. In the cents for 45 r.p.m. disks; \$4.19 for lower-priced area, Columbia has 10-inch classical LP's; \$3.50 for already done exceptionally well, 10-inch pop LP's; \$5.54 for 12having achieved a preeminent position in the last several years.

Servicing of the Bell & Howell r.p.m.'s at 84 cents. consoles now in the hands of dealers and consumers is being such top Decca-London artists as taken over by Columbia.

Magnetic tape recorders will continue to be an important phase of Bell & Howell's electronic engineering, manufacturing and marketing programs, Percy stated, adding that his company would expand the distribution of tape recorders, now sold thru photographic, music and appliance stores. Wholesale distribs are to be appointed to provide increased sales Nowadays we have washboards, and promotional aid at the local level.

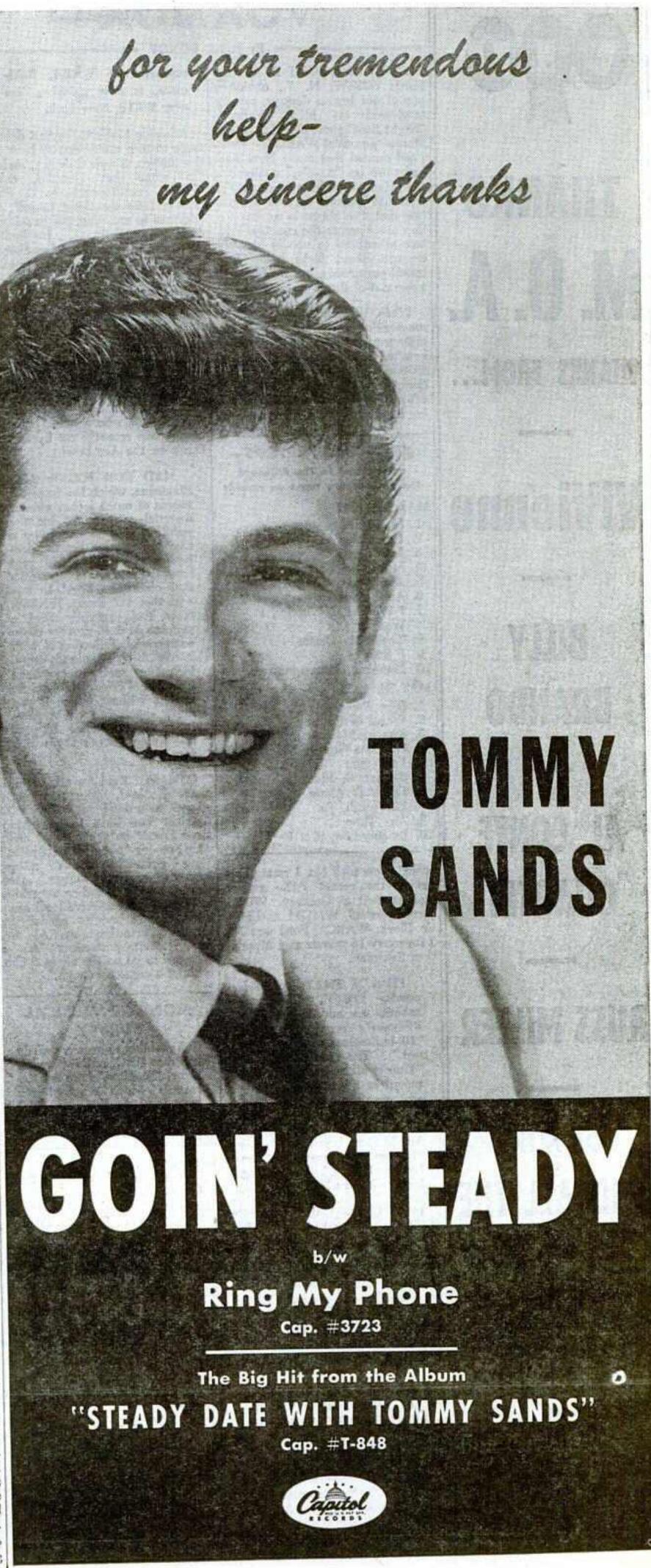
RCA Label

• Continued from page 19

the company in a much stronger point-of-sale material. Prices were inch classics; \$5.25 for 12-inch pops. EP's go at \$1.66, and 78

> The dinner was also attended by Vera Lynn, Winifred Atwell, Lita Rosa, Stanley Black, Cyril Stapleton, Frank Chacksfield and others, some of whom were lavish in their praise of topper Lewis.

> According to New Musical Express, disk jockey Jack Jackson made some interesting comments re changes in the industry. "In the old days," he said, "you just had to have a voice and a good backing. six-string guitars (working area, four strings) and buckets of whoof."





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VOX JOX

FORD ON NIGHT BEAT: Art Ford, WNEW, N. Y., obviously one of our braver deejays, was interviewed on Mike Wallace's "Night Beat" show over Du Mont's Manhattan outlet WABD last week. Ford denied that many New York jocks are on "payola," contending that Manhattan deejays are paid so well that "payola" isn't the temptation that it might be in smaller station areas across the country. Wallace attempted to needle him, via remarks about jocks being frustrated performers, but failed to get a rise out of Ford.

When Wallace asked about his songwriting activities, the deejay, smiling ruefully, said his tunes had bombed to date, but that he had written all of them himself, rather than taking credit for another writer's song. Jockey-wise, Ford is riding high. His "Make Believe Ball-

YESTERYEAR'S TOPS-

as reported in The Billboard The nation's top tunes on records

MAY 24, 1947

- 1. Mam'selle
- 2. Heartaches
- Linda
- 4. My Adobe Hacienda
- 5. Anniversary Song
- 6. April Showers
- 7. I Wonder, I Wonder, I Wonder
- 8. That's My Desire
- 9. I Believe
- Managua, Nicaragua

MAY 24, 1952

- 1. Blue Tango 2. Wheel of Fortune
- 3. Kiss of Fire
- 4. Guy Is a Guy
- 5. I'm Yours
- 6. Blacksmith Blues
- 7. I'll Walk Alone
- 8. Pittsburgh, Pa.
- 9. Any Time
- 10. Be Anything (But Be Mine)

room" show took No. 1 rating honors in the recent Pulse survey, against Arthur Godfrey, WCBS; Jerry Marshall, WMGM, and Martin Block, WABC. Ford was No. 1 for every 15 minute seg. Monday thru Saturday.

THIS 'N' THAT: Tom Edwards, WERE, Cleveland, submits an addition to The Billboard's recent story about "10 Indications of a Hit Record." The jock suggests: "They're all excited about this record in the office and they sent me right out on the road with it after I just got back off a four-week road trip." . . . Arnold Shaw is pushing Bernie Wayne's new waxing, "The Leaky Faucet," by gifting jocks with washers.

J. B. Clark, WBT, Charlotte, N. C., was a recent visitor to Manhattan. . . . A committee of recording artists and deejays for the National Multiple Sclerosis Society has been formed under the cochairmanship of Jim Lowe, WCBS, New York, and Bill Randle, WERE, Cleveland. The committee will spearhead a drive for spinners across the country to plug the M. S. Hope Chest campaign next month.

CHANGE OF THEME: Elliot Field, KTSA, San Antonio, is being shifted to KLBS, Houston, by the station's new owner, Gordon McLendon, who operates both outlets. . . . New general manager of KTXL, San Angelo, Tex., is Duane Ramsey. . . . Ed Stern has joined KONO. San Antonio. . . . Bill Dupree, ex-staffer at WEBB, Baltimore, is now spinning 'em over WLIB, New York.

Adelaide Moffett, the first debutante to turn nitery canary back in the thirties, is now a deejay, under the name Jan Douglas, over WEOK, Poughkeepsie, N. Y. She does a little thrushing herself, in addition to spinning platters from 4 to 5 p.m. daily. . . . Irv Smith has resigned from his jockey chores at WHB, Kansas City, Mo., to join WCAU, Philadelphia. . . . Songwriter Jack Richards has joined WEIM, Fitchburg, Mass., while Bob Norris, a spinner at same station, has turned songwriter-with Richards-and penned a new tune tagged "I Lost My Baby," which Richards has recorded on the RMS label. . . , Also on a Tin Pan Alley kick is Sheldon Silk, WALE, Fall River, Mass., whose tune "Jamaica Moon" was recently cut by Rosita Davis on the Ace label.

MAD FOR JOCKS: Mad Magazine, which has been the source of much jockey chatter material-sans credit for the publication - is setting up a free subscription list for deejays who want to use gags from the magazine, but watch that credit-line boys! In line with this, Bill Kemp, WNEW, New York, recently read a genuine A. & P. grocery chain commercial, following it with Mad's A. & P.-parody-copy, including such controversial lines as "Prices subject to change without notice if you don't watch our clerks carefully." The sponsor flipped, but Kemp doesn't say which way.

GIMMIC: Raul Lovett, WBSM, New Bedford, Mass., recently staged a unique interview with hynotist Sam Vine. Latter hypnotised Lovett on the air and made him lose his "taste for cigarettes." Vine evidently didn't restore Lovett's tobacco hunger afterwards, which is rather surprising in view of the extensive local radio advertising schedules carried by cigarette manufacturers. At any rate, Lovett postscripts "It's a pleasure to go on the air at 6 a.m. without a cigarette cough."

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:

Garden City, Kan. "Round and Round," Perry Como, RCA Victor. Marienette, Wis.

"Freight Train," Rusty Draper, Mercury.

St. Cloud, Minn. "Love Letters in the Sand," Pat

Boone, Dot.

Baton Rouge, La. "Mangos," Buddy Morrow, Mercury.

Hartford, Conn. "Oh Pain! Oh Agony!" Gisele MacKenzie, Vik.

Salt Lake City "Stardust," Nat (King) Cole, Capitol.

San Antonio "Bernadine," Pat Boone, Dot. Milwaukee

"Dark Moon," Bonnie Guitar, Fabor.

St. Louis "Ten Minutes Ago," Tony Martin, RCA Victor.

Little Rock "Graduation Day," Lawrence Welk, Coral.

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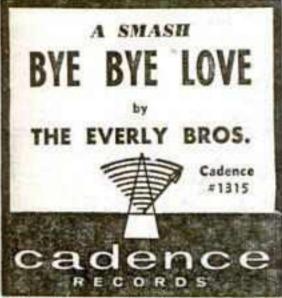
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MILLION MEMORIES'

Unique #122



SHOULD LOSE YOUR LOVE"

The Sophomores

Dawn 228



Reviews of New Pop Records

Continued from page 138

LES PAUL AND MARY FORD

Hummin' and Waltzin'82 CAPITOL 3725-A lazy, "last dance" type of waltz warmly sung by Miss Ford. Les Paul's multi-tracked backing gives it a lush feel. Strong box wax which should also have good counter appeal for lovey teeners. (Moonlight, BMI)

Tuxedos and Flowers....80 Another slow three-beater, and this

one, too, is aimed right at the high school crowd. Title and creamy reading by Mary Ford should have a healthy appeal in the coming graduation season. Close runnerup to the flip for action. (Ardmore, ASCAP)

FRANKIE LAINE

Without Him82 COLUMBIA 40916-Laine sobs with reverence and sincerity on a semisacred theme with good lyrics. Lush backing and choral work. (Joy ASCAP)

Gunfight at the O.K. Corral....75 Colorful reading of a dramatic Western movie title theme. Deejay play should be hyped by pic promotion, but flip is side to watch. (Paramount Music Corporation, ASCAP)

T. TOMMY

DOT 15576-Poignant country ballad is warbled with tenderness and sincerity. A fine waltz that could see pop action. (Acuff-Rose, BMI)

Bye Bye Love 76 The haunting c.&w. blues, also cut by Webb Pierce and the Everley Brothers, is handed a sock vocal by the c.&w. artist, who sounds more r.&r. than country. This version is late, but the solid r.&r, treatment could move it. (Acuff-Rose, BMI)

EP Time, Costs

• Continued from page 124

45's for the majority of singles, a percentage of EP's, with eventually no 78's. He fully expects the EP's to succeed the 78's in percentage of volume in programming. Even now his customers are indicating their willingness to play some of the old standards on EP's as well as the latest pops.

What Meli Thinks

On the other hand, lack of dime play is not holding back EP play volume for Meli. He believes additional costs in extra time required for servicing the EP's in locations, and few spins don't make EP programming worthwhile currently.

Most of Meli's machines are on dime play, with multiple play at four for a quarter. Only his 200-selection machines feature EP's, however, which comprise about 10 per cent of his total number of machines.

'Race' Spots

"The only locations we find our EP-equipped machines grossing more than the non-EPequipped machines are in the "race" locations. These are the only spots where a definite preference for EP's has been shown," states Meli.

Most of the EP's used originated thru package deals, obtained with new machines. Later, replacements were obtained, but the same general order of programming of the standards, and some pops as the Presley hits, was followed. Meli estimates 20 per cent of his standards are EP's.

On the average, his EP's meter six to seven spins.

Standards are switched from one machine to another from time to time, but with no special effort at recording this data, or at specifying certain locations for certain of the standards.

In consideration of present results, Meli does not believe he will be making any future plans for increasing the EP's in locations other than those now having them.

THE ROGUES

OLD TOWN 304-An excellent group, very well recorded. This fine side would have to be classified as pop, and it stands an excellent chance if the label can get wider plug support than it has in the past. (Maureen,

It's True....78 Romping, simple rocker is sung in slick, beat-ful fashion by fine group. Could score in both r.&b. and pop fields. (Maureen, BMI)

EDDIE FISHER

Did You Close Your Eyes! 80 VICTOR 6913-This one starts with quivering fiddles and chorus and Fisher follows to sing the pretty ballad from the score of "New Girl in Town," Has some of the Fisher feel of old which makes it the side of the two. Certainly some action indicated, (Valyr, ASCAP) Sunshine Girl....73

Tune has a light, frothy feel but it's one of the less impressive tunes of the "New Girl in Town" score, Fisher doesn't seem to be at home with the song and the flip definitely gets the edge. (Valyr, ASCAP)

MONICA LEWIS (If'n You Don't) Somebody

> Else Will80 COLUMBIA 40924-Song is featured in the movie, "The D. I." Pace here is somewhat in the ricky-tick vein with strummed guitar and banjo. Backing also includes whistled support by a chorus. Fine form of singer could make this side happen. (Pete Kelly, BMI) Met My Match....73

Tune is also from the forthcoming flick, "The D. I." Talented singer, assisted by a male chorus comes across very well. Clever orking by Ray Conniff features a drum-figure repeated thruout. Should get some spins, but is second to flip. (Mark VII, ASCAP)

THE FOUR ESQUIRES

gracious in pace. Esquires do a real nice job. Side gives the jock a change of pace. (Jack Gold, ASCAP) The Chopstick Rock 76

The familiar melody in a swinging vocal arrangement by the Esquires. There's a neat twist to the phrasing of the lyric. Horns and rhythm section adds to the punch. Could take off. (Greta, BMI)

JOE VALINO

Tears (That 1 Cry Over You).........77 VIK 0275-A strong side. The tune is country-flavored, and the arrangement gives strong emphasis to the guitar; but strongest element is Valino's vocal. He feels the material. Watch it. (Lady Mac, ASCAP)

I'll Be Good....76 Valino has a good piece of material here; a ballad with a message of sincere emotion. He does a solid job, backed with a chorus and neat arrangement. Will get strong play. (Landsdale, BMI)

SHIRLEY FORWOOD

SALEM 1003-Beautiful thrushing by the girl who came close last year with "Two Hearts." Slow, lilting three-beater has a universal message and will easily find its spot on jock segs. Coupling bears watching. (Sun Valley, BMI)

Johnny Please Come Back....72 Gentle, simple and highly pleasing thrushing, with some multiple tracking. Tune is a retentive, folk-style waltz. This girl can happen. (Sun Valley, BMD

BOYD BENNETT

Put the Chain On the Door...........77 KING 5049-A medium tempo rocker belted in lusty style by "Big Mo."

Bennett has had a stretch between hits but this could rack up some (Continued on page 152)

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(Leeds Music)

(Tannen-BMI)

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EP's Do Not Pay Without Dime Play

MUSIC-RADIO

Edward H. Newell, owner of Ormatt Amusement Company, of Memphis, is an outstanding example of an operator opposed to using EP's on juke boxes. His main reason: EP's slow down play and shoot record costs upward.

"It takes twice as long for an EP to play as it does a single," he said. "It's the same as being on nickel play. We've found out we can't operate on nickel play. Expenses are too great.

"And look at the record costs. A single costs us 55 to 60 cents. An EP costs 90 cents. That is 50 per cent more than a single. And it brings in the same revenue. So you can see why I don't use them."

Newell doesn't use any EP's in his programming unless an outstanding pop hit is on one which he can't ignore, such as an Elvis Presley ditty.

Newell, along with other operators, experimented with EP's when they converted to dime play, three for 25 cents, in May, 1955. The EP's helped a great deal to cushion the move and win needed public acceptance.

But Newell said their high cost and slow play turned him against them.

He said his check of the record play indicator meter showed that the increase in collections on plays of EP's was so small that it did not justify buying them.

"The public doesn't play EP's for the sake of playing EP's," Newell said. "They play the juke vincingly, Newell admits.

box for the tune they want to hear. Usually it's on a single. If they have to play an EP to hear it, they also listen to something else they didn't bargain for.

"I think top singles would get as many plays on the juke boxes as would a top EP. It depends, of course, on the tune, but generally speaking, the top single will get as many plays."

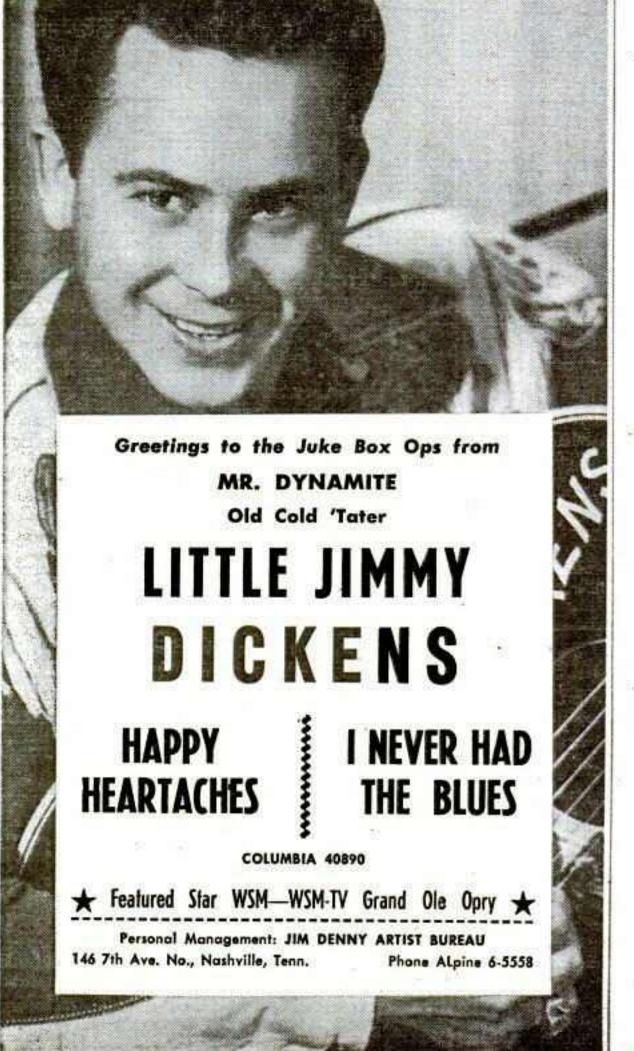
Newell doesn't yet have 200selection machines, but expects to get some this year. He will put them in his top locations. But even with 200's, he won't put EP's on them. He will use all singles and have a wide variety of types of music on them, including classical numbers.

Newell programs some old standards. All, however, are singles. He also programs some classical and semi-classical selections on the phonograph in a few top restaurant locations.

Newell says he could be wrong, but he believes a machine equipped with singles can gross just as much as a phonograph programmed with some EP's.

He said he tries to keep his programming as current as possible, and therefore disagrees with the programming technique on old standards with EP's used by Charles Kahn, another Memphis operator who has made EP's pay off. (See separate story.)

The minority who use EP's and standards on EP's may yet some day prove their point con-



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Store Name Address

Most Played C&W in Luke Boxes Reviews of New

For survey week ending May 15 RECORDS are ranked in order of the greatest number of plays in luke boxes thruout 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. Week		The second second
1. GONE (BMI)-F. Husky		2 12
1. WHITE SPORT COAT (BMI)-M. Robbins Grown-Up Tears (BMI)-Col 40864		3 6
3. ALL SHOOK UP (BMI)-E. Presley That's When Your Heartaches Begin (ASCAP)-Vic 20-6870	•••	1 6
4. FOUR WALLS (BMI)-J. Reeves		5 3
5. GONNA FIND ME A BLUEBIRD (BMI)— M. Rainwater So You Think You've Got Troubles (BMI)—M-G-M 12412		5 7
6. WALKIN' AFTER MIDNIGHT (BMI)-P. Cline. Poor Man's Roses (ASCAP)-Dec 30221		4 8
 HONKY TONK SONG (BMI)—W. Pierce SOME DAY (BMI)—Dec 30255 	•••	7 7
8. THERE YOU GO (BMI)-J. Cash	•••	8 20
9. AM I LOSING YOU? (BMI)-J. Reeves Waitin' for a Train (BMI)-Vic 20-6749	•••	9 14
9. FRAULEIN (ASCAP)-B. Helms		- 1
9. FALLEN STAR (BMI)-J. Newman 1 Can't Go on This Way (ASCAP)-Dot 1289	•••	- 1

C&W Territorial Best Sellers

For survey week ending May 15

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. All Shook Up, E. Presley, Vic.
- 3. Some Day, W. Pierce, Dec. 4. First Date, First Kiss, First Love
- S. James, Cap. 5. Gone, F. Husky, Cap. 6. Three Ways, K. Wells, Dec.
- 7. Gonna Find Me a Bluebird M. Rainwater, M-G-M.

Charlotte

- 1. White Sport Coat, M. Robbins, Col. 2. All Shook Up. E. Presley, Vic.
- 3. Honky Tonk Song, W. Pierce, Dec. 4. Gone, F. Husky, Cap.

5. There You Go, J. Cash, Sun Dallas-Fort Worth 1. Fraulein, B. Helms, Dec.

2. Gone, F. Husky, Cap.

4. Gonna Find Me a Bluebird M. Rainwater, M-G-M.

- 5. Young Love, S. James, Cap. 6. Honky Tonk Song, W. Pierce, Dec. 7. Some Day, W. Pierce, Dec.
- 8. All Shook Up, E. Presley, Vic. 9. Four Walls, J. Reeves, Vic.

Houston

- I. Gone, F. Husky, Cap. 2. Fraulein, B. Helms, Dec.
- 3. Gonna Find Me a Bluebird M. Rainwater, M-G-M. 4. White Sport Coat, M. Robbins, Col.
- 5. Four Walls, J. Reeves, Vic. 6. All Shook Up, E. Presley, Vic.
- 7. Gentle Love, C. Walker, Mer. 8. Honky Tonk Song, W. Pierce, Dec.

Memphis

1. Bye Bye Love, Everly Bros., Cdc,

C&W Records

MAC WISEMAN

DOT 15578-A note of caution to youngsters not to cast love aside. This is a powerful weeper, Wiseman, backed by a chorus and tasteful instrumentation, chants this right from the heart, (Golden West, BMI)

Love Letters in the Sand 74 Country version of the standard song that is already scoring. Wiseman's vocal is backed by a lively, strong arrangement. Will get good play. (Bourne, ASCAP)

STAN HARDIN

Hungry Heart74 DECCA 30302-A wild, wailing, nasal chanting job on this ballad side. More of that older, untainted-by-thecity country sound. A good cat and jocks should give him a good goround on this. (Trails End, BMI)

Give Me Your Lovin', Baby 73 Hardin sings in a down-home traditional style here. Second chorus gets an ad lib type reading which builds well. Disk is in the old-fashioned groove, but offers kicks, (Amber, ASCAP)

- J. L. Lewis, Sun 3. Four Walls, J. Reeves, Vic. 4. Next In Line, J. Cash, Sun
- 5. Fallen Star, J. Newman, Dot 6. White Sport Coat, M. Robbins, Col. 7. Gonna Find Me a Bluebird

M. Rainwater, M-G-M. Nashville

- 1. Four Walls, J. Reeves, Vic.
- 2. Fallen Star, J. Newman, Dot 3. Bye Bye Love, Everly Bros., Cdc.
- 4. White Sport Coat, M. Robbins, Col. 5. I'll Be There, R. Price, Col.
- 6. All Shook Up, E. Presley, Vic. 7. Three Ways, K. Wells, Dec.

Richmond, Va.

- 1. Four Walls, J. Reeves, Vic.
- 2. Gone, F. Husky, Cap. 3. White Sport Coat, M. Robbins, Col.
- 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. Four Walls, J. Reeves, Vic.
- 3. Gone, F. Husky, Cap. 4. White Sport Coat, M. Robbins, Col.

Review Spotlight on . . .

C&W RECORDS

JEAN SHEPARD

Under Suspicion (Marks, BMI)

The Other Woman (Central Songs, BMI)-Capitol 3727-The fine country thrush has two solid sides here. Both are weepers, with honest, down-to-earth lyrics. First-mentioned title tells of a lass's broken heart when she is "Under Suspicion." Flip, virtually as strong, tells a tale of love that sweeps all before it. Miss Shepard sings both tunes in the traditional country style, with a relaxed, sincere delivery.

WARREN SMITH

Miss Froggie (Knox, BMI)

So Long I'm Gone (Knox, BMI)-Sun 268-See review in the Pop Spotlight section.

RIC CARTEY

Let Me Tell You About Love72 RCA VICTOR 6920-Cartey's original of "Young Love" got snowed under but the singer shows enough punch on this tale of the power of love to still create some attention. Nice deep-toned country style rates a play.

(Lowery, BMI) Born to Love One Woman 70 Interesting group guitar work backs this dedicated chanting effort. With chorus backing, side builds nicely and like the flip, rates a hearing, (Mellin,

WHITEY KNIGHT

BMI)

The Blues Walked In71 DOT 15577-Relaxed, pleasing vocalizing on an up-tempo hillbilly ballad. (Galden West, BMI)

Lately 69 Deep-voiced reading on a solemnly paced pop-ish ballad with pop-styled choral backing. Lyrics are efffective but Knight is more at home on flip. (Randy-Smith, ASCAP)

RUDY HANSEN

Don't Think I'll Fall to Pieces71 DECCA 30323-A good tune with a fairly original idea. Singer could be a country Eddie Fisher. Side has a good zingy rhythm and rates as a juke box choice. (Shapiro-Bernstein, ASCAP) One Tender Kiss ... 65

Guitar and ukulele get behind this rather run-of-the-mill tune. Chanting job is favorable enough but it doesn't figure to start any gold rush. (Lower & Copar, BMI)

CURLY SANDERS

CONCEPT 897 - A honky-tonker about a gal named Dinah is capably rendered. Artist is nicely backed by "mountain" fiddling and an interesting rhythmic effect created by sticks on metal. Largest appeal to hill music fans, (Gaylord, BMI)

You're Smiling (I'm Crying)....70 A sincere vocal which occasionally lapses into a yodel. Fine backing with pizzicato and bowed tremulo violin, A good sound, Similar appeal, (Gaylord, BMI)

RED RIVER DAVE

TNT 9010-Some New York Yankee fans will want this memento of a World Series no-hitter, Tells Larsen's whole story and jocks will get a kick out of it in all markets. (Red River Dave, ASCAP)

Adio, Mi Amor, Mi Corazon....53 A tale of some romantic adventures "across the Rio Grande" set to threebeat rhythm. Singer trys for an ardent effect but little happens. Pass this by, (Red River Dave, ASCAP)

MERRILL MOORE

Tuck Me to Sleep in My Old Tucky Home68

CAPITOL 3721-Singer does well on a honky-tonk standard tune with pop overtones. Good piano and steel guitar support. Fair chances, (Bourne, Inc., Warock, Inc., ASCAP)

Barrel House Bessle ... 68 Another honky-tonker capably handled. More fine support. Chances about same as flip. (Red River Songs, BMI)

(Continued on page 148)



Dear Operators:

A million thanks for all you have done in the past years to help make it possible for me to be celebrating my 20th year recording exclusively on RCA Victor Records. Good luck on your great convention, and continued success. Keep movin' on.

Hank Snow

For survey week ending May 15

Juke Box Operators—

I will be forever grateful to you for your tremendous assistance in making such records as "I WALK THE LINE," "THERE YOU GO," "TRAIN OF LOVE," and my others so successful.

with a great sound on

THE NEXT DON'T MAKE

SUN-#266



1916 Sterick Bldg. Memphis, Tenn. Phone—JAckson 5-0436

P.S.: Thanks, too, to SAM PHILLIPS, President of SUN Records, for his confidence and support.

C&W Best Sellers in Stores

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers thruout the nation with a nigh 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. 2. WHITE SPORT COAT (BMI)-M. Robbins..... Grown-Up Tears (BMI)-Col 40864 4. HONKY TONK SONG (BMI)-W. Pierce..... SOME DAY (BMI)—Dec 30255 6. GONNA FIND ME A BLUEBIRD (BMI)-M. Rainwater So You Think You've Got Troubles (BMI)-M-G-M 12412 7. FRAULEIN (ASCAP)-B. Helms......

Heartsick Feeling (BMI)-Dec 30194 8. WALKING AFTER MIDNIGHT (BMI)-P. Cline.... 6 Poor Man's Roses (ASCAP)-Dec 30221 9. FIRST DATE, FIRST KISS, FIRST LOVE (BMI)-S. James Speak to Me (BMI)-Cap 3674 11. AM I LOSING YOU? (BMI)-J. Reeves.......... 13
Waitin' for a Train (BMI)-Vic 20-6749 12. I'M TIRED (BMI)-W. Pierce...... 12 It's My Way (BMI)-Dec 30155 13. TALKIN' TO THE BLUES (BMI)-J. Lowe..... -Four Walls (BMI)-Dot 15569 15. BYE BYE LOVE (BMI)-Everly Brothers..... I Wonder If I Care As Much (BMI)-Cadence 1315

This Week's C&W Best Buys

MISTER LOVE (Acuff-Rose, BMI)-Ernest Tubb and the Wilburn Brothers-Decca 30305-The strong pairing of country talents has produced a top-selling disk. Baltimore, St. Louis, Durham and Atlanta list the platter as a strong one, and a large share of coin is being collected in Philadelphia, Buffalo, Chicago and Richmond areas. It's also moving well in the Southern areas and all of the major country markets. Flip is "Leave Me" (Sure Fire, BMI). A previous Billboard "Spotlight" pick.

MISTER LOST (Caylord, BMI)-Carl Smith-Columbia 40918-Smith, still the consistent hit maker, and his traditional "country" style, unaffected by the current pop influence, still packs a terrific sales punch. The platter is chalking up huge sales in all of the country markets. Flip is "Try to Take It Like a Man" (Cedarwood,

BMI). A previous Billboard "Spotlight" pick.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Don Tucker, of the Connie B. Gay enterprises in Washington, phoned the desk to advise that Gay's "Jimmy Dean Show," heard an hour each morning, Monday thru Friday. over the CBS-TV network via WTOP, Washington, last week took the No. I spot over Dave Garroway's "Today" in the Nielsen national ratings. This is the first time the Garroway opus has been ousted from the No. 1 Nielsen slot since it first made its bow. Chet Atkins was guestar on the Dean show last week; Little Jimmy Dickens occupies that niche this week, and Lu Ann Simms moves in next week.

Tex Ritter will host "Ozark Jubilee" June 1, during the absence of vacationing Red Foley. . . . Rex Allen will headline Harry and Jean Nelson's annual J Bar H Rodeo at Camdenton, Mo., July 9-14. . . Don Pierce, of Mercury-Starday. recently conducted a sales meeting with Lou Simon and his staff of six salesmen at the Cincinnati headquarters of Supreme Distributing Company. Plans for expanding sales of the Mercury-Starday Country Series and special promotions for the new George Jones refinalized at the session. During his Cincy stay, Don hopped down to Verona, Ky., for the Jimmie Skinner Celebration at season opening of Thurston Moore's Verona Lake Ranch.

That was a noble performance by Sonny James on the Bob Hope TVer, Sunday, May Tribates to the report \$ 2500 The

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5. To the credit of Hope, the old pro, he spotted Sonny properly and allowed him sufficent working time to do a job. Some of the TV names who spot c.&w. talent occasionally could take a lesson from Hope on that score. . . . Werly Fairburn was spotted in the guest slot on "Big D Jamboree," Dallas, Saturday (18), with Wanda Jackson set for the following week. . . . Kenny Wilder, former Nashville deejay, who recently finished work in his first movie, "Rimrock Canyon," to be released in the fall, has been signed by producer Don Cramer to appear in a new Western, "Gunfire at Abilene."

Sonny James, Gene Vincent and Patsy Cline head up a big show in Topeka, Kan., May 25. . . . Gabe Tucker is reported negotiating to send Hank Locklin to Australia soon for an extended tour. . . Don Meehan, who waxed for RCA Victor several years ago, has just had his initial release for M-G-M. "Faraway Look in Your Eyes" b.w. "Man in the Phone Booth (Hello, Baby!)" Don added a bit of novelty to the first named by covering a voice range of three octaves on the tune. Deejays may obtain a copy by writing to Meehan at P.O. Box 101, Flushing 64, N. Y. . . . lease, "Too Much Water," were Bass player Herman Evans is a new addition to the Chain Mountair. Boys, currently featured at the writing to Johnny's manager, Bob All-States Night Club, Detroit.

> Stonewall Jackson, new on the Columbia label, has as his first release "Don't Be Angry" b.w. "Knock Off Your Brag-(Continued on page 148)

> > Copyrighted materia

A Personal Letter Grom Hank Snow and Ernest Tubb

Dear Operators:

We regret that we are unable to attend the M.O.A. Convention this year as we had planned, due to the fact that the Jimmie Rodgers Memorial Celebration in Meridian, Mississippi, is May 21 and 22. These were the only dates the stadium and other facilities were available for this annual celebration.

We trust that each and every one of you will find it possible to join us in Meridian the night of May 22 for the big country music show in the college stadium and will attend our open house party at the Lamar Hotel after the show.

May the M.O.A. Convention be the greatest by far this year.

Our sincere thanks to you for the help you have given us over the years.

Sincerely yours,

Ernest Tubb and Hank Snow



HIS GREATEST RELEASE!

Mine All Mine

AND

Nickel's Worth Of Dreams

MERCURY 71119

Memo to Dealers, Operators & Desigys: Sometimes it's hard to get maximum impact when plays are divided between two sides that seem equally strong. We may have that problem here but we wanted Benny's growing following to get a new record with two "A" sides. So take your pick, you win either way. This boy has it.



Most Played C&W by Jockeys

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country according to The Billboard's weekly survey of top disk fockey shows in all key markets. Week Chart 1. GONE-F. Husky 1 1. HONKY TONK SONG-W. Pierce Dec 30255-(BMI) 3. FOUR WALLS-J. Reeves 4 Vic 20-6174-(BMI) 4. ALL SHOOK UP-E. Presley 8 Vic 20-6870-(BMI) 5. WHITE SPORT COAT-M. Robbins..... Col 40864-(BMI) 6. GONNA FIND ME A BLUEBIRD-M. Rainwater... 5 M-G-M 12412-(BMI) 7. FRAULEIN-B. Helms..... Dec 30194-(ASCAP) 8. WALKIN' AFTER MIDNIGHT-P. Cline..... 6 Dec 30221-(BMI) 9. FIRST DATE, FIRST KISS, FIRST LOVE-Cap 3674-(BMI) 10. OH, SO MANY YEARS-W. Pierce & K. Wells.... 8 Dec 30183-(BMI) 10. FALLEN STAR-J. Newman..... -Cap 3602-(BMI) 13. BYE, BYE LOVE-Everly Brothers 15 Cadence 1315-(BM1) Sun 258-(BMI) 15. SHRINE OF ST. CECILIA-F. Young..... -Cap 3696-(ASCAP) 15. I'M TIRED-W. Pierce..... Dec 30155-(BMI) 15. I MISS YOU ALREADY-F. Young..... -

FOLK TALENT & TUNES

Continued from page 146

gin'." Deejays may obtain a sample copy by writing to Bob Burrell, Columbia's c.&w. promotion chief, at 3773 Wawona Drive, Atlanta. . . . "Grand Ole Opry's" Ray Price has received another award for his Crazy Arms," this time from the Music Operators of America, who named it the outstanding country music song made during a recent "Opry" performance by John H. De-Witt Jr., WSM president. . . . The Jordanaires supply the background music to Jimmy Newman's newest release, "Fallen Star."

Kansas City, Mo., will have its next country music show on Decoration Day, May 30, with Sonny James, Gene Vincent, Bobby Lord and Ferlin Husky occupying the featured slot. . . . Charlie Walker has been added to the May 25 "Big D Jamboree," Dallas, along with Wanda Jackson and Jerry and Wayne (Newton), of Arizona. . . . Gene Vincent is drawing a lot of attention these days with his station wagon, which is virtually covered with autographs written in lipstick. . . . Curtis Potter, 17-yearold country singer, whose initial release on the Fox label is "I'm a Real Glad Daddy" b.w. "Footsteps in the Night," has been signed for a sponsored spot on KRBC-TV, Abilene, Tex., at 6:45 p.m. Mondays.

The Beaumont, Tex., Annual Police Show, May 23-24, will spotlight Sonny James, Johnny Cash, Jerry Lee Lewis, Wanda Jackson and Gene Vincent, who will do a matinee and four night shows over the two days. . . . In her new Friday night radio show being aired by remote thru WWVA, Wheeling, W. Va., from the Royal Ballroom, Wilkinsburg, Pa., Abbie Neal has had as guests to date Skeeter Bonn and his group, Wayne Raney, the Cook Brothers and their band, and Dotty Swan and Her Live Wires, all of WWVA. . . . Larry Harvey, Toronto truck driver turned c.&w. entertainer, has made his debut on the King label with "High Wind" b.w. "When Love Becomes a Burden,' both from his own pen. Cou-

pling is pressed in Canada by Regency and is distributed by Phonodisc, Ltd., Toronto.

For survey week ending May 15

Johnny Cash took off for a few days' fishing after concluding his trek thru the Northwest at Billings, Mont., May 12. He appeared on "Grand Ole Opry" in Nashville, May 18, and at the Roxy Theater, Valdosta, Ga., May 19, before hitting out for the Jimmie Rodgers Day Celebration in Meridian, Miss., May 21-22. Jocks may obtain a copy of Cash's new Sun release, "Don't Make Me Go" b.w. "Next in Line," by Neal, at 1916 Sterick Building, Memphis.

Stew Carnall, Santa Barbara, Calif., promoter, has the Johnny Cash and Ray Price shows set along the West Coast thru most of June. He has the Cash opry opening at Clovis, N. M., May 30, and following with San Diego, Calif., 31; Los Angeles, June 1; Ventura, Calif., 2; Tulare, Calif., 3; Porterville, Calif., 4; San Jose, Calif., 5; Pomona, Calif., 6; Salinas, Calif., 7, and Oakland, Calif., 8. The Ray Price unit is routed as follows: Pomona, Calif., June 13; San Diego, Calif., 14; Los Angeles, 15; Ventura, Calif., 16; Tulare, Calif., 17; Porterville, Calif., 18; Salinas, Calif., 20; San Jose, Calif., 21; Oakland, Calif., 22, and Eureka, Calif.,

Hank Snow, who recently took over the management of T. Tex Tyler, of the "Grand Ole Opry," is reported negotiating with RCA Victor to put Tyler on that label. . . . Another hillbilly park makes its bow at Colmer, Ind., June 16, with Georgie Riddle and the G Bar B Boys as the regular weekly feature. Lester Flatt and Earl Scruggs will hold the spotlight on opening day. Last Sunday (19), along with Joe Taylor and His Indiana Redbirds and Roy Acuff and His Smoky Mountain Boys opened the season at Buck Lake Ranch, Angola, Ind. . . . Mae B. Axton postals from Jacksonville, Fla.: "I'm back at my old stand-school teaching, altho still writing songs and an occasional story on the side. Also work in an occasional bit of radio

Reviews of New **C&W** Records

Continued from page 145

JIMMY HAGGETT Gonna Shut You Off, Baby69 METEOR 5043-Okay reading on a Deep South blues. Zinging backing in a country jazz vein. Met. Publ., BMI) Tell Her True 64

Plaintive vocal stint on a pretty ballad with a rather cynical lyric theme (e.g., tell her she's "the only one" whether she is or not. Modest spin potential. (Met. Publ., BMD

NORMA McCALL I Cried at Your Wedding64 BAKERSFIELD 120-Theme is nothing new, tho the gal works nicely with an echo chamber effect. Three beater lacks breakout power, however, (Chris. BMI)

The Next Time I See You ... 61 Thrush develops an okay "down" country tone on a tune with an upbeat rickey-tick tempo. Routine material a handicap here. (Chris, BMI)

EDDY BUSH I'm Confused About You63 JAXON 503 - A weeper, slow in tempo and simple in its melody line and lyric. Bush sings it adequately; but the disk seems overloaded with echo. (Knox, BMI)

Little Darling 60 A routine weeper. A broken chart is the burden of it. Adequate. (Knox,

and TV work locally. Our good deejay friend, Marshall Rowland, has purchased WQIK here and we're all very happy about it. Can't make it to Meridian, Miss., this year. Too close to graduation."

Chet Atkins appeared on the "Jimmy Dean Show" over the CBS-TV network via WTOP, Washington, Monday thru Friday of last week, May 13-17. Chet recently recorded Dave Rich, of Central City, Ky., and Nan Castle, of Cooper, Tex., for RCA Victor in Nashville, and also conducted two sessions for Capitol at the RCA Victor studio there, with Don Carroll the artist on the first session, and Ray Stevens on the other. . . . Jim Hall, who has been touring Pennsylvania territory with Bud Moore and the Hillsdale Hillbillies, has joined the staff at WCPA, Clearfield, Pa. . . . Kenny Marlow, whose tune, "I'm the Boss," has been done by Jimmy Martin on Decca, has copies available for those deejays who were not covered by Decca on the release. Address him at Box 452, Nashville.

Murray Nash Associates, Inc., has moved its offices and production facilities into its own building at 1707 Division Street, Nashville. The firm also has announced the appointment of L. C. (Rudy) Gentry, of Dallas, as representative in the Southwest. New on the com-

pany's record talent list are Steve Schulte and Red Kirk, both on the ABC-Paramount label, and Howard Housey, soon to be released on Dot Records. . . . Tom Edwards, popular Cleveland deejay affiliated with WERE there, last weekend auditioned a country show for a potential TV sponsor, which may pan out the opening wedge for country music on TV in the Cleveland

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POOR LITTLE BLACK SHEEP

I BEG YOUR PARDON, MA'M

Bobby #5701

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Disk Jockeys-Write us if you are not on our mailing list. Dealers & Operators-Order direct if your territory is not protected by distributor. 45s-45¢. Minimum-5.

R&B Best Sellers in Stores

For survey week ending May 15

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 througt the nation with a high volume of sales in rhythm and blues records. When significant

This Week		last Week	Weeks on Chari
1.	ALL SHOOK UP (BMI)-E. Presley	1	7
	SCHOOL DAY (BMI)-C. Berry Deep Feeling (BMI)-Chess 1653		7
3.	C. C. RIDER (BMI)-C. Willis	7	13
4.	COME GO WITH ME (BMI)-Dell Vikings How Can I Find True Love? (BMI)-Dot 15538	3	11
5.	SEARCHIN' (BMI)—Coasters	-	1
6.	LITTLE DARLIN' (BMI)-Diamonds	4	10
7.	LUCILLE (BMI)—Little Richard	6	11
8.	I'M WALKIN' (BMI)-F. Domino	5	11
9.	JUST HOLD MY HAND (BMI)-C. McPhatter No Matter What (ASCAP)-Atlantic 1133	11	4
	EMPTY ARMS (BMI)—I. J. Hunter LOVE'S A HURTING GAME (BMI)—Atlantic 1128	12	4
11.	JIM DANDY GOT MARRIED (BMI)-L. Baker Game of Love (BMI)-Atlantic 1136	14	2
12.	OVER THE MOUNTAIN (BMI)-Johnnie & Joe My Baby's Gone, On, On (BMI)-J & S 1664	_	1
13.	NEXT TIME YOU SEE ME (BMI)-Little Jr. Parker My Dolly Bee (????)-Duke 164	9	10
14.	PARTY DOLL (BMI)-B. Knox	8	11
14.	I WANT TO GET MARRIED (BMI)-B. B. King TROUBLES, TROUBLES, TROUBLES (BMI)- RPM 492	-	2

Most Played R&B in Juke Boxes

For survey week ending May 15

RECORDS are ranked in order of the greatest number of plays in juke boxes through 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 de-

This Week	on both sides of a record, points are combined to de- termine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.	Last Week	Weeks on Chart
1.	SCHOOL DAY (BMI)-C. Berry Deep Feeling (BMI)-Chess 1653	. 2	6
2.	ALL SHOOK UP (BMI)-E. Presley That's When Your Heartaches Begin (ASCAP)-Vic 20-6870	. 1	5
3.	LITTLE DARLIN' (BMI)-Diamonds	. 3	7
4.	COME GO WITH ME (BMI)-Dell-Vikings How Can I Find Love? (BMI)-Dot 15538	. 9	9
5.	HE'S MINE (BMI)-Platters	. 6	3
6.	YOUNG BLOOD (BMI)-Coasters	. 6	3
	LUCILLE (BMI)-Little Richard	. 4	10
	C. C .RIDER (BMI)-C. Willis	. 8	6
9.	I'M WALKIN' (BMI)-F. Domino	. 5	12
10.	VALLEY OF TEARS (BMI)-F. Domino	* =	1

Most Played R&B by Jockeys

For survey week ending May 15

SIDES are ranked in order of the greatest number of plays on disk fockey radio shows throout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets. Weeks This Last Week Week Chart 1. SCHOOL DAY-C. Berry..... 1 Chess 1653-(BM1) 2. EMPTY ARMS-I, J. Hunter..... 6 Atlantic 1128-(BMI) 3. SEND ME SOME LOVIN'-Little Richard...... 3 Specialty 598-(BMI) 4. ALL SHOOK UP-E. Presley...... 2 Vic 20-6870-(BMI) B. I'M WALKIN'-F. Domino..... 8 Imperial 5429-(BMI) 6. JUST TO HOLD MY HAND-C. McPhatter..... 14 Atlantic 1133-(BMI) 7. LOVES A HURTING GAME-I. J. Hunter..... -Atlantic 1128-(BMI) 8. LUCILLE-Little Richard..... 5 8 Specialty 598-(BMI) 9. VALLEY OF TEARS-F. Domino..... Imperial 5442-BMI 10. C. C. RIDER-C. Willis..... Atlantic 1130-(BM1) 11. IT HURTS TO BE IN LOVE-A. Laurie...... 15 De Luxe 6107-(BMI) Mercury 71060-(BMI) 13. LET THE FOUR WINDS BLOW-Roy Brown..... -Imperial 5439-(BMI) 14. NEXT TIME YOU SEE ME-Little Jr., Parker..... -Duke 164-(BMI) 15. YOUNG BLOOD-Coasters..... 12 Atco 6987-(BMI)

Congratulations and Best Wishes

MUSIC OPERATORS OF AMERICA

FROM

ALL THE GANG AT RHYTHM HEADQUARTERS

DUKE and PEACOCK Records

JUNIOR PARKER

"Next Time You See Me"

WILLIE MAE "Hound Dog"

Duke #164

THORNTON

ARTHUR PRYSOCK BUDDY ACE ROSCOE GORDON BLAND

"I Smell Trouble"

ELMORE "Indeed I Do" MORRIS

"JUST TO HOLD MY HAND"

Duke #158

BIG WALTER CHUCK EDWARDS CLARENCE "Gatemouth" BROWN

-AND THE HEAT WAVE FOURSOME-

They are Turning on the Heat.....Now

LITTLE RICHARD'S

"I LOVE MY BABY"

"MAYBE I'M RIGHT" Peacock #1673

JOHNNY OTIS' ORCHESTRA

b/w
"SANDY'S BOOGIE"
Peacock #1675

BIG WALTER'S

"I GOTTA GO"

b/w
"I'LL CRY FOR YOU"

THE SPIRIT OF MEMPHIS

Peacock #1664

"I NEED THEE" Peacock #1776

NEW RELEASES COMING . . . SOON!

DUKE'S DOUBLE DYNAMITE BROOKS and BROWN

(The Blues Toppers)
"THEY CALL HER ROSA LEE"

"SLEEPING IN AN OCEAN OF TEARS"

Duke #172

DUKE'S DEALING DUKE LEO BAXTER

(Mr. Fabulous)
"NO LONGER WANTED"

"NO NIGHTS WITHOUT YOU"
Duke #166

PEACOCK'S POP PAPA TOMMY MOSLEY

b/w

(The Cool One)

"I'LL WALK WITH YOU"

"WHAT WOULD YOU DO?"
Peacock #1678

PEACOCK'S PREACHING PILOTS

THE DIXIE HUMMINGBIRDS
(The Singing Prophets)

"LIVE ON FOREVER"

"JUST TRUSTING" Peacock #1773

AND THE NEW ARTISTS

(Be on the Lookout for These)

THE EL TORRES —————————
JOE MEDWICK

THE UNIQUES

DOUG and JOSIE
BEA BOOKER

PINEY BROWN

THE SONATAS

AND THE SPIRITUAL GIANTS

THE DIXIE HUMMINGBIRDS ORIGINAL FIVE BLIND BOYS THE SPIRIT OF MEMPHIS SISTER JESSIE MAE RENFRO THE BELLS OF JOY

THE SENSATIONAL NIGHTINGALES
REV. CLEOPHUS ROBINSON
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CHRISTLAND SINGERS
THE SOUTHERN WONDERS

DON D. ROBEY, President

JOE SCOTT, A & R Chief

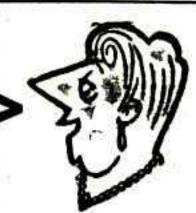
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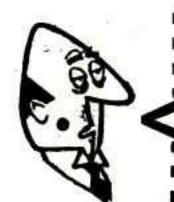
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Vee Jay #235

"OFF THE MOUNTAIN"

The Magnificents

Vee Jay #248

"THE SUN IS SHINING"

Jimmy Reed

Vee Jay #236

WHY DO YOU HAVE TO GO"

The Dells

Vee Jay #243

"MOTHER'S SON"

The Delegates



AND THESE ARE OUR BEST ELLING SPIRITUALS... GOING GREAT!

Vee Jay #224

"UNCLOUDY DAY"

The Staple Singers

Vee Jay #843

"SINNER MAN" The Swan Silvertones

Vee Jay #240

"LET'S HAVE CHURCH"

The Original 5 Blind Boys

Vee Jay #844

"I WAS SO HAPPY"

The Highway Qc's

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This Week's R&B Best Buys

NO SELECTIONS THIS WEEK.

Reviews of New R&B Records

CHARLIE AND RAY

job on an attractive rhythm number. Tho they don't make it consistently these days, this off-beat styling packs plenty of potential. Side features the usual amusing vocal interplay. (Lowell-Angel, BMI)

Love You Madly 74 Another off-beat vocal on an up-

tempo side. Peppy delivery has a monotonous quality that makes it second to flip. (Angel, BMI)

KE TURNER ORK

She Made My Blood Run Cold 80 FEDERAL 12297-A "Fever"-"Shadrack" type song with an amusing, original idea, and very well sung by Clayton Love. This one could step out, Jocks should dig it. (Armo, BMI) Do You Mean It?....76

Medium-paced, dance-tempoed blues opus. Love's great chanting makes it sound better than content. Fine talent

here. (Armo, BMI)

BOBBY CHARLES No More (I Ain't Gonna Love You

No More)79 CHESS 1658-Charles belts across an appealing rhythm-ballad with engaging sales savvy-and a rockin' beat. Sax on backing is standout. Watch this one. (Arc Music, BMI)

You Can Suit Yourself 79 Charles projects an easy charm on a pleasant ditty with an insistent beat. Two good sides, (Arc Music, BMI)

THE HOLLYHOCKS

You for Me75 NASCO 6001-Good lead and flavorsome group over persistent beat on a good-enough rock-blues. Guitar solo is definitely in a jazz vein. Could kick up some territorial action, (Excellorec, BMI)

Don't Say Tommorrow 67 There's some Creole flavor in this

rhumba-rocker by a competent, energetic group. Material isn't outstanding, however. (Excellorec, BMI)

THE TYRONES

Pink Champagne MERCURY 71104 - Breezy, bright group vocalizing on a happy thythm tune with exciting beat and standout instrumental backing. Title ties

in with guy who lost his gal to the bubble-brew. Excellent for r.&r. jocks -both pop and r.&b .- and jukes. (Venice, BMI)

Street of Memorles....73

Poignant ballad receives heartfelt reading from group, with moving performance by the lead singer. Another good selection for jocks in both categories, (Marks, BMI)

JESSE BELVIN

Sad and Lonesome75 MODERN 1020-Flavorsome warbling job on an appealing blues with a languid tempo highly effective multitrack vocal gimmick. Platter has sales promise. (Modern Music, BMI) I'm Not Free 73

Belvin showcases his magnetic songmanship to good advantage on a bouncy ditty with an interesting lyric theme, (Roosevelt, BMI)

SIL AUSTIN

He's a Real Gone Guy74 MERCURY 71115-A rocking rhumba-blues instrumental arrangement of the standard with a solid beat and great sax solo work. Powerful juke wax. (Criterion, ASCAP) Dues Day 74

Another powerful rhythm side by Sil (Slow Walk) Austin with exuberant instrumental work on sax and organ, Strong juke and jockey potential. (Norbay, BMI)

CLASSIE BALLOU

Crazy Mambo74 NASCO 6000 - There's a primitive bite to this mambo-blues performance. Words make small sense, but the rhythm could carry it a ways. (Excellorec, BMI) Confusion....70

Title doesn't describe properly this simple, funky blues instrumental, Good side, but not too different from many others. (Excellorec, BMI)

WYNONIE HARRIS

Big Old-Country Fool73 KING 5050-This has rock and roll spots with a back-up chorus that has a swinging revival sound. Harris shouts the lyric about how he was taken to the cleaner's. Tune and ample volume make this a possible juke choice. (Jay-Cee, BMI)

(Continued on page 151)

R&B Territorial Best Sellers

For survey week ending May 15

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. Come Go With Me, Dell-Vikings, Dot Searching, Coasters, Ato.

3. Just to Hold My Hand

C. McPhatter, Atl. 4. School Day, C. Berry, Chs.

5. All Shook Up, E. Presley, Vic.

6. C. C. Rider, C. Willis, Atl.

7. Young Blood, Coasters, Ato. 8. Party Doll, B. Knox, Rit.

9. So Rare, J. Dorsey, Fty. 10. Little Darlin', Gladiolas, Exc.

Charlotte

1. Searching, Coasters, Ato.

2. All Shook Up, E. Presley, Vic. 3. Come Go With Me, Dell-Vikings, Do

4. School Day, C. Berry, Chs. 5. Little Darlin', Gladiolas, Exc.

Chicago

1. All Shook Up, E. Presley, Vic.

2. Next Time You See Me Little Jr. Parker, Duk.

School Day, C. Berry, Chs.
 I'm Walkin', R. Nelson, Vrv.
 Little Darlin', Diamonds, Mer.

6. Come Go With Me, Dell-Vikings, Dot

Cincinnati 1. C. C. Rider, C. Willis, Atl.

2. Jim Dandy Got Married, L. Baker, Atl. 3. All Shook Up, E. Presley, Vic.

4. Send Me Some Lovin' Little Richard, Spe.

5. I Wanna Get Married, B. B. King, RPM. 6. Little Darlin', Diamonds, Mer.

Detroit

1. All Shook Up, E. Presley, Vic. 2. School Day, C. Berry, Chs.

3. Young Blood, Coasters, Ato. 4. I Wanna Get Married

B. B. King, RPM

5. So Rare, J. Dorsey, Fty. 6. Little Darlin', Diamonds, Mer.

7. Empty Arms, I. J. Hunter, Atl. 8. Got My Mo-Jo Working, A. Cole, Btn.

9. Next Time You See Me

Little Jr. Parker, Duk. 10. I Wanna Dance, Shirley & Lee, Ala.

Los Angeles 1. All Shook Up, E. Presley, Vic.

2. C. C. Rider, C. Willis, Atl.

Come Go With Me, Dell-Vikings, Dot
 Little Darlin', Diamonds, Mer.

I'm Walkin', F. Domino, Imp.
 Love's a Hurting Game

I. J. Hunter, Atl. 7. Next Time You See Ma Little Jr. Parker, Duk. Over the Mountain

Johnnie & Joe, J & S 9. Too Much, E. Presley, Vic.

10. I Smell Trouble, B. B. Bland, Duk.

New Orleans

1. C. C. Rider, C. Willis, Au. 2. All Shook Up, E. Presley, Vic.

3. I'm Walkin', F. Domino, Imp.

4. Valley of Tears, F. Domino, Imp. 5. Send Me Some Lovin'

Little Richard, Spe.

6. Empty Arms, I. J. Hunter, Atl.

7. School Day, C. Berry, Chs.

8. Just Because, L. Price, Pmt.

New York

1. Come Go With Me, Dell-Vikings, Dot

2. School Day, C. Berry, Chs. 3. Little Darlin', Diamonds, Mer.

4. Just Because, L. Price, Pmt. 5. All Shook Up, E. Presley, Vic.

6. Lucille, Little Richard, Spe. 7. Over the Mountain

Johnnie & Joe, J & S

Philadelphia

1. C. C. Rider, C. Willin, Atl. 2. All Shook Up, E. Presley, Vic. 3. Over the Mountain Johnnie & Joe, J & S

4. Lucille, Little Richard, Spe. 5. Empty Arms, I. J. Hunter, Atl. 6. Send Me Some Lovin' Little Richard, Spe.

St. Louis

1. School Day, C. Berry, Chs. 2. Next Time You See Me

Little Jr. Parker, Duk. 3. Lucille, Little-Richard, Spe.

4. C. C. Rider, C. Willis, Atl. 5. All Shook Up, E. Presley, Vic.

6. Come Go With Me, Dell-Vikings, Dot 7. Trouble Trouble, B. B. King, RPM 8. Honey Where You Going, J. Reed, VJ

Little Jr. Parker, Duk.

Washington, D. C.

9. Little Darlin', Diamonds, Mer,

1. School Day, C. Berry, Chs. 2. Jim Dandy Got Married

10. Next Time You See Me

L. Baker, Atl. 3. All Shook Up, E. Presley, Vic.

4. Just to Hold My Hand C. McPhatter, Atl.

5. C. C. Rider, C. Willis, Atl.

6. Little Darlin', Diamonds, Mer. 7. Lucille, Little Richard, Spc.

8. Valley of Tears, F. Domino, Imp. 9. Come Go With Me, Dell-Vikings, Dot

10. Next Time You See Me Little Jr. Parker, Duk.

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Flip #322

Richard Berry and The Pharaohs

YOU ARE

Flip #321

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BEEN GONE

do not **FORGET**

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Jonathan Craig ROCK-A-BILLY GAL

The Colby-Wolf Combo

Flip #1001

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Review Spotlight on . . . **R&B RECORDS**

RAY CHARLES

Get on the Right Track (Brent, BMI)

It's All Right (Progressive, BMI)-Atlantic 1143-The coupling here adds up to a really powerful pair of sides for the artist. "Right Track" is a medium tempo blues that shows Charles in top form. "It's All Right" is a weeper with chorus and ork backing in just the right shadings. Either side is due for a lot of plays.

THE DRIFTERS Hypnotized (Nor Va Jak-Melody Lane, BMI)

Drifting Away From You (Progressive, BMI) - Atlantic 1141-Tremendous feeling and appeal on the part of the lead make both of these standout sides. "Hypnotized" is a fast-paced time that should click in a big way. "Drifting" is a ballad with rhythm backing that also figures to be big. The platter should grab off a good share of loot for the singers and put them back at the top.

SHIRLEY AND LEE Rock All Nite (Aladdin, BMI)-Aladdin 3380-Shirley and Lee are at their inimitable best on this rockin' side. Their dueting is more cohesive than usual, and Shirley comes up with more than her share of off-beat charm. Their unique delivery is loaded with potential that should net them many spins. Flip, "Don't You Know I Love You," is an attractive rendition of a moderate beat rhythm number that is also in for plenty of play. (Aladdin, BMI).

ON THE BEAT

RHYTHM & BLUES - ROCK & ROLL

By REN GREVATI

of the Skifflers burst on the record here, seems to be getting that atscene here in the States. Lonnie tention via his new Mercury disk Donegan's "Rock Island Line" became an overnight sensation. Unlike many records with a different sound, however, the disk did not set a new pattern and a later Donegan disk the same year flopped club sessions and skiffle theater

Now the story may have a different twist, and the apparent fade had his entire act taped by the of calypso may be just the right Pye-Nixa label. The concert will setting for the build-up of the be released as an album. On the skiffle sound. Skiffle, which has day after Easter the Royal Festival strong American folk ties, features Hall featured a gala skiffle jama wild and exciting beat, generated usually by four or five banjos and/or guitars. Calypso, on the other hand, spotlights a story, often a clever story in fact, if the artist and the material have some authenticity. Many state-side calypso versions which have flooded the disk market, however, have never moved out of left field because of their adulterated, watered-down content. But none of the calypso material has anything approaching a swinging, hand-clapping beat. The kids want a beat, and skiffle will give it to them. Because of its distinctive rhythm, skiffle may well take its place beside the rockabillies and the rock and rollers in the pop music stratum without ever having the question posed: Will skiffle replace rock and roll?

At any rate, skiffle is getting an other chance here, and this time the climate is more likely to be receptive. The Charles McDevitt group with Nancy Whiskey on "Freight Train," on the Chic label, had much to do with the start of this second go-round. Similar skiffle type disks have since been issued by the Bob Cort Skiffle group on London and by Rusty Draper on Mercury. Meanwhile, Donegan himself, who failed to attract much

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Music City 807

MUSIC CITY RECORDS

A little over a year ago the first attention on a recent in-person visit of "Cumberland Gap," a version which is currently number one in the British charts.

> The skiffle trend has caused a considerable flurry in England with packages very much in vogue. Last week Donegan, who is headlining at the Palladium for two weeks, boree with six groups. The Royal Albert Hall has set another giant session for June 9. The McDevitt group, incidentally, is now touring the British variety circuit with Frankie Lymon and the Teenagers. The current British best selling record chart shows three skiffle disks in the top 12. Done- LITTLE MILTON gan with "Cumberland Gap" is first, with the same group in the number 10 slot with "Don't You Rock Me Daddy-O." McDevitt's "Freight Train is in the 12 spot. Another version of "Cumberland," by the Vipers, is number 25 in the listing. In another case the Soho Fair in England figures to catch interest at every turn by offering not only skiffle but rock and roll, calypso and jazz as well. Naturally it's too early to know the real direction of the skiffle trend in the States, but jockeys and juke box operators should be aware of the new disks being released. Early reactions show that the time may be right for a heavy and profitable barrage of skiffling.

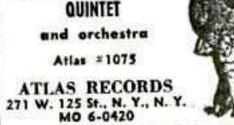
Last week we passed the word on the summer booking picture in the world of the rocking beat. Another interesting booking has just (Continued on page 152)

> A great new ballad with a slow beat!

LOVE WAS A STRANGER TO ME

b/w COUNT THE TEARS VIC DONNA

backed by PARAKEETS QUINTET and orchestra



Reviews of New R&B Records

Continued from page 150

That's Me Right Now 70 A swinging Kansas City blues by Harris. The cat puts a load of spirit into the wax in a husky, gutty style, Band pounds it out along with the chanter. Also possible for the boxes, particularly in the South, (Jay-Cee,

BLUE CHARLIE

NASCO 6002-"And your husband will never know where you been." That's the drift of this rather daring Southern blues, Flavorsome Job should find support in the South, (Excellorec, BMI)

I'm Gonna Kill That Hen ... 69 Ominous threat in which the hen apparently is symbol of his faithless chick, Talk-blues has some Southerntype appeal. (Excellorec, BMI)

AARON COLLINS & THE CADETS

MODERN 1019-Calypso rock and roll here, Lukewarm lyric is set on a framework of an agreeable tune and a stylish delivery by lead man Collins and the Cadets. This is a day of hybrid hits and this mixture could stir some action in the territories. (Modern Music, BMI)

Rum, Jamaica Rum....72 Another of a gathering series of calypso Jamaican travelogues. Again material is weak but performance and arrangement make it sound better than it is. Toss-up for action with the flip. (Modern Music, BMI)

ELMORE JAMES

The 12-Year-Old Boy72 CHIEF 7001-James uses a shoutin' approach on a gutbucket Southern blues, Low-down orking helps set the mood. Side is warning against amorous 12-year olds. Lovers of the oldfashioned blues may go for this. (Melva, BMI)

Coming Home....70 Side is also a Southern blues, similarly delivered. Similar appeal and prospects, (Melva, BMI)

ALICE JEAN

RHYTHM 1003-A ballad, not much as material; and the arrangement is gimmicky and not effective; but Miss Jean shows up very well indeed as a vocal possibility. (Argee, BMI)

100 Years From Today ... 66 Miss Jean, billed as 15 years old, sounds well-developed in the vocal area. Chick has a warm voice, showcased here by a fair arrangement including chorus, (Big 3, ASCAP)

METEOR 5045- Deep South chamer works out on a sad blues. Milton sells the unhappy plight and the hand keeps up a forceful, ever-building backing. Southern action possible here, (Met. Publ., BMI)

Ooh! My Little Baby....65 A faster blues on this side. Cats. get to driving hard and Milton keeps up the rocking spirit. Neither side a world beater but territorial exposure is a possibility. (Met. Publ.,

ROY GAINES

DeLUXE 6132-A snappy rock and roller with a distinct blues pattern. Okay chanting but no big action in the wind, (Men-Lo, BM1) Stolen Moments. . . . 64

Expressively sung ballad in straight, slow foxtrol tempo. Has a big band backing. Rates mainly as a terp entry. (Sylvia, BMI)

SUGAR PIE & PEE WEE If You Take Away Your Love 63

RHYTHM 104 - Minor key, slow, (Continued on page 152)

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Reviews of New Pop Records

Continued from page 143

results in teen market if exposure is strong enough. (R-T, BMI)

Big Boy 70 Bennett and Rockers have a worthwhile rock instrumental that's payoff background for the "Lindy" set, Fine juke side but flip will get the looks, (Jay & Cee, BMI)

JAN PEERCE

Wonderful! Wonderful!76 RCA VICTOR 6916-The J. Mathis original, out eight months or more. finally made the money chart last week. Soaring melody gets a warm, simple styling by the great Metopera tenor and should attract plenty of attention. (Marks, BMI)

My Yiddishe Momme....76 Peerce and orkster Joe Reisman have teamed for a thoroly stirring side on the Yellon-Pollack standard. In the right neighborhoods, this will be a strong, steady seller. (DeSylva, Brown & Henderson, ASCAP)

PHIL FOSTER

Let's Keep the Bodgers in Brooklyn....76 CORAL 61840-A topical novelty based on the projected move of Dem Bums from Brooklyn. Phil Foster, in his own Brooklynese, belts out a lively lyric. Sure to get laughs. (Famous, ASCAP)

Listen All You Bachelors....76

On this side Phil cautions bachelors to beware, and briefly sketches the loys of the bachelor's life. Like the flip, plenty of laughs. (Morton, BMI)

PAUL EVANS

RCA VICTOR 6924-Evans is on a slow, rock and roll-backed ballad here, Arrangement with choral support is flowery and the singer sells with great teen appeal. (Fred Fisher, ASCAP)

Looking for a Sweetle 74

Evans manages some excitement on this second disking effort. Tune is in the rockabilly groove, has a good beat and it builds nicely. New artist rates exposure by the locks. If that's forthcoming, fans could follow, in droves. (Danby, BMI)



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MARGIE DAY

DELUXE 6131-Margie Day is a belter here. Her tune is bright and lively, with a toe-tickling beat. Tenor sax takes over mid-way for some satisfying blowing. (Sylvia, BMI) Tears That Come So Easy 72

This side is a slow ballad. Miss Day does it with considerable emotion; but material lacks the impact of the flip. (Men-Lo, BMI)

SARAH VAUGHAN & BILLY ECKSTINE

MERCURY 71122-Plenty of class to this wax. It's a duet, with each of the fine singers in top form. Tune has the quality of show material-a pretty ballad. Great for jocks and fans. (Christopher, BMI)

The Door Is Open....74 A sophisticated piece of material, sung to a fare thee well by a great duo. Like the flip, a very smart side, and smart programming for the locks. (Nielson, ASCAP)

BERNIE WAYNE ORK.

ABC-PARAMOUNT 9815-Instrumental novelty. Includes a gimmick, indicated by the title; and also some lush, sophisticated writing. For deejays. (E. B. Marks, BMI)

Theme From "Abner the Baseball" 74

Instrumental with mood, color and some interesting changes of theme. Ork has a big sound. For jocks. (Merrick, BMI)

JOHNNY BURNETTE

Eager Beaver Baby75 CORAL 61829-Burnette sells a fastmoving rock and roller with verve and breathless vitality. The Presleystyled warbler hasn't made it yet, but this side should pull a sizable amount of lockey play even if counter action is slow. (Ross Jungnickel, ASCAP)

Touch Me 73 Intense vocal wrap-up on off-beat r.&r. rhythm item with an exotic Latin flavor. Same comment on potential. (Mitchell, ASCAP)

EDDIE FONTAINE

One and Only75 DECCA 30338-Fontaine packs powerful showmanship and drive into the dynamic rock and roller. Other versions-namely the original by Don (Red) Roberts on Rama-are still out ahead, but this slicing should grab off considerable play. (Home Folks, Sherlyn, Sheldon, BMI)

Hey Marie, Rock With Me 67 Another attempt to mix sunny Italystyled material with rock and roll, Fontaine works hard, but results are only so-so. Flip is much stronger. (Montank, BMI)

BILLY VAUGHN

Ve' Borriquite74 DOT 15575-Instrumental with chorus.

Reviews of New R&B Records

Continued from page 151

bluesy love talk by the new gal and guy with a Southern flavor. Certain pleasing primitive quality here but disk needs smart arranging to perk it up. Drags badly. (Argee, BMI) Let's Get Together 56

Market can asorb some couple acts, but this pair will have to get far stronger material and arrangements before they'll ever be a threat. (Argee, BMI)

THE REGENTS

"Bamboo Tree"61 ARGO 5268-In spite of extremely contrived, uncalpsoish lyric, this side has a fairly attractive arrangement. In today's market, going will be tough, however. No great threat. (Arc, BMI)

"Isle of Trinidad"58 A very transparent Stateside calypso adaptation. Lead singer has light and pleasant vocal touch but his calypso style is very weak. Material doesn't have it either. Nothing to worry about here. (Are, BMI)

THE TITANS

Look What You're Doing, Baby60 VITA 158 - Unlike flip, this side would classify as r.&b. Okay group and beat, but nothing outstanding about the jump blues material. (Lava, BMI)

G'win Home Calypso....50 Weak calypso material adequately sung, but unlikely to stir action anywhere. (Spark, BMI)

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A Tex-Mex quality pervades this oneand it brings to mind Friml and Ferde Grofe. Captures a real feeling and has an engaging beat. Fine for jocks. (Disney, ASCAP) Tell My Love 71

An instrumental. Side has mood, color and a sultry quality and is danceable. For deejays, (Famous, ASCAP).

WOODY HERMAN

VERVE 10053-Remake of Herman's mid-'40's "original cover" of the Cecil Gant r.&b. hit. Some meat here for conversation, but sales strength is questionable. (Leeds, ASCAP)

A House Built on Strong Foundation....70 Philosophy with a beat, Herman, with light jazz backing, discourses on merits of long engagements, etc. Woodrow can count on some jock help, as usual. (Kabo, ASCAP)

EDDIE CALVERT, RUBY MURRAY, MICHAEL HOLLIDAY Good Luck, Good Health, God

Bless You74 CAPITOL 3720-Big, wholesome song, in vein of "May the Good Lord Bless and Keep You," well waxed by allstar British trio, Holliday sounds like Bing, and Calvert dresses it up with schmaltzy, soaring trumpet. Excellent deejay closer. (Essex, ASCAP)

John and Julie ... 68 Trumpet solo with choral support. Slow, sugary ballad should get some spin support, but it's no "O Mein Pappa." (Leeds, ASCAP)

THE FIVE STARS

You Sweet Little Thing74 DOT 15579-Cute little bouncer, with teen-appeal lyrics, all in the current vernacular. Full plugging could make this a winner. (Benjon, BMI) Atom Bomb Baby 66

Quite dated rhythm novelty. Unlikely to stir any action in this market. (Benjon, BMI)

BILLY WILLIAMS

I'm Gonna Sit Right Down and

CORAL 61830-Williams has a polished version of the oldie with "Bop-Biyuh" choral offerings keeping the beat. Triple tongue trumpets come in later for an added fillip. Possible bet for jocks to program but sales power limited. (DeSlyva, Brown & Henderson, ASCAP)

Date With the Blues 72 Lazy but distinctive beat on a tune with a good idea. Rendition has a satisfying quality but flip has more attraction. (Verson, ASCAP)

THE OFF-BEATS

SALEM 1002-A rhythm side, slow in tempo, Group does it in real swingy style. Lyric has some novelty appeal, with its jive lingo. (Bob-Cor,

Finger Snappin' Boogie. . . . 71 A rock and roller. Instrumentation and vocal performance is danceable; nice, tho not as strong as the flip, (Bob-Cor, BMI)

PRISCILLA WRIGHT

RKO UNIQUE 400—The tender song tastefully chanted by Miss Wright. The arrangement is classy, with chorus and instrumentation which never intrudes; but showcases the vocal. (Famous, ASCAP) Me and My Bestest Feller 70

Novelty with a lively beat-occasionally moving into double time. Tune is best classified as material. (Torch, ASCAP)

MARGIE RAYBURN Freight Train73

LIBERTY 55072-A cover of the tune that has three hot versions going. A fine effort, but this version arrives too late. (Maurice, ASCAP) Dreamy Eyes 69 Thrush does a listenable two-track

duct on a ballad with medium rhythm backing, assisted by a male chorus. Fair chances. (Taurus, ASCAP)

THE RHYTHM ROCKERS Martinique73

RCA VICTOR 6919-Piano, bass and drums back up some tuneful and tasty guitar work by Chet Atkins. Side has a strong catchy sound that should be solid for jukes in the rural areas. Country jocks will like it too. (Progressive, BMI) Dig These Blues 69

Rockers peel off a piece out of the Swing Era. Chet Atkins' guitaring registers again but flip has a more marketable sound. (Leeds, ASCAP)

DOLORES GRAY

There'll Be Some Changes Made 73 CAPITOL 3719-Standard is revived for pic, "Designing Woman." Miss Gray, new to the label, gives it her usual sock, showmanly performance. Backing is smart, with some hip Latin touches. For jocks. (E. B. Marks, BMI)

Fool's Errand 68 Quality thrushing of a quality song by the musical comedy chantress. Commercial chances are not the most obvious, however. (Planetary, ASCAP)

DDIE LAWRENCE

Abner the Baseball (Parts I & II)....,72 CORAL 61821-Lawrence forsakes his "Old Philosopher" character to play the role of an articulate baseball,

ON THE BEAT

Continued from page 151

come to light with news that Bill Haley and the Comets will become rock and roll ambassadors to Kingston, Jamaica, starting June 17. In one of the well-springs of calypso, it's known that the younger element digs the big beat the most and the Haley crew figure they'll be able to play to their real fans down there, relatively unmolested by Stateside visitors who frequent the place mostly in the winter months. Meanwhile, the Haley group has just departed for a threeweek series of one-nighters thruout the Eastern and Midwestern United States and Canada.

Tom Robinson of Atlas Records says he has two great sides by Vic Donna, backed by the Parakeets. Titles are

"Love Was a Stranger to Me," and "Count the Tears." Tom has also recorded the Gypsies, a Baltimore group, and he soon leaves for distrib visits to Chicago and Los Angeles. . . . The great Johnny Cash, who has hit so solidly in the pop field, plays a date in Clovis, N. M., on Decoration Day, followed by a series of nine one-nighters on the West Coast. . . . From Britain, comes word that Tony Crossbie and His Rockets, a big rocking outfit over there, recently fractured them in Reykjavik, Iceland. Some are now calling the capital city of the island Rock-javik, as a result of the visit.

An amusing monolog (penned by Lawrence), with entertaining background music by Bernie Wayne. Timely novelty wax for jocks and jukes. (Merrick, BMI)

ARTHUR FIEDLER ORK

Did You Close Your Eyes?......72 RCA VICTOR 6914-From the musical, "New Girl in Town," this is a flashy instrumental side. The Bob Merrill song, arranged by Richard Hayman, gets a superb performance by Fiedler. Jocks seeking something classy have it here. (Valyr, ASCAP) You're My Friend, Ain'tcha?....71

A companion instrumental from the same show, also arranged by Hayman, Lush and pretty, and gives a jock two good sides. (Valyr, ASCAP)

GENE LEWIS

Close71 JOSIE 819-This tune, reminiscent of "Young Love," has a c.&w. flavor. The singer gives a salable styling and is assisted by excellent guitar work. Side could be dangerous, (Gold,

Too Young to Settle Down 79 Another okay side. Lewis comes on strongly with a low-toned delivery of a fast march-type, guitar backed tune. (Keystone, BMI)

ROGER KING MOZIAN

Harem Dance70 DECCA 30330-The Kapp version of this exotic theme has most of the play cornered, but this instrumental waxing should grab off stray spins on basis of good performance, with Marko Melkin blowing Oud. (Cherie,

Mangos....79

A melodic calypso instrumental with an infectious beat. However, the attractive tune has already pulled plenty of jockey play, via the Rosemary clooney version. (Redd Evans. ASCAP)

DAMITA JO

How Will I Know?.....70 ABC-PARAMOUNT 9822 - Unusual song pattern and melody, with a chorus answering questions posed by Damita Jo. A strong beat, and a solid tenorman who comes on strong midway, maintain interest. (United, ASCAP)

I'll Never Cry 68 Past rhythm side. Lyric has a touch of country quality. Chorus and guitars featured in the arrangement. (Sunbeam, BMI)

THE BOB-O-LINKS

Choc'late Ice Cream70 KEY 575-Cheerful performance by the Bob-O-Links on a lively novelty with appetizing lyrics. Topical material for summer segs on lockey shows. (Round Table, ASCAP) The Mechanical Man....67

A basically funny novelty song ideaa love affair between two robots-is bogged down with too many soundeffects. Capable job by group. (Round Table, ASCAP)

BEVERLY WHITE Ain't Got Nothing But the Blues 69

ABC-PARAMOUNT 9823 - Moving blues is accorded a fresh-voiced reading by Josh White's daughter, with okay backing by ork. Moderate spin potential, (E. H. Morris, ASCAP) It's You 68

Gal thrushes prettily on dual-track, albeit rather unexpressively on a soso rock and roll-styled ballad. (Pamco, BMI)

CLEVE LYONS AND HIS TRIO Out of the Closet69

VIK 0276-A routine rhythm tune with a repetitive theme is served up in a listenable rock and roll ininstrumental arrangement, highlighted by Lyons on organ and Al Dobbins on sax. Good fuke fodder-both pop and r.&b. (Raleigh, BMI)

Fantastic Mood 67 Slow, sensuous instrumental treatment of sultry theme with expressive gultar work by Wesley Jackson. Interesting, off-beat jockey wax. (Raleigh, BMI)

THE LANCERS

Charm Bracelet CORAL 61831-This is solidly up the high school alley. Tune in triplet rhythm may have some appeal for the younger elements but there's much competition in this groove. (E. H. Morris, ASCAP)

And It Don't Feel Bad 64 The Lancers who've been known to handle some solid harmony offerings, get on a jerky rock and roll kick here. Gimmick style singing doesn't fit them. (Shapiro-Bernstein, ASCAP)

LENI BARTERI

RCA VICTOR 6907-Miss Barteri, whose previous recordings have been for the Greek market, proves effective in English as well. Her version of this charming Mann Curtis folktype song lacks the quality of Lita Roza's, however. (Leeds, ASCAP)

Boy on a Dolphin....68 Flick theme has been out for some months in other versions. However, thrush sings it in Greek and Englishmost effectively in former, and may hit a small, specialized market. (Rob-

FRANK BIANCO

Now I Know ATCO 6091-Bianco's vocal is resonant and warm, with fine phrasing. In this ballad, he's backed by instrumentation featuring lush fiddles. Completely pop, and a very solid job.

Angelita....68 The pretty ballad sung with taste and style-with one chorus in Italian, Bianco has a solid, legit style, Backing is graceful, with fiddles prominent. (Olman, ASCAP)

THE MODERNAIRES

Calypso Melody CORAL 61837-A version with lyrica of the tune which is still moving well as a David Rose instrumental. Very late. (Cromwell, ASCAP)

Cinderella Baby 64 Medium tempo blues gets a polished treatment from the singers, but pop action is unlikely. (Dena, ASCAP)

DON GARDNER This Nearly Was Mine

DELUXE 6133 - The waltz from "South Pacific" gets a bluesy, fourfour treatment. Unique approach is highly listenable and could attract some interest. Idiom is close to r.&b. (Williamson, ASCAP) A Dagger in My Chest....58

Capable job on a slow off-beat Lincoln Chase ballad with ork and chorus support. Delivery is not too much in line with current popular stylings. (Maggle, BMI)



THE GLAMOROUS NEW HOTEL

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Convention Program

Exhibit Hours: Sunday and Monday, 2:30 to 8 p.m.; Tuesday, 2:30 p.m. SUNDAY, MAY 19

12:00 Noon to 1:30 p.m. Music Operator Forum-Parlor F, Second "10-Cent Play and Diversified Operation." Moderators:

Lou Casola, Harry Snodgrass, John A. Wallace and Howard Ellis.

Music Operator Forum-Parlor F, Second Floor 8:15 p.m. "Taxation and Licensing Problems, Public Relations and Present Legislation." Moderators: Gordon Stout, David Baker, Martin Britz and Clint Pierce.

MONDAY, MAY 20

General Meeting Invocation by Father Hugh Galkins, O.S.M., of our Lady of Sorrows Basilica

Opening Address-George A. Miller, National President Remarks-Clint Pierce, Vice-President

Remarks-Dave Baker Remarks-Hirsch de La Viez

Present Copyright Legislation-Sidney H. Levine The Phonograph Industry-John Haddock, A.M.I. Exhibitors Luncheon-Cotillion and Embassy Rooms

12:30 p.m. Mezzanine Floor

Ladies' Fashion Show Luncheon-Terrace Casino 12:30 p.m. Music Operator Forum-Venetian Room, Second Floor Matters pertinent to the music industry will be discussed. Moderators: George A. Miller, Sidney Levine, Frank

Fabiano and Harlan Wingrave. TUESDAY, MAY 21

General Meeting 10:00 a.m.

Invocation by Rabbi Noah Gamsi of Chicago Loop four forums as well as other

Amendments to the MOA Bylaws-Sidney H. Levine General Operation of a Diversified Coin Machine Business-Harry Snodgrass

Remarks by Congressman George P. Miller Remarks by Henry D. Spalding

10:30 a.m. Special Sightseeing Trip for the Ladies 1:00 p.m. to 2:15 p.m. Music Operator Forum-Madison Room, Second Floor

"Depreciation Schedules." Moderators: Albert Denver, Sidney Levine, Martin Britz, Harry Snodgrass and George A. Miller.

7:00 p.m. MOA Annual Banquet, Terrace Casino

WEDNESDAY, MAY 22 10:30 a.m. General Meetin for MOA Members only-Madison Room, Second Floor

(Time to be announced) Board of Directors Meeting, Suite 440

Expect Peak Attendance For MOA 1957 Convention

54 Exhibitors Signed; Operator Forums, Meetings Key Program

CHICAGO -- For three days, | Diversified Coin Machine Route," Chicago will become the world by Harry Snodgrass. capital of the juke box and record industry as the Music Operators of America kick off their 10th annual convention at the Morrison Hotel, May 19 thru 21.

Representatives of virtually every phase of the industry will be present as attendance is expected to hit a peak level.

At press time, a total of 54 exhibitors had been signed. They'll be showing the latest equipment in the juke box-record field, A number of amusement game and vending manufacturers will also be represented.

Business sessions will be devoted to a completely diversified range of subjects concerning the operating business, including a series of speakers at the general meetings.

Scheduled to speak are Congressman George P. Miller; AMI president John Haddock and Henry Spaulding, former L.A. disk jockey and currently editor of the L.A. Disk Jockey Newsletter.

of The Ditchburn Organization, largest operators and manufacturers of juke boxes in the United Kingdom, will also speak at the general business session Monday.

Also scheduled for the general sessions is a discussion of copyright legislation by Sidney Levine and talk titled "General Operation of a

The Forum sessions will hit: 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 or songwriters, publishers and mulegislation.

4. Depreciation schedules and filing form 1096 and 1099 with the department of Internal Revenue.

The traditional banquet and show which winds up the conclave will feature at least 23 different recording stars and acts. Vince Gottschalk, former Chicago deejay, will act as emsee.

For the ladies a series of special sic operators. It is understood that events have been planned includthis presumably covers copyright ing a fashion show and sightseeing

Marvel Adds **Juke Plastics**

CHICAGO--Marvel Manufacturing Company here has added a number of new pieces to its juke box plastic replacements line.

Plexiglass pieces to replace original glass pieces of Seeburg phonographs are available to Models 100R, 100J, and 100C, plexiglass replacement parts for the door G. Norman Ditchburn, chairman sides of the V-200, and W.O.M. glass for front of 100 and 200selection machines.

BB MAPS DIME PLAY **IN 50 CITIES**

CHICAGO-Dime play is a map to better profits in juke box operation. And come June 3, this will be true not only figuratively, but literally.

In that issue, The Billboard will present its Map of Dime Play, illustrating the progress made by operators to more profitable returns on their juke box investments in the nation's top 50 cities.

Juke Box Union Trial Under Way; 3 Storekeepers Tell of Picketing

NEW YORK-The Case of the got underway Thursday (16) in refused to comply, their premises Music Operators of New York, the New York Supreme Court with were picketed, they testified. Retail Clerks International Associ- Judge Samuei Hofstadter presiding. ation and Local 1690 RCIA against The plaintiffs seek to enjoin day (17) were Mortimer Pearl, Local 531, its officers and others Local 531 from all activity in the Local 531 executive; Al Denver,

23 RECORDING STARS, ACTS AT MOA BANQUET

CHICAGO -- At least 23 individual recording artists and acts have been signed for MOA's traditional banquet and floorshow, to be held Tuesday night at the Morrison Hotel's Terrace Casino Room.

The program is to be emseed by former Chicago disk jockey Vincent Gottschalk.

While the program had not been finalized at press time, a list of the artists that are to appear include: Georgia Gibbs, Tony Bennett, Roger Williams, Brenda Lee, Margaret Whiting, Margie Meinert, Micki Marlo, Betty Johnson, Steve Lawrence, Russ Arno, Lil' Wally & Lucky Harmony Boys, The Four Freshmen, Bobby Christian, Nick Alexander & The Coquettes, The Diamonds, Bonnie Guitar, Andy Williams and Lee Young.

Tentative plans also call for the appearance of one or more of the following: Dick Jacobs or Betty Madigan, Joni James or Dean Jones, Mickey & Sylvia or Ioe Valino, Somethin' Smith and The Redheads, or Sal Mineo.

juke box field. A temporary stay president of MONY, and Al Cohen, has been granted the plaintiffs until Local 531. the case is resolved.

Briefly, the defendants have been charged with using coercion in an attempt to raid operations serviced by Local 1690. They have also been charged with operating as "a tool and front for racketeers" (The Billboard, May 6).

Opening witnesses for the plaintiffs were Fred Ammond, RCIA official; Barney Schlang, president of Local 1690, and three storekeepers.

examination of Local 1690 had indicated that the affairs of the local have been conducted in a legal and orderly manner and that the union has been accepted by management as the bargaining agency for juke box service employees.

Schlang traced the history of the local and its relationship with operators.

Throw Out Boxes

and Peter Hyland testified that 1957 to be \$37,584,323-a 6 Local 531 representatives had apper cent increase over last year. proached them and told them to throw the juke boxes of existing clared that this was the third best operators out and use machines sales year in the company's history. bearing the label of Local 531. In both these cases, the machines down from \$1.75 per share in 1956 un location were serviced by mem- to \$1.50 per share this year. bers of Local 1690.

The storekeepers added that ing 1956 compared to \$1,254,452 threats of picketing were made in for the current year. the event they failed to use machines of Local 531. When they

Scheduled to take the stand Fri-

Delay Sought

Because of the annual convention of the Music Operators of America in Chicago Sunday thru Tuesday (19-21), the plaintiffs attempted to have the trial held over until Wednesday (22).

However, the defendants fought this move. Until the case is resolved, the stay remains in effect. And as long as the stay is in effect Local 531 is impotent. Hence, the defendants have nothing to lose by Ammond testified that a thoro getting the case over as quickly as possible.

Sales Up 6%

CHICAGO -- The Rudolph Wurlitzer Company reported sales Two storekeepers, Odd Larson for the fiscal year ending March 31, R. C. Rolfing, president, de-

> Net earnings however, were Earnings totaled \$1,463,145 dur-

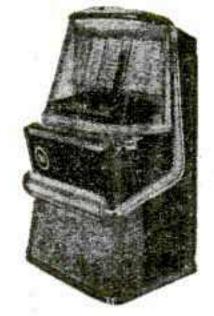
Principal reasons given for the (Continued on page 169)

MOA Exhibitors

	Number
ABC-Paramount Records	22-23
A.M.I., Inc	
Abbott & Fabor Records	15
American Shuffleboard Company	27-28
Auto-Photo Company	31
Bally Manufacturing Company	.38-39-40
Bally Recording Corporation	35-36-37
Bally Vending Company51	-52-53-54
Paul Bennett Needle Company	29
Bestest Tube Testing Company	14
The Pillhamid Bublishing Company	B
The Billboard Publishing Company	8.0
Broadcast Music, Inc.	44
Capitol Projector Corporation	25
Cash Box	4A
Chicago Coin Machine Company	3-74-75-76
Columbia Records	10 47 49
Continental Vending Machine Corporation	.40-47-48
Coral Records	1
Disken Records	B
Dot Records	.19-20-21
Eastern Electric Inc	D
Exhibit Supply Company	65-66
Ferris Records	17
Fischer Sales & Manufacturing Company	71-72
Genco Manufacturing Sales Company	18-A. 48-B
Iav Iav Records	59
Jay Jay Records	13
Liberty Records	10
Lovitt Enterprises	F
M-G-M Records	13
Mike Munves Corporation	64
Music Vendor	E
National Rejectors	2-3
National Vandore	
Nyack Slate Company One-Stop Phono Records	49-50
Par Records	
Purveyor Distributor Company	Н
DCA Viotor	
D. d. Ol. Manufacturing Corporation	
Rowe Manufacturing Company	
Rudd Molikian Inc	
Star Title Strip Company Texas Kiddie Rides	
II Test M Manufacturing Company	
II it all Manufacturing Commony	41-46-10
United Music Corporation	32-33-34
United Music Corporation	69-70
Wise Corneration	
Rudolph Wurltizer Company	

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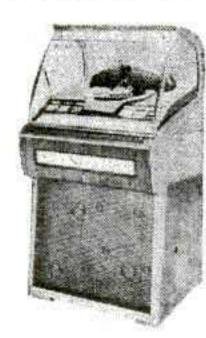


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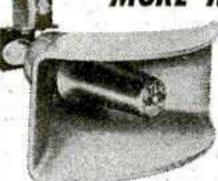
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Top Programs Via Trial Buy'g EP Promotion

• Continued from page 88

with the trial record. Even after a trial record has been in several machines only a few days, if the routemen notice a sudden spurt in meter spins and also receive requests from other locations for that specific number, more coverage is provided within the week, thus eliminating any loss of plays caused by waiting periods.

No specific "Top 10" rule is observed by Alluvot. As far as he is concerned, the top 10 on each machine is governed solely by the meter spins and demands of the patrons frequenting that specific location.

This is also true for the specific types of tunes used in the machines, westerns, r.&b. and polkas. The metered play data of each number's previous trial spins determine which type of locations will be using it.

Gross Profit

The total number of records used per machine is also solely determined by the gross profit record of the machine, on the basis of "how much business it can handle." Disk: "lost," i.e., simply sitting in the machine and not receiving sufficient plays, are replaced by new tunes promptly.

Almost all musical categories are used thruout the routes. The average machine currently is programmed with pop, rock and roll, calypso, polkas, westerns and

standards.

The routes generally favor singles, according to Frank Jr., with only 200-selection equipment using extended-play records. Where EP's are programmed, the location owner is given the privilege of choosing the numbers. According to Alluvot, singles predominate only because they receive the most spins and have proved the most profitable to program.

Dime Play

Machines are set at dime-atune play with multiple play at 25 cents for three, four, or five plays, depending on the location. Fifty-cent chutes on some machines at class locations get a smattering of half dollars.

Continued from page 104

As pointed out above, Arnold's

EP pricing calls for 15 cents, two

for 25 cents, but on one machine

(operating on a test program)

he uses a 50-cent chute conver-

sion. EP play has been extremely

high with the 50-cent installation.

popular restaurant, where EP

dinner music strongly appeals to

patrons, helps explain it. Wait-

resses in this restaurant, as in other Arnold locations, make it a

point of suggesting restful music

of the type normally offered by

EP, and do an excellent job of getting extra coins into the ma-

EP Unit Tops

"I would say that a machine

"We think there should be the

widest possible range of music, and that EP's, offering pop

music, old favorites, excerpts from

Broadway shows, light opera, or

what have you, are appreciated,"

We have five locations where

the total take from the 200 EP

Arnold declared.

well programmed with EP's would gross more than a non-EP equipped machine," Arnold said.

chines.

The fact that this is a very

schedule lists of where the disks are placed, as they receive records from Frank Ir. When disks are removed from the machines or replaced, this also is put on record in their schedules. The majority of the tunes removed from play are then sold to a wholesaler, excepting for a specified minority held for the firm's own library.

Library Tunes

The library is maintained solely for the purpose of keeping records that are likely to be called into use again within the next year or so. Alluvot cited as an example any of the Teresa Brewer hits of the past year's period. One or two copies of each of her top numbers in the past year are held in the library, available whenever a location sends in requests for the specific number. This cuts costs on re-ordering a new copy, or tracking down an out-dated number. Of course, the library also includes standards and ever-popular classics such as "Beer Barrel Polka."

But the library is pared down to just the minimum of copies needed, so as to avoid as much in space and maintenance as possible. This also holds down programming over head for the firm, Frank Jr. pointed out.

Alluvot knows well how much top programming pays dividends, in goodwill between the location owners and his firm. He worked many years on a route himself, as a collector for his father's firm, before becoming head of programming. He states:

"When the location owner knows that your firm and your routemen are doing everything possible to build his business by providing the most profitable playing records for the machine in his establishment, vou will generally find a satisfied location owner. Moreover, he will be doing his part to help you keep tabs on the kind of music his customers want to hear.

selections of the 200 machine is

better than the 100 single selec-

tions. But we use a lot of care

in selecting our EP's. "They are

simply good business with us."

location, in a loose-leaf binder maintained in Arnold's Aurora

office. A new page, each week,

details exactly what records were

placed each week on each juke

A close record is kept on each

Each routeman keeps his own heddle lists of where the disks Meet in D. C.

BALTIMORE -- The future of EP aibums in the juke box field was the main theme of a sales promotion meeting held by Musical Sales Company (Seeburg distributor) at the Annapolis Hotel, Washington, May 8 and 9.

Attending were most of the operators from the Washington metropolitan area.

Conducting the sessions were I C. Gordon of J. P. Seeburg.

The event was hosted by Mack Lesnick, Bill Reed, Dave Adler and Bill Snow of Musical Sales. Stanley Mills, who is to manage operators' service for the Baltimore-Washington metropolitan area, was also an hand for both sessions to consult with operators.

that Arnold has, at his finger tips, all necessary information.

Weekly Change

While most records are changed weekly, the record, of course, shows how long request times and old favorites have been on each machine, unchanged until they are "bumped" by another.

Incidentally, because of the huge amount of bookkeeping involved, American does not post the meter play registration on each record at each location, but instead leaves that point up to the four routemen, who jot the information down in pocket notebooks and pass it along to Arnold.

Because he does such an excellent job of programming, Arnold is seldom disappointed at low play returns on any records, and can often forecast, with accuracy, which records are likely to "turn the meter over" past its counting abilities.

Arnold has several locations for which he supplies up to 50 per cent of the total music menu in "racial records." For example, there are two locations where Spanish recordings, changed each week, are featured. Arnold imports all of these direct from Mexico. In another, the same percentage of Greek melodies is offered in a Creek-populated section of the city.

"Our main objective in programming is to offer something to appeal to typical customers in every location," Arnold summed up, "without going overboard in any single category.

"Frequent changes, lots of requests honored for location owners, plenty of old favorites, are the combination which has worked ideally for us."

box, thruont the entire string, so

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the class a mil

Test New Wax to Spot Hits

Continued from page 90

sponse. If, in several spots, the | record is getting good or excellent play, he can be fairly certain the record is a "comer."

"We have uncovered quite a few good money producers that way. Sometimes weeks before the popularity charts from across the country. This gives us extra revenue from a record while it is

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still climbing," he said, "because we can get the records on more juke boxes earlier."

Special Request But, if on the other hand, a record shows little or no promise, Holt has saved the cost of purchasing a number of records. He is out only the cost of the test records and even those are not a total loss since they can be used to fill special requests at some spots.

"Occasionally we are wrong in our method and have requests to put one back on that we have removed. In the case of another artist making the same number popular later, we are still out only the test record costs on the original," he said.

After checking the test records and making his decisions, he then views the other popular, western or other classifications to see how they are being accepted. He puts on at least four new records, eight numbers, each week. Then removes the four records with the lowest take since the past week.

Eight Tunes a Week "That gives regular customers eight new tunes a week, so no one gets tired of the numbers on the machine," he said. "It also pleases the spot owner, waitresses, bartenders and other regulars, an item not to be overlooked."

He figures that each machine on his route-with the four a week changeover, gets a complete change three to five times a year. He figures he purchases 15 to 20 records per week for test records, plus using promotional records. These are over and above his regular mass purchases.

Constant Change "I've found that week after week, 90 per cent of the play, even on a 200-play machine, is on five records," he said, "but in spite of that, constant change is the only thing that keeps a juke box alive and producing money."

He has found an easy answer to the self-styled expert found at every spot, the man or woman who says, "Why don't you have some good records on that machine?" He just hands them a slip of paper and a pencil, and says, "Write down the 10 you like best."

He goes on with his work, and in a little while the "expert" will hand him the slip, usually with about seven songs written on it. "Most of the time I can point to the machine and show six of the seven he or she names on the machine. By then I've got a customer on my side."

By keeping the proved records on the machine until they start to decline, putting four new ones on each week and only a few test records on each, loss from "duds" amount to little and do not effect the take very much.

EP Programs

On EP's, two items count: the tune and the artist. He uses proved records that have longstanding appeal. Old standards, songs by noted artists that have become popular classics and some with nostalgia appeal, are his selections.

Here again, however, Bob doesn't let things get stale.

"I have a 'bank' method developed. I make up a bank of proven EP's for each machine, and there are enough numbers to go around, and place one bank on each box on my route. Regularly, not as often as with pop tunes, I change the entire bank,

Juke Taxes Keep Going Up

Continued from page 82

boxes \$10.25; dime-play juke boxes \$20.25.

Nashville. There is an annual city license fee of \$5 and a county fee of \$11. City police and highway patrolmen maintain a continuous supervision. Only one complaint is allowed before the machine is ordered removed. There is a strict censorship on records played, with a long list of titles not allowed. This includes "bee-bop" style of music.

TEXAS

Fort Worth. There is an annual license fee of \$2.50 per ma-

Dallas. An annual license fee of \$2.50 per machine.

El Paso. There is an annual license fee of \$2.50 per machine. Houston. An annual license fee

of \$2.50 per machine. San Antonio. The annual city license fee is \$2.50.

UTAH

Salt Lake City. There is an annual license fee of \$15 per machine. This license must be affixed on each machine.

VIRGINIA Norfolk. The annual license per machine varies. It can be \$5, \$10, or \$25 depending upon the machine.

Richmond. There is an annual license fee of \$10 per machine. Seattle. Each operator must

Why Use EP's?

• Continued from page 102

moment, he has no plans for going all the way-by making it 100 per cent EP.

"As to programming of standards, I have no definite pattern," Witecki said. "I try to meet the varied requirements of Gary the best I can. I use my own judgment. I've got to, under the unique conditions of this city."

As to further and expanded use of EP's, Witecki said that he would keep pace with developments. He reaffirmed his belief in EP's and predicted that they would be fully justified by the future.

Witecki had a ready answer when queried about the type of EP material he felt was most warmly received by the public: "Instrumental and personality."

His "instrumental" allusion is self-explanatory, he said.

In the "personality" reference, Witecki has in mind not only the triumphs of the Presleys, but also the fabulous recording success of Tab Hunter and Jerry Lewis, whose vocal talents are self-admittedly limited.

giving the customers at each spot a new set of selections," he said.

Naturally, the banks of EP's are not static and he changes them regularly.

Is his de-centralized record keeping, yet up-to-date method working?

Holt thinks that it is. To back his statement, he said, "Every so often a spot owner decides he can do a better job, so I let him have free reign. He picks the tunes, programs the machine, and takes the loss. Usually within two weeks to a month. I can show him the take figures from before he began programming and the take from other locations nearby and prove, since figures seldom lie, that he is losing money.

"Then we go back to my method."

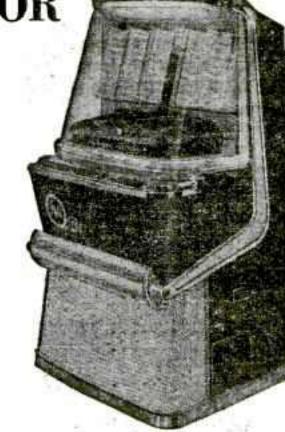
have a "Mechanical Music Machine Operator's License," the fee being \$10 per year. Each loca-

tion must have a "Location Music Machine License" at \$10 per year. Each machine must have a "Mechanical Music Machine Sub-License" affixed to it. This license is \$5 per year.

(Continued on page 169)

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Many good used G-80's, G-120's and G-200's in stock. All are in excellent condition and fully guaranteed. These boxes were all taken off our route and replaced with new AMI boxes. Write or call for prices.



HERMITAGE MUSIC CO.

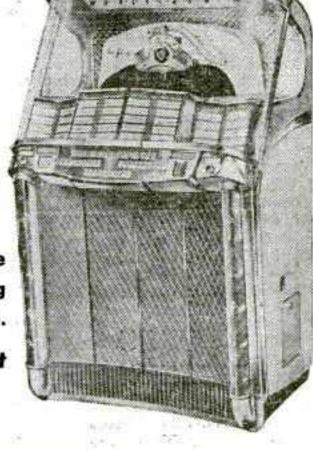
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THE BILLBOARD WEEKLY

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.

(For 10-week period ending with issue of May 13, 1957)

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.

MUSIC MACHI	NES	9200000
Righ	Low	Mesu Ave.
AMI Model A (46) 40 sel.		
78 RPM \$ 75.00 Model B (48) 40 sel.,	\$ 45.50	\$ 75.00
78 RPM	6 5.00 9 5.00	1 25.00 150.00
Model C (50) 40 sel., 78 RPM 150.00	65.00	109.50
Model D-80 (51) 40 sel., 78 RPM	125.00	279.50
Model E-40 (51) 40 sel., 78 RPM 365.00 Model E-80 (53) 80 sel.,	295.00	295.00
Model E-80 (53) 80 sel., 45 RPM 425.00 Model E-10 (53) 120 sel.,	350.00	385.00
45 RPM	275.00	435.00
45 RPM 750.00 Model F 120 (54) 120 sel.	375.00	650.00
45 RPM 675.00	395.00	625.00
1434 (50-51) 50 sel., 78 RPM\$300.00 1434 Fireball 275.00	\$149.50 150.00	\$225.00 275.00
1436 A-(53) 120 sel., 45 RPM 275.00	149.50	169.50
1438 (54) 120 sel., 45 RPM	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
SEEBURG HM-100-A Hideaway\$225.00 M-100-A (49) 100 sel.,	\$169.50	\$225.00
45 RPM 245.00 M-100-B (51) 100 sel.,	69.50	225.00
45 RPM 450.00 M-100-C (53) 100 sel.,	375.00	425.00
45 RPM 665.00 M100G (54) 100 sel.,	445.00	525.00
45 RPM 675.00 M-100-R 765.00	545.00 650.00	645.00 725.00
M-100-W	575.00 545.00	595.00 625.00
WURLITZER 1100 (47) 24 sel.,	3.2.99	0-2.00
78 RPM\$160.00	\$ 65.00	\$119.50
45 or 78 RPM 129.50 1400 (51) 48 sel.,	100.00	125.00
45 or 78 RPM 185.00 1500 (52) 104 sel.,	149.50	175.00
45-78 RPM Mix 310.00 1650 (53) 48 sel.,	195.00	210.00
45 RPM 375.00 1700 (54) 104 sel.,	285.00	285.00
45 RPM 695.00 1800 (2/55) (W) 825.00	525.00 595.00	640.00 745.00
PINBALL GAM	IES	
BALLY Atlantic City (5/52)\$ 55.00 Beach Beauty (1/55) 375.00 Beach Club (2/53) 70.00 Beauty (11/52) 65.00 Big Time (1/55) 225.00		\$ 50.00 335.00 60.00 65.00 215.00
Bright Lights (5/51) 95.00 Bright Spot (11/51) 55.00 Broadway (12/55) 395.00 Dude Ranch (9/51) 65.00 Frolic (10/52) 135.00 Gayety (3/55) 125.00	40.00 40.00 325.00 65.00 40.00 45.00	65.00 50.00 375.00 65.00 90.00
Gaytime (6/55)	165.00 75.00 40.00 100.00 300.00 55.00	200.00 95.00 50.00 225.00 425.00 55.00
Palm Springs (11/52) 85.00 Spot Lite (1/52) 55.00 Surf Club (3/54) 75.00 Variety (9/54) 135.00 Yacht Club (6/53) 85.00 CHICAGO COIN	65.00 40.00 65.00 45.00 45.00	65.00 50.00 75.00 125.00 60.00
Basket Ball Champ (10/49)\$225.00 Home Run	\$135.00 125.00	\$135.00 175.00
Saddle & Turf Club Model (10/53) 275.00 Invader (3/54) 145.00	225.00 125.00	245.00 145.00
GOTTLIEB Arabian Knights (11/53) .\$165.00 Chinatown (10/52) 75.00 Coronation (11/52) 85.00 Crossroads (5/52) 75.00 Daisy Mae (7/54) 175.00	\$100.00 45.00 50.00 45.00 150.00	\$150.00 55.00 85.00 70.00 150.00
Derby Day (4/56) 230.00	175.00	225.00

fligh	Low	Mean Ave.
Diamond Lil (12/54) \$199.50 Dragonette (6/54) 225.00 Duett (3/55) 265.00 Frontiersman (11/55) 175.00 Grand Slam (4/53) 110.00 Green Pastures (1/54) 145.00 Guys & Dolls (5/53) 95.00 Gypsy Queen (2/55) 210.00 Happy Days (7/52) 95.00 Harbor Lites (2/56) 210.00 Jockey Club (4/54) 165.00 Knockout (12/50) 49.50 Lady Luck (9/54) 190.00 Lovely Lucy (2/54) 125.00 Marathon (10/55) 325.00 Marble Queen (6/53) 135.00 Mystic Marvel (3/54) 135.00 Njagara (12/51) 65.00 Njagara (12/51) 65.00 Poker Face (8/53) 100.00 Quartette (2/52) 85.00 Quartette (2/52) 85.00 Quartette (3/53) 190.00 Score-Board (3/56) 275.00 Shindig (9/53) 115.00 Skill Pool (8/52) 75.00 Shindig (9/53) 115.00 Skill Pool (8/52) 75.00 Sluggin' Champ (4/55) 195.00 Stage Coach (11/54) 165.00 Sweet Add-A-Line (7/55) 250.00 Toreador (6/56) 345.00 Tournament (8/55) 275.00 Tournament (8/55) 275.00 Twin Bill (1/55) 175.00 Wild West (8/51) 265.00 Wishing Well (9/55) 245.00 UNITED	245.00	\$175.00 175.00 165.00 110.00 130.00 55.00 185.00 95.00 134.50 49.50 155.00 95.00 125.00 95.00 125.00 95.00 125.00 95.00 125.00 155.00
ABC (2/52) \$395.00 Cabana (3/53) 55.00 Caravan (1/56) 295.00 Circus (8/52) 50.00 Havana (2/54) 175.00 Hawaii (6/54) 65.00 Leader (10/51) 115.00 Manhattan (4/55) 100.00 Mexico (3/54) 75.00 Nevada (8/54) 195.00 Pixie (9/55) 225.00 Rio (11/53) 175.00 Singapore (10/54) 195.00 Stardust (4/56) 295.00 Starlet (11/55) 245.00 Starlet (11/55) 245.00 Triple Play (8/55) 150.00 Tropicana (1/55) 150.00 Tropicana (1/55) 150.00 Tropics (7/55) 65.00 Zingo (10/51) 65.00 WILLIAMS	\$325.00 45.00 245.00 40.00 40.00 55.00 75.00 75.00 45.00 50.00 150.00 225.00 210.00 40.00 125.00 50.00 65.00	\$350.00 45.00 275.00 50.00 125.00 60.00 95.00 85.00 125.00 195.00 105.00 110.00 220.00 60.00 145.00 110.00 65.00 65.00
Army & Navy (10/55) .\$ 90.00 Big Ben (9/54)	\$ 39.50 100.00 75.00 65.00 65.00 80.00 49.00 95.00 45.00 35.00 30.00 245.00 60.00	\$ 60.00 150.00 115.00 110.00 125.00 75.00 80.00 90.00 95.00 75.00 65.00 245.00 60.00
Major League (W) (12/54)	145.00 59.00 49.00 155.00 85.00 174.00 80.00 85.00 75.00 125.00 80.00 80.00 99.50 115.00 50.00 145.00	150.00 115.00 90.00 155.00 215.00 235.00 110.00 135.00 75.00 195.00 80.00 95.00 125.00 125.00 195.00
SHUFFLE GAM Ace Bowler (CC)	ES	
(9/50)\$360.00 Advance Bowler (CC)	\$ 85.00	\$125.00
(5/53)	95.00	100.00
(American Shuffleboard) (5/52)	95.00 215.00	95.00 225.00

Banner (U) (8/54)\$135.00 Bikini (K) (6/54) 130.00 Blue Ribbon Bowler (B) 250.00 Bonus Bowler (K) (3/54) 190.00	\$115.00 75.00 195.00 75.00	\$135.00 95.00 250.00 125.00
Bonus Score Bowler (CC) (4/55)	210.00	210.00
Cames	225.00 195.00 50.00 50.00 85.00 75.00 175.00 195.00 39.50 50.00	365.00 215.00 185.00 75.00 85.00 95.00 195.00 195.00 75.00 50.00
Comet Targette (U) (11/54)	95.00	145.00
(11/54) 350.00 Criss-Cross (CC)	125.00	250.00
(11/53) 135.00 Criss-Cross Targette	75.00	110.00
Regular (CC) (1/55) . 100.00 Crown (CC) (4/53) 150.00 Diamond (K) (5/53) 160.00 Domino (K) (5/53) 60.00 Double Score (CC)	75.00 45.00 95.00 60.00	100.00 85.00 160.00 60.00
(3/53) 95.00 Feature (CC) (7/54) 135.00 Fifth Inning Deluxe (U)	49.50 65.00	75.00 115.00
(6/55)	125.00 145.00 195.00 75.00 175.00	125.00 245.00 195.00 95.00 245.00
(9/53)	75.00 175.00 55.00 95.00 200.00	95.00 195.00 90.00 100.00 121.00
Leader Shuffle Alley (U) (11/53) 195.00 League Bowler (U) (1/54) 115.00 Lightning (U) (2/55) 195.00 Lightning Deluxe (U)	125.00 95.00 145.00	165.00 105.00 175.00
(2/55)	150.00 100.00 225.00 125.00	195.00 125.00 275.00 125.00
(8/52)	45.00 75.00 135.00	45.00 80.00 165.00
Mystic Bowler (B) (12/54)	325.00	355.00
(1/54)	50.00 70.00 50.00	50.00 70.00 80.00
(10/54) 175.00 Rainbow Shuffle Alley (U)	150.00	175.00
(8/54)	80.00 175.00 55.00	125.00 275.00 80.00
(9/55)	425.00 39.50 95.00 125.00 34.50	425.00 85.00 100.00 135.00 45.00
(9/52)	55.00 55.00 195.00 50.00 29.50 95.00	55.00 135.00 265.00 110.00 75.00 125.00
(8/54) 320.00 Team Bowler (U)	95.00	195.00
(1/54) 295.00 Team Bowler (K)	100.00	165.00
(10/52)	49.50 50.00 35.00 125.00	50.00 50.00 75.00 175.00
(6/53)	50.00 150.00	85.00 150.00
Venus Deluxe (U) (3/55)	225.00	275.00

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ENERGY DE LESSO	Allgh	Lon	Avg.	High	Low	Mona Avg.	High	Low	Mean Avg.
Victory Bowler (B)	95.00	\$145.00	\$105.00	Goalee (CC) (1/46)\$ 90.00	\$ 65.00	\$ 90.00	Sportland (Ex) (11/51)\$225.00	\$145.00	\$175.00
(5/54)\$2 Venus Bowler 2	25.00	175.00	\$195.00 175.00	Gun Patrol (Ex) (5/51) . 150.00	62.00	95.00	Sportsman (K) (11/54) , 195.00		195.00
Venus Downer	23.00	175.00	175.00	Harvard Metal Typer 250.00	125.00	125.00	Standard Metal Typer F S . 325.00	199.00	275.00
ARCADE E	DUIPN	4ENT		Hi-Ball (Ex) (2/38) 95.00	95.00	95.00	Submarine (K) (1/42) . 125.00	95.00	125.00
Code: AP-Auto Photo: B-Bally;	CT - 10 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		Co. Erene	Hockey (CC) 75.00	75.00	75.00	Super Home Run (CC)	11 - 110000	100000000
Rs—Exhibit; G.—Genes; Gh Mutescope; E.—Heovers; S	-Conti	b) K-Keen	171 M-Int'l	Home Run; 6 Player (CC) (3/54)	175.00	195.00	(3/54) 185.00 Super Slugger (U)	75.00	150.00
Shipman T-Telecoln V-				Jet (B) 125.00	95.00	100.00	(7/55) 295.00	255.00	275.00
b	-			Jet Fighter (W) (10/54) . 225.00	125.00	225.00	Telequiz (1/49) (T) 95.00	75.00	90.00
ABT Challenger (5/46) \$	30.00	\$ 25.00	\$ 30.00	Jet Gun (Ex) (12/51) . 110.00	105.00	105.00	Treasure Cove (Ex)		Augustan
Air Football 2		The state of the s		Jungle Gun (U) (7/54) . 185.00	135.00	150.00	(6/55) 325.00		275.00
		195.00	225.00	K O Fighter 325.00	245.00	325.00	Turf King 125.00	115.00	125.00
Air Hockey 3		250.00	325.00	Lite League (W)	1200000000	Euresco.	Undersea Raider (2/46) 125.00 World Series (W) (4/51) 99.50	125.00 50.00	125.00
Air Raider (K) ('48) 1		125.00	150.00	(2/54) 75.00	75.00	75.00	Zingo (1/51) (U) 65.00	45.00	85.00 65.00
All Star Baseball (W) 3	95.00	135.00	185.00	Lord's Prayer (M)	275.00	225.00		45.00	05.00
Anti Aircraft	99.50	95.00	99.50	(6/56) 349.50 Mauser Pistol (Ex) 89.50	275.00 89.50	335.00 89.50	VENDING MACH	INES	
Atomic Bombers (M) }	25.00	95.00	125.00	Mercury Counter Gripper . 25.00	20.00	20.00	Acom, 5c or 1c\$ 10.00		£ 10.00
Auto Photo (AP)14		1495.00	1495.00	Midget Movies (CC) 145.00	75.00	125.00	Columbus 1c Bulk 8.50	\$ 8.50 5.00	\$ 10.00 6.50
Balloonamat Capitol P				Midget Skeeball (CC) 175.00	145.00	145.00	Du Grenier (7 Col.) 67.50	14.50	45.00
(1/55) 3	45.00	225.00	295.00	Moon Rides (B) (5/54) 250.00	130.00	250.00	Du Grenier (9 Col.) 100.00	45.00	85.00
Baseball, 2 Player (G) 1		125.00	145.00	Panoram (Mills) 325.00	325.00	325.00	Du Grenier (11 Col.) 115.00	45.00	65.00
Basketball (G) 2		175.00	195.00	Pennant Baseball (W) 125.00	125.00	125.00	Du Grenier Tab Gum	0.00000000	5611555
Basketball (CC) 1		155.00	195.00	Photomatic (M) (1/50) . 350.00	295.00	350.00	(6 Col.) 15.00	14.50	14.50
Basketball Champ (CC) 1		135.00	145.00	Pistol (CC) (1/49) 50.00	39.50	50.00	Du Grenier V D Cigarette . 55.00	50.00	50.00
Bat-A-Score (Ev) (8/48) 1		105.00	105.00	Pistol Target Skill 15.00	15.00	15.00	Eastern Electric C-8 155.00	40.00	110.00
Bert Lane Merry-Go-Round 3		275.00	295.00	Pitch'm & Bat'm (S) 175.00	100.00	175.00	Electro (8 Col.) 95.00	95.00	95.00
Big Broncho (1/51) 3	95.00	294.50	350.00	Polar Hunt (W) 295.00 Pop Up 25.00	215.00 14.50	245.00 20.00	Keeney Electric (9 Col.) 165.00	75.00	135.00
Big Inning (B) (47)	85.00	85.00	85.00	Ranger (K) 250.00	250.00	250.00	Master 1c & 5c Bulk 8.50 Master 5c Bulk 6.50	8.50 6.50	8.50 6.50
Big League Baseball (3/51) (W) 3	50.00	125.00	125.00	Rapid Fire (B) 125.00	110.00	110.00	Mills Candy (5 Col.) 65.00	65.00	65.00
Big League Baseball (W)	50.00	123.00	125.00	Rifle Gallery (G)		1.0.00	Mills Tab Gum (6 Col.) . 17.50	13.95	17.50
(2/54)	95.00	135.00	175.00	(6/54) 175.00	150.00	175.00	National M-9A (9 Col.) 165.00	95.00	125.00
Big Top (G) (6/54) 3		275.00	295.00	Rocket Ship 25.00	20.00	20.00	National 930 95.00	95.00	95.00
Bingo Roll 1	50.00	125.00	150.00	Round the World Trainer	met and	5200000	National 950 110.00	95.00	110.00
Bonus Deluxe (U) 2	245.00	245.00	245.00	(CC) (10/53) 550.00	425.00	425.00	Northwestern 39, 1c 7.95	7.50	7.50
Bonus Gun (U) (1/55) . 2		225.00	245.00	Royal Mustang Horse 375.00	375.00	375.00	Northwestern 33 Ball	1200000	10
Card Vendor (Ex)	50.00	50.00	50.00	Safari (W) (2/54) 275.00	210.00	225.00	Gum 7.50	6.50	6.50
Carnival Deluxe (U) 2		150.00	245.00	Set Shot Basketball	225.00	275.00	Northwestern 49, 1c 12.50	8.50	12.00
Camival Gun (U)				(Munves) (6/52) 295.00 Shoe Brush Up 95.00	95.00	275.00 95.00	Northwestern Deluxe, 1c & 5c 19.50	12.00	12.00
(10/54)	95.00	185.00	185.00	Shoot the Bear (S) 145.00	135.00	145.00	Northwestern (10 Col.)	12.00	12.00
Champion Baseball (G) 3		175.00	275.00	Shoot the Moon 65.00	65.00	65.00	Tab Gum 19.50	19.50	19.50
Champion Hockey ('46) . 1		125.00	125.00	Shooting Gallery (Ex)	05.00	03.00	P X (8 Col.) 125.00	75.00	115.00
Coon Hunt (S) (2/54) 1		85.00	100.00	(6/54) 175.00	100.00	110.00	P X (10 Col.) 110.00	110.00	110.00
	95.00	25.00	50.00	Sidewalk Engineer (W)			Rowe Candy (8 Col.) 60.00	60.00	60.00
Defender (B) ('40))	25.00	125.00	125.00	(5/55) 195.00	135.00	150.00	Rowe Candy Merchant	MONDAL SERVICE	POSTUDIO DE LA CONTRACTOR DEL CONTRACTOR DE LA CONTRACTOR DE LA CONTRACTOR DE LA CONTRACTOR
Derby, 4 Player (CC)	45.00	00.50	145.00	Silver Bullets (Ex)		50.000000	(7 Col.) 165.00	165.00	165.00
(3/52)		99.50 95.00	145.00 160.00	(11/49) 125.00	75.00	125.00	Rowe Crusader (8 Col.) 150.00	85.00	130.00
500-Shooting Gallery (Ex)	00.00	33.00	100.00	Silver Gloves (M) 225.00	145.00	225.00	Rowe Crusader (10 Col.) . 160.00	115.00	149.50
	275.00	175.00	250.00	Six Shooter (Ex) 125.00	-50.00	95.00	Silver King, 1c 7.45	7.45	7.45
Flash Hockey (Coinex)	andina.	(CONTRACTOR OF THE PARTY OF THE	Sky Fighter (M) (9/53) . 135.00 Sky Gunner (G) (9/53) . 145.00	110.00 75.00	135.00 125.00	Silver King, 1c Ball Gum . 8.50 Silver King, 1c Mdse 8.50	7.45 7.45	7.45 7.45
(9/46)	225.00	99.50	225.00	Sky Gunner (CC) 145.00	100.00	125.00	Silver King, 1c Mdse 8.50 Silver King, 5c 9.95	7.45	8.50
Flying Saucer (M)		55566		Sky Rocket (G) (5/55) . 295.00	195.00	245.00	Stoner Candy (6 Col.) 125.00	80.00	80.00
(6/50)	10.00	99.50	99.50	Space Gun (Ex) 110.00	75.00	95.00	Stoner Candy (8 Col.) 165.00	110.00	125.00
Football (M)	275.00	85.00	85.00	Space Ship 350.00	200.00	325.00	Uneeda Cigarette (6 Col.) . 65.00	45.00	45.00
	STATE OF				- 100 - 100	10.000 N.000 N	MARKET PERSONS ASSESSMENT MARKET	West Service	

Money Programming Rule 1:

Continued from page 90

TAC uses only 45's and EP's on their machines. The firm quit using 78's some five years ago, according to Legarde.

100% 45's and EP's

"We find that the 45's are more durable as well as easier to handle and file in our library," Joe Caruso said.

Altho most of the company's several hundred machines use 45's, the firm does have about 50 EP 10-cent play machines in operation.

"EP's go very well in certain locations," Joe Caruso said, especially where Latin American and progressive numbers are popular.

"But the factors determining the correct programming is virtually the same whether with 45's or EP's or at large or small locations."

Nick Caruso said a better programming job can be done with EP's on a 200 machine, "but it doesn't necessarily pay in terms of money.

EP Pay Depends

"In other words, you can naturally get twice as many selections on a machine with EP's, but, everything considered, it doesn't necessarily mean more money. It all depends on the location of the machine."

When the TAC routemen take records off of their machines, they catalog and file in the library a certain percentage of every type of record, from hillbilly to classical and including foreign and seasonal records.

"We get a lot of recalls on some records, even four and five years old," Mollere, youngest of the routemen, said.

Big Library

"We estimate that 75 per cent of our requests for old favorites are filled right out of our own library," Legarde said.

"The library has been a great factor toward better programming by our company, and in making our programming system pay dividends."

Nick Caruso said the routemen put on each machine an average of three to five records each week.

"Some machines, of course, take more and some less," Caruso said, "and it is up to the judgment of each routeman to determine how to get the most out of the new records available.

Few Books

"None of us keep extensive over-all records in our job, althoall of us do keep limited records of play at various locations.

"We depend mostly on the popularity meters and our personal knowledge of the individual locations and the records at hand.

"We have to pretty much live with music, but it is our job and our success depends on our knowing as much as possible about it."

Legarde, who has been with the TAG firm for 20 of its 25 years, said he thought the company's programming philosophy "is sound."

"It's not perfect. We are always looking for ways to improve the system. For the most part it is up to the routemen to make it pay, and we think they are doing a good job."

Op Digs Gold

Continued from page 102

machine can gross more than a machine without EP's. This is especially true in top locations, he believes.

Reason is that in these locations patrons prefer old favorites. They don't like to get "all shook up" with rock 'n' roll. That's for the youngsters.

Kahn isn't concerned that EP's take a little longer to play. He figures most singles average out at three minutes and EP's at about five. Tho Kahn figures it may hurt some, it also helps.

Answer Demand

"One off-sets the other," he said. "I am doing it for the customer. And anything I can do for the customer, I do for the location, and in turn I am doing for myself."

Kahn emphasized this: Instead of EP's increasing an operator's record costs, standard programming with EP's will cut it. It has cut his record costs way down.

The main thing that convinced him he did the right thing in programming EP's is that patrons like them and want them on the juke box.

Kahn uses all types of popular music on his EP standards. Some are sound tracks from movies, some are instrumentals, some vocals, some from Broadway shows. In general, he uses just about all types.

And he is convinced any operator can program them successfully.

Top Artists, EP's Spin Profit

Continued from page 102

casion calling for switching a record from one juke box to another arises when a record that is replaced on one location has been requested for play at another location at the same time, according to Moss.

EP Unit Can Earn More

Because of his system, Moss finds that an EP-equipped machine can gross more than a non-EP equipped machine in certain types of locations.

Location owners are given in most cases a slightly higher commission on EP-equipped machines, depending on the age and condition of the machine, with the agreement found most satisfactory when on a weekly guarantee basis.

The EP-equipped machines and the demands of the locations using them are given a close watch by Moss' routemen. If a location shows any indication of building better business than usual with the use of EP's, then more EP's re placed in the machine.

Quick Service

Moss makes certain that each EP location Las the very latest EP pop tunes on the market. Demands for specific numbers on possible.

The longer time element handle the Albany territory. created by the EP does not seem stead of a mere nickel play.

portance to Moss in keeping his Masons and the Elks.

EP's paying off. There is always a location which the Broadway musical favorites, or the all-time favorites, but Moss finds the plays bringing in money are those featuring the most current trends, which, at this time, predominate in calypso and rock 'n' roll.

Since his past 17 years in the coin machine business, Erwin Moss has always found it pays best to watch his programming closely, tailoring it to fit the demands of each location, rather than adhering to any broad, general pattern. This, he points out, is even more important in times like the present.

Despite rise of living standards and local employment increases, grosses on music machines on location in local taverns show that attendance in these places are down.

Gordon Joins Davis Distrib

SYRACUSE - Samuel (Sid) Gordon, a former Saratoga Springs, N. Y., music operator, has joined the sales staff of Davis Distributing Corporation here. Henry EP's are supplied as quickly as Wertheimer in making the announcement, said that Davis would

Gordon's background includes any real obstacle of nuisance value two years' service in the U.S. Army to Moss. His books show that as a counter-intelligence man, and altho three minutes more is taken three years as a music operator in by the EP, the record itself is Saratoga Springs, where he now bringing 10 cents or 15 cents in- makes his home. He is married and has two girls

Keeping abreast of the current For civic activities, Gordon is a hits and trends is of utmost im- member of the American Legion,

Roth Group Gains Control of U. S. Hoffman for \$1.86 Mil

Kresberg Quits Board, But Stays as Apco Head; Transaction Not Merger

group headed by Harold Roth, ford, vice-president of Long pete with each other. president of Continental Indus- Island's Franklin National Bank, It would seem logic tries, Inc., has purchased 224,800 and Arthur N. Field. All these men Apco hot and cold drink line, shares of common stock of the are directors of Continental In- which is a leader in the vending United States Hoffman Machinery dustries. Company.

enough to give the Roth group Continental stockholder. controlling interest in the company.

Seller of the stock was Hyman Marcus, Hoffman board chairman. While the purchase price was not disclosed, a source close to the principals said that the transaction was completed on the basis of the \$8.75 a share closing price, or slightly less. Best guess is that the price was \$1,860,000.

Not a Merger

The transaction is not a merger of Continental and Hoffman. The holding company which acquired the executive committee. Stahl is tion as they have in the past. a former Westchester County, New York, banker. DiSalle is former mayor of Toledo, O., democratic senatorial candidate and head of the Office of Price Administration.

completed, Stahl resigned and Roth was elected president in his place. Key executives for both Conti-The board of directors of Hoffman was increased from nine to 15 members, with the addition of Roth as chairman; John R. (Tex) McCrary, public relations man: Robert S. Hirsch, Continental sec-

FTC Charges Denied by Philip Morris

WASHINGTON --- Philip Morris, Inc., last week denied Federal Trade Commission charges that it granted illegal allowances to "certain favored customers" who operate vending machines in consideration for promoting the company's eigarettes.

The practice, Philip Morris claims, "was to enable its cigarettes to be represented in vending machines, and was "necessary to obtain representation in the machines due to the limited number of dispensing columns in the machines."

The FTC complaint, issued late in March, charged that Philip Morris pays promotional allowances to some, but not all, of its customers and contracts with those receiving allowances on "individual and arbitrary terms." (The Billboard, April 13.)

In its reply, Philip Morris declared that the law under which the FTC proceeded in the case is "unconstitutional" and that the challenged allowances "were made in good faith to meet similar acts and practices of competitors." Under Section 2 of the Clayton Act, if promotional allowances are given, they must be made available to all tholated cigarette on the West competing customers on proportionally equal terms. Philip Morris pected to get under way soon. declared that the section is "vague, capricious."

NEW YORK-An investment | retary and treasurer; Patrick Clif- | try to complement rather than com-

Also named to the board was by Continental. While the acquisition by the Matthew Forbes, president of the Roth group represents only 10 per Harrough Corporation, former head cent of the 2,250,000 shares of of New York's Cigarette Merchan-Hoffman stock outstanding, it is disers' Association and a major

New Members

Other new Hoffman board members are Gustavus Ring, Washington real estate man, and Frank Abrahams, New York accountant.

In addition to Stahl, Sam Kresberg also resigned from the board of directors. Kressberg is president of Apco, Inc., the Hoffman subsidiary which manufactures a full line of hot and cold cup drink machines.

However, Apco will continue to operate as an automomous subthe Hoffman stock is known as sidiary within the Hoffman frame-Toledo Enterprises, Inc., with work, with Kresberg staying as Charles E. Stahl, president, and president. Other key executives and Michael V. DiSalle, chairman of employees will continue to func-

Kresberg Resignation Kresberg's resignation had been \$17.125 a share this year, had brought against them by the govcontemplated for some time and it dropped to \$8.50. At the closing ernment in Federal District Court

FIC Complaint As soon as the transaction was acquisition of the Hoffman stock Tuesday (14) Hoffman was at 9%,

nental and Apco expressed pleasure with the stock purchase. While machine line, Hoffman subsidiaries the two firms are not merged, the produce geiger counters, textbooks, consensus seems to be that they artillery shells, guided missle parts, will work in close concert and will

It would seem logical that the industry, will not be duplicated

Cigarette Picture

On the other hand, it would also seem that the Continental Corsair, which has spurted to a top position in the cigarette machine industry, will account for the cigarette vender production. The Apco Smokeshop is a Corsair competitor. It seems unlikely that the same interests which control both firms will make the two machines.

While no one would comment on a possibility of a merger between Continental Industries (on the American Stock Exchange) and Hoffman (on the New York Exchange) such a development would not be too far-fetched.

Roth said that his group is making available immediately \$1,000,-000 for working capital for an in-definite period, with another \$1,000,000 to be ready when it is needed.

Stahl had said last week that Hoffman needs working capital of up % after heavy trading.

Working Capital

(Continued on page 167)

210 Attend NAMA Atlantic City Confab

ATLANTIC CITY-Some 210 registrants, the largest number of a talk, "No Time on My Hands, Saturday (11) at the National Automatic Merchandising Association waukee, and "Your Hidden Enemy," a visual presentation of meeting for Maryland, Virginia, the NAMA public health program. Delaware, Pennsylvania and New This was followed by an open lersey.

Many of the operators, suppliers and manufacturers took their families to the resort and spent the vending operators may qualify for weekend there. Unseasonably cool credit. Otto C. Lorenz, associate weather kept the automatic mer- editor of American Banker, was chandisers off the beach, altho the principal speaker in this session. indoor swimming pool at the Hotel Ambassador, where the business sessions were held, was a popular

The meeting was called to order by Tom Hungerford, National Vendors, chairman of the NAMA sectional meeting committee. He introduced Gordon Otter, Coca-Cola Bottling Company, Baltimore, regional chairman, and Marcus Kaplan, Virginia Cigarette Service Corporation, regional vicechairman.

L&M Bows Filter, Menthol Smoke

NEW YORK-The Liggett & Myers Tobacco Company has introduced Oasis, a filter-tip, men-Coast. National distribution is ex-

The new brand is boxed packed unreasonable, arbitrary and and sells for \$9 a thousand, less 2 per cent cash discount.

The morning program consisted ever to turn out for a sectional by Carl Millman, Automatic meeting for this area, gathered here Merchandising Corporation, Milforum.

Rounding out the morning program was a discussion of how

Highlight of the afternoon session was a forum on "How to Increase Profits." Panel members were Carl Millman; John Cuthrie, (Continued on page 169)

Cole Export Volume Up

CHICAGO -- Cole Products Corporation is increasing its emphasis on export shipments to the European market. The firm recently dispatched the first air cargo shipment of vending machines to Austria.

Richard Cole, executive vicepresident, announced that for the past two years Cole's export volume has steadily increased. Shipments are now regularly being made to such countries as Germany, France, Switzerland, Holland, Luxemburg, Belgium and Spain.

REPLIES TO BB **NVA EDITORIAL** NEXT WEEK

CHICAGO - The Billboard received a number of letters last week from leading members of the bulk vending industry in reply to the editorial in the May 13 issue entitled, "What's Wrong With NVA?", all of which will appear in full in next week's issue.

Unfortunately, only one was received by press time under The Billboard's new weekly schedule for special

Among those replying were: Sam Eppy, president of Samuel Eppy & Company, Inc.; Milton T. Raynor, legal counsel for National Vendors Association, and Bob Kantor, head of Confection Specialties. Inc.

Find Blue Sky Dist. Guilty

ST. LOUIS-Five out of six defendants in a razor blade vend-A source close to Kresberg, who nearly \$5,000,000. The Hoffman ing machine mail fraud case were is currently in Miami, said that stock, which was as high as found not guilty of all charges

In addition to the Apco vending false and fraudulent practices under a 23 count indictment.

Verdict was returned by the jury last week, after a three-week trial before Federal Judge Roy W. Harper, which included the examining of some 273 exhibits of sales contracts, sales kits and the like.

Schaefer has until May 25 to make a motion for new trial, with sentencing postponed until May

Other defendants in the case included: Arthur C. Schaefer, Eugene J. Drews, William Dardick, Murray Moss and Earl W. Doolan.

Charges center around their operation thru the Modern Merchandising Corporation and Associated Merchandisers, Inc., of Clayton, of using the mails to defraud (Continued on page 169

Ben Bloom Dies; Veteran Bulk Mfr.

MINNEAPOLIS-Members of the bulk vending industry were saddened by the death May 3 of Benjamin Bloom, 73, founder of Bloom Bros. Manufacturing Company, pioneer maker of novelties and resort gifts.

He resided at 2519 Humboldt Avenue, South, Minneapolis, Funeral services were held at Temple Israel. The family preferred to have memorials sent to Mount Sinai Hospital.

Bloom was a member of Temple Israel, one of the founders of the Standard Club and of the Minneapolis Federation for lewish Service and of the Minneapolis Talmud Torah. He was a past president of Minneapolis Talmud Torah.

Surviving are his widow, Josephine; a son, Samuel H. Bloom, and a daughter, Mrs. Jack Cohan, both of Minneapolis; two brothers, Abraham, of Minneapolis, and Dave, of Dallas, and two sisters, Mrs. Debbie Tremblatt, of Minneapolis, and Mrs. Sam Lexier, of San Diego.

Calif. Mulls 2c Cigarette Tax Increase

Previous Bill for Proposed 3c Hike Cut by Legislature

SACRAMENTO --- A 2-cent-perpack tax increase on cigarettes is pending in the California Legislature as part of a general tax program to finance the school apportionment of possibly \$73,000-

Originally a 3-cent-per-pack tax on cigarettes was proposed along with a beer levy as part of the California Teachers Association program to increase teachers' salaries and pay other educational

The Assembly Ways and Means Committee has approved legislation for additional funds for schools. The committee, however, attached to the bill, AB 3045, by Ernest R. Geddes, a provision that it would not become effective unless new tax revenues are voted.

Originally, the tax was tied to the teachers' campaign but was separated from it by the Assembly Education Committee which gave approval to increase the aid for education.

here. The sixth, Arthur E. Schaefer, also known as "Gene" Schaefer, so the series of t

WASHINGTON - Old York Distributors, Inc., Philadelphia, was charged last week by the Federal Trade Commission with falsely claiming that purchasers of its candy vending machines will represent the Hershey Chocolate Corporation.

The FTC complaint charges the company with using "bait" advertising and "fictitious claims concerning profits" to attract purchasers for the machines.

Newspaper advertisements calling for persons to handle "Hershey candy routes" are not an offer of employment, the Commission claims, but rather, methods of selling the vending machines. In addition, prospective purchasers do not (Continued on page 166)

U. S. Report Shows Brisk Candy Trade

WASHINGTON - A healthy picture of the candy industry in general, and bar goods-an important vending item-in particular, was painted by the Commerce Department last week when it issued a summary report of the confectionary industry for 1956.

According to the report, manufacturers' sales of all types of confections and competitive chocolate products totaled \$1,048 million in 1956, about 4 per cent above 1955. Sales of bar goods made greater gains in both poundage and dollar value than sales of most other types of confections.

While no figures were given to indicate the amount of bar goods actually sold to vending machine (Continued on page 159)

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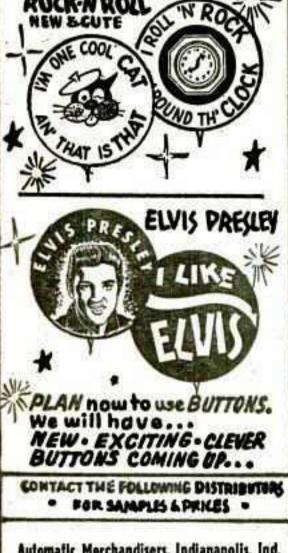
F.O.B.

FACTORY



Ce co.inc.





Automatic Merchandisers, Indianapolis, Ind. B. J. Becker Vending Service, Berkeley, Mo. B. K. Bitterman, Kansas City, Mo. B & J Sales Company, Toledo, Ohio Ellingsworth Supply Co., Minneapolis, Minn. Folz Vending Co., Inc., Oceanside, N. Y. Graff Vending Co., Dallas, Texas Horn's Yending System, Youngstown, Ohio H. B. Hutchinson, Atlanta, Ga. King & Company, Chicago, III. Miller-Newmark Distr., Grand Rapids, Northwestern Sales & Service, Boston, Northwestern Sales & Service Co., New York, N. Y. Ohio Gum Supply Corp., Wickliffe, Ohio Parkway Machine Corp., Baltimore, Md. S & P Distr. Co., Clayton, Mo. J. Schoenbach Co., Brooklyn, M. Y. Standard Supply Co., Oakland, Calif.

U. S. Report · Continued from page 158

operators, the report appears to bear out information released by the Commerce Department last fall giving more complete breakdowns for the year 1955. At that time, it was noted that the percentage of candy sold to vending machine operators increased at a more rapid rate than did sales to other

> Distributor of New and Used Legal Merchandise Vending Machines

Rowe (RUSADER

10 Col.

Kings or Regulars All Columns, 500 Capacity

25c or 30c.... \$110.00

25c and 30c .. \$125.00

National Model 918 162 **Bar Candy Vendor** \$00.00

Reconditioned Cigarette

and Candy Machines, all makes, models and sizes. Write or telephone 20592

> T. O. THOMAS CO. 1572 Jefferson Paducah, Kentucky

outlets. (The Billboard, Oct. 27). In the new report covering 1956, it is shown that sales of bar goods by manufacturer-wholesalers and chocolate manufacturers increased 11 per cent in poundage value and 5 per cent in dollar value, reaching totals of 586,634,000 pounds and \$231,499,000.

This gain was bested only by increases in poundage and dollar value of package goods made to retail at 50 to 99 cents per pound.

Only said note in the report was that of bulk goods, which decreased 4 per cent in poundage value and 3 per cent in dollar value last year from 1955.

SCALE ROUTE Liquidation!

We have just 42 of these Big DeLuxe Jennings Penny Weighing Scales. All have been on Inside locations. All are In perfect condition.

There are lots of locations where a full dial big scale will take in more money.

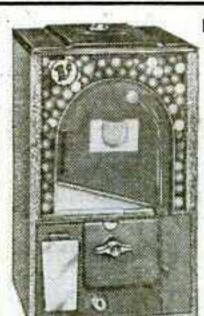
Buy these at a fraction of the original cost. If we are "sold out" when your check arrives we will return full payment by "air mail." 10% less in lots of 10. Hurry!



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VICTOR'S PLAY BALL

Sensational 210 Ball Gum Vendor Fast Money Maker

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this kind of BEAD CAN. Reminiscent of Poppit Beads.

To accommodate your TESTING of CHAIN-IT BEADS, we'll ship as few as 25,000 at \$2.10 per 1,000-which is our 100,000 lot price.



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\$13.25 Each \$12.75 Each 100 or more 30 day moneyback guarantee if not satisfied

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> SPECIAL TRADE-IN OFFER As High as \$6.00 Per Machine on VICTOR TOPPERS Send Us Your List.

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1¢ PLAY BALL



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IMMEDIATE DELIVERY.

Each coin inserted must receive one piece of gum. Player snaps the ball through the air until it's caught in the pocket. Then player receives Takes in \$25.00-Net \$15.00.

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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 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. Onethird deposit, balance C.O.D.

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OG Filters Bow New Package

NEW YORK-The new redwhite-gold Old Cold filter cigarette package makes its national debut this week following a threemonth market test in the New York-New England area.

Point-of-purchase effect of the new pack, especially on vending machines, was an important factor in its design, according to A P. Lorillard executive.

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)

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FULL CASH WITH ORDERS

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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 I

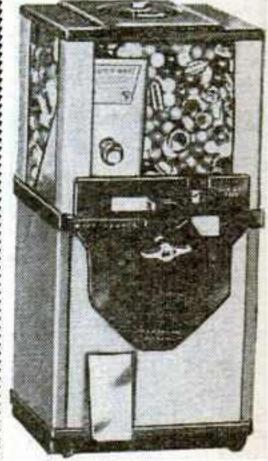
SHIPMAN MFG. CO. LOS ANGELES 23, CALIF.

New La. Vending Firm

BATON ROUGE, La.—Secretary of State Wade Martin has issued a charter to Bossier-Shreveport Cigarette Vending Machine Corporation, 731 Pierre Mont, this city. Capitalized at \$100,000, the new corporation is authorized to engage in a general mercantile business.

J. SCHOENBAC 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

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See Your Nearest VICTOR Distributor QUICK. Write for Prices and Details Victor Vending Corp.

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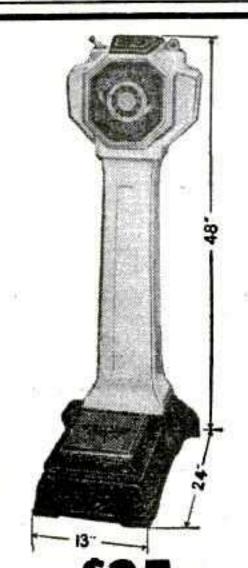
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WITH ROUTE OF "FUN SHOPS"
Earn STEADY PROFITS supplying stores
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Popular priced, all-year-round sellers!
\$250 investment required to start. Write
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MANDELL GUARANTEED USED MACHINES

N.W Model 49, 1¢ or 5¢	\$12.00
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N.W. #39 1¢ Porc	7.72
N.W. #33 1¢ Porc. B.G	6.50
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Silver King 14 B.G. or Mdse	7.45
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Pistachio Nuts, Large Tulip	.4
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Pistachio Nuts, Sheik	
Cashew Whole	
Cashew Butts	
Peanuts, Jumbo	
Spanish	100
Mixed Nuts	
Tabby-Lets, \$20 ct	5.0
Rainbow Feanuts	1973
Boston Baked Beans	
Jelly Beans	100
Licorice Gems	370
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M & M, 550 ct	

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Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator. 1/3 Deposit, Balance C.O.D.

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PROVE IT TO YOURSELF!

Just try a Model 49 all-product vender on your route and see for yourself how you can make more money. It's available in 1¢. 5¢ or 10¢ play. Write for complete details of this and other Northwestern money makers today.



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Stop theft! Specify-or replace with-rugged ACE Locks. Unique 7 pin-tumbler mechanism provides over 80,000 key changes . . . plus private registration for your exclusive use. Duplicate factory keys can only be obtained on your authorization. What's more, only ACE Locks have the patented ROUND keyway that resists strong forcing tools. These are some of the reasons why ACE Locks are the first choice of the people who require maximum security. Protect your take! Write today for catalog which also describes the full line of sturdy, budget-priced single and double-bitted Chicago Locks.

CHICAGO LOCK CO. 2036 N. Recine Avenue - Chicogo 14, Illinois

Calif. May Drop Candy Sales Tax

SACRAMENTO, Calif.-- A bill to take the State sales tax off candy was approved by the Senate Revenue and Finance Committee here last week.

Operators thruout California were not excited over the prospects of having the tax along with a lot of bookwork eliminated Removal of the tax has been proposed at several legislative sessions during the past decade. Each was lefeated.

NOW! VACUUM PLATED "MAGIC

SNAP TOGETHER-SNAP APART make bracelets, necklaces, belts

LETTERS"

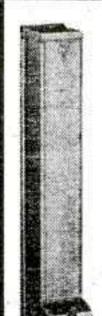
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ADVANCE SANITARY VENDOR The Finest for Vending Flat-Pack **Products**

Here is a durable, reliable, sanitary vendor with the many exclusive features which have made the Advance name a symbol for the hest in vending.

Accommodates flat packages up to 1/8" by 2" by 31/4" has separate cash . . Advance coin detector with automatic coin return when machine is empty . . . protected against break-in. Available for 1¢, 5¢, 10¢ or

25¢ operation. For Details and Prices Write, Wire, Phone Today.

SCHOENBACH

Factory Distributor of Advance Vending Machines 645 Bedford Ave., Brooklyn 25, N. Y. PResident 2-2900

FINEST RECONDITIONED VENDORS

Silver King, 1c or 5c...\$ 8.50 Acorn, 5c . 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 S6 per M Plates Write for low, low

N. W. Model 39... Atlas Master, Sc Du Grenier 6-Col., 1c Tab. 14.50 Model V. Ball Gum & Charm 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 609 A Spring Garden St., Philadelphia 23. Pa. LOmbard 3-2676

COFFEE BREAK

Op Profits, **But Drinks** Are 'Free'

LINDEN, N. J .- A new wrinkle toward gaining more favorable acceptance for vending machines was tried by a local operator with excellent success reported to date.

A hot drink vender was installed in Linden's Community Bank. The wrinkle: All drinks are complimentary to the bank's patrons and employees. The bank reimburses the operator on a per-drink basis.

The machine is currently averiging 300 to 400 drinks per day. A sign placed above the machine says, "This is a typical coffee vending machine. There are over 80,000 in use today thruout the

United States. "Tenco, Inc., one of our custom-

ers located here in Linden, manufacture coffee for these machines. Won't you try a cup with our compliments."



BUBBLE • CHICLE CHLOROPHYLL and TAB

F.O.B. Feetery. 150 Lb. Lots AMERICAN CHEWING PRODUCTS

u-test-m SELF SERVICE

RECEIVING TUBE TESTERS

INSTALL PROVEN

_get <u>dependability</u> and <u>steady profits!</u>

OUTSTANDING FEATURES

no controls to set. nedian Standard Ap-ILLUMINATED SIGN ... fluorescent - to attract attention.

AUTOMATIC OVER-LOAD PROTECTION ... voltage regulating transformer eliminates electrical damage and maintains constant vollage. No fuses to re-

SIMPLE TO OPERATE SAFE . . . UL and Caproved-completely safe ATTRACTIVE . . . Hod ern styling-looks good anywhere. COMPACT ... requires less than 21/2 square feet of floor space.

TROUBLE-FREE highest standards of quality.

Look to the pace setter for the best

place.

A Do-II-Yourself Tube Tester that has established terrific public acceptance from coast to coast.

Built - quality throughout - by the pioneer manufacturers, assuring uninterrupted service and big profits.

Get Dependability by using the quality Tester - simple to use — automatic — NO controls to use. Get steady profits by selling name brand tubes such as RCA, Sylvania and G-E.

> Investigate this Outstanding Extra Profit Item.



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SELF SERVICE TV RECEIVING TUBE TESTERS

U-TEST-M MANUFACTURING CO., INC. 4325 W. Lincoln Avel Milwaukee 15, Wis.

GIVE TO DAMON RUNYON CANCER FUND

By KEN KNAUF

within a show for the amusement

game industry-their exhibition at

the Music Operators of America

annual convention - is under way

this week at the Morrison Hotel

primarily at the juke box operator,

large numbers of game operators,

distributors, and manufacturers

will be present to view the coin

game exhibits and talk turkey with

A pre-convention survey of

amusement exhibits indicates that

the emphasis this year, even more

than usual, will be on Arcade

equipment. At least half of the

dozen or more amusement exhib-

itors will feature Arcade pieces at

their booths; among them will be

various types of gun games, for-

tune tellers, movie machines and

Less ballyhooed, but of equal

interest to game operators, will be

the location-type machines, includ-

ing pool games, bowlers and kid-

A number of machines will be

unveiled to the trade for the first

time, but the bulk of the exhibits won't catch game operators with

open eyes. Among the standbys

their fellow tradesmen.

While the convention is aimed

thru Tuesday.

novelty games.

die rides.

CHICAGO—The biggest show

bowlers; Official Pool, Bally Bike,

Tooneyville Trolley; Chicago

Coin: Commando Gun, Bowling

League bowlers; Exhibit: Pop-Gun

Fischer: Six-Pocket pool line;

NOW ZOOS ARE COIN OPERATED

KANSAS CITY, Mo. --Duck, rabbit and hen, generally regarded as rather tame species of fowl and animal, spring to action at the Swope Park Zoo here when visitors simply drop a dime into a chute.

This is the cue for them to go into their act: Desmon the duck beats a bass drum with her beek. Romeo the rabbit smooches with a plastic model of "a little girl rabbit" until an electric light turns on and makes her blush. Isabel the hen plays a game that re-

Other teams of ducks, hens

BOSTON-The Boston Licensing Board announced last week net movie and television studios with fees collected from pinball machines amounted to \$24,250 for pound, which he operated with a

year showed that the figure was down to 455. The Board had announced at the beginning of the year that it intended to take a sterner view of applications for the Chi Coin Shows

A total of 690 applications were made for pinball machines in 1956 but 57 applications were refication on locations. "All of these jected, leaving the 633 figure. The Board also noted that 46 licenses had been canceled for non-pay-

There were 47 complaints of

sembles baseball. and rabbits come in to relieve the crew on stage every hour

ment of fees.

Here's a partial line-up of Company's new Tooneyville Trol- equipment on exhibit garnered at American Shuffleboard: Shuffle-Mike Munves; Tru-Bowler, a new board machines; Auto-Photo: Pho-

hibit Supply Company, Chicago. Fischer Sales & Manufacturing Company, Tipton, Mo.; Genco game line, pool balls; United: Bowling Alley, Team Bowling Alley; West Side: Bowler conversion **Number Boston** Manufacturing & Sales Company, unit; Capitol: Arcade equipment Among the firms expected to onduct private showings are independent Chicago, Chamtion, New York; Nyack Slate Com- conduct private showings are

633 devices in 1956.

lifts. The firm repairs mechanisms gambling against places with autoas well as bodies of rides, wrapping matic amusement devices and as a the finished product in waterproof result 18 licenses were revoked. paper, crating it, and sending it The Board licenses taverns, cafes, back to the routes. It's repair shop hotels, restaurants, variety stores, serves operators in most of the lodging houses, druggists, shooting galleries and bowling alleys.

pany, Nyack, N. Y.; United Manu- Binks Industries, Chicago; Chamfacturing Company, Chicago; and pion Distributing Company, Chica-West Side Distributing Corporation, New York. West Side Distributing Corporation, New York. Worth. Worth. Drop Sharply Kid Ride Firm Sets

will be the six-pocket pool models Up Own Competitors and the long bowler models which have been on locations in various shapes and forms for at least six CHICAGO — Carousel Indus- spots, and other locations of similar Calculated to stir new interest at tries, one of the largest of the vein. "The spots that draw kiddies the show are Chicago Coin's Comnational kiddie ride operators, is in large numbers and operate over mando gun; Exhibit Supply's Popprobably one of the few firms in long hours are the best prospects,"

Game Industry Spotlights Arcade

Equipment as MOA Exhibits Open

Gun Circus; Bally Manufacturing

shooting polo game exhibited by

will be on exhibit at private show-

ings in hotel suites and game fac-

are American Shuffleboard Com-

ment manufacturers at the show viewer.

Chicago; Irving Kaye Company, line.

New York; Mike Munves Corpora-

inevitable "surprise packages."

tories around the town.

ley ride; Squoits, a new water- press-time Thursday (16).

Exhibit bowling unit, and a few to machines; Bally: Bowling Lanes

Other game and ride equipment | Champion Horse, Model T ride,

Among the amusement equip- Circus, Tru-Bowler, Nudist Colony

pany, Union City, N.J.; Auto- Genco: Gypsy Grandma fortune

Photo Company, Los Angeles; Bal- teller, Circus Rifle Gallery; Kaye:

ly Manufacturing Company, Chi- Six-Hole El Dorado pool, Three-

cago; Capitol Projector Corpora-tion, New York; Chicago Coin Munves: Squoits water polo, Ar-

Machine Company, Chicago; Ex- cade machine line; Nyack: Pool

on competition. In fact, Art Cold, partner in the enterprise with Irv Brodsky, says Carousel goes one step furtherthey help smaller operators get started in the business.

the business that actually thrives Gold explains.

But Cold makes one reservation: Carousel will only do business with an operator who they feel will uphold the good standing of the kiddie ride field.

How do they help? By setting up small operators in good locations and by selling and servicing

This kind of service at a time at the Music Operators of America | when most large operators are getting bigger and most small operators are getting smaller or going out of business, is a real boon to the industry's new blood.

Upholds Dignity

Carousel believes in maintaining the dignity of the kiddie ride field by keeping equipment in top shape and not loading stores and other not the sole factor in operator offers the operator prompt service sound electrically and mechanical- rate for prompter service. ly. We won't make an installation unless the ride can be properly ing firms, which can't really com- vice-president, serves about 20 logrounded.'

know-how in the kiddie ride field machine scene. when it found itself gradually becoming distributors of good used firm is to make a quick inspection deals. Percentage of operator de- two separate motors, consist of equipment.

Since then, it has started many small operators in the business. As the firm operates thruout the country and in a number of foreign not prone to loan money to indivitive locations in many areas that transactions cause delay and in-

In contrast to a number of other novelty rides, Carousel continues to

Supermarts Tops

Role: Fast Service CHICAGO-Interest rates are serve the purpose. It generally

Small Finance Firm

Carousel uses the novelty type

rides, such as space ships, autos,

see-saws, as the means for diversi-

pieces are important to the busi-

Carousel has added new equip-

ment to its Chicago service shop

including power tools and power

ness," Gold asserts.

States.

spots with too many machines. "A finance. Many operators apparent- based on the operator's collateral. store requires equipment that is ly are willing to accept a higher One such firm in the Chicago

Carousel began to share its banks, come into focus on the coin operators are better-than-average or quarter) and pushes thumb but-

and a quick decision.

The need for commercial finance is always great, and many banks rates are generally lower, the fiand large credit organizations are nance company is in position to duals. In some instances such The higher rate, which runs a few convenience to the borrower.

Finance for Route Operators who might be weak given. financially and who are not well on the route.

Best average grosses, Carousel This is where the commercial finds, comes from the supermarket finance company can immediately

area, Salem Acceptance Corpora-This is where the smaller financ- tion, headed by Bud Ash, executive pete with large companies or cal operators and finds that game credit risks among the many small ton of fire bursts of three pellets or The role of the small financing business accounts with which it continuously. Targets, driven by linquencies is relatively low.

> Ash explains that while bank take risks that the banks can't take. points above what would be paid to a bank, is a reflection of the added risk involved and the service

interest.

Still, according to Salem, nine (Continued on page 164)

Tusko Aims at 50,000-Per-Yr. Kid Ride Mark

MAY 20, 1957

THOUSAND OAKS, Calif. -The Tusko Corporation, makers of coin-operated elephant kiddie rides, appointed a national sales representative and moved into a new factory here last week.

Ed Kover, former vaude dancer and more recently operator of Kover's Bull Pen restaurants, assumed his new sales duties Wednesday (15). He will concentrate on selling Tusko, which retails for \$895, delivered, air freight.

I. S. T. (Trader) Horne, company owner, said that the new building will permit the yearly production of 50,000 Tusko rides.

Tusko features large flexible ears and tail and has a simulated hide. The ride is 42 inches high, and the base of plywood with reinforced steel corners, 48 inches long and 24 inches wide. A quarter-horsepower motor that requires no oiling is used. All mechanisms are approved by the Underwriters Laboratories, San Jose, Calif.

Horne is a veteran wild animal broker and for 12 years supplied stock from the World Jungle Compartner, Billy Richards. Horne The last figure given out by the plans to re-enter the animal field Licensing Board on the number of and will leave about June 10 for pinball machine licenses issued this Africa to buy his first shipment after retiring from the Compound operation.

Pellet-Shooting Commando Gun

CHICAGO - Commando, coin-operated pellet-shooting machine gun designed specially for set-ups at amusement parks, goes on parade here this week before visitors at the Music Operators of America Show.

Commando is a set-up piece including gun, target range, and pettet-cleaning device. While room isn't available for a full set-up at the MOA exhibit halls, the complete unit is set up for action at the Chicago Coin plant here, affording a demonstration for interested operators. According to Chicago Coin officials, orders are currently being taken for shipment. Machine was developed by William Gee, Chicago Coin design project

The firing piece resembles a 50caliber machine gun. Player inserts a coin (adjustable for nickel, dime horizontally moving animal figures which drop when hit, metal bells that swing and clang when hit, and twin triangles with mounted birds that rotate when hit. In foreground are three bull's-eye targets that produce special sound and motion effects when hit dead-center.

Pellets have soft inside core, with hardened outside, permitting them This firm, and others like it, to give on contact, and providing line and merry-go-round pieces as business borrowing purposes, fair profit. To operate at a profit back into container after being Fred was taken to the hospital a basis. It sees this standard line as should not be precluded from while paying a 6 to 7 per cent fired, are lubricated and dried by at Normal, Ill., and is now recu- one which has "natural appeal" to borrowing to add to their route or interest rate, such small finance the cleaner unit, which can be atto consolidate present obligations companies must charge the added tached or operated separately and holds two quarts of fluid.

> Safety devices, necessary because (Continued on page 164)

Bally Preems Trolley Ride At Convention

CHICAGO - Toonerville Trolley, a new Bally Manufacturing Company kiddie ride designed as an old-fashioned trolley car, is on display for the first time this week show here.

Production of the new ride, according to Herb Jones, Bally vice-president, is slated for June.

The trolley gives kiddies a rolling ride, and speed can be accelerated by the rider seated at the motorman's post. Two tots can ride at once.

Fred Kline Injured in **Auto Accident**

CHICAGO-Fred Kline, First Coin Machine Exchange salesman, was seriously hurt in an auto accident May 9 while traveling the Illinois sales territory.

Kline's car overturned when it hit a soft shoulder on the highway. localities, it has access to prospec-He and his companion, Wayne Toan, also of the First sales staff, the average operator doesn't have. were thrown from the car. Kline suffered a double fracture of a leg, national operators who stress the dislocated shoulder and severe bruises. Toan was not seriously build around the horse and animal enough acquainted with a bank for does not seek a padded rate, but a for their continued use. Pellets roll injured.

perating at Room 720, Edgewater kiddies and grown-ups alike. Hospital, Chicago, where he will be for at least the remainder of this week.

Union Extortion Gets Pair 3 Years

NEW YORK-Nine men were sentenced last week in Federal Court for racketeering in the pickles and condiment industry. Two of them, David Lustigman and Albert Pfeffer, each sentenced to three years, were formerly associated with the Retail Clerks local which signed a group of carnivals two years ago, and reportedly have been recently attempting to organize carnivals with a local they were setting up.

The federal case, involving extortion, named four businessmen and five unionists. The organizations are the New York Pickle and Condiment Dealers' Association, and Local 1648, Condiment and Table Supplies Union.

> Phone or Wire for Immediate Delivery

Williams HI HAND Williams New 1957 BASEBALL

Gottlieb ROYAL FLUSH

SPECIAL -New Williams

PEPPY the CLOWN \$375

60 Like New ROCK 'N' ROLL.

New Phila. TOBOGGAN SKEE BALL Write

BILOTTA DISTRIBUTING CO.

224 N. Main St. Newark, N. Y. Newark 598

1226 Broadway Albany, N. Y. Albany 62-5041 outlets.

Amco Charges Food Eng. Broke Contract

MANCHESTER, N. H .-- A. M. | Pennsylvania and West Virginia. Glazman, head of Amco, Cleveland vending machine distributor, Glazeman said were sent him by has served a writ of attachment on Brous, he went ahead and got orthe Food Engineering Company here, manufacturer of bulk milk man said, Brous wrote him and said machines.

gineering for \$10,000, charging machines were not delivered, he breach of contract. J. Martin said. Rosenblum, local attorney, represents Glazeman in the action.

According to Glazeman, Donald Brous, Food Engineering president, had appointed him sales representative for Ohio, New York,

Natl. Dist. on

Newport Cigs

NEW YORK-National distri-

bution will soon get under way for

P. Lorillard's third filter brand,

Newport. Other filters made by

Lorillard are Kent and Old Gold

Filter. According to the manufac-

turer, these two brands account

for 10 per cent of total filter sales.

Mentholated Newports have

been market tested for six weeks

on the West Coast and are being

introduced in the New York-New

Jersey area. An extensive news-

paper, radio and television spot

paign is under way.

commercial and point-of-sale cam-

The brand is packed in a blue

cents a pack in New York retail

Lorillard Sets

On the basis of letters which ders for 41 machines. Later, Glazethe Food Engineering board failed Glazeman is suing Food En- to approve the appointment. The Food Engineering has until June

4 to reply to the writ. At that time the case will be assigned to the docket of Hillsborough County Superior Court if it is not resolved in the meanwhile.

Brous, however, maintains that

M.O.A.! Take a Look at These MONARCH BUYS! BRAND NEW 6-POCKET POOLS

- 74"x41"x32"
- DOUBLE 10¢ OR 25¢ CHUTE
- CUE BALL RETURN
- WHITE & BLACK BEADED SCORE
- SEPARATE LOCKED COIN COM-PARTMENT
- ANTI-CHEAT SYSTEM
- . ATTRACTIVELY FINISHED

includes Balls, Rack, 4 Cues, Rules, Kelly Bottle and Peas, Repair Kit.

ALSO AVAILABLE \$165 54"x36"x32"

SLATE TOPS ALSO AVAILABLE IMMEDIATE DELIVERY

MONARCH COIN MACHINE erush-proof box. It will sell for \$9 a thousand, or about 24 to 25 2257 N. Lincoln Chicago 14, III

Lincoln 9-3996-7

RIGID!

No Wiggle!

No Wobble!

TOP QUALITY

BALLS-

QUALITY

CUE STICKS!

Glazeman was given a 90-day trial, that he wanted the status of sales representative, while Food Engineering was considering appointing him as distributor, and that Ohio was the only territory which had been considered on an exclusive basis.

Panoram Operators!

FOR SALE We carry a full line of genuine Panoram Projector Parts—sold with a money-back guarantee.

Phil Gould 263 Market St. Newark S, N. J MArket 2-4275

Renewed—Reconditioned

PHONOGRAPHS

SEEBURG 100 C......\$445.00 | SEEBURG 100 G HI-FI......\$545.00 SEEBURG 100 R 675.00 SEEBURG V-200 795.00 NEW TUBES......5U4—6L6—6SL7—6V6.......60% DISCOUNT

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

Detroit 1, Mich.

SLATES

for Six Pocket Pools

671/2" x 351/4"

34" highest quality slate • Finest rubber-backed Billiard Cloth

STILL GOING STRONG!!!

Bumper Pool Slates

3/4" HIGHEST QUALITY SLATE

Regular or Jumbo Size • Finest rubber-backed Billiard Cloth Jumbo Bumpers

No Finer Slates Produced . . . Anywhere! (ATTENTION, MFRS.!!-SLATES AVAILABLE UNCOVERED)

CALL . . . PHONE . . . WRITE

EASTERN NOVELTY DISTRIBUTORS

Union City, N. J. 1706 Manhattan Avenue UNion 3-8574

COIN MARKET PLACE

CLASSIFIED ADVERTISING

Machine Personnel, Products. Services and Opportunities.

The National Exchange for Coin

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph. no display. First line set in regular 5 pt

RATE: 20¢ a word-Minimum \$4 00. CASH WITH ORDER

DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage No illustrations or cuts permitted.

CASH WITH ORDER Unless credit has been established

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

ADDRESS ALL ORDERS AND INQUIRIES TO:

Business Opportunities

PROMOTIONAL SALESMEN

Brand new item! Fast seller! Business Opportunities Salesmen can make \$40,000 this year. Advertising and locations easy. Must be high caliber men able finance self, experienced. Not vending, racks, ovens or tube testers. Send resume,

Box M-198, c/o The Billboard, Cincinnati 22, Ohio

Routes for Sale

*************** MONEY MAKING ROUTE-OVER 100 MAchines on location. Large Wyoming town. \$40,000. Write: Box M-197, c/o The Billboard.

Used Coin-Operated Equipment

ARCADE MACHINES, BARGAIN, CLOSE-out prices; 3 Arcade Front Signs. Trade for Flose Machines, etc. Long, 301 South-west 3rd, Richmond, Ind.

RATES: \$1.00 a line-\$14.00 per inch.

is made for handling replies.

THE BILLBOARD PUBLISHING CO., 2160 Patterson St., Cincinnati 22, Ohio

TERRIFIC DEAL ON NORTHWESTERN Model 49 and Northwestern le Tab and 5c Package Gum Venders. Write for partic-ulars. San Diego Nut Co., 1853 Union, San ************** Diego L. Calif.

SHIPMAN DUPLEX STAMP MACHINES, \$10; Triplex, \$29 50 each, like new. Folders direct factory prices. USP Co., 100 Grand. Waterbury 5. Conn 1e3 THREE BIG BRONCOS, EIGHT HUNDRED

dollars Repainted, look and operate like new. Mitchell Cigarette Service, 520 Jewel Lane, El Dorado, Ark. Phone 3-6314.

VENDING MACHINES- PARTS. ALL SUP plies; Ball Gum, all sizes; 1 Tab Gum, 5e Package Gum Spanish Nuts, Virginia's Red Skins small Cashews, small Almonds, Mixed Nuts all in vacuum pack or bulk; Panned Candies; I 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 Venders Write for prices and cards blank King & Co. for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St. Chicago 12 III

Wanted to Buy

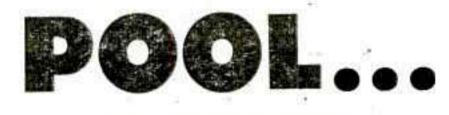
CASH—HIGHEST CASH PAID FOR C. C. Blinkers, United and Genco Guns and Wms, Baseballs. Allied Coin Machine. 786 Milwaukee, Chicago 22, Ill. Or call Ca. 6-0293.

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—49's, Acorns, Toppers, Silver Kings, Counter Games, Send us your list. Rake, 608C Spring Garden St., Philadelphia 23. Pennsylvania.

LET'S FACE IT!

When it comes to



it's FISCHER ALL THE WAY!

COMPLETE NEW LINE!

3 STYLES!

The IMPERIAL The DELUXE The SPECIAL

TOURNAMENT QUALITY **CUSHION ACTION!**

BOOTHS 60 and 61

SEE WHY

5 DIFFERENT COLOR MOTIFS!

SEE THE NEW SLIP-ON/SLIP-OFF LEGS!

SENSATIONAL NEW AUTOMATIC BALL RACK!

See Your Distributor or Write, Wire or Phone: R. W. (BILL) WEIKEL, SALES MANAGER

FISCHER SALES & MFG. CO.

9 So. Clinton St., Chicago 6, Ill. • Phone SPring 4-5514 • Cable Bilweik, Chicago

Small Finance Firm Role:

COIN MACHINES

Continued from page 162

out of '0 operators pay no more than 1 per cent a month. Rate game operators are from 6 to 12 structure of such firms as Salem months, with 9 months average; has been reduced 50 per cent over one-third down-payment is average past 15 years, and is now fairly constant.

Better Tone at Less Cost!

NEW COMCO HI-FI SPEAKERS

Hi Fi Corner Model\$23.95

CoMco Extended Range SPEAKERS

Wall ,\$11.95 . Corner ,\$15.95 . Ceiling \$11.95

The small finance firm's terms to with weekly payments from collec-

tions preferred. Salem reports op-

SPECIALS!

AMI 6-200	749.00
Seeburg V-200.	749.00
Seeburg M100R	725.00
Seeburg M100W	
Seeburg M100BL	425.00
Wurlitzer 1700	

COVEN MUSIC CORPORATION

3181 North Elston Avenue Chicago, III. Cable Address: COVENMUSIK-1/3 Deposit, Balance C.O.D.

BINGO SPECIALS

CLEAN GAMES-READY FOR LOCATION				
KEY WEST	Write GAY TIME	\$200.00		
BIG SHOW	Write VARIETY	135.00		
MITE CLUB	Write VARIETY \$455.00 GAYETY	110.00		
MIAMI BEA	CH 225.00 YACHT CLUB	60.00		

Immediate Delivery. 1/2 Deposit FRANK MILLS, Mgr., Dept. R-6

SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago BAyport 1-1616

WELCOME, M.O.A.!

Come in and see what we have for you in New and Reconditioned Bargains!

EXTRA LIBERAL CASH AND TRADE DEALS, TOO!

WE'LL PAY TOP DOLLAR-CASH OR TRADE

for GOTTLIEB'S

POKER FACE QUEEN OF HEARTS ARABIAN KNIGHTS **GREEN PASTURES** MYSTIC MARVEL JOCKEY CLUB HAWAIIAN BEAUTY DRAGONETTE

GRAND SLAM DAISY MAE **GOLD STAR** LADY LUCK DIAMOND LILL TWIN BILL GYPSY QUEEN

CORONATION SWEET ADD-A-LINE WISHING WELL FRONTIERSMAN EASY ACES HARBOR LITES DERBY DAY CLASSY BOWLER SOUTHERN BELLE AUTO RACES

Attention, Operators in N. INDIANA—N. ILLINOIS—IOWA Deal Yourself In with a Sure-Fire Winner . . .

COTTLIEB'S 1-PLAYER ROYAL FLUSH

ROTO TARGETS! EXCITING NEW MATCH FEATURE!

L COIN MACHINE EXCHANGE 1411-13 DIVERSEY BLVD. Phone: BUckingham 1-6466 CHICAGO 14

SEE US AT BOOTH "H" MOA!!



slate

SHUFFLE BOARDS,

SCORE BOARDS,

WALL TYPE\$49.50 OVERHEAD TYPE. 95.00

ditioned with brand-new FRONT END POOL

installed Reconditioned pool 550 & UP

Phonographs!

SEEBURG R..... 695

WURLITZER 1800 . 595

SUPPLIES

TABLES 50.00

SEEBURG V200 ...\$795 Rotation Balls. Sets \$12.50 Playfield Cloth 9.50 SEEBURG C's 495 SIX POCKET POOLS

SPECIAL ON

SHUFFLES

Write

UNITED SUPER BONUS \$290 * IMPERIAL ... 90 ROYAL 80 OLYMPIC ... 70 * STAR 10TH

FRAME 55

KEENEY * DIAMOND \$160 BIKINI 139 PACEMAKER . 80 * DOMINO 60 CARNIVAL ... 50 10 PLAYER ... 50

.....\$265.00 *Indicates Match Play 4322-24 N. WESTERN AVE. Better,



erators do not generally have difficulty making payments. It is to the benefit of both operator and creditor that payments are made over a short period of time.

Juke box operators generally receive 30 to 36-month terms from this firm, since depreciation of a juke box is considered nominal compared to a game.

Games Shorter Term

Since games can become obsolete in a relatively short time, operators must pay in a shorter period. An operator paying approximately \$800 on a new long bcwler pays an average \$200 down and pays the balance in an average six-month period. The firm figures the bowler should net \$25 per week to the operator.

Payments on pool games are shorter-term since investment is much lower, with three to four months average.

Following are some typical case histories of credit plans and payments made by local game opera-

Case 1. Balance \$1,500 over 15 months at \$750 monthly payments: First payment made November 28, next due December 28; second payment January 2, next due January 28; third payment January 31, next due February 28; fourth payment March 4, next due March 28; fifth payment April 3, next due April 28; sixth payment May 1. (Account current).

Case 2. Balance \$1,000 (3 pieces of equipment), over 35 weeks at \$32 weekly payments: Two payments September; three October; six November; four December; five January; four February; four March; four April; one May; (Just about current).

Case 3. Balance \$1,140, at \$30 weekly payments: Four payments February; four March; four April; (Close to current).

Warncke Texas Dist. For Eastern Electric

SAN ANTONIO-R. Warncke Company has been appointed distributor for Eastern Electric Cig-arette Machine for San Antonio, Houston and Dallas. Announcement was made by M. Giedart, vice-president of Warncke.

SOUTHERN NEW ENGLAND **OPERATORS:**

your name and address on our mailing list?



Games

Rentals Available to Established Operators

LAVOIE & HILLMAN, INC. Est. 1926

2 East Main Street Pall River, Mass. OSborn 8-5431; 3-7844





How Many Jukes?

Continued from page 86

the number was arrived at on the basis of findings.

The only projection possible in this study vielded such a wide range as to be obviously useless: The range was from 90,000 to 480,000 machines. One statistical fact was highlighted:

That it is extremely unlikely that the number of juke boxes operating exceeds 480,000. The possibility of the number exceeding that figure would occur only 2.5 times out of 100.

The figure used by The Billboard, for lack of a better one, is 450,000. The juke box business in the last few years in the U. S. has been largely a replacement market, with number of new machines placed on location just about equaling the number retired or traded and subsequently exported. We have held to that rough figure for the past few years, only last year, dropping it 10,000 to 440,000 on the basis of 1955 domestic sales estimates.

The methods of checks The Billboard uses in arriving at this figure include estimates of domestic production annually and replacement figures of operating companies.

Because of these checks, it seems unlikely that the number of machines in operation today is much below 450,000 nor, because of results found in this study, above 480,000.

Chi Coin Shows

• Continued from page 162

of the high velocity of the gun, include plexi-glass shield over gun and over full front of set-up. Gun automatically ceases firing when any door is opened to target range.

Standard set-up is 90 inches across with room for three guns, 24 feet deep, gun accuracy up to 50 feet or more. Gun is adjustable to fire 133, 200, 266 or 400 pellets per coin, and will fire for about a half-hour without reloading. Pel-lets are reloaded manually, via a handy container.

The set-up can be made in a trailer with a three-gun battery, five-gun if trailer opens at side. Gun is especially applicable to Arcade use.

WE ARE GIVING THIS **EQUIPMENT AWAY**

All machines have been thoroughly cleaned

MUSIC

F-120, like new (choice of colors)\$565.00 E-120 375.00 C (45 RPMs) 85.00 A 45.00 SEEBURG V-200\$795.00 M-100R 665.00 M-100C 465.00 M-100B 385.00 WURLITZER 2000 \$995.00 1900 895.00 1800 695.00 1700 595.00 1550AF (only 1 in stock) . . . 285.00 1600 265.00 1650AF 295.00 1400 139.50 1100 75.00

WALL BOXES Seeburg 100 Sel. Chrome . . \$ 45.00 Seeburg 100 Sel. Hammerloid Finish 32.50 AMI 40 Sel. Wurlitzer 4851 12.50 Wurlitzer 5204 (8 only) ... 15.00 Wurlitzer 3020

BINGOS

Hawaii\$ 60.00 Pixie 135.00 Yacht Club 55.00 Havana 70.00 Tropic 50.00 Singapore 85.00

5 BALLS Quartet\$50.00

Guys & Dolls 45.00 Disk Jockey 40.00 Happy Days 45.00 Hayburner 35.00 Skill Pool 35.00 Lazy "Q" 50.00 Cue-Tee 45.00 Spitfire 65.00 Sky Way 65.00 China Town 40.00

Quennette 65.00 BOWLERS

United Banner \$115.00 United Imperial 55.00 United Leader 85.00 United Rainbow 80.00 Bally Jets 95.00 Telequiz\$ 65.00 Oxygen Machine 95.00 1/4 down, balance C.O.D.

1301 North Capitol Avenue Indianapolis, Indiana Phone: MElrose 5-1593

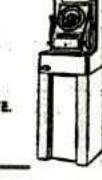
BUY! METAL TYPERS

VENDING ALUMINUM IDENTIFICATION DISC 1. LIFE-TIME INCOME

2. TROUBLE-FREE OPERATION 3. ONLY 18"x18" FANDARD

ARVARD METAL TYPER inc

1318 N. WESTERN AVE. CHICAGO 22, ILL EV 4-3120



CHICAGO 24, ILL.



GUARANTEED VALUES

BINGOS	BOWLERS
BROADWAY \$3	345 CHAMPION \$ 95
NITE CLUB	395 GOLD MEDAL 195
BIG SHOW	345 CHAMPION \$ 95 395 GOLD MEDAL 195 KING PIN 275 UNITED 125
KEY WEST	545 11th FRAME 125





Bingos and Bowlers 1/2 Deposit,

Balance C.O.D.

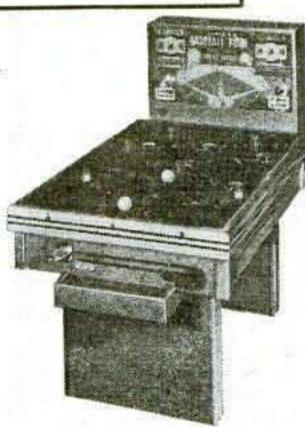
or Sight Draft.

SPECIAL CLOSEOUT

Genco's BALL POOL

BRAND NEW *IN ORIGINAL* CRATES!

One End Play-**Real Baseball Thrills**



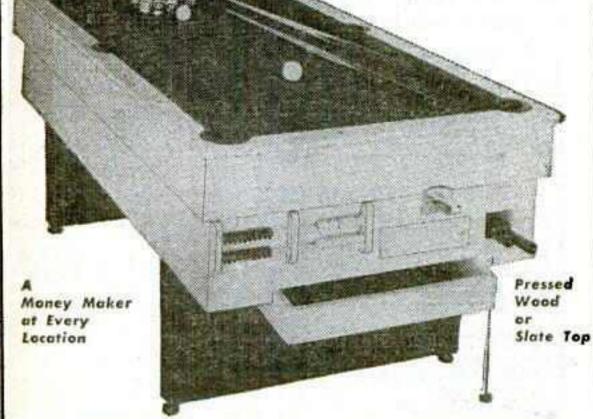
Legal Everywhere!!

A TERRIFIC BUY LIMITED QUANTITY ORDER NOW!

1/2 Deposit, Balance Sight Draft or C.O.D. COIN MACHINE

6-POCKET POOL TABLE It's Fabulous Our New

MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600



- * Amarith Balls Numbered 1 to 15
- and 21/4 Cue Ball * 4 Quality Cue Sticks
- * Cue Chalk
- * Wood Triangle Rack
- * Tally Balls (Peas) and Shake Bottle
- ★ Cue Repair Kit
- * Rules for All Games
- * Deluxe Rubber-Backed Billiard
- ★ Sturdy Cabinet, 41" wide by 74"
- * Hinged Playfield
- * Beautiful Plex-Tone Blonde and
- Maroon Finish ★ Live Rubber Rails
- ★ 20¢ or 25¢ Coin Chute
- * Counting Board for Scoring

3833 W. Division St. Chicago 51, Illinois Albany 2-3272

State Tax Average Continued from page 84

SOUTH CAROLINA. There is an annual license fee of \$25 per

machine on juke boxes. SOUTH DAKOTA. There is no State tax, license or regulation on juke boxes. Receipts are sub-

ject to sales tax, however.

TENNESSEE. For each machine that requires a minimum deposit of 5 cents, the annual license fee is \$5 For each machine that requires a minimum deposit of more than 5 cents, the annual license fee is \$10. These license fees are payable in the county where the machine is in operation. The license receipt shall be attached to the machine, and the entire contents of the license shall be visible to the public so as to be readable at all

TEXAS. The State levies an annual tax of \$5 on each juke box. No other regulation on juke boxes except that a tax receipt must be displayed on the machine.

UTAH. There is no State tax, license or regulation on juke

VERMONT. There is an annual license fee of \$25 for each machine in operation, which extends from January 1 to December 31 of each year. A receipt for each license must appear on each machine. When juke boxes are licensed to operate as concessions at fairs or carnivals, the fee is \$50 per week for each conces-

VIRGINIA. There is a State license tax of \$5 per year on each juke box. A license sticker must be displayed on each machine.

WASHINGTON. Each machine must be registered with the State tax commission. This is accomplished by completing the proper application Form 2401 and the payment of \$1 to cover the fee. It is also necessary to apply for and obtain a certificate | of registration to be attached to each machine in operation. There is no charge for these certificates of registration.

WEST VIRGINA. A license fee of \$5.50 per year is required for all juke boxes

WISCONSIN. There is no State tax, license or regulation on juke boxes.

WYOMING. There is no State tax, license or regulation on juke boxes. There is, however, a use tax due on the purchase of the machine itself.

FINEST RECONDITIONED EQUIPMENT

WILLIAMS

\$150

SIDEWALK ENGINEER

SIDEWALK FUOTIER
CRANE 150
UNITED
TRIPLE PLAY\$150
GENCO
JET GUN\$125
GOTTLIEB
SCOREBOARD\$265
BALLY
BROADWAY\$325
PARADE 375
BEACH BEAUTY 300

WE ARE DISTRIBUTORS FOR

MARVEL 6-POCKET POOL TABLES

ONE-THIRD DEPOSIT

THE HUB ENTERPRISES 32 S. Charles St., Baltimore I, Md. LEX 9-6446-7

A-1 MECHANIC WANTED for Bingo Games

- WORK IN CHICAGO AREA
- REGULAR HOURS
- SALARY-\$600.00 PER MONTH
- VACATION

BONUS ARRANGEMENT

MUST HAVE CAR

WRITE TO BOX 875

The Billboard, 188 W. Randolph St., Chicago 1, Illinois

WARM WELCOME TO ALL from

-GAME HEADQUARTERS OF THE WORLD!

NEW GAMES

Bally SHOWTIME Gottlieb ROYAL FLUSH United PLAYTIME Wms. DELUXE 1957 BASEBALL

Exclusive Distributors .. ROCK-OLA 200-120-50 Sel. HI-FI PHONOGRAPHS

BINGO GAMES

KEY WEST\$575	GAYETY\$115
BIG SHOW 535	BIG TIME 210
DOUBLE HEADER 455	VARIETY 125
PARADE 445	SURF CLUB 95
NITE CLUB 415	BRAZIL 375
BROADWAY 375	SOUTH SEAS 275
BEACH BEAUTY 295	STARDUST 245
MIAMI BEACH 215	STARLET 215
GAYTIME 175	PIXIES 185

ARCADE EQUIPMENT

WILCHE F	S A III \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \
	Un. STAR SLUGGER\$275
Vms. KING OF SWAT 245	C.C. SUPER HOME RUN 95
	C.C. HOME RUN 85
Vms. POLAR HUNT 210	Un. CARNIVAL GUN 175
In. PIRATE GUN 355	Genco STATE FAIR 345
Vms. CRANE Write	C.C. CRANE 145
.C. TWIN HOCKEY 235	Genco NITE FIGHTER 85
Dece SPACE SHIP	\$175

SHUFFLE GAMES

	C.C. HOLLYWOOD
	Un. DLX CAPITOL 210
	Un. DLX. CLIPPER
Jn. DLX. COMET	Un. DLX. LIGHTNING 150
Un. DLX, VENUS 116	Bally GOLD MEDAL 175
Bally MAGIC 145	Bally VICTORY 95

PHONOGRAPHS

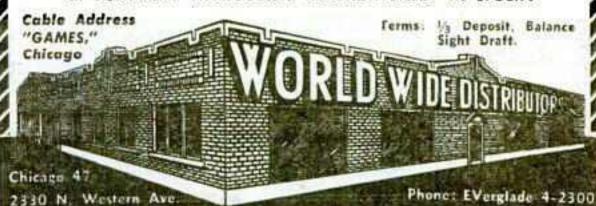
SEEBURG	· V	-20	0		u.	W	9	91	J.		587
SEEBURG	. M	-10	101	IL							4
SEEBURG	M	-10	100	١.						1	4
SEEBURG	M	-10	10/	4						·	1
ROCK-OL											6
A.M.I. F-	120										6
A.M.I. E.	120										4
A.M.I. C.											1

5-BALLS

345
275
295
325
295
155
175
165
145

Exclusive Distributor for FISCHER— The Finest in SIX-POCKET POOL

All EQUIPMENT THOROUGHLY RECONDITIONED. IN STOCK!



The Billboard Classified columns each week



JOE ASH SAYS: ATTENTION, EUROPE

In order to better serve your needs, we are sending our personal representative abroad. We will be most happy to include your office on his itinerary. Kindly contact us as soon as possible. SINCERELY YOURS,

Cable Address: COMAC

JOE ASH

Exclusive Distributors for Wurlitzer, D. Gottlieb & Co., and Exhibit in So. Jersey, Del. and E. Penn.

MUSEMENT MACHINES CO. 666 N. Broad St., Phila. 30. Pa. . POplar 9-4495

You can ALWAYS depend ON ACTIVE ALL WAYS

DISTRIBUTING. INC.

Key West . . . \$570.00 Caravan \$295.00 Miami Beach . 200.00 Manhattan . . . 75.00

* * * HOCH-OLA DISTRIBUTORS * * *

Ask For Ben Mackie ar Harold Hoffman 37.26 KESSEN AVE. CINCINNATI O. MOntono 1-5004

Continued from page 158

claimed in the ads, FTC says.

Contrary to Old York statements, it is not necessary for purchasers to ventory, FTC maintains.

According to the complaint, prospects are visited by company salesmen who "continue the deception orally." They claim they represent Hershey and that purchasers will also be representatives of that company. The fact is, the complaint alleges, "neither the company nor the salesmen have ever represented Hershey."

FTC further maintains that locations "are not choice from the standpoint of profit" and that machines are placed wherever owners of businesses will permit. The company does not pay freight or express charges on initial shipments, and purchasers are not allowed to order additional candy and machines on credit. The complaint concludes that these practices deceive the public and "un-fairly divert trade from competitors in violation of the FTC Act."

Named in the complaint are Kolman Freedman and Henry Perkins, officers of the company. They are granted 30 days to file an answer. A hearing is scheduled July 5 in Philadelphia before an FTC hearing examiner.



service an established route as

have a car or furnish references: an investment of \$690 will not produce \$300 profit; and the purchase price is not secured by in-

Meet and Greet Your Friends at

the Empire Coin Suite 1639-40 CONVENTION

MORRISON HOTEL . CHICAGO

Distributors for UNITED'S

Hi- Fidelity

COIN-OPERATED PHONOGRAPH

> THE GREATEST ADVANCEMENT IN AUTOMATIC MUSIC IN 20 YEARS

Distributors for United - Williams Genco-Auto Photo-Klopp with this GREAT LINEUP EQUIPMENT

UNITED **Bowling Alley Team Bowling Alley** KLOPP Coin Counters

Coin Changers

WILLIAMS 6-Pocket Pool 6-Pocket Slate Pool 1957 Baseball

Crossfire Gun

GENCO Circus Rifle Gallery Gypsy Grandma **AUTO PHOTO**

Model 11

Deposit, Balance Sight Draft or C.O.D. COIN MACHINE



GUARANTEED MUSIC!

Seeburg 100-R . . . \$725 Rock-Ola (51-50) . . 150 Rock-Ola Fireball . 275

A.M.I. G-120 695 A.M.I. E-120 . . . 425

A.M.I. Model C . . 125 A.M.I. D-80

SEEBURG M-100A

Finest conditionready to operate!

\$225



2120 N. WESTERN AVE., CHICAGO 47, ILL., U S. A.

ARmitage 6-5005

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.

INDUSTRIES. 3859 Elston Ave., Chicago 18, Ill. Telephone: IRving 8-5232

Now Delivering

The Dramatic Model "H" AMI PHONOGRAPH —

Operators In Virginia, West Virginia and East Tennessee, we welcome the opportunity to greet you at this great MOA Convention.



Meet us at the AMI Booth-Hotel Morrison, Chicago, where we will be delighted to wish you every success in the coming year.

100, 120 and 200 Selections !! What a Great Phonograph!

Richmond, Va., 4930 W. Broad St. Charleston, W. Va., 625 Ohio Ave. Bristol, Va., 63 Commonwealth Ave.

Jack G. Bess-President & Gen. Manager Mrs. Viola M. Bess-Board of Directors William A. Browning—Sales Representative Dan J. Finegan—Sales Representative W. Hobart Booth-Sales Representative

when answering ads . . . Say You Saw It in The Billboard

241(1) 9: 3615 3 11(-7)(. 4 1): - 1() C

Copyrighted material

Hoffman Control to Roth

Continued from page 158

screens.

Last year Hoffman posted record sales of \$90,882,516, with a net profit of \$1,052,761. This year first quarter earnings dropped to \$794,933 or 32 cents a share from ultimately into a sound earning \$1,233,916 or 53 cents a share in position. the previous year. However, only 4.8 cents of this represented an operating profit, as \$623,155 was realized from the sale of the Hoffman dry cleaning and laundry ma-

cans, candy bars and home movie chine line to the W. H. Nicholson structure. Company.

> Roth indicates that his group plans to sell some of Hoffman's unprofitable subsidiaries and that the company should climb back

> His Continental Industries, with plants in Westbury, N. Y., and Miami was formed last summer by a merger of the National Vending Corporation and Continental Car-Na-Var.

> Currently the bulk of Continental's revenue comes from its operations, with the 16 operating subsidiaries accounting for some 15,000 machines, mostly cigarettes. The firm also operates food and drink venders and some automatic phonographs.

> > 16 Subsidiaries

Operating subsidiaries are in Westbury: Buffalo; South River, N. J.; Birmingham; Charleston, W. Va.; Dallas; Fort Lauderdale, Fla.; Miami; Los Angeles; San Francisco, and Santa Ana, Calif.

But the potential of Continental seems to lie in the manufacture of vending machines. In 1955 the company built a 35,000 squarefoot plant in Westbury at a cost of \$2,000,000. This spring a 35,000 square-foot addition was erected.

Production has been almost exclusively devoted to the Corsair cigarette machine, altho the company is tooled up for its self-brew coffee machine. The firm has also built some single-flavor pre-mix drink machines.

Plans Unknown

In light of the Hoffman purchase by the Roth group, Continental's manufacturing plans are unknown. The firm has probably the most modern plant in the auto-

it seems certain that the plant will continue to be used for the manufacture of vending machines. Actually, the transaction does not affeet the Continental corporate

But it also seems certain that the Apco line of cup drink ma-chines will be given a high priority. The question is in the de velopment of new equipment. How this will be apportioned between Hoffman and Continental is not

The action of the Roth group in taking over Hoffman is bound to result in greater emphasis on the Hoffman vending machine holdings, as Roth, Forbes and Hirsch are primarily vending people.

This doesn't mean that the Apco subsidiary will be the most important Hoffman holding, but it does mean that Apco will certainly not be a neglected member of the corporate family.

PHONOGRAPH PLASTICS

STRONG AND DURABLE—EASY TO INSTALL

A. M. I. SEEBURG Model 100C — Highly pol-ished chrome tubes (re-places glass tubes), Set of 12 \$14.95 A Tops, I. or r. . . . \$ 8.95 Centers, I. or r. . 15.45 Battom, I. or r. . 11.95 Dome 17.95 Centers, I. or r. 8.95 Bottoms, I. or r. 8.95 Bottoms, I. or r. E-40-80-120 (metal grille for lower part of machineeliminates cleaning plastic louvers),

ROCK-OLA Available to fit Models 1423-1426, 1428, 1432, 1434, 1436 and 1438.

Model 144-147-148 Domes Model C—Chrome Pilasters, pr. Model 100 R-100J Door Side Dome Side Dome Side Model 200 (100 sel. WOM) ... (200 sel. WOM) ... 2 to set 10.00 TERMS: 1/3 deposit, balance C.O.D. or S.D. Satis-

WURLITZER **MODEL 1250** Center Dome\$18.95 Dome Ends, ea. . . 6.10 MODEL 1400 Center Dome 13.45 Dome Ends, ea. .. 10.50 Bottom Sides, set of 2 MODEL 1500 Center Dome 14.50 MODEL 1015 Top Center, I. or r. 7.50 Lower Sides, ea. . 5.50 Replaces old glass bubbler tubes with Plastic Twisted Rod Sets, 4 straight clear—4

faction guaranteed. All prices F.O.B. Chicago. curved colored ...\$7.75 2845 W. Fullerton Chicago 47, Illinois

GIVE TO DAMON RUNYON CANCER FUND



"CONSOLETTE"

Replaces 4 to 8 Wallboxes at a fraction of your present costs. Use With Any Make Machine Anyone Can Install 60" High, 27" Wide, 18" Deep Remote Control With Volume

Distributorships Still Available Wide Selection of Colors Total Weight When Packed for Shipping, 60 Lbs. Write for Price and Literature

"PICTURE SPEAKER"

CALL HARRISON 2-8255

a Immediate Delivery

21 So Salina St. Syracuse 3, NY

M.O.A. VISITORS

After attending the Convention,

make FIRST your First order of business!

See Chicago's biggest and finest display of games. Relax in the renowned "Coinmen's Coffee Room" - enjoy refreshments and First's famed hospitality!

MEET YOUR FRIENDS

AT FIRST'S

GET-TOGETHER ROOM

SUITE 1628

MORRISON HOTEL





TRIBUTOR'S COMPLETE STOCK OF USED EQUIPMENT CONSISTING OF THE FOLLOWING:

Seeburg M100A's, B's, C's, G's & R's Late Model AMI's Late Model Wurlitzer's Late Model Rock-Ola's Gottlieb & Williams Pin Games **Bingo Games Arcade Equipment**

WRITE FOR COMPLETE LIST OF EQUIPMENT— IT'S ALL AVAILABLE for IMMEDIATE DELIVERY

NEW PARTS INFORMATION FOLDER NOW AVAILABLE -SEND FOR YOUR COPY-

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and International Mutoscope Distributors.

Remember IN NEW ENGLAND IT'S TRIMOUNT

WALTHAM STREET BOSTON 18, MASS. Tel. Liberty 2-9480

GIVE TO DAMON RUNYON CANCER FUND



EXHIBIT In Illinois and Indiana

BINGOS

BIG SHO	W		-	9	7.		ç			-	1
DOUBLE	HEA	D	E	R							
NITE CL	UB .										
BROADW	YAY		Ì	٠							
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3.097030	260			ŝ			-	9	1	-	

STATE FAIR		40				.\$350
WILD WEST						. 265
SKY GUNNER						. 125
EXH	H	ı	T			
JUNGLE HUNT				4		\$415
JET GUN						. 110
DALE GUN						. 55
UNI	T	EL	•			1201110
BONUS GUN				•	1	\$245
CARNIVAL		9.4				. 185
SEEB	U	R	G			n instant
SHOOT THE BE	IR		0	*	*	\$135

-- SPECIALS!

POOL GAMES GAN POOL\$49 Exh. SPANISH Exh. SKILL SCORE 49 Wms. DIAMOND ChiCoin CLOVER Chicoin ADVANCE

CHICAGO COIN

SCORE-A-LINE \$295

TRIPLE STRIKE 225 CRISS CROSS BOWLER. 135

UNITED DL. VENUS\$225

SHUFFLE TARGETTE 135

SUPER 10th FRAME ... 75

POOL ALLEY 195 KEENEY CHALLENGER\$115

BIKINI 75 CLUB 10-PLAYER 50

BALLY ABC BOWLER\$345

GOLD MEDAL 195

*Indicates Match Play

*HOLLYWOOD 225

NEW United PIRATE GUNS Chicago Coin STEAM SHOVELS

DAVY CROCKETTS Write or Phone for Special Prices!

Mut. LORD'S PRAYER W
Mut. K. O. CHAMP S.
C. C. TWIN HOCKEY
Wms 6-PL. ALL STAR
C. C. STEAM SHOVEL
Gen. 2-PL. BASKETBALL
Mut. TUNGO
Wms. SIDEWALK ENGINEER
C. C. BASKETBALL CHAMP
C. C. 4-PLAYER CERBY
Cap. MIDGET MOVIES
Evans SUPER BOMBER
Evans BAT-A-SCORE
TELEQUIZ w/ Film
Mut. ROCK 'N' ROLL
Wms. QUARTERBACK
Wms. DL. WORLD SERIES
Sc. BATTING PRACTICE
Amuse. BOOMERANG

HARBOR LIGHTS \$210 SLUGGING CHAMP 190 GUYS & DOLLS 95 SKILL POOL 75 CHINATOWN 75 WILLIAMS SPITFIRE \$125 GRAND CHAMPION DEALER SILVER SKATES DISC JOCKEY SHOOT THE MOON

CHICAGO COIN

BLONDIE \$265

GOTTLIEB

"FIRST" IN COIN'S BOWLING LEAGUE

Exclusive Distributors for

CHICAGO COIN in N. Illinois and Indiana

SLATE POOL GAMES



Regulation size 32"x48". Rubber-backed billiard cloth. Jumbo Plastic







MINTER'S CONVENTION SPECIALS

COIN MACHINES

SEEBURG HFG. . 745.00 SEEBURG V-200

> And Many Other Models . . . Priced RIGHT! Fred Minter

All Machines Steam-Cleaned and Reconditioned. Terms: 25% Deposit, Balance C.O.D.

3622 W. North Ave.

AMERICA'S LEADING MANUFACTURES





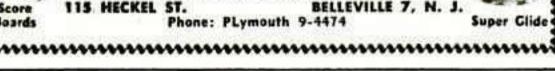




Paste Wax Laboratory and Field Tests **Prove Sun-Glo Best** SEE YOUR LOCAL DISTRIBUTOR TODAY! un-Glo Shuffleboard Supplies, Inc.

MANUFACTURERS 115 HECKEL ST.

BELLEVILLE 7, N. J.





THE BILLBOARD -

AUDIT BUREAU OF CIRCULATIONS.

Empire Names Pete Stringer To Sales Post

CHICAGO --- Gil Kitt, Empire Coin Machine Exchange president, announced the appointment last week of Pete Stringer as sales representative. Stringer will cover Illinois, Wisconsin and Indiana, and will work in conjunction with Jack Burns.

Stringer was formerly with Wamsutta Textiles and Sealy Manufacturing Company, Chicago, in sales promotion.

Kitt said that Stringer's appointment is in line with Empire's expansion program to further serve the needs of operators. Kitt's sales staff now includes Joe Robbins, sales manager, Burns, Dusty Hohbein, and Stringer.

Watson Produces Weightlifter for Op Route Trucks

EMERYVILLE, Calif.-H. S. Watson Company is producing the Watson Weightlifter for half-ton pick-up trucks that will enable a lone music or games operator to lift as much as 650 pounds mechanically into a truck.

The Weightlifter fits on the truck's tailgate and is winch operated with automatic load brake. The gate platform may be loaded from either side or the back. A company representative said that the device can be installed in less than four hours and sells for less than \$250.

The company is located at 1316 67th Street here.

1 YEAR

unconditional

guarantee

FOOL-PROOF

BALL LIFT!

300

of the show . . . OUR SENSATIONAL Bowling Alley CONVERSION

See it in use on a converted shuffle alley at the M.O.A. Show, Hotel Morrison, Chicago, May 19, 20 and 21. BOOTHS 69 and 70

Convert all your low income Shuffle Alleys to High Profit Bowling Alleys

● Convert 8 or 81/2 ft. shuffle alley in a few hours

 Diagrams and instructions with kit

• Fits most 8 or 81/2 foot shuffle alleys

Kit Includes:

 Ball Lift (motor driven)

3 Rubber Balls

Chrome-Plated Ball Return

Roll-Overs for Playing Field

IMMEDIATE DELIVERY

1/3 dep., bal. C.O.D., f.o.b. N.Y. Shipping Weight 60 Lbs.

81/2 Ft CONVERSION KIT Only \$5.00 More

CHROME

PLATED

BALL RETURN!

8 Ft.

CONVERSION KIT

WEST SIDE DISTRIBUTING CORP.

612 Tenth Avenue, New York 36, N. Y. Circle 6-8464

RECONDITIONED EOUIP

Here's this week's offering on our reconditioned games that we have in stock, ready for prompt shipment. All have been thoroughly reconditioned, rails scraped and lacquered, new cards installed, cleaned inside and out and ready for location. Try one or more of our games and you'll know why our customers keep coming back time after time.

BIG SHOW\$550.00	BEAUTY \$ 60.00
NIGHT CLUB 410.00	PALM BEACH 60.00
BROADWAY 365.00	
GAY TIME 200.00	
GAYETY 105.00	STARDUST 225.00
VARIETY 115.00	TRIPLE PLAY 125.00

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811 E BROADWAY Phone: JUniper 7-1343 LOUISVILLE 4, KENTUCKY EXCLUSIVE DISTRIBUTORS OF ROCK-OLA PHONOGRAPHS AND BALLY GAMES

CASH IN NOW

RACK POOL PLAYFIELDS, BUMPERLESS-IMMEDIATE DELIVERY Regular Size-32"x48". \$24.50 King Size-32"x66"....\$34.50

Specify Style No. I — 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, 21/4", 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 dx. Solid mahogany butts; white points with tips. You can't buy better cues. No. 2 Grade Bumper Pool Cues, 48", \$27 val., Special Price, \$24.50 dx. 4-prong, walnut-stained butts. This is a real saving for top-quality cues. Don't foul yourself up with cheap cues . . . ours will last twice as long.

> BEST BUY FOR THE MONEY ARAMITH ROTATION POOL BALL SETS-MOA SPECIAL

No. 3 Grade Cues-Special-Price, \$17.75 per doz.

15-Ball Sets for 6-Pocket Tables, 21/2" Nos. 1-15......\$29.00 ✓ 10-Ball Sets for Skill Pool Tables, 2½" Nos. 1-10.......\$19.75 FREE: KELLY POOL BOTTLE AND SET OF PEAS WITH PURCHASE OF EACH SET OF BALLS

Rule cards and instruction sheets packed with each set. Deluxe Cue Balls, 21/4" Each \$2.50 | Ball Racks, 10 Ball Each \$1.50 Regular Cue Balls, 21/4" Each \$1.95 | Kelly Pool Bottles Each \$1.50

TALLY BALL SETS (Peas), 1-10, Per Set 65g. 1-15, Per Set 75g.
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

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IMMEDIATE DELIVERY UNITED BOWLING ALLEYS

Genco Quarterback 165.00

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Wms. Jet Fiter ..

K.O. Fiter, F.S.

Harvard Metal

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25 Bally ABC Write 25 Un. Regulations Write 5 Select Play\$225.00 5 Miemi Shuffle . 100.00 Write for complete list.

COUNTER GAMES

Got. Grippers\$	25.0
Mercury Grippers,	25.0
Pop-Up	15.0
Kicker & Catcher,	
new	52.5
ABT Challengers	29.5
ABT Target Skill.	29.5
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DIDEC	

RIDES	
Bally Space Ship	325.00
Bally Model T Ford,	
new	Write
Bally Motorcycle,	***
new	Write
Elsie the Cow	275.00
Fire Engine	
Carousel	325.00
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See-Saw	275.00
Donald Duck	275.00
Rudolph the Rein-	
_ deer	295.00
Four-Horse Merry-	
Control of the contro	375.00
Space Ship	295.00

Sci. T.V. Ride 295.00 CIGARETTE MACHINES

Lehigh 12 Col., new \$235.00 Eastern 12 Col., new 289.50 Eastern 22 Col., new 319.50

Mercury 9 Col. . . . 150.00 National 930 95.00 National 950 110.00 National 9 M 140.00

PX 8 Col. 85.00 PX 10 Col. 110.00 Lehigh 12 Col. 150.00 Electro 8 Cal. 95.00 Electro 10 Cal. 125.00

M. S. GISSER

Seeburg B Seeburg C 495.00 Seeburg 200V 745.00 Seeburg 100 Wall-

boxes, grey finish 39,50
AMI Model A 75.00
AMI Model C 135.00
AMI Model D-80 ... 325.00
AMI Model E-120 ... 395.00 Wurlitzer 1400 ... 163.00 Wurlitzer 1500 ... 195.00 Wurlitzer 1600 ... 295.00 Wurlitzer 1250 ... 125.00

CANDY VENDORS

Mills 5 Col. \$ 65.00 U-Select 35.00 Vendall, 8 Col. 95.00 Stoner's 6 Col. 110.00 DuGrenier & Col.,

or Fischer, regular or with slate. Call us for special prices.

All Phones: Tower 1-6715

new 235.00 6-Pocket Pools, Valley

ARCADE EQUIPMENT

Atomic Bomber ...\$125.00 | Muto. Card Vendors \$50.00 Auto Photo 1.495.00 | Muto. Photomat ... 350.00 Bally Bis Inning ... 85.00 | Muto. Lord's Bally Defender ... 125.00 Prayer Write Balloenomat 295.00 2 Pl. Basketball ... 225.00 Muto. Voice Recorder Boomerane 75.00 Coon Hunt 100.00

Oracle of the Sphinx with cards 158.00 C.C. Hockey 75.00 Champion Hockey 125.00 Panorams 325,00 Pitch'm & Bet'm .. 175,00 Chester Pollard Foot Ball 85.00 C.C. 2-Man Hockey 295.00 Polar Gun 295.00 Pop Sez 65.00 Genco Rifle Gallery 175.00 Dale Gun 50.00 Evans Bat-A-Score 145.00 Flash Hockey 225.00 Ex. Hi Ball 95.00

Silver Bullets ..., 125,00 Shoe Brush Up ... 95.00 Shoe Shine 150.00 Ex. Shoot's Gallery 175.00 Sidewalk Engineer 175.00

Skill Jump 45.00 Silver Gloves, 225.00 Speedway Bombsite 150,00 Keeney Sportsman 195.00 Spear the Dragon 125.00 Undersea Raider ... Foot Vibrator 150,00 Genco Wild West 250,00 Wms. Crane Write Zodiec, new 395,00

Liberator 75.00 Knotty Peaks 25.00 Midget Movies 125.00 Zingo 65.00 Zodiac Vendors .. 89.50

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

ATED RADIOS, FLOOR MOD. \$45.00

WURLITZER DISTRIBUTOR



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Wurlitzer Sales

Juke Taxes Up Continued from page 155

Spokane. There is no city tax or license on juke boxes.

Tacoma. The city licenses and taxes on juke boxes are as follows: Operators, \$250 per year; location, \$5 per year, and machine, \$6 semi-annually.

WISCONSIN

Milwaukee. An operator's annual license fee is \$200.

Cleveland Coin Machine Exchange, Inc.

Valley Manufacturing Distributors 2029 Prospect Ave. Cleveland, Ohio To: 1-6715 Write for prices.

KIDDIE RIDES FOR SALE

Belly	Moon	Ride	• • • • • • •	\$130.00
Atomi	c Jet .			125.00
Lone	Merry-	Go-Rou	nd	275.00
Harve	rd Me	tal Type	· · · · ·	250.00

All parts complete . Terms - FOB Chicago. 1/3 Certified Deposit, Balance COD or Sight Draft.

WANTED

- Full Size Ponies
- Fire Engines
 - · Model T's

Specify Manufacturer, Type, Quantity and Condition

KIDDIE RIDES, Inc.

2557 W. North Ave., Chicago 47, III. Phone: ARmifage 6-8180

210 At NAMA

Continued from page 158

Miller Automatic Sales, Louisville, and Bernard Kiley, Airport Vending Service, Chicago.

Cocktail Party

Registrants and their wives were guests of the Austin Packing Company that evening at a cocktail party and buffet.

Friday evening Tenco threw a party for operators at its entertainment suite. Dave Hampton and Milk also entertained informally in 31, 1958 to be satisfactory." its suite.

Pat Mahoney, of Rowe, entertained a delegation of operators at the Top Club. He was joined later by Paul Little, of Pepsi-Cola, who arrived with a group of drink operators.

Blue Sky Guilty

Continued from page 158

in the sale and distribution of vending machines.

The specific count under which Schaefer was found guilty was in regard to dealings with Elgin W. Sanderson, Concord, N. H.

The general nature of the charges had to do with false and fraudulent advertising of potential profits to be derived from vending machines that were actually nonexistent.

SEEBURG 20 SELECTION WALL ROX CHANGED OVED

HAL	DON CHARGED OVE	•
	0¢, 3 for 25¢, \$10.00	
3020 V	rlitzer \$ 5	.00
2 Vend	Coin Changers 65	.00
	PINBALLS	

Z vendor co		.Beis	
Gold Star Stage Coach Gypsy Queen 1717 Rock-C AMI A's—no We are d	PINE	BALLS	
Gold Star			\$145.00
Stage Coach			155.00
Cypsy Queen			165.00
1717 Rock-C	Dia Step	pers	30.00
AMI A's-no	o broke	n plastic	5 . 75.0
We are d	istribut	ors for F	tock-Ola.

HALLGREN DISTRIBUTORS, INC. 1626 3rd Ave. Moline, Illinois

Phone: 4-6703

Continued from page 153

lower net earnings figure were higher labor and material costs, starting costs at the Corinth plant, non-recurring expenses and provision for a government renegotiation refund.

Rolfing added that business generally is somewhat slower this spring than it was a year ago. "Nevertheless we expect the results Perc Arnsten were hosts. Dean for the fiscal year ending March

ATTENTION, EXPORTERS! Seeburg

GIVE TO DAMON RUNYON CANCER FUND

REGULATION 6-POCKET POOL

FISHER BALLY EXHIBIT **EL DORADO** **BIG CHOICE OF DEALS YOU** CAN'T BEAT!

K DISTRIBUTING CO.

WANTED-

WILL PAY CASH \$\$\$\$ for these Bingos if they are reconditioned and prepaid to Boston.

NITE CLUB	& DOUBL	E HEADER	\$300
BIG TIME	IMAIM 3	BEACH	100
VARIETY &	GAYETY		45

HIGHEST PRICES PAID for SHUFFLE ALLEYS-GOTTLIEB and WILLIAMS 5-BALLSI

MUSIC CLOSEOUTS

Write-Wire-Call 8 WURLITZER 1800's 10 WURLITZER 1700's

KIDDIE RIDES BALLY CHAMPION HORSE.....\$450

MERRY-GO-ROUNDS (Lane, Lee, etc.)... BALLY SPACE SHIP..... SCIENTIFIC TV RIDE..... BOATS



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WURLITZER—BALLY—EXHIBIT—CHICAGO COIN

GENEO DAVEY CROCKETT WILLIAMS CROSSFIRE

UNITED PIRATE GENCO CIRCUS

298 Lincoln St., Allston 34, Mass.

ALgonquin 4-4040





want,

wont, 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

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!)

BALLY BINGOS Beauty Big Time Double Header Dude Ranch Cayety Cay Time Hi-Fi ice Frolics Miami Beach Palm Springs Surf Club Variety Yacht Club WILLIAMS

Disc Jockey . Four Corners Fun House Hong Kong Hot Diggety Smoke Signal Three Deuces Tim-Buc Tu Twenty Grand

MUSIC

Rock-Ola Comets Wurl, 1500A's Wurl. 1550A's Seeburg B's, BL's, C's, R's Hit 'N Run

Arabian Knights Auto Race Chinatown Classy Bowler Coronation Cressroads Daisy Mae Derby Days Diamond Lil Dragonette Easy Aces Flying High Four Bells Four Stars Frontiersman Cold Star Grand Slam

Green Pastures Cypsy Queen Happy Days Harbor Lites Hawaiian Beauty

GOTTLIEB PINS

Jockey Club Jubilce Lovely Lucy Marathon Mystic Marvel Niagara Pin Wheel Poker Face Quartette Queen of Hearts Quintet Rainbow Sea Belles Skill Pool Sluggin' Champ Southern Belle Stagecoach Super Jumbo Sweet-Add-A-Line

Send Unlimited Quantities of Each . . . We'll Take All You Have! ATT.: EXPORTERSI ORDER ALL NEW BALLY EQUIPMENT NOW. CABLE ADDRESS: INAMCOM



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Tournament

Wild West

Wishing Well

Twin Bill

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Exclusive Dist. for Bally in E. Pa. and Rock-Ole in E. Pa., So. Jersey and Del.

More **REASONS** WHY THE NEW



Your BEST

★ New! Interior "Aluminum Rail" Ball Return! No clog! No Jam! No Service

Calls! Self-clearing - foreign objects fall right thrul

- ★ New! "VALLEY-VUE" Ball Receiver! Built-in see-thru container permits identification of balls pocketed! No orguments! Faster play!
- ★ Genuine Billiard Balls and Billiard Cushions!
- * Choice: Double 10c or Single 25c Chute
- * All-Wool Billiard Cloth-Rubberized Back
- * Exclusive "Easy-Count" Scoring Dial
- * Hard White Maple Rails * Durable Plastic Speckletone Finish on

Apron and Legs

Ask the Man Who Operates Valley—the Tables of

"Cadillac Quality"!



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TWinbrook 5-8587

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Gence State Fair S350.00
Gence Davy Crockett Write
Gence Quarterback (New) 265.00
Gence Champion Baseball 225.00
Wms. Four Bagger 325.00
Gence Skill Ball 245.00
Gence Skill Ball 425.00
Gence 6-Player Skill Ball 425.00
Wms. King of Swaf 245.00
Wms. King of Swaf 245.00
Chi Coin Twin Hockey 275.00
Chi Coin Ski Ball 200.00
Chi Coin Twin Hockey 275.00
Chi Coin Ski Ball 200.00
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AMI G-200

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1/2 DEPOSIT WITH ORDER, BALANCE C.O.D. OR SIGHT DRAFT

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COIN MACHINE EXCHANCE INC.

2423 Payne Ave. Cleveland 14, Ohio Silperior 1 4500

when answering ads . . .
Say You Saw It in The Billboard

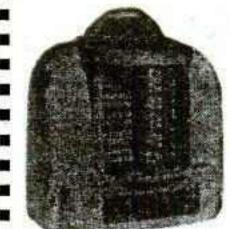
Exhibit Bows Gun, Bowler

CHICAGO—A new type of gun game and a bowling game conversion piece by Exhibit Supply Company are being unveiled to visitors this week at the Music Operators of America show here.

Pop-Gun Circus, the new gun, shoots a ping pong ball projectile at bobbing and stationary targets. Gun operates off of an air compressor. Cabinet is designed along the lines of a pinball game, a large plastic hood encompassing the shooting area.

Tru-Bowler, the bowling game, consists of a cabinet conversion which utilizes the mechanism and head of a shuffle bowler. Cabinet is built low to ground, and uses a larger 4½-inch ball. Ball is a Brunswick "duck-pin" type.

SPECIALS FROM SHAFFER TO YOU...



SEEBURG 3W1
100 Wall Box Special

Chrome Covers
New Buttons
Completely Reconditioned
New Instruction Plates

\$49.50

SEEBURG

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	HF100R											٠					٠	٠			٠	٠		•	٠			725	.00	
	HF100G	25			•)) •			•				٠	٠	٠		٠	۰	•	٠			•		•	•	625	.00	0
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	M100B																													
r	M100A			0.5	्		1/4	्		2										-			٠			٠		225	.00	1

WURLITZER

Model	2000 (2	200	S	e	1.)	1	•									•		•	٠	•			\$845.00
Model	1800 .				•	٠			•			•	٠	٠	٠	٠	٠			٠)(+)	625.00
Model	1500A	***	•::•		*		•	*	•		•									•	٠		229.50
	-																						149.50
Model	1250 .														•								129.50

AMI

G-120				•		٠	٠		٠							•	•		٠					\$695.00
F-120			•			٠	3		٠	٠				•	٠		•	٠	•	٠			٠	550.00
E-80 .													٠				•	٠	•	٠	•	•		350.00
																								109.50
Model	В	*			•					•			٠				•							89.50
Model	A	٠				়					٠	٠			٠									69.50

Mechanisms Completely Overhauled and Tested

★ All Worn and Defective Parts Replaced
With Brand-New Parts

★ Amplifiers and Tone Arms Reconditioned or Replaced

> ★ Cabinet Refinished and Plastics, Glass Replaced Where Needed

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GRANDMA"
FORTUNE TELLER

SHE MOVES!
SHE MOVES!
SHE ANSWERS QUESTIONS!

SHE TELLS FORTUNES!

THE FIRST OF ITS KIND IN THE HISTORY OF THE COIN MACHINE BUSINESS!

STILL GOING!

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Rifle Gallery and "S

almost human!

Mysterious "CRAZYBALL" and "SAD SAM" Targets

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LOWEST PRICED 6-HOLE
ROTATION POOL TABLE
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Complete with finest accessories

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Only 24" x 46" High



DAVY CROCKETT

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fingers, waves and delivers

card so realistically—she's

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WIRE . PHONE . WRITE

Send for Complete Lists.

Ringer Ball 350.00 Star Bowler 35.00 Starlite 100.00 Super Frame Alley 100.00 United Targette . Ten Frame Double Score

Ten Frame Bowler 35.00 Chicago Coin Tournament Ski Ball, Write Match Pool 95.00 | Triple Score 1/3 With Order, Balance C.O.D.

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855 N. BROAD STREET PHILADELPHIA, 23, PA

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United 14-Ft.

Championship

Rainbow 125.00

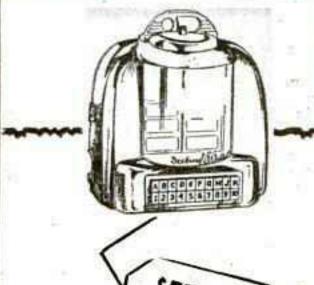
Roll-A-Ball 475.00 Skill Ball — 2 Pl. . 350.00 Blinker Bowler .. 225.00

Bowling Alleys 795.00

Bowlers, new. . 475.00

Derby Pool, deluxe 125.00

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CHROME COVERS—100 SELECTIONS Special Volume Prices

Reconditioned—Davis Guaranteed

New Selection Buttons—New Instruction Plates Income can be doubled in many locations by adding 100-selection wallboxes

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1700												\$52
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1400												
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TERMS: 1/2 DEPOSIT REQUIRED

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5204, 104 Selection	\$19.00
5204A, 104 Selection	
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Hitting Roto-Targets lites cards in lite box for Royal Flush. Complete Flush lites targets for special score. Holdover feature carries lighted cards from game to game.

- Scoring Rollovers 1-2-3-4-5 Relights One of 5 Rollovers for Special.
 - All New Match Feature for Extra Play.
 - Super-Powered Flippers Shoot Ball Up Field at Roto-Targets.
 - Available with Twin Chutes.
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ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

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COIN MACHINES





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F.O.B. Los Angeles. CALCOIN CORPORATION Los Angeles 64, Calif. Affiliated with D. W. Price Corp.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

AMI Show: Miami Ops

MIAMI--Bob Norman, Miami branch manager and Ron Hood, headman of Southern Music Company, Florida AMI Distributors, were hosts at the showing of the new model "H" recently.

Among those attending were: Mr. and Mrs. Joe Issenberg, Joe Issenberg Music Company; Mr. and Mrs. Willie Levey, Mellow Music Company; Ray Sanders, Keys Vending Company, Marathon; Mr. and Mrs. Ed Mercer, Orange Blossom Amusement Company, Homestead; Mr. and Mrs. Murray Michaelson, Mr. and Mrs. Charlie Cooke, of Continental Music Company; Mr. and Mrs. Harry Ziman, Acme Music Company; Walter Wheeler, Supreme Service Com-pany; Max Lebow, Automatic Equipment Company; Jim Manning Manning Music Company, West Palm Beach; Mr. and Mrs. Sam Issenberg, Sam Issenberg Music Company; Mr. and Mrs. Sam Mc-Connell, Stuart Amusement Company; Stuart; Mr. and Mrs. Bob Townsend, Town Amusement Company; Mr. and Mrs. Harold Carson, Juke Box Company.

SPECIALS

Chi Coin 6 PLAYER SKI BOWL\$395.00 Genco 2 PLAYER SKILL BALL 350.00 Exhibit RINGER BALLS.... 125.00 Williams 4 BAGGER 350.00 Williams KING OF SWAT. . 245.00 Genco CHAMPION BASEBALL 245.00 Genco HI FLY BASEBALL. 245.00 United STAR SLUGGER.... 295.00 Genco RIFLE GALLERY 150.00 Keeney SPORTSMAN GUN. 175.00 Exhibit DALE GUNS..... 50.00 Chi Coin GOALEE 50.00 Evans SADDLE & TURF... 150.00

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Keens

FRANES 1 2 3 4 5 6 7 8 9 10 100

KEENEY

6-PLAYER REGULATION BOWLER

TOTAL TEAM SCORING! TOTAL TEAM MARKS!

"FEATHER-LIFT" PLAYFIELD

EASY TO SERVICE!

FEATURING:

A Jam-Proof Ball Lift

Actual Gutters Also available without gutters

다 Colored Reels for Team Scoring

Black and White Reels for Team Marks

Keeney is First with Regulation Bowling at its very best in

"BOWL-O-RAMA"

HINGED INSERT!



Loosen 2 clips to swing open the picture frame moulding of litebox - then entire insert with reels and wiring folds forward

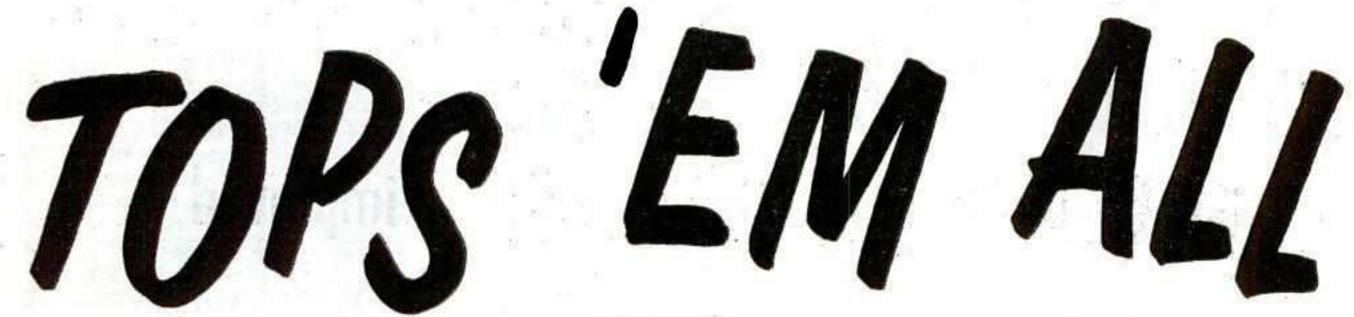
Two Lengths: 14 ft. and 11 ft.

HAND-HIGH BALL RETURN BUTTON!

National Slug Rejector Coin Mechanism

Order FROM YOUR KEENEY DISTRIBUTOR NOW!

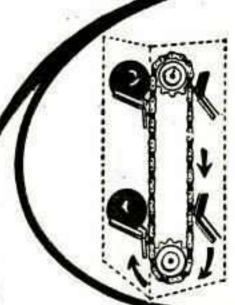
J. H. Keeney & co., INC. 2600 W. FIFTIETH STREET . CHICAGO 32, ILLINOIS



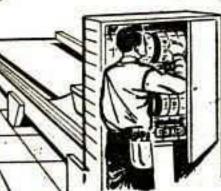
chicago coin's BOWLING LEAGUE

V Tops in EXTRA FEATURES!

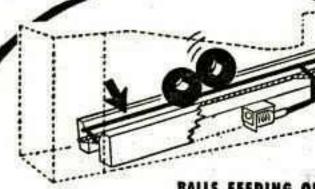
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BALLS FEEDING ON TO CHAIN ELEVATOR GET AGITATED IN THE TROUGH, PREVENTING JAMMING OR BALL HANG-UPS



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SCORING HANDICAP CONTROL 3 Size Cabinets!

14 ft. 8" LONG 12 ft. LONG

Your Choice of

29 Inches Wide 18 Inches High

Equipped With National Slug Rejector!

chicago coin

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1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS

A Perfect Fit

Custom Built For



For biggest pool profits operate new improved

Bally. Official Pocket Pool

New Visual-Totalizer Ball-Sorter speeds up play, increases earnings

No time lost shuffling chips to keep score. No time wasted in arguments. Result is more coins through the chute per hour, bigger profits for you.



Sturdy construction, simple mechanism insure years of troublefree profitable performance. Warp-proof pressed-wood playfield upholstered with genuine green billiard cloth, as are live-rubber cushions. Cabinet luxuriously finished in 2-tone browns to harmonize with fixtures in all types of locations.

10-Ball Kelly Pool

LÔ Ô K what you get

for promote play

Finest quality imported cue-ball

15 highest quality imported numbered pool-balls in official colors and striping

4 accurately balanced cue-sticks

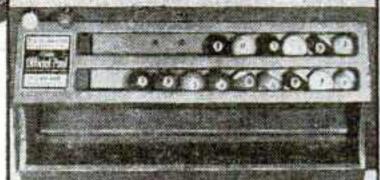
Polished wood triangle Cue-chalk

Complete set of tally-balls or peas for Kelly Pool

Pea-Shaker Bottle

Complete rules for 9 different games and glossary of pool-terminology Cue Repair Kit

Accurate spirit-level



New Visual-Totalizer Ball-Sorter—exclusive feature of Bally OFFICIAL POOL—speeds up play, boosts earnings. Players are not required to shuffle tally-chips to keep score, never waste time in arguments. Ball-Sorter automatically separates each player's pocketed balls from opponent's pocketed balls. And, because pocketed balls are always in view, players follow progress of game merely by glancing at Visual-Totalizer. Balls cannot be removed from Ball-Sorter until coin is deposited, when balls drop into ball-delivery rack.

ON DISPLAY IN Bally PLAZA-MOA CONVENTION

761/2 IN. BY 431/2 IN.

MORRISON HOTEL, CHICAGO, MAY 19, 20, 21—AND AT BALLY DISTRIBUTORS COAST TO COAST BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS ABC BOWLING LANES • SHOW-TIME • KIDDIE-RIDES

The Finest Bowling Game Ever Built!

ANDAN Bowling Alley



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MARKS INDICATE MORE ACCURATE PROGRESS OF GAME. FRAME BY FRAME FOR INSTANT VISUAL SCORES STRIKES OR SPARES SCORE MARKS, EACH MARK IS WORTH APPROX, 10 POINTS

ALL MARKS ARE REGISTERED AUTOMATICALLY

AUTOMATICALLY TOTALIZES

SCORE OF EACH INDIVIDUAL PLAYER ... TOTAL SCORE OF EACH TEAM

GREAT FOR TOURNAMENT PLAY

2-Player or 3-Player teams may play

1 to 6 may play individually

Beautifully lined formica playfield simulates commercial bowling alley STURDY ABUSE-PROOF CABINET

NEW, FASTER PLAY **INSURES MORE COINS PER HOUR**

UNITED'S DROP CHUTE TAKES THE DIME EVERY TIME

> NO STICKING

SIZES

11 FT. LONG 14 FT. LONG

18 FT. LONG

SECTIONAL CONSTRUCTION FOR EASY INSTALLATION AND HANDLING

18 FT. MODEL CAN BE REDUCED TO 14 FT. LENGTH BY SIMPLY OMITTING ONE SECTION

14 FT. MODEL CAN BE ENLARGED TO 18 FT. LENGTH BY SIMPLY ADDING ONE SECTION

₩4 FT.>

IDEAL COMPANION GAME FOR UNITED'S **BOWLING ALLEY** FOR



FREE TOURNAMENT KIT PACKED

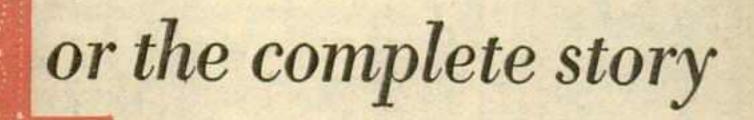
WITH EACH GAME. Additional kits may be obtained from your United Distributor at nominal cost.

DOUBLE PLAY...DOUBLE PROFIT

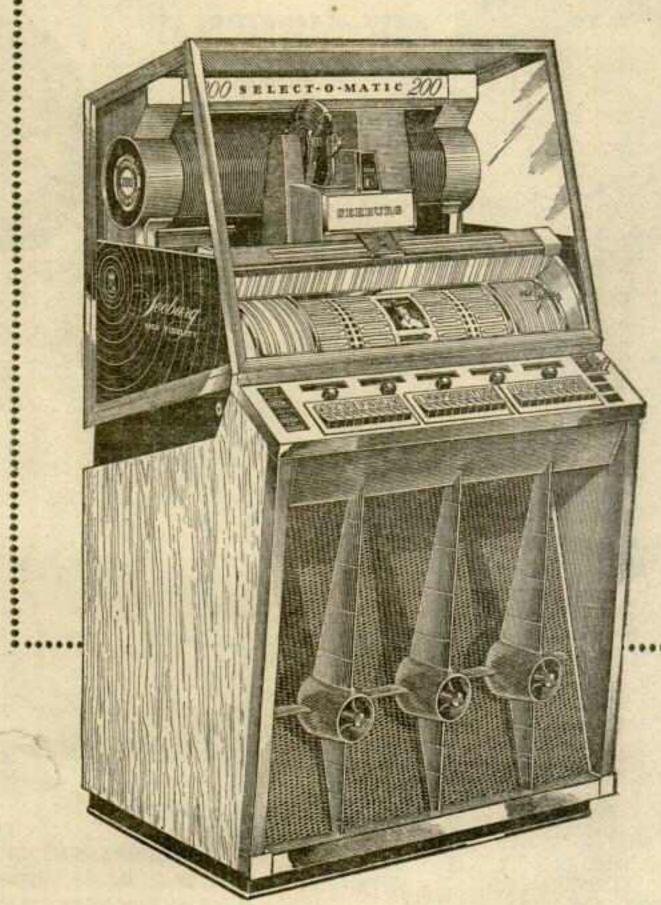


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of the new Select-o-matic 200



see the full-color

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