

The Billboard



See
NEW HORIZONS
FOR THE TV COMMERCIALS
Beginning on Page 17

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ALL OVER
THE WORLD

MARCH 30, 1957 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

How Much to Hear A Juke Box Tune?

Music Operators Explore Wider Range of Prices for Disk Play With Mixed Results

By BOB DIETMEIER

Pegging record plays on juke boxes to a wider range of prices is being explored by music operators with varying degrees of success.

You can play a juke box tune for 2.5 cents, 3.8 cents, 5 cents, 5.5 cents, 6.7 cents, 7.1 cents, 7.5 cents, 8.3 cents or 10 cents because operators are experimenting with new pricing possibilities opened up thru innovations in new equipment and the need for making extended play disk programming pay.

Most of these prices are of course possible only by playing more than one record. Because for a tune on a single, a dime is the coinage accepted as necessary by the average operator in order to make a fair profit.

The important question which operators are asking themselves in their experimentation, however, is this: If the juke box of today provides John Q. Public with many more selections than before, and a much broader range of music, how much difference does it make whether he pays 25 cents to hear three tunes, four or five? How much difference whether he pays 25 cents or 30 cents to hear four EP tunes? How much difference if he can play seven or eight tunes—21 or 24 minutes of music—for 50 cents?

Depending on whether the machine is located in a strong nickel-a-tune market or in a dime play area, the above fractions are figured out in this way:

cents, an operator would program an EP for a nickel (highly unprofitable but in strong nickel markets operators do it); 3.8 cents a tune is offered by charging 15 cents for two EP's (also unprofitable generally); 5.5 cents by charging 50 cents for nine tunes; 7.1 cents by charging 50 cents for seven tunes; 7.5 is one EP for 15

cents; 8.3 cents is the standard three times for 25 cents. The 6.3-cent price would be obtained by charging 25 cents for four tunes, 50 cents for eight tunes or 25 cents for two EP's.

Before the days of dime-a-tune and EP play on juke boxes, pricing was simple: one tune for a nickel, two for a dime, five for a quarter.

Dime Play Changes

In areas where dime play was established, this pattern was changed to one tune for a dime, anywhere from three to five tunes for a quarter. With dual pricing—dime for a single, 15 cents for an EP—introduced by Seeburg, and the 50-cent coin chute, first introduced on the juke box by Wurlitzer, pricing patterns have been reshuffled again.

What has been the results of these new pricing developments so far?

Actually, as is understandable in a period when change is taking place and operators are experimenting, there is sharp division of opinion.

In some areas, operators using the 50-cent chute and/or dual pricing in programming EP's report both are proving very successful. In other areas, neither the 50-cent chute nor EP's have made sufficient inroads for operators to render an informed opinion. In

(Continued on page 108)

FEM SINGERS TAKE BEATING ON POP CHARTS

NEW YORK — Female popular singers are singing the blues these days because record buyers are getting more boy crazy every week. This week, for instance, only two gals are on the pop best seller charts — Sylvia, of Mickey and Sylvia, and Patsy Cline — and neither may be classified as strictly a pop thrush. Sylvia has reached the No. 19 position and Miss Cline 21.

The ladies are faring best right now on the rhythm and blues scene, with four of them showing up this week on the r.&b. best sellers list. Ruth Brown is No. 15, Lavern Baker No. 8, Annie Laurie No. 11, and the aforementioned Sylvia is in the No. 3 spot. The low point for the fem singers is in the country and western field where Miss Cline is the only one who made the top 15. At present she is in the No. 4 spot.

In contrast to the chart's womanless state, a survey of The Billboard's pop best seller charts for last year at this time indicates that the gals were more highly regarded by record buyers, with seven records by gals on the retail list.

The gals' line-up last year at this time included Teresa Brewer, Kay Starr, Cathy Carr, Gale Storm, the Chordettes, the Fontane Sister and the Teen Queens.

Record Dealer Real Marriage Broker of Home Entertainment

United Disk Purchases, Equipment; Set Sales \$180,000,000 in 1956

By RALPH FREAS

NEW YORK—The forces that were mainly responsible for last year's tremendous upsurge in record sales also accounted for \$180,000,000 in sales of phonographs, radio-phonographs, radios and tape recorders in 1956. This is one of the more important findings of The Billboard's annual national survey of record outlets, the complete results of which will be found in this issue. Compared with the results of an identical survey taken a year ago, the \$180,000,000 figure represents an increase in equipment sales of more than 35 per cent.

Phonograph (including radio-phonograph) sales accounted for \$131,000,000 of the total. The balance represents \$32,000,000 in radio sales and \$17,000,000 in tape recorder sales.

Important to Records

Attention is frequently called to special merchandising programs, "sampler" records, self-service methods and price reductions to account for the recent rapid strides of the record industry. Other factors cited are increased consumer advertising by record companies, racks in supermarkets and record clubs. But, obviously, all of these

efforts have little power if there are not increasing numbers of phonographs in the homes.

The best industry guesses as to the total number of phonographs sold in outlets of all kinds is placed at 4,176,000. While The Billboard sales survey was conducted on a dollar-volume basis, the number of units embraced by the \$131,000,000 can be set at close to 1,800,000. This is based on The Billboard's knowledge of the type of outlet surveyed and over-all market conditions. It is seen, therefore, that the record outlets accounted for almost half of the total phonograph business.

The more expensive, "big ticket" merchandise carried by these outlets showed the strongest uptrend in sales. Included in this category are three-speed automatic phonographs retailing at between \$100 and \$200, portable TV sets and transistor portable radios. This is natural enough since 1956 can be considered the first strong year for the portable units, promotion-wise.

3-Speed Players

Three-speed automatic phonographs between \$100 and \$200 tied with transistor radios for second place with 72 per cent of the dealers reporting the strongest upward sales trend in both categories. Dealers also reported that they realized most of their dollar volume from the \$100 to \$200

(Continued on page 44)

Peak on Sales Long Way Off

NEW YORK—Industry leaders see no tapering off of equipment sales in 1957. According to one of the more important sales execs, sales of standard phonographs should exceed the high of 1956 by at least 3 per cent. Sales of high-end phones would continue to find favor with the public to the extent of a whopping 33 per cent increase over 1956.

Where will it all end? The exec tossed off the following figures as his "guesstimate" for 1965. He sees dealers doing more than twice the annual business on high fidelity units as they did in 1956, and on standard phonographs, 8 per cent more than in 1956.

In addition, dealers will sell more than 4,000,000 tape recorders during the 10-year period, he says. Sales of radios of all types will crack thru the 10,000,000 mark.

Taverns, Jukes Face Problems

CHICAGO — There are some big changes budding in the tavern business. Costs are getting heavier, traffic is getting lighter.

What do the tavern owners plan to do about it? And what will Mr. Juke Box Operator and Mr. Game Operator do when they realize that their bread and butter spots aren't likely to stay that way.

The next issue of The Billboard will feature the first of a series of articles on new trends in the tavern business and how they will affect juke box, amusement game and vending machine operations.

NEWS OF THE WEEK

ABC Sells Out 13 of 22 Prime Time Hours on Fall Schedule . . . ABC-TV has sold out 13 of its 22 prime time hours for the fall and firmed up the rest of its nighttime programming. . . . Page 2

Sponsors of Syndicated TV Film Get Good Cost-Per-1,000 Rate . . . Many syndicated TV film sponsors get a cost-per-thousand better than the most efficient network buys, especially in less competitive markets. Samples selected by Television Programs of America on some of its local sponsors were on a par with the top 10 network deals. . . . Page 9

Disk Labels Vie to Attract Indie Distributor Attention . . . The recent entry of new indie disk firms and new subsidiary labels by the majors has resulted in an unprecedented scramble for indie distributor attention by record companies. Prep, Brunswick, Roulette, Flair-X and countless other labels are bidding for indie distributor favor this month, via special distributor

meets and various other promotion programs at the distributor level. . . . Page 31

Victor Sets Extensive Tie-In Promotion With Crest Toothpaste . . . One of the biggest tie-in promotions in disk business history has been set up by RCA Victor with Crest Toothpaste. It's a three-month push, starting in April, when Victor will release 16 international albums in one sweep. A sampler EP at 25 cents will be available via coupons in Crest boxes. Heavy ads set in all media. . . . Page 30

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The Billboard's Annual SPRING MERCHANDISING SECTION
and National Survey of Equipment Sales Among Record Dealers

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TELEVISION PROGRAMMING

ABC-TV Pegs Down Sponsorship On 13 of 22 Fall Prime Time Hrs.

Programming Search for Evenings Now Gives Way to Emphasis on Daytime Fare

By BOB BERNSTEIN

NEW YORK—ABC-TV, as of last Friday (22), had more than 13 hours of network sponsorship locked up for its fall schedule of 22 prime time hours. This is exactly six months in advance of its first autumn premiere.

Among the contracted advertisers are Dodge, Buick, Plymouth, Ford and Chevrolet, for a total of four hours of automotive business, with Oldsmobile a strong possibility for a half-hour series.

The timetable of sales and renewals, running ahead of the rest of the industry, ticked off an Eastman Kodak order for the return of "Ozzie and Harriet" last week, plus the Buick alternate week buy of Fridays 8:30-9 p.m. and an option by Sterling Drug of the Friday 10-10:30 p.m. slot.

ABC has concluded its programming search for the evening hours, except for sponsor-owned or developed packages, and has turned its attention to daytime programming. "Lone Ranger," Bishop

Sheen's "Life Is Worth Living," "Snowfire" (the ABC Film Syndication talking horse fantasy), "You Asked for It" and "Primrose," a family Western, previously mulled for prime time berths, are now earmarked for late afternoon spots on Saturday and Sunday.

Thomas' Fate

The fate of Danny Thomas will be decided this week. "Omnibus" remains a weekend property perhaps. The revised evening sched-

ule, with sales noted, shapes up like this:

MONDAY: 7:30-8:30, "Wire Service," newly angled as a trench-coat Western; 8:30-9, Guy Mitchell show, with Oldsmobile and two other advertisers bidding; 9-9:30, "Voice of Firestone" in a new time slot; 9:30-10:30, Lawrence Welk's "Top Tunes and New Talent" for Dodge and Plymouth.

TUESDAY: 7:30-8:30, "Cheyenne" and a similar adult Western rotating, with General Electric back for half and Chesebrough-Ponds considering a cutback to an alternate half; 8:30-9, "Wyatt Earp" for General Mills and Procter & Gamble; 9-9:30, "Broken Arrow" for Miles Labs; 9:30-10, new slot for "Telephone Time," American Telephone & Telegraph; 10-10:30, open, with "Bold Journey" and a live drama (hour-long till 11) favored possibilities.

WEDNESDAY: 7:30-8:30, "Disneyland" return, with General Mills, Derby Foods, General Foods and Reynolds Metals; 8:30-9, "Navy Log" or "an attractive substitute new show" for American Tobacco. If a new series is picked, co-sponsor U. S. Rubber will move "Log" to another time period. At 9-9:30, "Ozzie and Harriet" for Eastman Kodak; 9:30-10, a new property for Ford to replace the exiting "Ford Theater"; 10-11, "Wednesday Night Fights," co-sponsored by Mennen Company in a new two-year, \$3,000,000 deal.

THURSDAY: 7:30-8, "Zorro," with Seven-Up on alternate week (Continued on page 29)

M-G-M Prepping Six Series for Coming Season

HOLLYWOOD — M-G-M has set a schedule of six properties for development for the coming season, Bud Barry, vice-president in charge of the company's TV division, said last week following production meetings with V.-P. George Muchnic and Joseph R. Vogel, president of Loew's, Inc.

The series which M-G-M is planning to shoot pilots on are "Min and Bill," a property in which Wallace Beery starred in the '30's; "The Thin Man," long-time mystery radio serial which was turned into a theatrical pic by M-G-M, and "Northwest Passage," also feature, and originally a best-selling novel of the early West.

The above programs will be produced in half-hour form. The only hour series which M-G-M has planned is "Mystery Street," which the studio is producing for ABC-TV.

Two other projects are in the works, one of them probably another mystery. Barry is in New York this week holding conferences on final production plans.

M-G-M will also make arrangements with outside packagers of TV properties for shooting in conjunction with the studio, according to Barry.

NBC Changing Programming Schedule for Spectaculars

HOLLYWOOD—NBC is breaking up its present spectacular structure and will spot the special shows thruout its program schedule next season, the network's president, Robert Sarnoff, confirmed Friday.

The move means the end of the three-out-of-four-week pattern

Two Sponsors Buy Reruns of 'Lucy'

NEW YORK — The American Dairy Association and the Gold Seal Company have each bought alternate week sponsorship of the reruns of "I Love Lucy," slotted by CBS-TV for Wednesdays, 7:30-8 p.m. The show will oppose ABC-TV's "Disneyland" and NBC-TV's "Wagon Train."

Plans for the Lucille Ball-Desi Arnaz hour-long film shows are still unclear.

NIELSEN CONFIRMS TREND: WESTERNS TOP ALL DRAMA

Nielsen Television Index

(Second Report for February, 1957)

SPONSORED NETWORK TV DRAMAS

(Half-Hour Evening)

Nielsen Total Audience Ratings*

(Program Station Basis)**

Type	No. of Programs	High	Low	Avg.
Western Drama	7	35.0	22.9	29.1
Suspense Drama	6	42.0	10.5	27.6
Situation Comedy	20	40.0	12.8	27.6
General Drama	10	45.0	18.2	26.5
Adventure Drama	10	34.8	10.2	23.4

* Percentage of homes viewing 6 minutes or more

** Based on number of homes able to receive the telecast

(Copyright A. C. Nielsen Co.)

Sighs and Groans Over Speech on Anti-Trust

WASHINGTON — With every TV programmer in the industry holding his breath over what the Department of Justice will eventually do in the area of net production of programs, there were mixed reactions to the most recent words of Victor R. Hansen, head of the anti-trust division. Addressing the Pathe Laboratories, Inc., in New Jersey last Thursday (21), Hansen reminded listeners that one test of monopoly under the Sherman Act is "the power" to exclude competition. (The Justice Department is reportedly now studying block-booking of feature films on TV, as part of its over-all study of monopoly aspects of television.)

Keeping in mind the close liaison between the Justice Department, the Celler House anti-trust subcommittee (soon to release its TV hearing report) and the FCC network study, listeners paid close heed to Hansen's remarks about "specific relief" in anti-trust cases.

'Specific Relief'

Reminding Pathecolor that its "emergence into the color processing field" is the result of successful "complaint and consent judgment" procedure, Hansen said Justice's toughest problem is to devise "specific relief" in restoring competitive conditions after such action. Stopping illegal practices and preventing their revival is a fairly

simple matter in civil anti-trust, Hansen pointed out, "but a great deal of ingenuity is required to devise specific relief which will result in restoration of competitive conditions."

"Relief must be tailored to the industry under study," said Hansen. At such a time, he added, "a crystal ball would be most helpful."

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which was first inaugurated by Sylvester (Pat) Weaver in 1954, and which has drawn the ire of many sponsors and agencies affected because, they claim, it interrupts audience habit.

NBC will not cut back on the number of the specs, Sarnoff said, but will spread them over the entire sked so that each program will be pre-empted only about twice a season. Between 28 and 32 of the 60 and 90-minute shows are on tap for 1957-'58.

Sarnoff said that, in addition to placating sponsors, he believes the new pattern will increase the effectiveness of the spec because each will have more of the atmosphere of a special event. NBC also expects to increase the number of hours of color telecasts next year.

The change means the end of another of Weaver's innovations in the network broadcast structure. CBS ended the three-out-of-four-week pattern a year ago, tho, similar to NBC's plans, there is still an occasional special, e. g., "Cinderella," during the season.

ABC Clearance Problem Eases For Fall Plans

NEW YORK—ABC-TV's uphill battle for better station clearance has been eased in time for fall planning, according to web chief Ollie Treyz. At a press conference last week, Treyz listed Boston, St. Louis, Pittsburgh, Omaha and Norfolk as major markets in which ABC will have new affiliates.

Other markets in which the web

Interstate to Offer 'Medal of Honor'

NEW YORK — "Medal of Honor," a series of 39 half-hour dramas based on exploits of Congressional Medal of Honor winners, will be produced and distributed this spring by Interstate Television. Ed Henderson and William Dean are handling production.

King-Shor Films, which a few months ago announced such a show, was, at last check, unsure about going ahead with its production. Sam Roeca has scripted the Interstate series.

has or will acquire station affiliates before September are Miami; Stockton, Calif.; San Antonio, and Memphis.

More Join in ABC Coast Expansion

NEW YORK — ABC-TV continues to gird for expanded live operation from the West Coast next fall with the appointment of two more executives. Robert Adams, CBS veteran currently attached to "Playhouse 90," has been named executive producer for the Hollywood program department.

Rowe Giesen, one of the promotion directors of Disneyland Park, has joined the web as ABC-Disney co-ordinator, reporting to Sandy Cummings, Western division manager of network shows. Adams will report to Vice-President James Aubrey.

FCC Needs More Teeth for Probing, Committee Decides

WASHINGTON—More teeth, in the way of investigatory hearings and issuance of subpoenas, are needed in the FCC's network study it was decided by the commission's Network Committee Thursday (21). The formal proceedings will be needed to get information from certain "reluctant persons and firms" in the industry—alho "most have co-operated fully," says the Network Committee. The committee is comprised of Chairman George McConaughy, and Commissioners Hyde, Bartley and Doerfer.

Indications that all has not been

sweetness and light between Dean Barrows' study team and the networks took on a sharp note: "Certain persons, firms and companies have ignored the request to provide information voluntarily which is essential to the study. Also, preliminary evaluation of some of the data (collected) shows that in some areas more specific information is needed."

For the purpose of taking evidence in whatever investigatory hearings may be called, the commission has empowered "any member of the network study committee or any other commission personnel who may be designated," to act as presiding officer, "for the purpose of taking evidence, and issue subpoenas or other process in connection with the proceedings."

The Billboard Continuing

COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

Based on February TV audience measurements of AMERICAN RESEARCH BUREAU

THE TOP TWENTY

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

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

The figure shown for each program represents the sponsor's cost for reaching 1000 TV homes, men, women or children per minute of commercials. These figures were reached by divid-

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

COST PER THOUSAND

HOMES

PER COMMERCIAL MINUTE

1. LAWRENCE WELK (Dodge, ABC).....\$.99
2. TWENTY-ONE (Pharmaceuticals, NBC)..... 1.41
3. ED SULLIVAN (Lincoln-Mercury, CBS)..... 1.61
4. WELK'S TOP TUNES (Dodge, ABC)..... 1.68
5. I'VE GOT A SECRET (R. J. Reynolds, CBS)..... 1.77
6. \$64,000 QUESTION (Revlon, CBS)..... 1.90
7. CLIMAX! (Chrysler, CBS)..... 1.96
7. PERRY COMO (Kleenex, Noxzema, Sperry, Gold Seal, RCA, NBC)..... 1.96
9. WHAT'S MY LINE? (Remington, Helene Curtis, CBS)..... 1.98
10. NAME THAT TUNE (Kellogg, Amer. Home Prods., CBS)..... 2.10
10. PEOPLE ARE FUNNY (R. J. Reynolds, Toni, NBC)..... 2.10
12. DECEMBER BRIDE (General Foods, CBS)..... 2.12
13. YOU BET YOUR LIFE (Toni, Plymouth-De Soto, NBC)..... 2.17
14. DISNEYLAND (Amer. Motors, Swift, Amer. Dairy, Derby, ABC)..... 2.18
15. LONE RANGER (General Mills, Swift, ABC)..... 2.19
16. LASSIE (Campbell, CBS)..... 2.20
17. GODFREY'S TALENT SCOUTS (Toni, Lever, CBS)..... 2.21
18. \$64,000 CHALLENGE (P. Lorillard, Revlon, CBS)..... 2.24
18. PERSON TO PERSON (Amer. Oil, Times, CBS)..... 2.24
20. WYATT EARP (Procter & Gamble, General Mills, ABC)..... 2.26

COST PER THOUSAND

MEN VIEWERS

PER COMMERCIAL MINUTE

1. LAWRENCE WELK (Dodge, ABC).....\$.98
2. ED SULLIVAN (Lincoln-Mercury, CBS)..... 1.52
3. TWENTY-ONE (Pharmaceuticals, NBC)..... 1.65
4. WELK'S TOP TUNES (Dodge, ABC)..... 1.98
5. CAVALCADE OF SPORTS (Gillette, Toni, NBC)..... 2.02
6. PERRY COMO (Kleenex, Noxzema, Sperry, Gold Seal, RCA, NBC)..... 2.19
7. I'VE GOT A SECRET (R. J. Reynolds, CBS)..... 2.21
8. WHAT'S MY LINE? (Remington, Helen Curtis, CBS)..... 2.26
9. \$64,000 QUESTION (Revlon, CBS)..... 2.30
10. \$64,000 CHALLENGE (P. Lorillard, Revlon, CBS)..... 2.32
11. YOU BET YOUR LIFE (Toni, Plymouth, De Soto, NBC)..... 2.44
12. PEOPLE ARE FUNNY (R. J. Reynolds, Toni, NBC)..... 2.47
13. ALFRED HITCHCOCK (Bristol-Meyers, CBS)..... 2.51
14. CLIMAX! (Chrysler, CBS)..... 2.53
15. WYATT EARP (Procter & Gamble, General Mills, ABC)..... 2.54
16. GUNSMOKE (Liggett & Myers, Remington Shaver, CBS)..... 2.60
16. MEET THE PRESS (John Mauville, NBC)..... 2.60
18. NAME THAT TUNE (Kellogg, Amer. Home Prods., CBS)..... 2.69
19. G. E. THEATER (General Electric, CBS)..... 2.78
20. AIR POWER (Prudential, CBS)..... 2.88

COST PER THOUSAND

WOMEN VIEWERS

PER COMMERCIAL MINUTE

1. LAWRENCE WELK (Dodge, ABC).....\$.79
2. TWENTY ONE (Pharmaceuticals, NBC)..... 1.30
3. ED SULLIVAN (Lincoln-Mercury, CBS)..... 1.31
4. WELK'S TOP TUNES (Dodge, ABC)..... 1.46
5. I'VE GOT A SECRET (R. J. Reynolds, CBS)..... 1.49
6. PERRY COMO (Kleenex, Noxzema, Sperry, Gold Seal, RCA)..... 1.56
7. WHAT'S MY LINE? (Remington, Helene Curtis, CBS)..... 1.65
8. \$64,000 QUESTION (Revlon, CBS)..... 1.68
9. CLIMAX! (Chrysler, CBS)..... 1.81
10. DECEMBER BRIDE (General Foods, CBS)..... 1.84
11. PEOPLE ARE FUNNY (R. J. Reynolds, Toni, NBC)..... 1.85
12. \$64,000 CHALLENGE (P. Lorillard, Revlon, CBS)..... 1.86
13. NAME THAT TUNE (Kellogg, Amer. Home Prods., CBS)..... 1.92
13. YOU BET YOUR LIFE (Plymouth-De Soto, Toni, NBC)..... 1.92
15. PERSON TO PERSON (Amer. Oil, Time, CBS)..... 1.93
16. GODFREY'S TALENT SCOUTS (Toni, Lever, CBS)..... 1.94
17. ALFRED HITCHCOCK (Bristol-Meyers, CBS)..... 1.98
18. PLAYHOUSE 90 (Bristol-Meyers, Singer, Ronson, Amer. Gas, Philip Morris, Royal McBee, CBS)..... 2.04
19. THE MILLIONAIRE (Colgate, CBS)..... 2.06
20. ARTHUR GODFREY (Amer. Home Prods., Pillsbury, Kellogg, Bristol-Myers, CBS)..... 2.09

COST PER THOUSAND

CHILDREN VIEWERS

PER COMMERCIAL MINUTE

1. DISNEYLAND (Amer. Motors, Swift, Amer. Dairy, Derby, ABC).....\$ 1.30
2. LASSIE (Campbell, CBS)..... 1.47
3. LONE RANGER (General Mills, Swift, ABC)..... 1.62
4. ROBIN HOOD (Wildroot, Johnson, CBS)..... 1.73
5. RIN TIN TIN (National Biscuit, ABC)..... 1.80
6. LAWRENCE WELK (Dodge, ABC)..... 1.86
7. THE BUCCANEERS (Sylvania, CBS)..... 2.30
8. PERRY COMO (Kleenex, Noxzema, Sperry, Gold Seal, RCA, NBC)..... 2.35
9. BOB CUMMINGS (Colgate, Reynolds, CBS)..... 2.45
9. CHEYENNE (General Electric, Chesebrough-Ponds, ABC)..... 2.45
11. PEOPLE ARE FUNNY (R. J. Reynolds, Toni, NBC)..... 2.47
12. ED SULLIVAN (Lincoln-Mercury, CBS)..... 2.49
13. WYATT EARP (Procter & Gamble, General Mills, ABC)..... 2.54
14. ROY ROGERS (General Foods, NBC)..... 2.72
15. CIRCUS BOY (Reynolds, NBC)..... 2.73
16. MY FRIEND FLICKA (Colgate, CBS)..... 2.75
17. CAPTAIN CALLANT (Heinz, NBC)..... 2.76
18. PRIVATE SECRETARY (Amer. Tobacco, CBS)..... 2.84
19. NAME THAT TUNE (Kellogg, Amer. Home Prods., CBS)..... 2.88
20. PHIL SILVERS (Procter & Gamble, R. J. Reynolds, CBS)..... 2.92

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3 1/2 million people

WGAL-TV LANCASTER, PENNA.,

NBC and CBS 316,000 WATTS

917,320 TV sets
989,605 families
3 1/2 million people
\$5 1/4 billion annual income
\$3 1/2 billion retail sales

Channel 8 Multi-City Market

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

316,000 WATTS

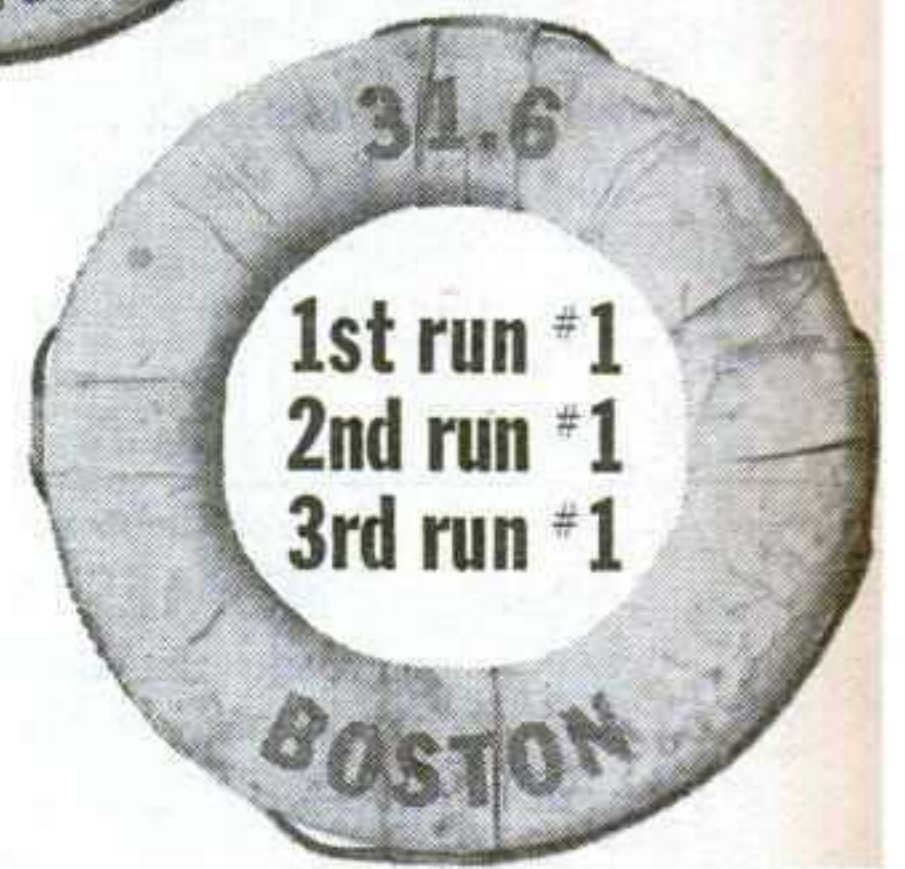
STEINMAN STATION
CLAIR McCOLLOUGH, Pres.

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

COMING COST PER THOUSAND ANALYSES:

- Next week: Quiz Shows and Comedy-Variety-Music Shows
- April 13: Dramas and Situation Comedies
- April 20: News-Commentary Shows and Adventure-Mystery-Western Series
- April 27: The Top 20 for March





**TV'S ALL-TIME
ALL-FAMILY
DRAMATIC HIT
NOW MATCHING
ITS RECORD-BREAKING
1ST RUNS WITH FABULOUS
2ND RUN RATINGS...**

WATER





FRONT

...the greatest!

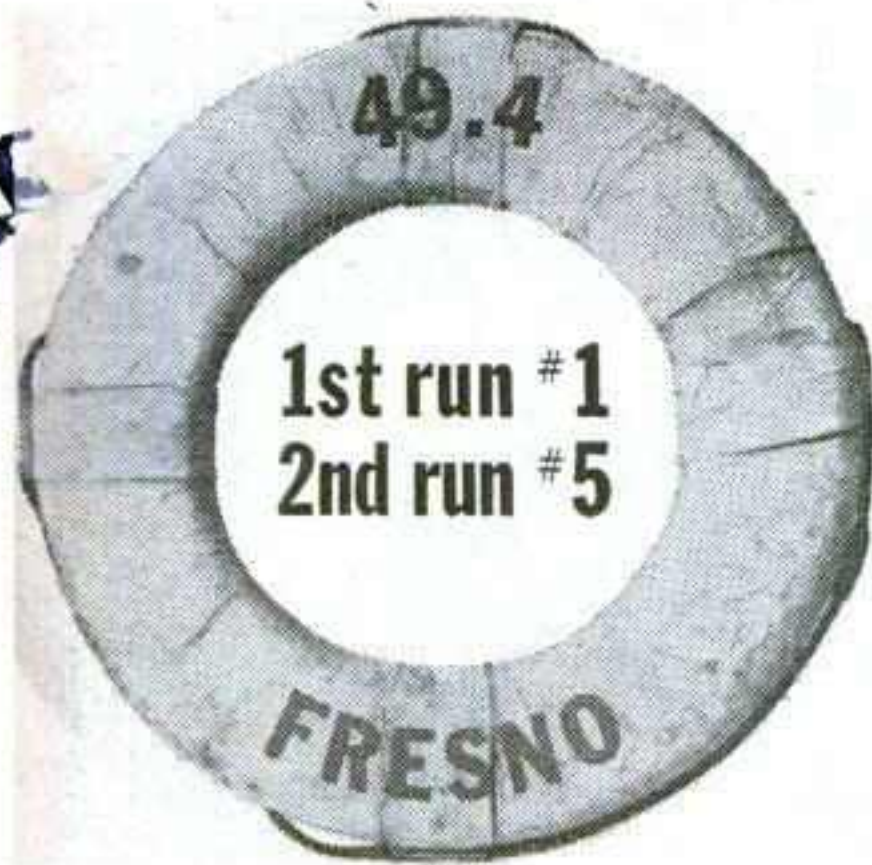
FIRST RUNS - No. 1 ratings everywhere!

SECOND RUNS - No. 1 (or "Top Ten") everywhere! Second runs already sold in 163 markets!

THIRD RUNS - No. 1 in Boston, No. 8 in Cleveland!

RENEWALS - Nearing 100%, many right thru 1959 and 1960!

78 HALF HOURS OF THE HIGHEST-RATED ADVENTURE PROGRAM IN TV FILM HISTORY



What's your port o'call?

Don't miss the boat...Sign aboard today with your nearest MCA TV bos'n...for another WATERFRONT hitch...

mca tv

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

A ROLAND REED PRODUCTION created and produced by Ben Fox, executive producer, Guy V. Thayer

*Source: ARB and Pulse, 1955, 1956, 1957.

NBC Makes Draft of Fall Nighttime Line-Up; Two Nights Look Familiar

Five Evenings Get New Look; Network Also Makes New Program Department Assignments

NEW YORK — NBC-TV is emerging from its reprogramming spree with a first draft of a fall nighttime schedule which features a familiar Thursday, an almost familiar Wednesday and five evenings with a new look. Simultaneously, the web announced a number of new assignments within its programming department.

The impending purchase of Barry-Enright Company has been accompanied by the web's decision to leave "Twenty-One" where it is (Mondays, 9-10 p.m.) and to

bring "Tic Tac Dough" to evening viewers (Thursdays, 7:30-8 p.m.) while keeping it as a daytime strip.

Sid Caesar and Robert Montgomery are absent from the new line-up, tho Caesar is scheduled for irregular 60 and 90-minute specials. It is virtually certain that Max Factor and Chesterfield will join to put "Panic" into the new time slot of Saturdays, 9-10 p.m.

The Xavier Cugat show will be expanded to 30 minutes, beginning in September, while "Life of Riley"

will return in color. The web schedule shapes up as follows:

Milton Berle

SUNDAY: 7:30-8, the Milton Berle series, tentatively called "Follow That Man"; 8-9, the Steve Allen show; 9-10, musical revue starring Dinah Shore for 20 stanzas, Ginger Rogers for six and Bob Hope for an undetermined number; 10-10:30, the Loretta Young show for Procter & Gamble.

MONDAY: 7:30-8:30, "Escape," the mystery series originally scheduled for ABC-TV; 8:30-9, "Wells

Fargo"; 9-9:30, "Twenty-One" for Geritol; 9:30-10, live drama for Alcoa and Goodyear; 10-11, "Crisis," featuring 10 Alfred Hitchcock Productions; 10 more on film and 19 live thrillers.

TUESDAY: 7:30-8, "Six-Shooter," starring John Payne; 8-9, the rotating Eddie Fisher and George Gobel variety stanzas with RCA and Chesterfield; 9-10, a three-way question in which Warner-Lambert wants the time. P&G has it but has dropped the Jane Wyman series, and MCA-TV is withholding the Wyman show from sale for P&G to reconsider. At 9:30-10:30, the hour-long dramas for Kaiser Aluminum and Armstrong Cork.

Wednesdays

WEDNESDAY: 7:30-8:30, "Wagon Train"; 8:30-9, "Father Knows Best" returns for Scott Paper; 9-10, "Kraft Theater"; 10-10:30, "This Is Your Life" returns.

KGBT SELLS FLOUR BY TON

HARLINGEN, Tex. — KGBT here claims the biggest promotion response in TV. Over 500,000 pounds of flour were sold during a 10-week talent contest over KGBT for Pioneer Flour. Viewers could vote only via flour sack labels. Pioneer is now launching similar short-term TV shows in the contest format in a dozen other Texas markets.

THURSDAY: 7:30-8, "Tic Tac Dough"; 8-8:30, "You Bet Your Life," starring Groucho Marx, for DeSoto and Toni; 8:30-9, "Dragnet" for Liggett & Myers; 9-9:30, "The People's Choice"; 9:30-10, Tennessee Ernie Ford for Ford; 10-11, "Lux Video Theater."

FRIDAY: 7:30-8, the Cugat show; 8-8:30, "Life of Riley" for Gulf; 8:30-9, "June," the new Nannette Fabray comedy series; 9-9:30, open, with "The Million-Dollar Goal," a Wolf Associates package, a possibility for Lanolin Plus; 9:30-10, "Big Story" for Vick Chemical and American Tobacco; 10-11, "Gillette Fights" with Red Barber sportscast at conclusion.

SATURDAY: 7:30-8, "People Are Funny" for Toni and R. J. Reynolds; 8-9, the Perry Como show; 9-9:30, "Panic" for Chesterfield and Max Factor; 9:30-10, the Gisele MacKenzie show, with Scott Paper an alternate week buy; 10-10:30, the rescheduled "Your Hit Parade" for American Tobacco and Warner-Lambert.

Exec Shifts

To expedite nighttime programming, NBC has shifted a number of execs as follows: John Calley, to manager of program services; William Hammerstein, director of program submissions; Ross Donaldson, manager of program submissions, reporting to Hammerstein; Dave Tebet, manager of spectacular programs, now called "specials"; Alvin Cooperman, director of nighttime programs for Wednesday, Thursday and Friday; Perry Cross, director of nighttime programs for Saturday and Sunday, and Joseph Cunneff, director of nighttime programs for Monday and Tuesday.

For daytime, Veepee Mort Werner announced two appointments, Carl Lindemann Jr. as director of daytime programs and William Sargent as director of the "Today-Home-Tonight" shows.

CBS Revenue In '56 at Peak

NEW YORK—CBS, Inc., had its greatest year ever in 1956, both its volume and its profit hitting an all-time high. Net revenues and sales totaled \$354,800,000. That was an increase of 12.1 per cent over 1955, the previous high. Consolidated net income after taxes was \$16,300,000, an increase of 21.5 over 1955.

This over-all increase was despite loss in CBS-Hytron and the liquidation of CBS-Columbia. CBS-TV increased its revenue by 18.3 per cent. CBS Radio continued to be profitable.

McAvity Goes To Weaver?

NEW YORK — Thomas McAvity, NBC-TV executive veepee in charge of network programs and sales, is reported headed for a top post with Weaver & Company, following his departure from the web April 5.

McAvity is currently arranging the reunion of Sid Caesar and Imogene Coca for at least two NBC musical revue specials.

It takes the



RIGHT two!



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

ONLY BASIC CBS-TV STATION SERVING THE AREA



CBS Channel 10
ABC-TV • NBC-TV

Represented by BLAIR-TV

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

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

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

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



SCREEN GEMS
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES

presents

TOP PLAYS OF 1957

278 HALF HOURS

of national programming superbly adapted to local needs with

Top Stars... Exciting Stories... Polished Productions that Assure All-Family Appeal!

★ **DRAMAS** ★ **COMEDIES** ★ **ADVENTURES**
★ **WESTERNS** ★ **MYSTERIES**

For information call

NEW YORK
711 Fifth Ave.
Plaza 1-4432

DETROIT
709 Fox Bldg.
Woodward 1-3979

CHICAGO
230 N. Michigan Ave.
Franklyn 2-3696

HOLLYWOOD
1334 N. Beechwood Dr.
Hollywood 2-3111

NEW ORLEANS
1032 Royal St.
Express 3913

TORONTO
102-108 Peter St.
Empire 3-4096

PARTIAL LIST OF FEATURED STARS

- Vivian Blaine*
- Joan Bennett*
- Ernest Borgnine*
- Eddie Bracken*
- Rory Calhoun*
- Claudette Colbert*
- Jackie Cooper*
- Joseph Cotten*
- Broderick Crawford*
- Arlene Dahl*
- Linda Darnell*
- Melvyn Douglas*
- Paul Douglas*
- Irene Dunne*
- Joan Fontaine*
- Paulette Goddard*
- Paul Henreid*
- Dorothy Lamour*
- Ida Lupino*
- Herbert Marshall*
- Mercedes McCambridge*
- Ray Milland*
- Thomas Mitchell*
- Paul Muni*
- Merle Oberon*
- Pat O'Brien*
- Maureen O'Sullivan*
- Edward G. Robinson*
- Will Rogers, Jr.*
- Cesar Romero*
- George Sanders*
- Ann Sheridan*
- Sylvia Sydney*
- Barbara Stanwyck*
- Barry Sullivan*
- Shelley Winters*
- Teresa Wright*
- Robert Young*

LAST CALL FOR ENTRIES

The Billboard's 19th Annual Promotion Competition

FOR TV STATIONS AND TV FILM DISTRIBUTORS

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

COMPLETE RULES:

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

II. DIVISION OF ENTRANTS:

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

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

B. TV Film Distributors

III. AWARDS:

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

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

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

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

IV. FORM OF ENTRIES:

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

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

V. JUDGES:

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

VI. DEADLINE FOR ENTRIES:

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

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

VII. ANNOUNCEMENT OF WINNERS:

Winners will be announced in The Billboard issue dated May 18, 1957.

THE BOARD OF JUDGES ADVERTISERS

Chester A. Jackson Jr., Advertising Dept.
American Tobacco Co.
James Macwithey, Dir. of Public Relations
Bristol-Myers Co.
Col. Harry D. Henshel, Board of Directors
Bulova Watch Co.
Luther B. Haring, Broadcast Media Dept.
Campbell Soup Co.
Robert T. Kesner, Asst. Advertising Director
The Coca-Cola Co.
George LaBoda, Director Radio-TV
Colgate-Palmolive Co.
Paul E. Chandler, Public Relations Mgr.
Kraft Foods Co.
Stephen J. Schmidt, Director of Advertising
Piel Brothers Brewing Co.
Robert Schaus, Advertising Manager
Quality Bakers of America
James Hagen, Public Relations Dept.
United States Steel Corp.

ADVERTISING AGENCIES

Thomas McDermott, Vice-President
N. W. Ayer & Sons, Inc.
Peter Krug, Director of Radio-TV
Calkins & Holden, Inc.
Rollo Hunter, Director of Radio-TV
Erwin, Wasey & Co., Inc.
Sam Northcross, Vice-President
William Esty Co., Inc.
Roger Pryor, Vice-President
Foote, Cone & Belding, Inc.
Harry J. Deines, Vice-President
Fuller & Smith & Ross, Inc.
Mal Davis, Vice-President
Grey Advertising Agency, Inc.
William Templeton, Vice-President
Bryan Houston, Inc.
Nicholas Kessely, Vice-President
Lennen & Newell, Inc.
Ted Bergmann, Vice-President
McCann-Erickson, Inc.
Walter Craig, Vice-President
Norman, Craig & Kummel, Inc.
George Wolf, Vice-President
Ruthrauff & Ryan, Inc.
Harry Rauch, Vice-President
Young & Rubicam, Inc.

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

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

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

I. FOR TV STATIONS

A. Division (check one only)

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

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

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

II. FOR TV FILM DISTRIBUTORS

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

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

FOR ALL ENTRANTS

Company or Call Letters _____

Street address _____

City and State _____

Name of General Manager _____

Name of Promotion Manager _____

Entry will be sent on or about (date) _____

Check here if entry is to be returned to entrant _____

AAP's Warner Features Sold To 75 Stations

Covers 60 Markets In Year; About 1/3 Buy All 754 Pix

NEW YORK—AAP, Inc., has sold Warner Bros. feature films to 75 stations in 60 markets, the distributor revealed last week, almost one year since it made its first sale of this product.

About one third of its station customers bought the entire library, 754 pictures. The rest average six packages each. There are usually 58 pictures in a package.

In some markets, such as Phoenix, Ariz., and Bloomington, Ind., Warner features have been sold to three different stations. Here in New York they have been sold to two.

Latest library sales were to WSAZ-TV, Huntington, W. Va.; WEAR-TV, Pensacola, Fla., and KHVH, Honolulu. Parcels were recently sold to KOAT-TV, Albuquerque, N. M., and WTMJ-TV, Milwaukee.

The "Popeye" cartoons have been sold in 60 markets, and the Warner Bros. cartoons have been sold in 40 markets.

All these sales are estimated to have grossed AAP close to \$25,000,000.

Screen Gems' 'H'wd Parade' Hits 12 Sales

NEW YORK — Screen Gems racked up 112 sales of its "Hollywood Premiere Parade" package of 39 Columbia features in its first week of availability, launched with the buy by WABC-TV here.

The new sales are to KRON, San Francisco; WREC, Memphis; WSM, Nashville; WTVN, Columbus, O.; KSL, Salt Lake City; KONO, Honolulu; KBAK, Bakersfield, Calif.; KTVK, Phoenix, Ariz.; WTIC, Hartford, Conn.; WEEK, Peoria, Ill., and KCRA, Sacramento.

HOLLYWOOD—Mark Stevens Productions is reported to be making a deal with Official Films for at least one new property. The property under consideration is said to be "Michael Shayne."

English Production on Rise for Screen Gems

NEW YORK — Screen Gems will step up its English production. Jack Cron, head of Screen Gems' English company, here last week for production planning conferences, said he has asked for permission to do three new shows there in the next 18 months, and they don't have to be with English settings. The actual number and specific properties have not yet been decided upon, but Cron is sure he will get a go-ahead on at least one.

Screen Gems, to date, has shot one pilot in England, "Ivanhoe" starring Roger Moore. Actually, because of bad weather, the exteriors were shot in Hollywood. It was filmed in color.

Cron said the film production facilities in England were as good

PARTIAL LIST OF UPCOMING HOUR STANZAS

HOLLYWOOD—This is a partial list of upcoming hour shows:

- ABC
 - Mystery Street (MGM mystery)
 - Show Boat (Screen Gems musical)
 - Maverick (Warner's Western)
 - Sugarfoot (Warner's Western)
- NBC
 - Wagon Train (Revue Western)
 - Crisis (Hitchcock-Revue dramas)
 - Dinah Shore Show (musical-variety)
 - Hour Adventure (untitled)
 - Fisher-Gobel Show (musical-comedy)
- CBS
 - Perry Mason Show (mystery)
 - Gary Cooper Show (dramas)
 - The Big Record (musical)

MONEY'S WORTH HERE TOO

Syndicated Ranks With Nets In TPA Cost-Per-1,000 Poll

By GENE PLOTNIK

NEW YORK—Syndicated program sponsors often get a cost per thousand as good as the best network buys. Television Programs of America pulled a c-p-M study for eight of its local sponsors, based on February ratings of Pulse and Videodex. And seven of them were getting a deal as good as the best 10 network buys. (See Cost-Per-Thousand Chart, Page 3.)

In Birmingham, Donovan Coffee sponsors "Stage 7," Thursdays, 9:30-10 p.m. The sponsorship costs \$328 per week, both time and program. In February the show received a 26.2 Videodex, which, when projected against the total TV circulation of the market, indicates 86,784 homes were delivered. This means each 1,000

homes that caught each commercial minute cost the sponsor \$1.26.

Thus, Donovan Coffee in Birmingham had a more efficient deal than every network sponsor with the exception of Dodge on Lawrence Welk.

In Boston, Quaker City Chocolate sponsors "Ramar of the Jungle," Thursday, 6-6:30 p.m. at a cost of \$1,060 per week. It got a 19.9 Pulse in February, which projects to 256,000 homes. Quaker City's efficiency was \$1.38 per thousand per commercial minute, which is also better than any network show except Welk.

Drewry's sponsorship of "Susie" in Toledo cost \$775 weekly and reached 183,000 homes, projected from a 49.5 Videodex. The cost efficiency is \$1.41, which is the

same that Pharmaceuticals, Inc., has achieved on the sky-rocketing "Twenty-One."

Blue Plate Foods spends \$681 a week to sponsor "Stage 7" in New Orleans. It received a 38.8 Pulse in January, which projects to 138,000 homes. That gives it a cost-per-thousand per minute of \$1.64, which is better than any network shows offers except Ed Sullivan, "Twenty One" and Welk.

Narragansett Beer sponsoring "Count of Monte Cristo" in Boston at a weekly cost of \$2,060, gets a Pulse of 29.4 in February. That works out to \$1.81 c-p-M, better than the sixth ranking network buy, "\$64,000 Question."

Manhattan Coffee sponsors "Cristo" in St. Louis, Friday, 9:30-10 p.m. It costs \$1,114, and it gets a 23.9 Pulse. That indicates a cost-per-thousand of \$1.92.

Taking a more competitive situation, Carlings Beer sponsors "Stage 7" in three-station Atlanta at a cost of \$60. It gets a 20.2 Videodex, a reach of 110,000 homes, which gives it a cost per thousand of \$2, still top efficiency.

Legendorf Bakeries' first rating for "Hawkeye" in Seattle was 22.3 Pulse, or 98,000 homes. It pays \$774 for the show there, which gives it a c-p-m of \$2.63. That's not quite as good, of course. But consider that the average cost-per-thousand of network evening shows is generally around \$3.90.

It's harder to find out what the average cost-per-thousand of syndicated shows is. But even in highly competitive situations syndication sponsors can beat that network average.

Take the 7-7:30 p.m. strip on WRCA-TV here, one of the choice syndication slots in New York. It costs the sponsor around \$5,000 per week, time and program. For that he gets at least a 10.0 rating, which projects to 475,000 homes. At that he can pull in a c-p-M per commercial of a little more than \$3.50.

CBS-TV Okays 'Patrol' Series

HOLLYWOOD—"Cavalry Patrol," hot as a pilot last season and presented in 90-minute form on "Playhouse 90" as "Without Incident," has received the go-ahead for full-scale production from CBS-TV. Charles Marquis Warren is producing.

Erroll Flynn will star in the series, filming on which is not expected to get under way till fall. Program is being aimed for the January-February 1958 market.

HOURS VERSUS SPONSORS

Considerable Increase in Hour TV Programs in Offing for Next Year

HOLLYWOOD—The flood of one-hour programs, which was predicted for this season but never materialized, seems to have finally broken its dam, and prospects for next year are for considerable increase in the lengthier-type programming. This is interesting in view of the fact that the top advertiser in television, Procter & Gamble, as well as another among the top 10, General Foods, are known to incline strongly toward the half-hour format.

What may be shaping up, then, is another advertiser versus programming battle, tho this is not likely to have the ferocity of that of two or three years ago when "buy my time, buy my program" and "take three weeks out of four" were fighting words.

For a company like P&G, the prejudice against one-hour programming is simple mathematics. With a multitude of products to plug it must get the most out of its TV time, and it cannot get in as many commercials on a one-hour show as in two half hours.

Further, with the general trend toward diversification, alternating sponsorship having already reached massive proportions in the half-hour field, how many advertisers are going to be sharing each hour show? Agency execs point to the "Playhouse 90" situation, which

began the year with three sponsors, increased to five in January, and may wind up having had close to 10 by the end of the season. The question being asked is, is this good for the product, or, for that matter, for the program?

Hour vs. Half Hour

What, then, of the ratings? Are the longer shows better buys than the half hours? Here the "how to lie with statistics" gambit comes into prominence, but, by and large, agency execs feel that such music-variety stanzas as Lawrence Welk, Perry Como, et al. excepted, the hour series have yet to prove themselves.

"Climax," for instance, is still being edged by "Dragnet," and "Playhouse 90" gets whipped soundly by Tennessee Ernie Ford, and then is shaded by Lux Video Theater, "Wire Service" and "Caesar's Hour" never got off the ground. The hour dramatic shows are being trounced by the half-hour opposition.

Programmers, in rebuttal, point to the "Cheyenne-Conflict" series as an outstanding success, and aver that the "Climax-Playhouse 90" spread has given CBS equal footing with NBC on what used to be almost exclusively an NBC night.

The strongest argument programmers use—and one which actually has little bearing on the sponsor—is that hour shows afford the opportunity for block programming, and that once an audience

is hooked it presumably can be kept. This theory seems to have worked well enough for ABC on its Tuesday night Western block, and NBC will try to emulate it next season by slotting an hour adventure and an hour Western at 7:30 p.m., Mondays and Wednesdays.

An interesting development is that most of the new hours will be on film, and it comes only two years after the introduction of the filmed hour to TV ("Disneyland," which bowed three years ago, excepted) via "Warner Bros. Presents" and "The 20th Century Fox Hour." One big reason is that many of the series are of the Western-mystery-adventure type which could not be done live.

Altho the opinion of one agency exec that, if the present trend continues, sponsors will lose all program identification and wind up doing little more than buying spots on nighttime shows, seems to be rather drastic, there is no doubt that an advertiser sacrifices a great deal of control over what goes into a series when he shares it with someone else.

At the moment P&G and General Foods, which already have turned down one hour-long offering, "I Love Lucy," seem inclined to stick with the half-hour format. Whether or not they change their minds could have a great deal of bearing on this fall's programming skeds.

Court Upholds Residual \$\$ For TV Series

HOLLYWOOD—Residual payments for television series were held not to violate the Sherman Anti-Trust Act in a decision handed down by Judge Kenneth Chantry in Superior Court here last week.

President Henry B. Donovan, of Telemount Pictures, has challenged SAC's right to collect re-runs by filing a demurrer to a suit by the Guild claiming \$6,387 in alleged unpaid residuals for the "Cowboy G-Men" series.

Donovan had challenged the validity of residual payments on the basis that they constitute restraint of trade. The SAC charges Donovan with non-payment of more than \$20,000 in residuals.

SG Into Low-Priced Field With 'B' Films

NEW YORK—Screen Gems is entering the low-priced field this week with a package of 52 Class B feature films for first run, which it is offering under the title "Hollywood Value Parade." It comes on the heels of Screen Gems' third Columbia package, "Hollywood Premiere Parade," and will sell at a price pegged below the lowest of the previous three packages, "Hollywood Mystery Parade."

An autonomous department with a separate sales force has been set up by Screen Gems for the handling of low-price packages, based roughly on the concept of Eonomee TV, the Ziv TV subsidiary which

inherits Ziv's properties after multi-runs.

George Gilbert, formerly of Interstate Television, has been named to the first post within the new Screen Gems department. re-run features out of the Hygo-Unity catalog are slated to follow "Value Parade" for sale, with a possibility for numerous half-hour stanzas, such as early "Ford Theater" shows, to be similarly packaged. Jerry Hyams, director of syndicated sales, will oversee the new operation.

Screen Gems to date has packaged a total of 247 Columbia Pictures features for TV.

the kids are eating their spinach again....

Spinach rates high with the kids when Popeye's back in town. So does Popeye himself. In 21 cities across the country—all markets rated thus far by ARB—Popeye cartoon programs earned a resounding rating of 16.2 *on a weekly average*, regardless of station, time-period or competition.

Here are the actual figures: WBZ-TV, Boston, 20.7; WBEN-TV, Buffalo, 14.4; WBBM-TV, Chicago, 14.0; WBNS-TV, Columbus, 13.9; KBTU, Denver, 23.3; WDSM-TV, Duluth-Superior, 25.2; KTLA, Los Angeles, 12.0; WTVJ, Miami, 15.9; WPIX, New York, 14.9; KPHO-TV, Phoenix, 16.6; WCSH-TV, Portland, Me., 15.2; WPRO-TV, Providence, 19.5; KCRA-TV, Sacramento, 10.7; KUTV, Salt Lake City, 14.2; KFSD-TV, San Diego, 15.5; KRON-TV, San Francisco, 10.6; WSBT-TV, South Bend, 14.9; KREM-TV, Spokane, 18.7; KTVX, Tulsa, 14.9; KFDX-TV, Wichita Falls, 13.6; WFMJ-TV, Youngstown, 20.0.

So—never mind the spinach sales. Popeye's been selling for such sponsors as Flav-R-Straws, Bosco, Kellogg's, 7-Up, Schwinn Bicycles, and Post Cereals. To snare audience and advertiser alike, let Popeye make a muscle in *your* area. For details, write or phone

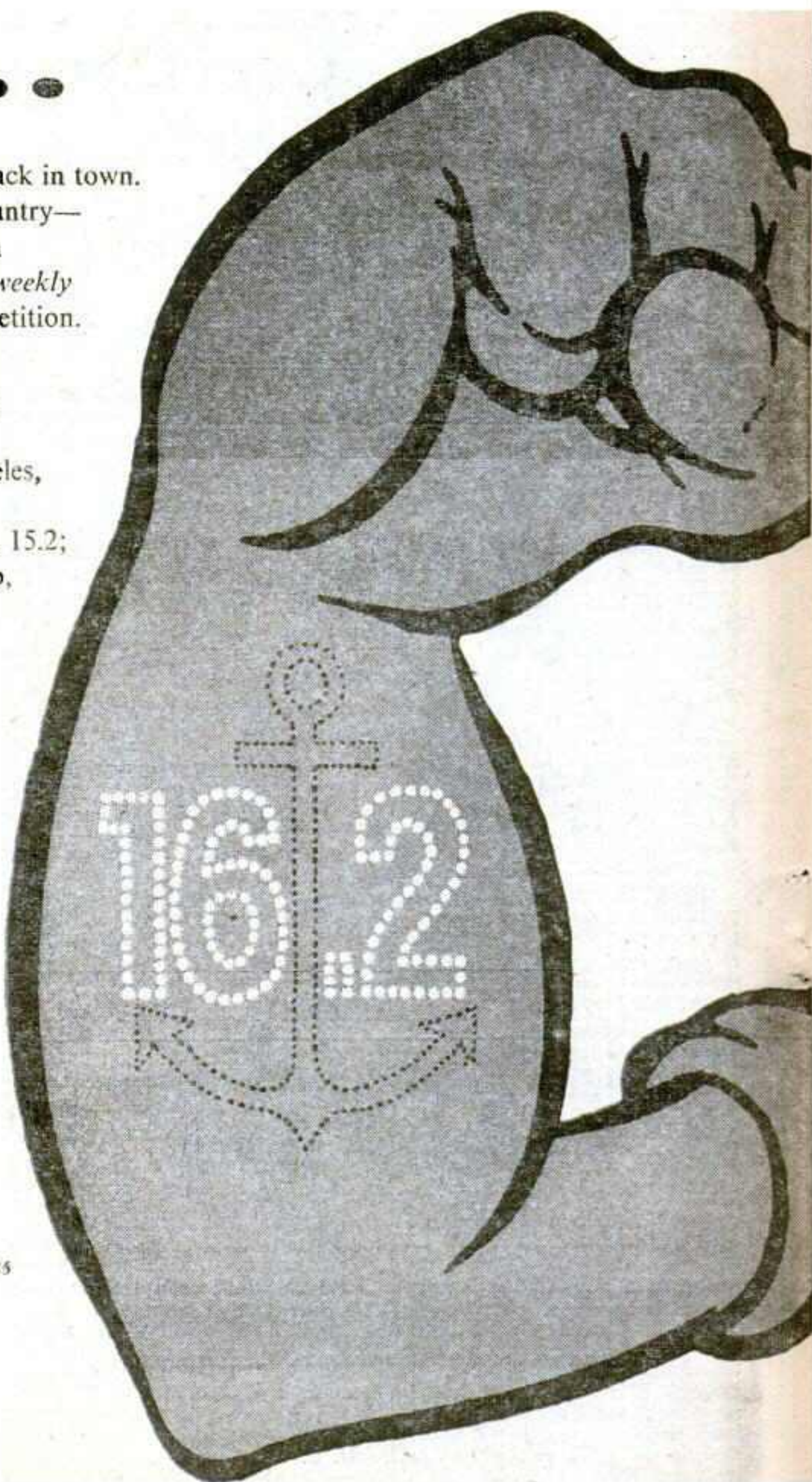
a.a.p. Inc.

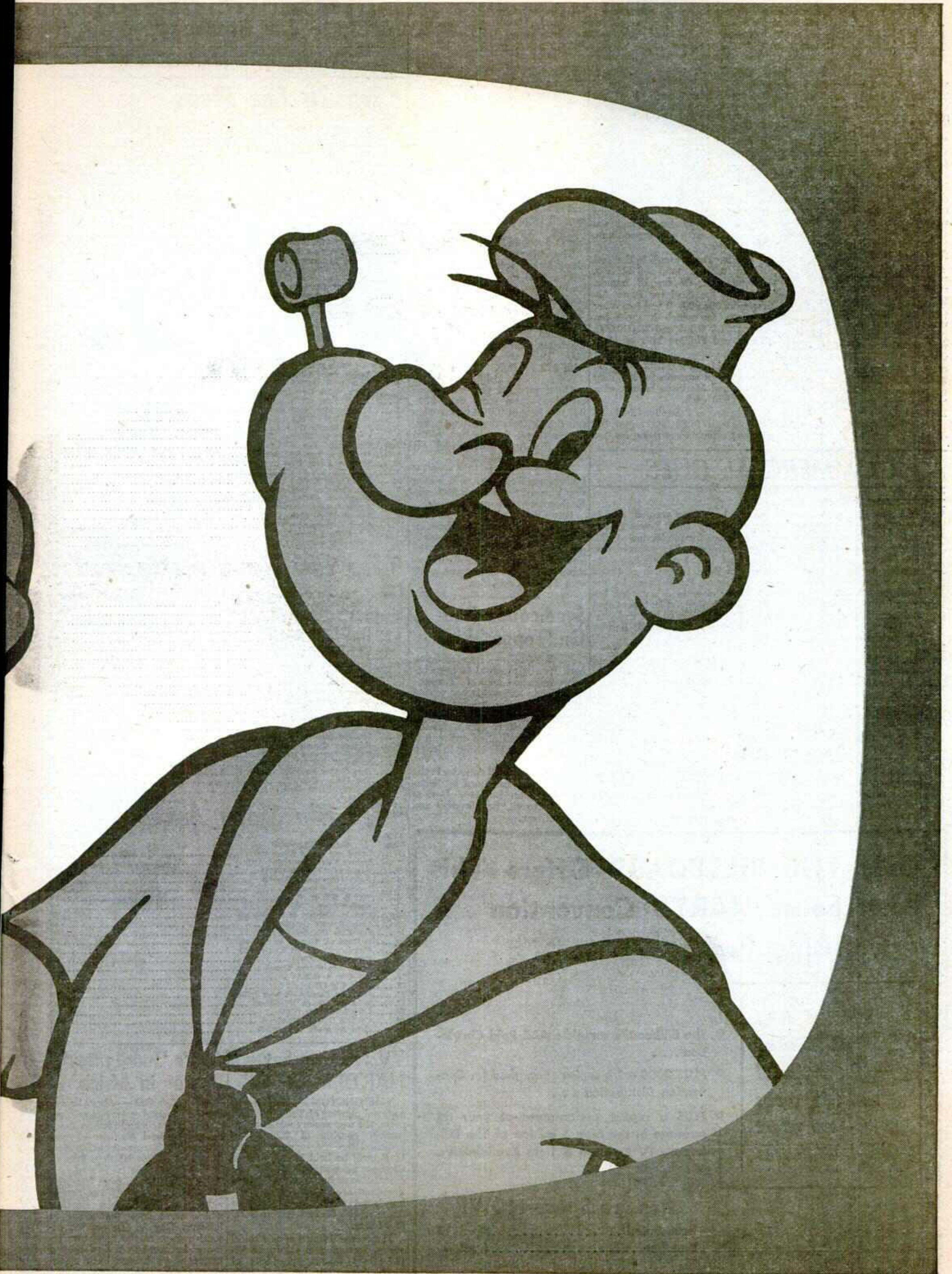
345 Madison Ave.,
New York City, MUrray Hill 5-2323

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

DALLAS: 1511 Bryan St., RIVERSIDE 7-8553

LOS ANGELES: 9110 Sunset Blvd., CRestview 5-2885





Viceroy, Alka-Seltzer and Maxwell Instant Top TvB Spot Spending Poll

NEW YORK—The brand for which the most was spent in spot TV in 1956 was Viceroy Cigarettes with an estimated expenditure of \$5,373,290.

Second was Alka-Seltzer with \$4,498,070. Third was Maxwell House Instant Coffee, with \$4,318,140.

This was revealed in the first brand breakdown of spot spending, contained in the Television Bureau of Advertising's first annual spot report, culminating the quarterly studies that the TvB started with the R. C. Rorabough Company in the fall of 1955.

Procter & Gamble was, of course, the company that spent most in spot TV, an estimated \$17,522,450. But there were a couple of brands for which more was spent than any of P&G's.

The P&G brand for which most was spent was Crest toothpaste, with \$2,818,170. There were five other P&G brands for which between \$1,000,000 and \$2,000,000 were spent: Dash detergent, Gleem toothpaste, Ivory Flakes, Joy and Lava Soap.

P&G bought spot TV for a total of 34 different brands.

The second biggest spender was Brown & Williamson, producer of the top ranking Viceroy. For three of its five brands, B&W spent over \$1,000,000. For Kool it spent \$3,743,420, the fifth largest brand budget in 1956.

General Foods, which made spot TV expenditures for 33 different brands, including Maxwell House Instant. The only other brand for which it spent more than \$1,000,000 was Birds Eye Frozen Foods. General Foods had the largest company expenditure, \$9,415,940.

Sterling Drug, fourth in the TvB listing with a total \$8,823,300, bought spot TV for 18 brands, spending the most for Bayer Aspirin, \$2,994,960. It had two other products for which it spent between \$1,000,000 and \$2,000,000, Fizin and Phillip's Milk of Magnesia.

Philip Morris was fifth, spending almost equal amounts for its Philip Morris and Marlboro brands, over \$3,000,000 each.

Colgate - Palmolive had 23 brands listed in the TvB report, the biggest expenditures going for two

toothpastes, Colgate with \$2,539,320 and Brisk with \$1,447,160.

Over \$2 Mil

Other brands for which more than \$2,000,000 was spent were Continental Baking's Wonder Bread, Nabisco Cookies and Crackers, Kellogg Cereals, Robert Hall Clothes, L&M Cigarettes (three times more than Chesterfield), Bulova Watches (fourth biggest brand expenditure), AF&T, Coca-Cola and Ford Cars (General Motors over-all spent more than Ford, its biggest brand expenditure being for Oldsmobile with \$1,516,611).

The biggest specific product classification was beer and ale, with a total of \$30,427,000. The leading beer, according to the TvB breakdown, is Ballentine, which spent an estimated \$1,852,280 for spot time in 1956.

Second largest spot product is cigarettes, with a total of \$28,872,000. Third was coffee and tea with \$22,367,000.

Soft Drinks

Other products that—all brands combined—spent more than \$10,000,000 in spot TV last year were soft drinks (Coke the biggest), dentifrices (Crest the biggest), baked goods (Nabisco biggest) and gas and oil (Esso is biggest).

The top agency in 1956 spot TV billings was Ted Bates, which handles Viceroy. Second was McCann-Erickson, which handles Bulova.

Pete Cash, TvB president, said, "It is not our intention to draw inferences, point out trends or interpret this report. We believe the astute advertiser will readily understand its significance in terms of his own TV sales activities."

Syndication Due On 'Topper' Pix

NEW YORK — Bernard Schubert, Inc., is reported to have begun syndication sales of "Topper," the comedy series that has played all three networks, starting on CBS two years ago, then reruns on ABC last season. This season, it's on NBC. The syndication order, it is understood, call for airing to begin in October.

There are now 78 episodes in the series. It was produced by Schubert and John Loveton. It stars Leo G. Carroll, Bob Sterling and Ann Jeffreys.

PULSE FILM RATINGS for January

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

• Top 20 Film Shows

Rank Order	Show & Distributor	Avg. Rating
1	Esso Golden Playhouse (Official)	17.5
2	Highway Patrol (Ziv)	17.1
3	Life of Riley (NBC)	16.2
4	Frontier Doctor (Hollywood)	14.9
5	Annie Oakley (CBS)	14.3
6	Code 3 (ABC)	13.4
7	Superman (Flamingo)	13.1
8	Cisco Kid (Ziv)	12.3
9	Death Valley Days (Pacific Borax)	12.1
10	Badge 714 (NBC)	12.0
11	Sheriff of Cochise (NTA)	11.8
12	I Search for Adventure (Bagnall)	11.6
13	Wild Bill Hickok (Flamingo)	11.5
14	Doug Fairbanks Presents (ABC)	11.4
15	Popeye (Associated Artists)	11.1
16	Rosemary Clooney (MCA)	11.1
17	Patti Page (Screen Gems)	11.0
18	Sky King (Nabisco)	11.0
19	I Led Three Lives (Ziv)	10.8
19	Man Called X (Ziv)	10.8
19	Waterfront (MCA)	10.8

• Top Film Shows Among Men

Rank Order	Show & Distributor	Men Per 100 Homes
1	Racket Squad (ABC)	84
1	Lone Wolf (MCA)	84
1	Death Valley Days (Pacific Borax)	84
1	The Whistler (CBS)	84
5	Mr. and Mrs. North (Schubert)	83
5	The Falcon (NBC)	83
7	Boston Blackie (Ziv)	82
8	Championship Bowling (Schwimmer)	81
8	Confidential File (Guild)	81
8	Dateline Europe (Official)	81
8	Highway Patrol (Ziv)	81
8	Inner Sanctum (NBC)	81
8	Man Called X (Ziv)	81
8	San Francisco Beat (CBS)	81
8	Waterfront (MCA)	81
16	Public Defender (Interstate)	80
17	Life of Riley (NBC)	79
17	Great Gildersleeve (NBC)	79
17	I Led Three Lives (Ziv)	79
17	China Smith (NTA)	79

• Top Film Shows Among Women

Rank Order	Show & Distributor	Women Per 100 Homes
1	Doug Fairbanks Presents (ABC)	95
2	Celebrity Playhouse (Screen Gems)	95
3	Dateline Europe (Official)	90
3	Mr. District Attorney (Ziv)	90
5	Patti Page (Screen Gems)	89
5	Stage 7 (TPA)	89
5	Your TV Theater (Ziv)	89
5	Dangerous Assignment (NBC)	89
5	Dr. Christian (Ziv)	89
10	Guy Lombardo (MCA)	87
10	Liberace (Guild)	87
10	Man Behind the Badge (MCA)	87
10	Man Called X (Ziv)	87
10	My Little Margie (Official)	87
15	Life With Father (CBS)	86
15	Mr. and Mrs. North (Schubert)	86
15	Rosemary Clooney (MCA)	86
15	Star Performance (Official)	86
15	Studio 57 (MCA)	86
15	Esso Golden Playhouse (Official)	86
15	The Falcon (NBC)	86
15	Highway Patrol (Ziv)	86

• Top Film Shows Among Kids

Rank Order	Show & Distributor	Kids Per 100 Homes
1	Laurel and Hardy (Governor)	93
1	Looney Tunes (Associated Artists)	93
3	Ramar of the Jungle (TPA)	92
4	Popeye (Associated Artists)	91
4	Superman (Flamingo)	91
4	Buffalo Bill Jr. (CBS)	91
7	Annie Oakley (CBS)	89
8	Captain Midnight (Screen Gems)	87
9	Little Rascals (Interstate)	86
10	Sky King (Nabisco)	85
10	S. Donovan, Western Marshal (NBC)	85
10	Hopalong Cassidy—1 hour (NBC)	85
13	Range Rider (CBS)	84
13	Jungle Jim (Screen Gems)	84
13	Kit Carson (MCA)	84
13	Cisco Kid (Ziv)	84
17	Hopalong Cassidy—½ hour (NBC)	83
17	Wild Bill Hickok (Flamingo)	83
19	Long John Silver (CBS)	82
19	Cowboy G-Men (Flamingo)	82
19	Gene Autry—½ hour (CBS)	82

TV Pioneers Set NARTB Meeting

WASHINGTON — The organizational meeting of Television Pioneers, the new society whose membership consists of those who launched the TV industry in the U. S., will be held Monday (8) in Chicago, as part of the National Association of Radio and Television Broadcasters convention. The meeting is set for the Lower Tower Room of the Conrad Hilton Hotel at 11 a.m.

Pioneers will function as a social group, according to Chairman W. D. (Dub) Rogers, president of Texas Telecasting, Inc.

G-K's 'Jungle Boy' Rolling in Africa

HOLLYWOOD — Gross-Krasne has put a second series into production in Africa. Titled "Jungle Boy," it stars Michael Hartley, 14-year-old son of famous animal trainer and trapper Carr Hartley. Pilot of the series has been completed.

In the meantime, work has been progressing on the "African Patrol" vidseries, starring John Bentley, which went into production in January. Guy V. Thayer Jr., executive v.-p. of the company, returned last week from England and Africa where he has been supervising filming of the shows.

COMMERCIAL CUES

NEW ENTRIES TO THE LIST

Two new film production companies have been formed, one in New York and one in the Southeast. In New York, Ernest Pintoff and Robert Lawrence have opened offices for production of animated films for theatrical, TV programming and commercial use. The firm, Pintoff-Lawrence Productions, Inc., has done two commercials so far for RCA and American Beer. Lawrence continues to head his own firm, Robert Lawrence Productions. In the Southeast, Beeland Film Producing Company in Atlanta has become Beeland-Wood Films, Inc. Charles D. Beeland Jr. is president and executive producer; Bernard I. Ochs, vice-president and general manager, and Keith Wood, chairman of the board. Besides film production, Beeland-Wood has a complete lab.

Howard Magwood, veteran film director, has been hired by Sound Masters as vice-president in charge of TV commercial production. Jean Martin, the singer heard in the Chock Full o' Nuts blurbs, is doing a new series for the coffee firm thru Grev Advertising. Production Notes: Filmways has just completed a series for Windex thru Young & Rubicam and for CBS-Columbia thru McCann Erickson. MPO Television Films ditto for Vitalis thru Doherty, Clifford, Steers & Shenfield. The Bryan-Houston Agency is developing a new series for Nestle's Nescafe using an adaptation of Irving Berlin's 1932 song hit "Let's Have Another Cup of Coffee." The adaptation of the tune was made by Paul Taubman, band leader for several of the quiz shows. Robert Lawrence Productions, Inc., has set up a new creative department to provide counselling service for its clients. Bill Bernal, formerly of Storyboard and UPA, will conduct this new department.

Only THE BILLBOARD Offers This Powerhouse NARTB Convention Advertising Package—

A total all-television distribution of 14,465 copies —and all at ONE LOW RATE!

- The Billboard's complete ABC Paid Circulation . . .
- PLUS 2000 extra copies earmarked for Convention Distribution . . .
- PLUS a repeat performance of your ad message in the May 1 edition of The Billboard's TV Program & Time Availabilities.

Reserve Space NOW!

Issue Dated April 13
Deadline April 4

NARTB SETS UP AGENDA FOR CHICAGO MEETING

WASHINGTON—The official agenda has been set for the April convention of the National Association of Radio & Television Broadcasters at the Conrad Hilton Hotel, Chicago. The TV Film panel, as reported last week, has been reinstated on the agenda after having been dropped to make way for a session on TV music licensing. The agenda, as it now stands, is as follows:

SUNDAY, APRIL 7

7 a.m.-7 p.m.: Registration—continued each day (Lower Lobby)
 Noon-6 p.m.: Exhibits—continued each day (Exhibition Hall, 5 and 6 floors)

MONDAY, APRIL 8

1:30-3:30 p.m.: Panel on FM's Expanding Future (Williford Room)
 2-3 p.m.: Television Film Panel (Upper Tower)
 Harold See, KRON-TV, San Francisco
 Campbell Arnoux, WTAR-TV, Norfolk
 Two film distributor spokesmen to be named
 3:30-5:30 p.m.: Labor Clinic (Upper Tower)
 Leslie C. Johnson, WHBF AM-TV, Rock Island, Ill., chairman

TUESDAY, APRIL 9

10:30 a.m.-Noon: Joint Session, Engineering-Management (Grand Ballroom)
 Presentation of Keynote Award to Herbert Hoover
 12:30-2:30 p.m.: Luncheon (Grand Ballroom)
 Address by FCC Chairman George C. McConaughy
 2:30-5 p.m.: Radio Management Conference (Williford Room)
 2:30-5 p.m.: TV Management Conference (Upper Tower)
 Subjects: TV Allocations Study Organization, Color TV, TV Code, Panel on Management Organization Planning and Direction
 6-7:30 p.m. Annual Convention Reception (Williford Room and Normandy Lounge)
 7:30 p.m.: Annual Convention Banquet (Grand Ballroom)

WEDNESDAY, APRIL 10

9:30 a.m.-Noon: Joint Session, Engineering-Management (Grand Ballroom)
 Panel Discussion featuring FCC Commissioners
 Noon: Annual Membership Meeting Business Session (Williford Room)
 12:45-2:30 p.m.: Luncheon
 Report to the People by Harold E. Fellows, NARTB President and Chairman of the Board
 2:45-5 p.m.: Radio Management Conference (Williford Room)
 7:30 p.m.: Radio Pioneers Dinner

THURSDAY, APRIL 11

10 a.m.-Noon: Radio Management Conference (Boulevard Room)
 10 a.m.-Noon: TV Management Conference (Williford Room)
 All-Industry TV Music License Meeting
 12:30-2:30 p.m.: Luncheon (Grand Ballroom)
 Address by Arch N. Booth, Executive Vice-President, Chamber of Commerce of the U. S.
 2:30-5 p.m.: TV Management Conference (Grand Ballroom)
 TVB presentation: "Television-1957's Salesman"
 Norman (Pete) Cash, President
 George Huntington, Asst. to the President and Director of Sales Development
 William Colvin, Director Station Relations
 4 p.m.: TV Business Session (Williford Room)
 TV Board Elections

Auto Firms Take on Control From Dealers of Bally Bills

NEW YORK — Having put a stop to co-op spending, the auto manufacturers are now centralizing their control of money spent for the publicity and promotion to back up their dealers' TV programs.

Until now, an individual dealer would choose his time and place for advertising or publicizing his sponsorship of a film series, with the factory giving automatic approval and footing at least 50 per cent of the costs. Disturbed by the growing practice of "feather-bedding," in which the syndicators are asked by dealers to provide a second and bigger bill to pass on to Detroit, the auto brass hope to save thousands of dollars monthly by assuming active veto roles and in many cases actual positive planning.

The auto companies, in a simultaneous good will move, will be picking up the tab for all print media advertising, figuring it as part of the price they charge each dealer for every car they ship him, discarding the current method of asking token payments of \$5 per ad or \$50 per ad contract.

According to a spokesman for the Kudner Agency, the radio-TV departments of the agencies and clients were aware of spiraling costs in this area before the film syndicators started to balk at double billing. No single company would move first, however, until enough major companies unofficially agreed to enter the new program at about the same time, to forestall dealer complaints and comparisons.

Paramount's Telemeter Pay-TV System Unveiled

HOLLYWOOD — Paramount unveiled its new Telemeter pay-as-you-see TV system here last week, and Lou Novins, vice-president of the company, said that talks will begin immediately with exhibitors or other groups of persons interested in leasing the system.

Within the next few weeks 2,500 theater exhibitors are being invited to Hollywood to view the operation. These are expected to get first crack at franchises, altho the system will be available to any individual or group of individuals in a city.

Features of Telemeter, which were tried out in experimental form in Palm Springs, Calif., three years ago, are that it can operate on either wires (thereby circumventing FCC action) or on air-link; that it gives the viewer a selection of as many as three different channels on pay-TV; that installation on an ordinary TV set can be accomplished in a matter of minutes; that the amount of payment is flexible (programs can be scaled from 5¢ to \$2) with credit given for overpayment; and that a tape recording is made of all programs played.

Novins and Barney Balaban, president of Paramount, emphasized that the pay boxes, which were unveiled to the press and operated by newsmen, are not prototypes but production models, and that a system for an entire city could be placed in operation within six months.

For the time being the system would operate on wires strung on telephone poles, with lead-ins to each individual home. The cost of such wiring would be between \$25 and \$50 per home (depending on the situation in the area). Whether or not all or part of this is to be passed on to the home owner would be up to the individual operator.

If and when FCC approves pay-TV, the system could be switched from wires to air-link without modification.

Balaban said that, wherever a pay system is established, Para-

mount would guide itself on the release of new features on the basis of economics; in other words, the pix would be released first wherever the profit is greater: Either the theater or pay-TV. During the first few months of the system Paramount would probably cooperate with operators in giving them product which would act as inducement from home owners to have the system installed.

Meanwhile in Washington, the FCC may be winding up for its final pitch on a toll TV decision at this week's meeting, tentatively scheduled for Tuesday (26). Last Monday's (18) meeting on the pay service reportedly warmed up the issue to the point where the commissioners are resigned to giving a yes or no on the toll hot potato, so resolutely tossed to them by the Senate Commerce Committee in recent hearings (The Billboard, March 23).

Rush Business for Economee TV, Up 47% Over 1956

NEW YORK—Economee TV, the rerun subsidiary of Ziv-TV, has been doing a rushing business these past three months, despite all impressions of a recession in the trade. Pierre Weis, general manager, said last week that sales in the first quarter of 1957 were 47 per cent ahead of the same period a year ago.

Of course, Economee has been rapidly expanding in this period. It has just hired four more salesmen, bringing its total force to 12 men. The new men are Leon Bernard, former Midwest manager of Television Programs of America; Leonard Key, who had formerly headed his own Crusader Rabbit Sales Corporation; John Alicoate, formerly of Guild Films and John Higgins, formerly of KRBC, Abilene, Kan.

In addition to its personal build-up, Economee has been expanding its catalog. It only recently began selling the reruns of "Mr. District Attorney" and "I Led Three Lives."

Among the stations Economee recently sold large package deals are CKLW, Detroit; KLZ, Denver; WKY, Oklahoma City; WFAA, Fort Worth; WSM, Nashville, and KSD, St. Louis.

Imperial Canadian Rep

CHICAGO — Imperial World Films, producer of wrestling films for TV, will be represented in Canada by A.&F. Film Corporation of Montreal. Imperial is concluding similar agreements in South America, Europe, Australia and Japan.

KFJZ in Ratings Win With M-G-M

DALLAS—The first available ratings in the Dallas-Fort Worth market on the M-G-M feature film package give KFJZ's five-night schedule of pictures an average 16.2, according to Trendex. The other three stations in the market averaged 12.8, 11.6 and 8.9 for the same time periods.

In the Monday 7 p.m. period, the M-G-M feature beat "Twenty-One," 17.2 to 13.9, but lost out to "I Love Lucy," which scored a 25.0.

I'M JOE FLOYD...



I CONSIDER MYSELF A HELLUVA SALESMAN!

Whether you want to go the radio or TV route . . .

If you want to cover a healthy, husky slice of America—measured in terms of South Dakota, Minnesota, Iowa and Nebraska—then see me!

BUY JOE'S RADIO
 KELO Now increased from 5,000 to 13,600 watts

and

BUY JOE'S TV!
 You can't beat this single market buy!
KELO-TV
SIoux FALLS
 (New 1,032-ft. Tower)
SATELLITE KDLO-TV
 Aberdeen-Huron-Waterlown
 and this June **KPLO-TV**
 Pierre-Winner-Chamberlain

All inter-connected!
 NBC • CBS • ABC

THAT'S RIGHT!
J. F. IS A HELLUVA SALESMAN . . .

and you can reach him quick at KELO, Sioux Falls . . . or through **H-R REPRESENTATIVES**

SAVE MORE MONEY—MAKE MORE MONEY
 Subscribe to The Billboard TODAY!

"MR. DISTRICT ATTORNEY"
 STARRING DAVID BRIAN



#1 SYNDICATED SHOW IN SALT LAKE CITY OGDEN-PROVO, UTAH
31.2
 PULSE, JUNE, 1956

#8 AMONG ALL NETWORK SHOWS ALL WEEK!

BEATING: #9 Disneyland
 #10 Godfrey's Talent Scouts
 . . . and many others

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

Comm'l TV to Get Dynamic Pubserv Pix

NEW YORK—A series of public service telefilms, currently being completed by Dynamic Films, Inc., is headed for commercial TV thru the co-operation of its original sponsors, the American Bar Association, American Medical Association and William Merrell Company, pharmaceutical house which supplied the early financing.

The series, designed at first to include six half-hour dramatic stanzas, deals with the relationships of doctors and lawyers. The first film, "Medical Witness," previewed by the associations in December, convinced them the series could have wider circulation beyond the two professions. Nathan Zucker, president of Dynamic, is producing, with Lester Becker as director.

FCC Delivers Tentative V's

WASHINGTON—Amid mixed cheers and groans, the Federal Communications Commission handed out tentative proposals to add new VHF drop-in channels to Miami; Charleston, S. C.; Norfolk and the Duluth-Superior area. The moves would make the fourth very high for Miami, and the third for the others. Not yet set, the proposed steps will wind up the remainder of the 14 deintermixture cases initiated in the general proposals of last June.

Already in hot water over its earlier allocations moves, the FCC has also been shouted down for its recent decision to let KTVI operate temporarily on the new Channel 2 assigned to St. Louis. Lon Hocker, St. Louis attorney and head of the Louisiana Purchase Company, has demanded a stay of the grant, and permission to go into temporary operation on Channel 2. Strong reaction to the rumored possibility that the channel will go to CBS has come both from within and without the commission.

'Ellery Queen' Name Changed; Rights Expire

NEW YORK — "The Adventures of Ellery Queen" has been retitled "Mystery Is My Business." The producer's TV rights to the old title expired at the end of last year. A couple of stations have already begun using the new title. The series was put into syndication by Television Programs of America in April, 1954. It was produced by Norman and Irving Pincus. It stars Hugh Marlowe as Queen.

PULSE LOCAL RATINGS FOR FEBRUARY

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

BOSTON
4 TV STATIONS—870,100 TV HOMES
Population—2,991,000 (6th in U. S.)
Buying Income—\$5,472,790,000 (7th)
Retail Sales—\$3,782,581,000 (6th)
Food Sales—\$927,203,000 (6th)
Drug Sales—\$114,673,000 (6th)
Automotive—\$596,532,000 (6th)
Above figures include following counties: Essex, Middlesex, Norfolk and Suffolk.

- TOP NETWORK SHOWS**
1. Ed Sullivan, WNAC, Su. 43.4
 2. Groucho Marx, WBZ, Th. 39.9
 3. G. E. Theater, WNAC, Su. 39.5
 4. I Love Lucy, WNAC, M. 38.9
 4. Jane Wyman, WBZ, T. 38.9
 6. Alfred Hitchcock, WNAC, Su. 38.4
 7. Climax, WNAC, Th. 37.9
 8. Playhouse 90, WNAC, Th. 36.1
 9. Godfrey's Talent Scouts, WNAC, M. 35.5
 10. Millionaire, WNAC, W. 34.7

- TOP MULTI-WEEKLY SHOWS**
1. Mickey Mouse Club, WBZ, M.-F. 24.2
 2. Boston Movie Time, WBZ, M.-F. 16.8
 3. Newsletter (6:45 p.m.), WBZ, M.-F. 15.5
 3. Patti Page, WNAC, M.-F. 15.5
 5. News, Weather (7 p.m.), WNAC, M.-F. 15.1
 6. Queen for a Day, WBZ, M.-F. 13.7
 7. NBC News, WBZ, M.-F. 13.3
 8. Matinee Theater, WBZ, M.-F. 12.5
 9. Eddie Fisher, WBZ, W. 12.3
 10. Arthur Godfrey, WNAC, M.-Th. 12.0

- TOP FEATURE FILMS**
Once Weekly
1. Pleasure Playhouse, WBZ, Su.-5:30-7:00 p.m. 23.1
 2. Saturday Movietime, WBZ, S.-5:30-7:00 p.m. 10.0
 3. Late Show, WNAC, S.-11:45-12:00 mid. 9.7
 4. Children's Theater, WNAC, S.-8:00-9:00 a.m. 8.1
 5. Magee's Movietime, WNAC, M.-11:45-12:00 mid. 7.0

- Multi-Weekly**
1. Boston Movie Time, WBZ, M.-F.-5:00-6:45 p.m. 16.8
 2. Hollywood Playhouse, WBZ, M.-F.-1:00-2:30 p.m. 10.8
 3. Hollywood's Best, WBZ, S.-Su.-11:00-12:00 mid. 7.8
 4. Giant Movie Party, WBZ, M.-F.-9:00-10:00 a.m. 4.1
 5. Movie Matinee, WMUR, S.-Su.-3:00-4:30 p.m. 2.2

- TOP SYNDICATED FILMS**
1. Count of Monte Cristo (TPA), WNAC, T.-8:30 29.4
 2. Annie Oakley (CBS), WNAC, Su.-5:00 27.0
 3. Badge 714 (NBC), WNAC, W.-6:30 24.3
 4. Crunch and Des (NBC), WNAC, Th.-8:00 23.7
 5. Frontier (NBC), WNAC, F.-10:30 23.2
 6. Sky King (Nabisco), WNAC, W.-6:00 23.0
 7. Big Playback (Screen Gems), WBZ, F.-10:45 21.7
 7. Superman (Flamingo), WNAC, F.-6:50 21.7
 9. Sheriff of Cochise (NTA), WNAC, Su.-6:00 21.5
 10. Rin Tin Tin (Screen Gems), WNAC, Su.-6:30 21.2
 11. State Trooper (MCA), WNAC, Su.-10:30 20.7
 12. Man Called X (Ziv), WBZ, M.-10:30 20.5
 13. Highway Patrol (Ziv), WBZ, W.-10:30 20.3
 14. I Led Three Lives (Ziv), WNAC, W.-7:30 20.2
 15. Science Fiction Theater (Ziv), WBZ, T.-7:00 20.0
 16. Ramar of the Jungle (TPA), WNAC, Th.-6:00 19.9

DETROIT
4 TV STATIONS—957,600 TV HOMES
Population—3,518,600 (5th in U. S.)
Buying Income—\$7,386,946,000 (5th)
Retail Sales—\$4,841,614,000 (4th)
Food Sales—\$1,086,050,000 (4th)
Drug Sales—\$193,768,000 (4th)
Automotive—\$1,115,412,000 (4th)

- TOP NETWORK SHOWS**
1. Ed Sullivan, WJBK, Su. 40.3
 2. I Love Lucy, WJBK, M. 35.9
 3. Lawrence Welk, WXYZ, S. 35.3
 4. Perry Como, WWJ, S. 34.7
 5. Wyatt, Earp, WXYZ, T. 31.7
 6. Alfred Hitchcock, WJBK, Su. 30.0
 7. G. E. Theater, WJBK, Su. 29.2
 8. Godfrey's Talent Scouts, WJBK, M. 28.5
 9. Groucho Marx, WWJ, Th. 27.3
 9. Your Hit Parade, WWJ, S. 27.3

- TOP MULTI-WEEKLY SHOWS**
1. Mickey Mouse Club, WXYZ, M.-F. 24.7
 2. News (11 p.m.), WJBK, M.-F. 11.7
 3. Art Linkletter, WJBK, M.-F. 11.2
 4. Arthur Godfrey, WJBK, M.-Th. 10.8
 5. Justice Colt, CKLW, M.-F. 9.9
 6. 12 o'Clock Comics, WXYZ, M.-F. 9.6
 7. Queen for a Day, WWJ, M.-F. 9.5
 8. Garry Moore, WJBK, M.-F. 9.3
 8. NBC News, WWJ, M.-F. 9.3
 10. Million \$ Movie, CKLW, M.-F. 9.1
 10. Our Miss Brooks, WJBK, M.-F. 9.1

- TOP FEATURE FILMS**
Once Weekly
1. First Run Theater, CKLW, Su.-1:00-2:30 p.m. 9.5
 2. Feature Theater, CKLW, Th.-9:00-10:30 p.m. 8.7
 3. Jumbo Theater, WXYZ, Su.-3:30-4:30 p.m. 7.9
 4. Hit Movie Parade, WJBK, Su.-3:00-4:30 p.m. 7.7
 5. Highland Playhouse, S.-11:00-12:00 noon 7.4

- Multi-Weekly**
1. Million \$ Movie, CKLW, M.-F.-Su.-7:30-9:00 p.m. 9.4
 2. Nightwatch Theater, WJBK, M.-Su.-11:15-12:00 p.m. 8.6
 3. Family Theater, CKLW, M.-S.-5:00-6:15 p.m. 6.4
 5. Crown Theater, CKLW, Th.-Su.-11:15-12:00 mid. 4.8

- TOP SYNDICATED FILMS**
1. Mr. District Attorney (Ziv), WJBK, F.-10:30 21.2
 2. Highway Patrol (Ziv), WJBK, T.-10:30 19.9
 3. Frontier Doctor (Hollywood), WXYZ, Su.-6:00 16.9
 3. Sheriff of Cochise (NTA), WWJ, S.-7:00 16.9
 5. Badge 714 (NBC), WJBK, Su.-7:00 16.7
 6. Wild Bill Hickok (Flamingo), WXYZ, Th.-6:00 15.9
 7. Soldiers of Fortune (MCA), WXYZ, F.-6:00 15.7
 8. Annie Oakley (CBS), WXYZ, M.-6:00 15.5
 9. Buffalo Bill Jr. (CBS), WXYZ, W.-6:00 15.2
 10. Superman (Flamingo), WXYZ, T.-6:00 14.5
 11. Public Defender (Interstate), WXYZ, F.-6:30 14.2
 12. San Francisco Beat (CBS), WJBK, S.-7:00 14.0
 13. Racket Squad (ABC), WJBK, S.-10:30 13.7
 14. Amos 'n' Andy (CBS), WWJ, W.-7:00 13.2
 15. Dr. Hudson's Secret Journal (MCA), WXYZ, M.-10:30 13.0
 15. Championship Bowling (Schwimmer), WXYZ, Su.-12:00 noon 13.0
 15. Ramar of the Jungle (TPA), WXYZ, S.-3:00 13.0

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

- TOP NETWORK SHOWS**
1. I Love Lucy, WCAU, M. 39.0
 2. Ed Sullivan, WCAU, Su. 36.4
 3. Climax, WCAU, Th. 33.8
 4. \$64,000 Question, WCAU, T. 33.5
 5. Godfrey's Talent Scouts, WCAU, M. 33.2
 6. Playhouse 90, WCAU, Th. 32.8
 7. Line-Up, WCAU, F. 31.9
 8. Phil Silvers, WCAU, T. 31.7
 9. Red Skelton, WCAU, T. 30.3
 10. Person to Person, WCAU, F. 30.0

- TOP MULTI-WEEKLY SHOWS**
1. Mickey Mouse Club, WFIL, M.-F. 18.5
 2. News, Misc. (11 p.m.), WCAU, M.-F. 17.4
 3. Guiding Light, WCAU, M.-F. 15.4
 4. Search for Tomorrow, WCAU, M.-F. 14.9
 5. Sports, Misc. (11:15 p.m.), WCAU, M.-F. 13.9
 6. Art Linkletter, WCAU, M.-F. 13.1
 7. Love of Life, WCAU, M.-F. 13.0
 7. Million \$ Movie, WCAU, M.-F. 13.0
 9. Valiant Lady, WCAU, M.-F. 12.9
 10. Starr Theater, WFIL, M.-F. 12.7

- TOP FEATURE FILMS**
Once Weekly
1. Stage "S," WFIL, T.-10:30-11:45 p.m. 15.3
 2. Ford Playhouse, WFIL, S.-10:30-12:00 mid. 11.3
 3. Command Performance, WCAU, Su.-1:30-3:00 p.m. 10.5
 4. Academy Theater, WRCV, Su.-1:00-2:00 p.m. 7.9
 5. Sunday Night Mystery Theater, WCAU, Su.-11:30-12:00 mid. 7.5

- Multi-Weekly**
1. Million \$ Movie, WCAU, M.-S.-11:15-12:00 mid. 13.4
 2. Starr Theater, WFIL, M.-F.-6:00-7:00 p.m. 12.7
 3. Hollywood's Best Four, WFIL, S.-Su.-7:30-9:00 p.m. 11.5
 4. World's Best Movie, WFIL, M.-W.-F.-10:45-12:00 mid. 11.4
 5. Million \$ Matinee, WCAU, M.-F.-5:00-6:30 p.m. 10.7

- TOP SYNDICATED FILMS**
1. Annie Oakley (CBS), WCAU, S.-5:30 24.9
 2. Superman (Flamingo), WCAU, M.-7:00 24.5
 3. Waterfront (MCA), WCAU, Su.-6:30 24.4
 4. Soldiers of Fortune (MCA), WCAU, S.-6:00 20.9
 5. Sky King (Nabisco), WCAU, S.-5:00 20.4
 6. Esso Golden Playhouse (Official), WCAU, T.-10:30 19.9
 7. Highway Patrol (Ziv), WCAU, S.-7:00 16.9
 8. Blythe (M. & A. Alexander), WCAU, S.-6:30 15.5
 9. Wild Bill Hickok (Flamingo), WCAU, F.-7:00 15.2
 10. Rosemary Clooney (MCA), WRCV, Th.-7:00 14.0
 10. Man Called X (Ziv), WCAU, Th.-7:00 14.0
 12. O'Henry Playhouse (Gross Krasne), WCAU, S.-10:30 13.5
 13. San Francisco Beat (CBS), WCAU, T.-7:00 13.2
 14. Amos 'n' Andy (CBS), WRCV, M.-F.-6:00 12.3
 14. Code 3 (ABC), WRCV, W.-7:00 12.3
 16. Public Defender (Interstate), WRCV, W.-10:00 11.9

ST. LOUIS
3 TV STATIONS—536,100 TV HOMES
Population—1,849,200 (9th in U. S.)
Buying Income—\$3,353,779,000 (11th)
Retail Sales—\$2,195,732,000 (10th)
Food Sales—\$512,449,000 (9th)
Drug Sales—\$72,618,000 (11th)
Automotive—\$428,952,000 (9th)
Above figures include following counties: Madison, Clair, Ill.; St. Louis City, St. Louis, St. Charles, Mo.

- TOP NETWORK SHOWS**
1. Ed Sullivan, KWK, Su. 41.3
 2. What's My Line? KWK, Su. 39.2
 3. Gunsmoke, KWK, S. 38.5
 3. I Love Lucy, KWK, M. 38.5
 5. Phil Silvers, KWK, T. 37.9
 6. Red Skelton, KWK, T. 37.4
 7. \$64,000 Question, KWK, T. 36.2
 8. Alfred Hitchcock, KWK, Su. 35.9
 9. Millionaire, KWK, W. 35.3
 10. Ernie Ford, KSD, Th. 35.2

- TOP MULTI-WEEKLY SHOWS**
1. Eddie Fisher, KSD, W. 17.0
 2. NBC News, KSD, M.-F. 14.9
 3. Mickey Mouse Club, KWK, M.-F. 14.8
 4. News, Weather (6 p.m.), KWK, M.-F. 13.1
 5. News, Misc. (11 p.m.), KWK, M.-F. 11.8
 6. News (6:15 p.m.), KSD, M.-F. 11.7
 6. Weather, Sports (6 p.m.), KSD, M.-F. 11.7
 8. Fred Moegle, KWK, M.-F. 11.2
 8. Look, Listen, Learn, Misc., KWK, M.-F. 11.2
 10. Queen for a Day, KSD, M.-F. 10.7

- TOP FEATURE FILMS**
Once Weekly
1. First Run Theater, KWK, S.-10:00-11:45 p.m. 23.0
 2. Sunday Matinee, KWK, Su.-1:30-2:30 p.m. 10.4
 3. Movie, KWK, Su.-11:30-12:00 mid. 7.8
 4. Late Movie, KSD, Su.-11:30-12:00 mid. 6.2
- Multi-Weekly**
1. Feature, KSD, F., S.-11:15-12:00 mid. 9.9
 2. KWK Theater, KWK, M., T., Th., F.-11:15-12:00 mid. 9.6
 3. Million \$ Movie, KTVI, T., Su.-10:00-11:15 p.m. 5.7
 4. Movie, KTVI, M.-S.-5:00-6:00 p.m. 3.9

- TOP SYNDICATED FILMS**
1. Death Valley Days (Pacific Borax), KWK, S.-9:30 30.2
 2. Great Gildersleeve (NBC), KWK, T.-9:30 29.0
 3. Federal Men (MCA), KSD, M.-9:30 26.2
 3. Highway Patrol (Ziv), KWK, Th.-10:00 26.2
 5. State Trooper (MCA), KSD, T.-9:30 24.4
 6. Annie Oakley (CBS), KWK, S.-6:00 24.2
 7. Soldiers of Fortune (MCA), KSD, M.-10:00 23.9
 7. Count of Monte Cristo (TPA), KWK, F.-9:30 23.9
 9. Dr. Hudson's Secret Journal (MCA), KSD, W.-9:30 22.0
 10. Dr. Christian (Ziv), KWK, Su.-10:00 21.2
 11. I Led Three Lives (Ziv), KSD, T.-10:00 18.9
 11. Jungle Jim (Screen Gems), KWK, S.-5:00 18.9
 13. Stage 7 (TPA), KWK, M.-10:00 18.3
 13. Man Called X (Ziv), KSD, Th.-10:00 18.3
 15. Cisco Kid (Ziv), KSD, S.-5:30 17.3
 16. Code 3 (ABC), KSD, F.-10:00 16.2
 17. Star Performance (Official), KWK, W.-10:30 15.7
 18. The Three Musketeers (ABC), KWK, S.-4:30 15.3
 19. Sheriff of Cochise (NTA), KSD, S.-10:30 15.2
 19. Steve Donovan, Western Marshal, (ABC), KWK, Su.-4:00 15.2

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Cooper Giving New Life to 'Crime' Series
HOLLYWOOD—"Man Against Crime," teleseries in which Ralph Bellamy starred several years ago, is being revived by Frank Cooper & Associates. Darrin McGavin has been set to play the lead in the pilot of the projected new series, which will be filmed for ABC-TV. Cooper also has a deal with the web for a talent-audition show called "Fame and Fortune," for which Don Defore will act as host. A third program, being optioned by CBS-TV, is titled "You Are the Jury," and would be a participation show in which cases are presented to the audience for judgment. In other program activity last week Mark Stevens acquired rights

Campbell's 'On Trial' Stet; New Shows Due
NEW YORK—Campbell Soup last week denied reports it has decided to cancel "On Trial." John McGinn, vice-president, said the new shows coming up are expected to improve the ratings and overcome the negative influence of constant spectacular pre-emptions. Renewal date is May 1.
to the "Mike Shane" detective stories, in which he will star in the tele version; CBS film division gave the go-ahead signal to Frank Latourette and James Moser for an "Attorney" pilot, and Gomalco Productions (George Gobel and David O'Malley) began filming a pilot of a comedy series titled "Wally and the Beaver," in which Casey Adams is starring. Jos Connolly and Bob Mosher created the program.

WCBS-TV Buys 'Susie,' 'Topper' Reruns for Strips
NEW YORK—WCBS-TV last week made two big rerun purchases with the apparent aim of keeping its comedy strips going come next fall. From Television Programs of America it bought 104 episodes of "Susie," which is playing WPX here this season. It also bought 78 "Topper" episodes from Bernard Schubert, Inc. Its rights to both these packages start in October. WCBS plays the Stu Erwin show at 9 a.m., "Amos 'n' Andy" at 9:30 a.m. and "My Little Margie" at 5 p.m. Beginning next week, "Margie" will get a sixth booking a week, Saturday, 6:30-7 p.m.

WFIL Cartoon TV Developed
PHILADELPHIA — Station WFIL-TV, here, is finding many uses for its library of Warner Bros. and Popeye cartoons. It has put together a 90-minute one-shot color show, called "Color Cartoon Carnival," for Sunday (7) at 7:30 p.m. The cartoons will be introduced by Sally Starr, Chief Half-town, Happy the Clown and Dusty Dan, station personalities. This show is in addition to "Breakfast Time," a cartoon program from the Warner library and hosted by Bill Webber. This made its debut Monday (18) and runs across the board 8-9 a.m.
All the news of your industry every week in The Billboard...

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

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

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

ATLANTA

3 TV STATIONS—181,500 TV HOMES
Population—778,900 (23d in U. S.)
Buying Income—\$1,361,091,000 (24th)
Retail Sales—\$1,093,106,000 (21st)
Food Sales—\$211,835,000 (23d)
Drug Sales—\$35,608,000 (23d)
Automotive—\$201,453,000 (22d)
Above figures include following counties: Cobb, De Kalb, Fulton.

TOP NETWORK SHOWS

- 1. Ed Sullivan, WAGA, Su. . . . 43.1
2. I Love Lucy, WAGA, M. . . . 35.0
3. G. E. Theater, WAGA, Su. . . . 34.7
4. Millionaire, WAGA, W. . . . 34.0
5. Alfred Hitchcock, WAGA, Su. . . . 33.7
6. I've Got a Secret, WAGA, W. . . . 33.5
7. Red Skelton, WAGA, T. . . . 33.2
8. December Bride, WAGA, M. . . . 33.0
9. Climax, WAGA, Th. . . . 31.9
10. Robert Cummings, WAGA, Th. . . . 31.7

TOP MULTI-WEEKLY SHOWS

- 1. Queen for a Day, WSB, M-F. . . . 14.1
2. Mickey Mouse Club, WLW-A, M-F. . . . 13.7
3. NBC News, WSB, T-F. . . . 12.2
4. Clubhouse Gang, WSB, M-F. . . . 12.0
5. Modern Romances, WSB, M-F. . . . 11.9
6. CBS News, WAGA, M-F. . . . 11.3
7. Weather, News (6:45 p.m.), WSB, M-F. . . . 11.3
8. Matinee Theater, WSB, M-F. . . . 11.2
9. Guiding Light, WAGA, M-F. . . . 11.0
10. Search for Tomorrow, WAGA, M-F. . . . 10.9

TOP FEATURE FILMS

Once Weekly

- 1. Twentieth Century-Fox Theater, WSB, Su.-10:30-12:00 mid. . . . 17.3
2. Feature Spectacular, WAGA, F.-11:00-12:00 mid. . . . 10.0
3. Purple Sage Playhouse, WLW-A, S.-3:00-4:15 p.m. . . . 8.7
4. Playhouse, WAGA, M.-11:00-12:00 mid. . . . 7.9
5. Million 5 Playhouse, WLW-A, Th.-11:15-12:00 mid. . . . 6.7

Multi-Weekly

- 1. MGM Playhouse, WSB, F., Su.-1:00-2:30 p.m. . . . 22.3
2. Late Show, WSB, F., Su.-11:30-12:00 mid. . . . 15.7
3. Rogers-Astry Theater, WAGA, M.-F.-5:00-6:00 p.m. . . . 10.0
4. Armchair Playhouse, WSB, M.-Th., S.-1:00-2:30 p.m. . . . 9.0
5. Movietime, U. S. A., WLW-A, F., Su.-11:15-12:00 mid. . . . 8.3

TOP SYNDICATED FILMS

- 1. Amos 'n' Andy (CBS), WAGA, Th.-7:00 . . . 24.9
2. Badge 714 (NBC), WSB, M.-7:00 . . . 22.7
3. Highway Patrol (Ziv), WAGA, F.-7:30 . . . 22.2
4. Superman (Flamingo), WSB, W.-7:00 . . . 22.0
5. I Search for Adventure (Bag-nall), WSB, T.-7:00 . . . 21.9
6. State Trooper (MCA), WAGA, F.-7:00 . . . 21.9
7. Studio 57 (MCA), WAGA, T.-10:30 . . . 18.5
8. Science Fiction Theater (Ziv), WAGA, T.-7:00 . . . 17.7
9. City Detective (MCA), WLW-A, W.-6:30 . . . 17.5
10. Rosemary Clooney (MCA), WAGA, M.-7:00 . . . 16.5
11. Dr. Hudson's Secret Journal (MCA), WSB, M.-10:30 . . . 15.9
12. Death Valley Days (Pacific Borax), WLW-A, Th.-6:30 . . . 15.9
13. Frankie Laine Show (Guild), WSB, Su.-12:00 noon . . . 15.7
14. Buffalo Bill Jr. (CBS), WLW-A, W.-6:00 . . . 15.5
15. Headline (MCA), WSB, M.-7:30 . . . 15.3
16. Sky King (Nabisco), WLW-A, M.-6:30 . . . 14.9

BIRMINGHAM

2 TV STATIONS—147,300 TV HOMES
Population—612,700 (31st in U. S.)
Buying Income—\$889,479,000 (41st)
Retail Sales—\$607,803,000 (44th)
Food Sales—\$142,033,000 (40th)
Drug Sales—\$16,699,000 (53d)
Automotive—\$141,745,000 (32d)
Above figures include following counties: Jefferson.

TOP NETWORK SHOWS

- 1. I Love Lucy, WBRC, M. . . . 48.3
2. December Bride, WBRC, M. . . . 43.3
3. Godfrey's Talent Scouts, WBRC, M. . . . 43.3
4. Burns and Allen, WBRC, M. . . . 42.0
4. Red Skelton, WBRC, T. . . . 42.0
4. \$64,000 Question, WBRC, T. . . . 42.0
7. Ed Sullivan, WBRC, Su. . . . 41.9
8. Gunsmoke, WBRC, S. . . . 41.3
9. Hey! Jeannie, WBRC, S. . . . 41.0
10. Phil Silvers, WBRC, T. . . . 40.8

TOP MULTI-WEEKLY SHOWS

- 1. Dinner Theater, WABT, M-F. . . . 20.6
2. Circle 6 Theater, WBRC, M-F. . . . 18.3
3. NBC News, WABT, M-F. . . . 17.9
4. News, Sports, Weather (6:30 p.m.), WABT, M-F. . . . 17.6
5. Circle 6 Ranch, WBRC, M-F. . . . 17.5
5. Mickey Mouse Club, WABT, M-F. . . . 17.5
7. Mystery Playhouse, WBRC, M., W., F. . . . 16.9
8. Uncle Bill & Spooky, WBRC, M-F. . . . 16.4
9. CBS News, WBRC, M-F. . . . 15.6
10. News, Sports, Weather (5:30 p.m.), WBRC, M-F. . . . 14.9

TOP FEATURE FILMS

Once Weekly

- 1. Academy Theater, WBRC, Su.-4:00-5:30 p.m. . . . 23.5
2. Sunday Matinee, WBRC, Su.-2:00-3:15 p.m. . . . 13.5
3. Million 5 Movie, WBRC, S.-11:00-12:00 mid. . . . 11.5
4. Saturday Matinee, WBRC, S.-12:00-1:00 p.m. . . . 10.6
5. Big Picture, WBRC, Su.-11:30-12:00 mid. . . . 9.8

Multi-Weekly

- 1. Star Studio, WABT, M-F., Su.-12:15-1:30 p.m. . . . 4.7

TOP SYNDICATED FILMS

- 1. Man Called X (Ziv), WBRC, T.-8:00 . . . 34.3
2. State Trooper (MCA), WBRC, T.-9:30 . . . 30.3
3. Highway Patrol (Ziv), WBRC, T.-10:00 . . . 29.0
3. The Unexpected (Ziv), WBRC, S.-9:30 . . . 29.0
5. The Whistler (CBS), WBRC, F.-9:30 . . . 28.0
6. Science Fiction Theater (Ziv), WBRC, Th.-8:30 . . . 25.8
7. Badge 714 (NBC), WBRC, Th.-9:00 . . . 24.8
8. Dr. Hudson's Secret Journal (MCA), WABT, W.-9:30 . . . 24.5
9. Amos 'n' Andy (CBS), WBRC, Th.-10:00 . . . 23.3
10. Stage 7 (TPA), WBRC, Th.-9:30 . . . 22.5
11. Soldiers of Fortune (MCA), WBRC, W.-6:00 . . . 22.3
12. Crosscurrent (Official), WABT, S.-10:00 . . . 21.8
13. Mr. District Attorney (Ziv), WBRC, M.-10:00 . . . 21.3
14. Annie Oakley (CBS), WBRC, T.-6:00 . . . 20.8
15. Dr. Christian (Ziv), WBRC, W.-10:00 . . . 20.3
16. Code 3 (ABC), WBRC, Th.-10:30 . . . 19.5
17. Rosemary Clooney (MCA), WBRC, F.-10:00 . . . 17.0
18. Sky King (Nabisco), WABT, Su.-5:00 . . . 16.0
19. Stories of the Century (Hollywood), WBRC, Su.-3:30 . . . 14.3
20. Buffalo Bill Jr. (CBS), WABT, S.-12:00 noon . . . 13.5

CHICAGO

4 TV STATIONS—1,782,000 TV HOMES
Population—6,150,900 (2d in U. S.)
Buying Income—\$13,380,431,000 (2d)
Retail Sales—\$8,161,023,000 (2d)
Food Sales—\$1,720,971,000 (3d)
Drug Sales—\$255,124,000 (2d)
Automotive—\$1,344,473,000 (3d)
Above figures include following counties: Cook, Du Page, Kane, Lake, Will, Ill.; Lake, Ind.

TOP NETWORK SHOWS

- 1. Ed Sullivan, WBBM, Su. . . . 49.2
2. I Love Lucy, WBBM, M. . . . 38.5
3. Disneyland, WBKB, W. . . . 35.3
4. Line-Up, WBBM, F. . . . 34.5
5. Your Hit Parade, WNBQ, S. . . . 34.0
6. \$64,000 Question, WBBM, T. . . . 33.5
7. Red Skelton, WBBM, T. . . . 33.2
8. December Bride, WBBM, M. . . . 32.9
9. Lassie, WBBM, Su. . . . 31.7
10. Person to Person, WBBM, F. . . . 31.5

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, WBKB, M-F. . . . 26.5
2. News Roundup (10 p.m.), WBBM, M-F. . . . 15.7
3. Arthur Godfrey, WBBM, M-Th. . . . 15.6
4. Susie's Show, WBBM, M-F. . . . 15.1
5. Art Linkletter, WBBM, M-F. . . . 14.1
5. Big Payoff, WBBM, M-F. . . . 14.1
7. Bob Crosby, WBBM, M-F. . . . 13.8
8. News-Bentley (6 p.m.), WBBM, M-F. . . . 13.7
9. CBS News, WBBM, M-F. . . . 13.3
10. Garry Moore, WBBM, M-F. . . . 13.1

TOP FEATURE FILMS

Once Weekly

- 1. Best of MGM, WBBM, S.-10:00-12:00 mid. . . . 26.5
2. Courtesy Theater, WGN, Su.-10:00-12:00 mid. . . . 24.9
3. Community Playhouse, WGN, F.-10:00-12:00 mid. . . . 17.3
4. Family Theater, WGN, S.-10:00-12:00 mid. . . . 17.2
5. 8 o'Clock Theater, WGN, Su.-8:00-9:30 p.m. . . . 16.5

Multi-Weekly

- 1. Late Show, WBBM, M., T., Th., Su.-11:00-12:00 mid. . . . 10.6
2. Movietime, U.S.A., WBKB, M-F., Su.-10:00-12:00 mid. . . . 7.9
3. Movietime, U. S. A., Late Show, WBKB, M-F., Su.-11:00-12:00 mid. . . . 5.8
4. Morning Movietime, WGN, S., Su.-10:00-11:00 a.m. . . . 4.8
5. TV Matinee, WGN, M-F.-1:30-3:00 p.m. . . . 3.4

TOP SYNDICATED FILMS

- 1. Annie Oakley (CBS), WBBM, S.-5:30 . . . 20.0
2. State Trooper (MCA), WNBQ, W.-9:30 . . . 18.8
3. City Detective (MCA), WGN, F.-9:30 . . . 17.5
4. Death Valley Days (Pacific Borax), WNBQ, M.-9:30 . . . 15.5
5. Sheriff of Cochise (NTA), WNBQ, F.-7:30 . . . 15.4
6. Life of Riley (NBC), WNBQ, S.-6:00 . . . 15.0
6. Wild Bill Hickok (Flamingo), WGN, T.-6:00 . . . 15.0
8. Superman (Flamingo), WGN, F.-6:00 . . . 12.5
9. Buffalo Bill Jr. (CBS), WGN, Th.-6:00 . . . 12.2
9. Racket Squad (ABC), WGN, T.-8:30 . . . 12.2
11. San Francisco Beat (CBS), WGN, T.-9:00 . . . 11.9
12. Dr. Hudson's Secret Journal (MCA), WNBQ, S.-10:00 . . . 11.2
12. Sky King (Nabisco), WBKB, Su.-5:00 . . . 11.2
14. Gene Autry (CBS), WGN, S.-3:00 . . . 10.6
15. Looney Tunes (Guild), WGN, M-F.-1:00 . . . 10.4
16. Badge 714 (NBC), WGN, T.-8:00 . . . 9.9

CINCINNATI

3 TV STATIONS—305,500 TV HOMES
Population—997,000 (16th in U. S.)
Buying Income—\$1,845,653,000 (18th)
Retail Sales—\$1,237,083,000 (18th)
Food Sales—\$288,030,000 (16th)
Drug Sales—\$39,028,000 (20th)
Automotive—\$233,243,000 (18th)
Above figures include following counties: Campbell and Kenton, Ky.; Hamilton, O.

TOP NETWORK SHOWS

- 1. Perry Como, WLW-T, S. . . . 37.4
2. Alfred Hitchcock, WKRC, Su. . . . 37.2
3. Disneyland, WCPO, W. . . . 35.1
4. Ed Sullivan, WKRC, Su. . . . 33.5
5. G. E. Theater, WKRC, Su. . . . 32.9
6. Wyatt Earp, WCPO, T. . . . 32.2
7. What's My Line? WKRC, Su. . . . 32.0
8. I Love Lucy, WKRC, M. . . . 31.2
9. Climax, WKRC, Th. . . . 30.8
9. Playhouse 90, WKRC, Th. . . . 30.8

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, WCPO, M-F. . . . 21.9
2. 50-50 Club, WLW-T, M-F. . . . 15.7
3. News, Weather (11:00 p.m.), WKRC, M-F. . . . 13.6
4. Three City Final (11:00 p.m.), WLW-T, M-F. . . . 12.1
5. Pantomime Hit Parade, WCPO, M-F. . . . 12.0
6. CBS News, WLW-T, M-F. . . . 11.6
7. Our Gang Comedy, WCPO, M-F. . . . 10.9
8. Sobio Reporter, Weather (7:00 p.m.), WLW-T, M-F. . . . 10.1
9. Eddie Fisher, WLW-T, W., F. . . . 9.9
10. Arthur Godfrey, WKRC, M-Th. . . . 9.8
10. Ruby Wright, WLW-T, T., Th. . . . 9.8

TOP FEATURE FILMS

Once Weekly

- 1. Best of Hollywood, WKRC, Su.-11:15-12:00 mid. . . . 12.7
2. Gold Cup Theater, WLW-T, S.-5:00-6:30 p.m. . . . 9.6
3. Movie Three, WCPO, Su.-3:00-4:00 p.m. . . . 8.2
4. Movietime, U. S. A., WLW-T, Su.-2:00-3:30 p.m. . . . 7.5
5. Getz Prize Playhouse, WCPO, Su.-1:30-3:00 p.m. . . . 7.5

Multi-Weekly

- 1. Home Theater, WKRC, M-F.-11:15-12:00 mid. . . . 8.7
2. Hollywood Theater, WCPO, M-Th.-11:30 12:00 mid. . . . 6.6
3. Ladies Home Theater, WKRC, M-F.-5:00-6:15 p.m. . . . 6.5
4. Movie Matinee, WCPO, M-F.-12:00-1:30 p.m. . . . 3.4
5. Breakfast Show, WCPO, M.-7:00-9:00 p.m. . . . 2.0

TOP SYNDICATED FILMS

- 1. Man Called X (Ziv), WKRC, W.-9:00 . . . 21.9
2. Dr. Hudson's Secret Journal (MCA), T.-10:30 . . . 18.5
3. Sheriff of Cochise (NTA), WLW-T, M.-10:30 . . . 18.2
4. Science Fiction Theater (Ziv), WLW-T, T.-10:30 . . . 17.2
5. Cisco Kid (Ziv), WCPO, Su.-6:00 . . . 17.0
6. Highway Patrol (Ziv), WCPO, Th.-10:00 . . . 16.9
7. Great Gildersleeve (NBC), WKRC, T.-7:00 . . . 14.7
8. Rosemary Clooney (MCA), WKRC, Th.-7:30 . . . 14.2
9. Your All Star Theater (Screen Gems), WKRC, T.-7:30 . . . 14.0
10. Susie (TPA), WCPO, T.-9:30 . . . 13.9
11. Superman (Flamingo), WLW-T, M.-6:00 . . . 13.0
12. Steve Donovan, Western Marshal (NBC), WKRC, S.-6:30 . . . 12.9
13. Foreign Legionnaire (TPA), WKRC, M.-6:30 . . . 12.7
14. Frontier (NBC), WKRC, W.-7:00 . . . 12.2
15. Studio 57 (MCA), WLW-T, W.-10:30 . . . 12.0

Just in! Seattle - San Diego San Francisco OUTRATES ALL COMPETITION FIRST RATED TELECASTS
22.3 KING, Pulse 2/6/57
23.5 KFMB, Pulse 2/6/57
16.4 KPXC, Videodata 2/5/57

HAWKEYE AND THE LAST OF THE MOHICANS
starring John HART Lon CHANEY

TPA Visit Us NARTB
Conrad Hilton Hotel Suite 532A-533A-534A

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

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

RESTLESS PEOPLE

By CHARLOTTE SUMMERS
Robert J. Burton, Radio and Television Executives Society president, and secretary of Broadcast Music, Inc., has been appointed to the Citizen's Census Co-operation Committee by Mayor Wagner. . . . Gene Accas and Jason Rabinovitz were named administrative vice-presidents of ABC-TV, and Don Coyle, vice-president in charge of sales research and development.
Louis N. Brockway, executive vice-president of Young & Rubicam, was re-elected as chairman of the board of the Advertising Council. . . . Daniel D. Karasik, foreign correspondent and former Chicago Daily News staffer, has joined CBS as a permanent news correspondent in Vienna. . . . Bill Gorman has moved from RKO in New York to

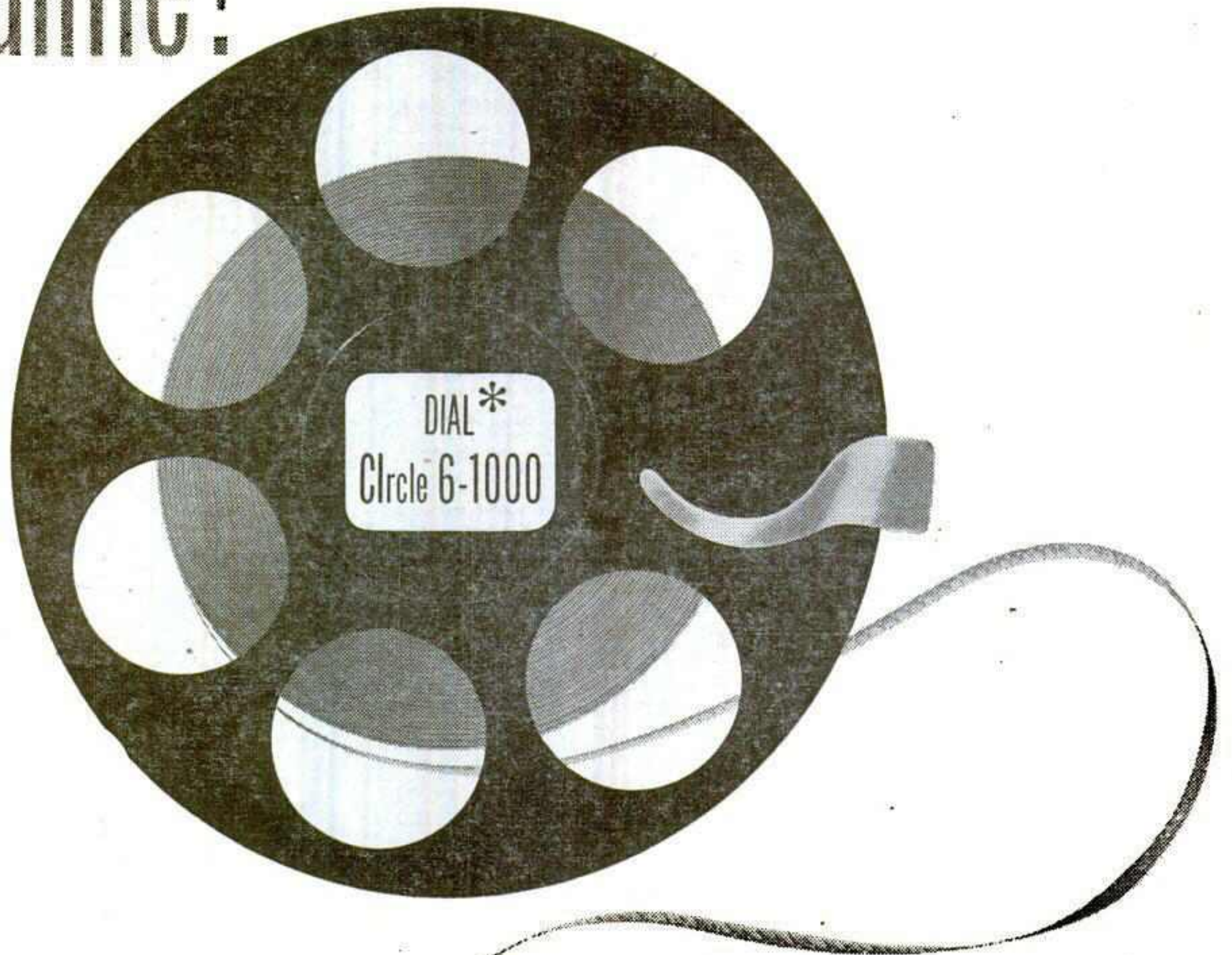
Hollywood to head up the films-for-TV unit of RKO Teleradio Pictures.
Edward J. Devney, president of Devney, Inc., has been named general manager of Joseph Hershey McGillyra, Inc., station rep firm. . . . Bill Crumley is now veepee in charge of research for Young Television Corporation. . . . Terence McGuirk has joined CBS Spot Sales as an account executive.
NEW YORK—Max Buck, advertising manager of WRCA-TV here, has been promoted to sales manager, reporting to General Manager Bill Davidson. Tony Kraemer will be ad-promotion manager under Buck. And Joseph E. Murphy will be merchandising manager, also under Buck.

Proposal Asks Outlets Pay Annual FCC Fee

WASHINGTON — A proposal made at recent House Commerce Committee hearings to charge station licensees annual fees for Federal Communications Commission licensing, was seconded in Congress Wednesday (20) by Representative Vanik. He feels the charging of fees would be a better method of keeping FCC costs down than reducing that agency appropriation.
There is no reason in the world, he believes, why a "reasonable charge" can't be levied on private industries which are rendered a "valuable service," such as the FCC's. The FCC "preserves the use of the TV channels and the radio broadcasting frequencies to the private profit and advantage of the individual broadcasters," said Vanik.

"Strip for Sales!"
"Spells Sales Success, Right, Pip?"
"Should say so, Old Boy! Strip 'em we say! Sponsors sing songs of sales! 'My Little Margie' scores smashing success!"
OFFICIAL FILMS, INC. 25 West 45th St., New York 36, N. Y. Plaza 7-0100

Now... you can call Hollywood for a dime!



...and it's Warner Bros. Television that answers!

Yes, it's the new Warner Bros. Television office in New York—planned especially to help you produce better Television Commercials... better Industrial and Special Purpose films.

Here in New York, for the first time, is the short cut to Warner Bros. know-how, quality, technical and creative ability. The vast facilities of the world's most modern motion picture studio as close to you as your own telephone.

Think of it... your TV Commercials, your Industrial and Special Purpose films can make use of Warner Bros. facilities... famous for the finest color in the industry... the company which has developed such processes as the exclusive new "Ultra-Violet Background Matte," the most important picture-making contribution in years.

Remember, everything and anything at Warner Bros. California is available to you at Warner Bros. New York. It's like having a direct wire to the twenty-one sound stages, the ten miles of streets and exterior sets, the versatile, imaginative animation, industry acclaimed sound—all the facilities that have made the name Warner Bros. synonymous with film leadership!



Joseph D. Lamneck, Warner Bros. Television
321 West 44 Street, New York 36, N. Y.



* In Chicago, dial Harrison 7-6052
Burton A. Neuburger, Warner Bros. Television
1307 S. Wabash Ave., Chicago 5, Ill.

New Horizons

In the past three months the television commercials field has been under various pressures, but it has been fighting back.

Business during this time has, frankly, been relatively slow, reflecting the softness that has pervaded all segments of the TV industry. The competitive picture among producers of film commercials has undergone some significant changes. For instance, another giant motion picture producer (M-G-M) has moved into the production of TV commercials, one of the smaller West Coast commercial producers (Mercury-International) went out of business, one of the rising New York producers (George Blake Enterprises) sold out its facilities and another rising New York producer (MPO) suddenly moved into a top volume position by virtue of hard selling and the signing of top production talent to its staff.

Meanwhile, pressures against the field arose in Washington, with controls and crackdowns threatened by both the Federal Trade Commission and Congress.

During these trying months the industry has assumed an air of growing responsibility toward those it serves.

When a major TV client, Lever Bros., asked the TV industry to do something about film quality, especially in the area of spot commercials, a couple of industry groups responded conscientiously. The Film Producers' Association of New York staged a seminar for Lever Bros. to discuss the various levels of quality control. The National Television Film Council held two of its most interesting meetings of all time on the subject of film quality.

There have been other positive, encouraging notes sounded in this period. The New York producers completed negotiations on a new three-year agreement with the grips' union. Eastman Kodak began delivery of a new intermediate color film that is expected to make the processing of release prints for color commercials easier, quicker and more economical.

In the beginning of April the FPA has scheduled another seminar, this one industry-wide, in which its members will explore new ideas and techniques in the production of film commercials. This *Commercials Quarterly*, which reviews some of the developments mentioned here, as well as others, takes its keynote from the subject of that forum. With acknowledgments to FPA, it is "New Horizons in the TV Commercial."

MOVING IN

Crackdown On Blurbs

- FTC readies action vs. commercials' frauds
- Congressional bills and FCC liaison in picture

The Federal Trade Commission is cracking down on the broadcast advertisers who rely on disparagement of rival products or cheat on claims for their own. In addition, bills proposed in this session of Congress would tone down the screaming commercials that spark channel-switching, and cut the overlong plugs to pithier dimensions.

The new broadcasting investigative unit at the FTC, which has been monitoring radio and TV ads countrywide since October, expects to go after TV offenders in the field of "comparative test" advertising. The FTC broadcast unit director, T. Harold Scott, veteran FTC attorney, points out that ordinary "puff" advertising is entitled to its rosy claims—until it veers into the field of disparaging comparison, pictured or spoken.

Whether the agency log on the disparagement type of TV ad will run heavy or light is still a matter of conjecture, since the broadcast unit "wants to proceed with extreme care in this new area." However, a number of cases are under study, and sound-film evidence will be offered in all TV cases. This type was singled out for comment by Scott before a group of Georgia broadcasters last month. Others were false claims (of prestige, scientific or medical endorsement), fictitious pricing and bait-switch.

A new, closer liaison recently announced for the Federal Communications Commission and the trade agency will permit the FCC to warn broadcasters concerned in radio or TV advertising under FTC scrutiny. Whether the station's license renewal would come into jeopardy because of continued use of the questionable advertising or similar ad techniques was left indefinite.

Congressionally, deceptive or
(Continued on page 27)

Pic Firms Now Factor

- Major movie firms start to wade in
- Warner opens Chicago and New York office

One of the developments to watch in the TV commercial production business is the entry of the motion picture majors. So far they've really just put the toe in the water. But they're beginning to wade in.

Warner Bros., which entered the field last year, this month opened sales offices in New York and Chicago, from which it will operate its Eastern and Midwestern sales efforts. The TV Commercial department, which is headed by Jack M. Warner and Walter Bien, has hired two film commercial experts to conduct its sales in those two regions.

Joe Lamneck, former production supervisor at Kenyon & Eckhardt, McCann-Erickson and Cecil & Presbrey, will handle the East. Burton Neuburger, former vice-president of Roland Reed TV and national sales manager of Kling, will handle the Midwest.

NEW HORIZONS FOR THE TV COMMERCIAL

The Billboard's
Spring Commercials Quarterly



FPA's Commercial Workshop To Take Positive Approach

- Purpose of N. Y. all-industry confab to learn what to do—not what not to do—to improve commercials
- Study follows the more confined Lever Bros. and the heated NTEC conferences on the same subject

There has been a growing feeling in recent months that greater understanding is needed among the several segments of the industry responsible for the kind of commercials seen by the viewing public. It became most acute last fall when a major TV client, Lever Bros., called in its agencies and a group of the most important production companies in New York and told them it wants to find out why it was getting reports of below-par reception of its films as telecast around the country.

At various industry conclaves at which the subject was subsequently discussed, including the December and January meetings of the National Television Film Council, the charges and counter-charges flew fast and heavy. The stations, which were usually the least represented at the various meetings, were probably the butt of most attacks, altho the public itself came in for quite a bit of criticism too.

In December, the Film Producers' Association of New York, whose membership includes most

in the East, staged a private seminar for Lever Bros., at which it reviewed all the levels of quality control at the production stage. Generally the effect of its presentation was, naturally, to fuzziness in TV commercials as seen on the TV screen.

FPA Approach

FPA planned to present its quality seminar a second time to an industry-wide gathering. But in the intervening months, it changed its collective mind and decided to take a more positive approach. Instead of discussing how to avoid poor quality commercials, it will discuss how to get better, brighter, more interesting, impressive and arresting commercials.

Probably the most ambitious intra-industry educational project ever attempted, the FPA session will take place next Tuesday (2) afternoon, 3:30-6 p.m., at the Avon Theater, 1175 Avenue of the Americas, New York. It's a former motion picture house now used by Scherwin Research.

FPA has invited over 1,000 ad agency people to its workshop.

It expects an attendance of almost 500. If the overflow is heavy, it will run the presentation a second time.

Titled "New Horizons in the TV Commercial," the presentation will endeavor to give the advertising people a review of film techniques, ideas and gimmicks they can use to advantage in the creation of new commercials.

Special Photos

The section on specialized photography, presided over by Pete Mooney of Audio Productions, will have eight parts, as follows:

The use of an anamorphic projection lens, which, when mounted on a three-inch camera lens can render stretching or compressing effects on live action, effects that otherwise would require work on an animation stand or with a prism on an optical bench, a much more expensive process. Experimental footage will be shown.

An in-camera trick that highlights only selected elements in a scene, much the way black light does. An aluminum commercial in which the hero, using magic spectacles, saw only the things in his life made of aluminum, will demonstrate this. The "ecoplasm" technique as used in the delicate Playtex girdle commercials will be discussed.

Cutting

The imaginative use of straight cutting, precluding any opticals. Moving art backgrounds via rear screen projection, so that the actors appear to be traveling in a fairland. And, finally, special methods used in lighting and photographing jewelry.

The panel on animation, chaired by Maxine Culhane of Shamus Culhane Productions, will present about five different ideas. First of all, how to visualize rather abstruse concepts via animation. The use of abstract animation. More theatrical approaches in animated commercials. How a new effect can be achieved with a simple line cartoon by doing it in a "reverse plate" technique, white on black. And, finally, new types of puppetry, including three dimensional paper sculpture and paper animation actually done by an inking process.

The "new sound" department,
(Continued on page 18)

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NEXT BILLBOARD TELEVISION COMMERCIALS QUARTERLYdated June 15, 1957

ENGLAND PLAYS HOST

17 Nations Represented at 1st Internat'l Animation Festival

• Bulgaria, Canada, China, Czech, Denmark, Estonia France, Germany, Britain, Holland, Italy, Japan, Mexico, USSR, United States.

• Entries made by Storyboard, Patin, Playhouse, Animation, Culhane, others; U. S. ingenuity on commercials praised

By LEIGH VANCE

The first of its kind in the world and the first international film festival in England. That is the claim of the International Animated Film Festival which ended on March 8 at the National Film Theater, London, where its success indicates a repeat performance is called for.

Seventeen countries contributed their products. They included Bulgaria, Canada, China, Czechoslovakia, Denmark, Estonia, France, Germany, Great Britain, Holland, Italy, Japan, Mexico, Norway, Russia and the United States.

Inevitably the largest entry came from America. Alongside familiar old works of Disney, including "Snow White and the Seven Dwarfs" and "Dumbo," were representatives of the UPA school, including "Gerald McBoing Boing," "Madeleine" and "Rooty Toot Toot."

One of the attractions of the festival, naturally, was that it allowed the screening of films from countries whose work is rarely seen. Japan showed "The Phantom Ship," China "The Magic Paint Brush" and "Why the Raven Is Black."

Full Features

During the period about 150 short cartoons were shown in support of the full-length feature films which included "The Golden Antelope" (USSR), "Mr. Wonderbird" (France), "The Rose of Bagdad" (Italy), "The Emperor's Nightingale" (Czech) and "The Unusual Match" (USSR).

During the festival special morning sessions were devoted to the screening of advertising films made both for the cinema and television.

In the television field it was very obvious that the American contribution was on a much more mature scale than that of Britain or, indeed, most other countries. This is, of course, probably due to the much longer period the Americans have had to develop techniques in that field.

Two of the American commercials particularly well received were those for Budweiser beer and Johnson & Johnson floor polish. The latter used a bumble bee to speak in a voice which was recognizable as a voice saying things, but at the same time not recognizably a human voice. It was cleverly done and earned high praise.

Britain Blurp

Britain's Guild Television Service, Ltd., in a one-minute TV commercial, gave a fine example of how to translate the static terms of press advertising methods into the animated form.

The film was produced for a firm of handkerchief manufacturers who had not used the TV screen before. Their press advertising normally carries pictures of handkerchiefs in various shapes. So the same idea was developed in the film with a dancing handkerchief.

An old public relations film, "Story of Time," aroused great interest because it was the first British animated production seeking to tell quite a detailed story without a commentary at all, using the stop motion techniques.

It is a former Venice prize-

winner and was, in fact, produced by the same unit whose members are now operating the special animation unit of Rank Screen Services in London.

The influence of the work of Norman McLaren, of the Canadian Film Board, could be detected in some of the films shown during the festival. It seems clear that it is an influence that is going to spread even more as time goes by.

The technique of using drawings which flash in pulsating

shapes was extremely well carried out in a British film advertising a woman's girdle, made by Pearl & Dean. The aim, successfully carried out, was to leave an impression in the minds of the audience of the woman's "lower limbs" and the article being advertised, without showing them as a straightforward photograph of the product.

Altho there were no prizes, the American companies whose films were shown—they included Storyboard, Inc., Ray Patin Productions, Playhouse Pictures, Animation, Inc., and Shamus Culhane—can be happy that their products gained them not only tremendous prestige, but admiration for their extremely imaginative use of animation in the difficult field of the short commercial.

FPA Workshop

• Continued from page 17

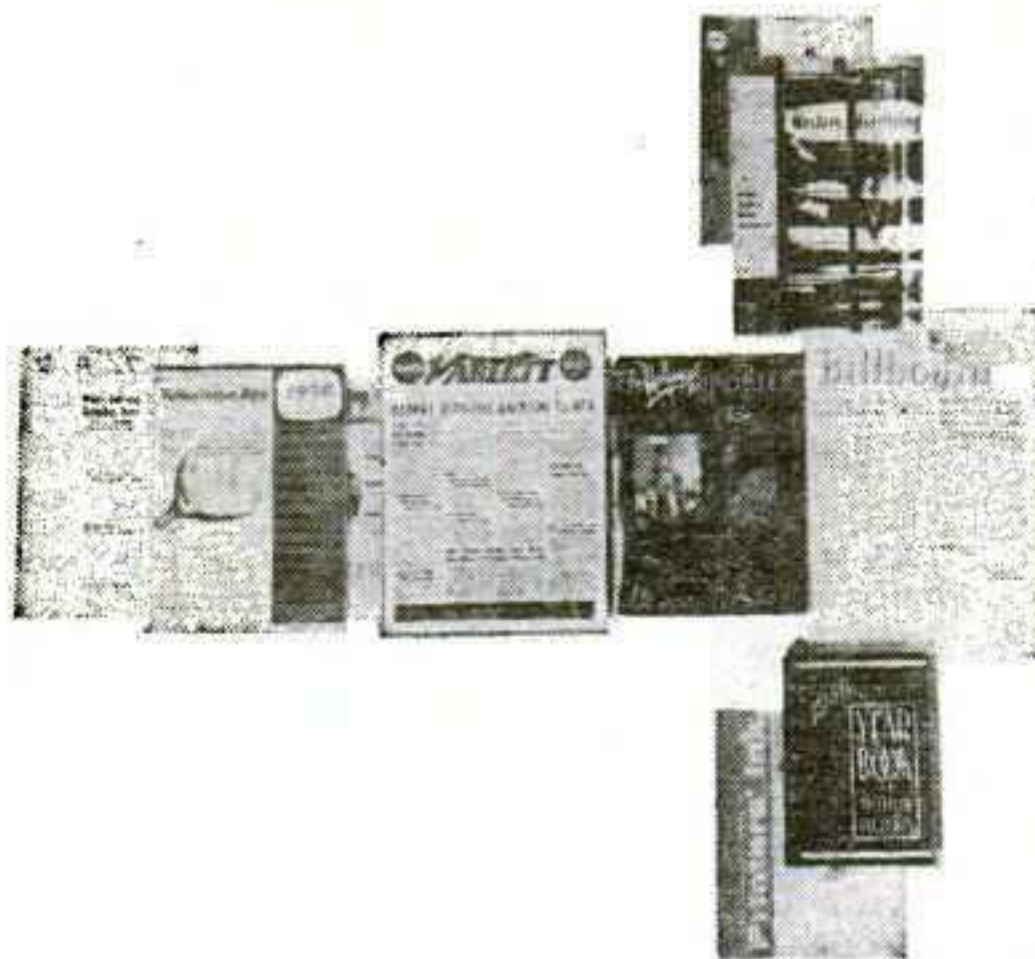
chaired by Bob Lawrence, will discuss the use of big bands, as in the current Seven-Up commercials, and production numbers, as in the Oldsmobile commercials.

Color Section

The color section, presided over by Leslie Roush, will present methods of producing animation in color so that it gives superior quality when telecast on a black-and-white system.

The final panel, on video tape, chaired by Nat Zucker or Dynamic Films, will discuss the limitations as well as the potentialities of tape for the production of commercials.

LOOKING FOR EFFECTIVE FILM COMMERCIALS?...



Everything Points

Among the advertisers whose tv success stories point to HAL ROACH film commercials:



HAL ROACH STUDIOS

8822 W. Washington Blvd., Culver City, Calif. • TExas 0-3361 • VErmont 9-2311
729 Seventh Ave., New York City • Circle 5-4135

Pepsi's 'Cinderella' Advertising by R&H

NEW YORK—The Pepsi-Cola commercials on the latter half of "Cinderella" March 31 (CBS-TV, 8-9:30 p.m., EST) will boast words and music by Rodgers and Hammerstein. The three color spots, two live and one film, will utilize numbers from the team's score written for the show proper. Pepsi-Cola consulted the authors as to placement and spacing, so that the commercials could "flow along with the Cinderella story," according to J. Charles

Derrick, advertising vicepres for the company. One of the live commercials, titled "This Is Your Life, Madam," will employ identical twins to tell in 90 seconds the story of seven years in a woman's life.

A color check via closed circuit has convinced Pepsi that the colors which reproduce most clearly on black and white sets during colorcasts are blue, black, gold and gray.

WAY DOWN THE LINE

The Opticals Man Provides Important Peg in Production

- Maurice Levy offers helpful suggestions on how to achieve maximum effect with opticals for minimum expenditure
- Clean work prints, action well planned, clear storyboards make work easier, deliver impact with less trouble

Look all the way down the production line on which TV film commercials are made. The fellow at the end, way off in the

hazy distance, is the optical maker. He is so far down the line that the people at the originating end, the ad agency and client,

almost never get to meet him. Some don't even know he exists. But he is most important to them.

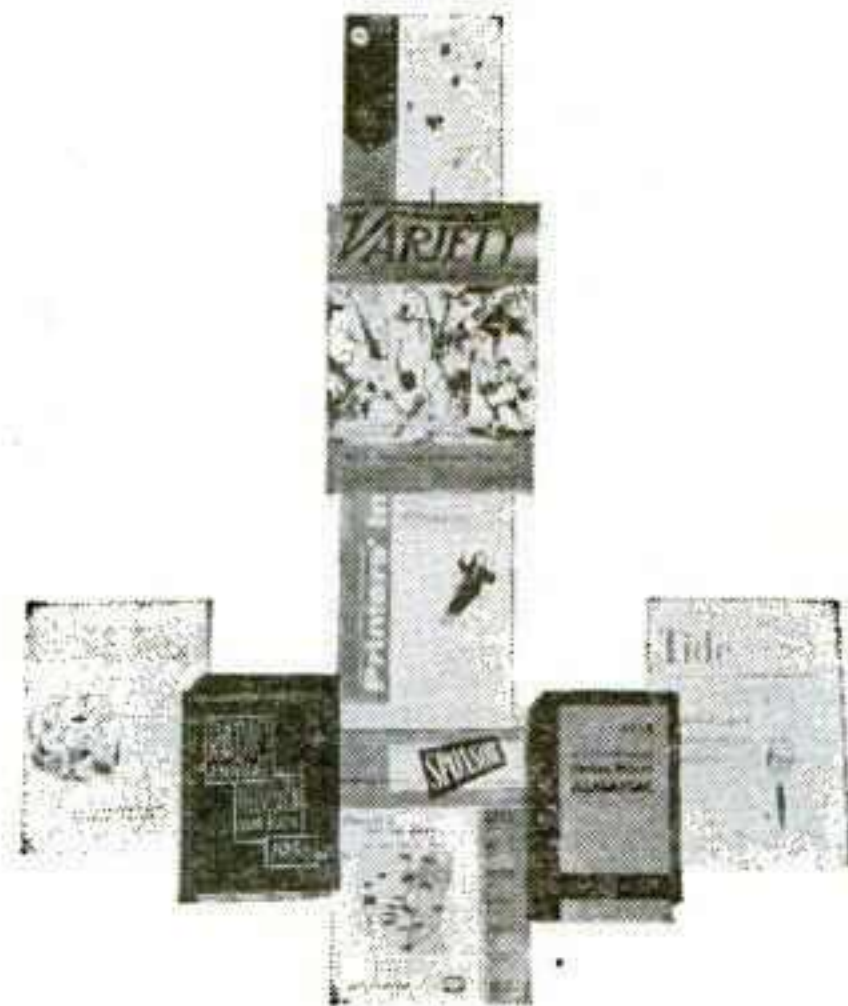
Opticals have been called the punctuation of film. But in TV commercials they have become much more than that. A single 60-second commercial may have more optical work in it than a dozen 90-minute feature motion pictures.

Why? In a TV commercial so much information and so much impact is compressed into such short running time that it takes all the ingenuity of the film making art to get all the elements of the sales message into their proper and effective visual place.

Trickery

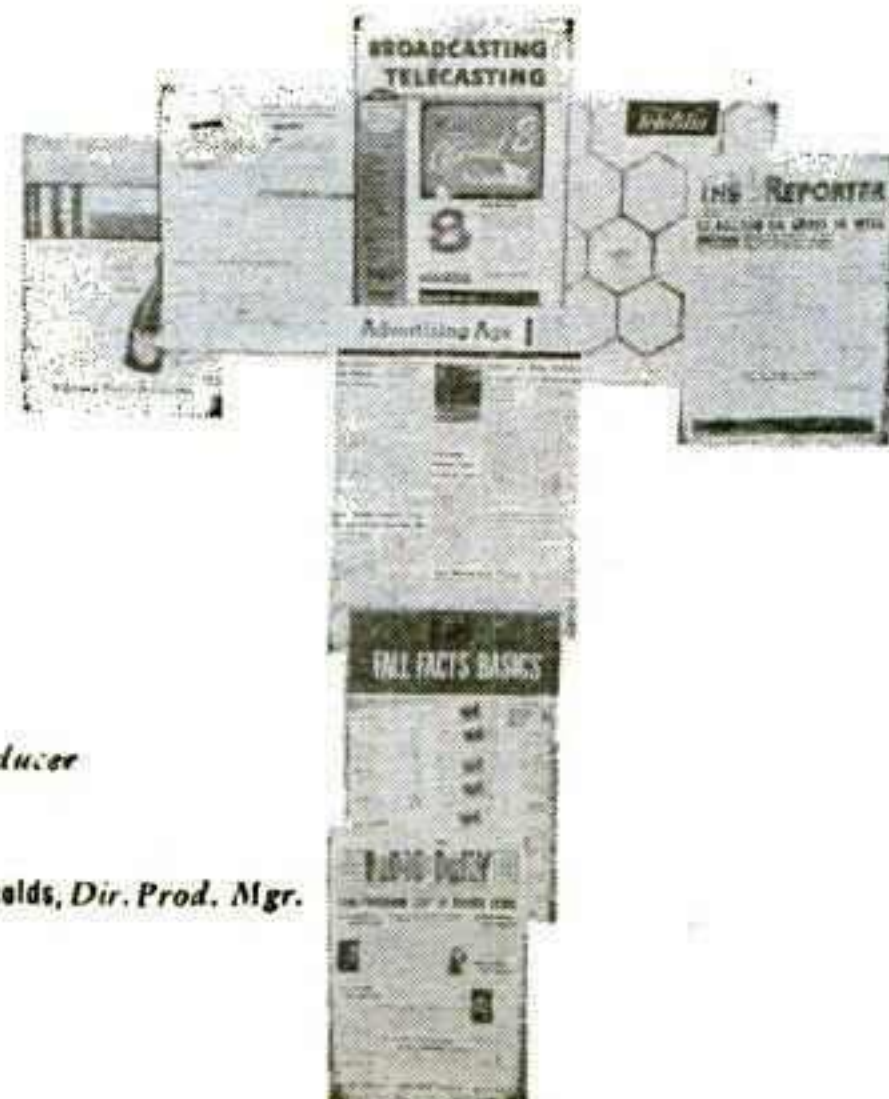
It is very often the opticals that provide the flash, the splash, the spark, the punch, the magic and inner workings, the quick and clever transitions. Most of the zib zab and trickery the viewer sees during his brief exposure to a commercial is the work of the optical expert.

In recent months the head of one of New York's larger optical houses has gone to some pains to clean the haze away from the optical end of the production line. Back in December, Maurice Levy, president of Eastern Effects, gave a talk before a meeting of the Society of Motion Picture and Television Engineers. In



to HAL ROACH STUDIOS

When you aim at sales targets through television, anything but the very best is wide of its mark. Be certain that your film message scores a sales hit every time. HAL ROACH STUDIOS' creative talents, skilled craftsmen, unsurpassed facilities, and years of commercial experience assure you those extra sales values. Let us demonstrate how they will add greater marksmanship to your tv campaign



HAL ROACH, JR., Owner-President and Executive Producer
S. S. VAN KEUREN, Vice-President and General Manager
Cecil Underwood, Managing Sales Dir., Commercial Div. **Jack Reynolds,** Dir. Prod. Mgr.



Levy

January he repeated his lecture at a meeting of the Advertising Agency Production Club of New York. Since then he has given his primer privately to a couple of individual ad agencies.

The agency people were obviously dazzled by the light from the other end of the line. Some of them, judging by their questions, were even blinded by it. Levy's voluble flow of facts and technicalities apparently being too much to absorb at one sitting.

Consult Opticals

Levy's lecture contained one principal plea to the agency people: Consult with the optical house as well as the producer when you are planning the commercial. "Such a meeting must result in the saving of time and money for all concerned. It could provide for proper scheduling and more efficient handling thruout," he said.

To get this down to hard practicality, we asked Levy to pick out five pointers he would, on the basis of his experience, expect to make most often to the agency people he faced in these meetings. And these are the points he made:

SO FAR AS POSSIBLE MAKE THE PROPORTIONS AND TONE VALUES IN THE STORYBOARD ACCURATE AND REALISTIC.

"Many of the drawings we get are not in true perspective," Levy complained, "thus forcing the

(Continued on page 28)

Monitor Org Puts Finger on Errors

- Airing of TV spots biggest headaches
- Misstatements bobble program commercials

After a few months of spying on various TV stations' commercials, Harry Fuchs, of Radio and Television Monitors, reports some findings on the most prevalent errors in blurb transmission.

Spots create the biggest headaches, says Fuchs, because there is less care taken with the airing of these than with program commercials. Omissions of spots when scheduled is the sponsors' greatest gripe, he says, with mis-

pronunciations and juxtaposition of two commercials coming next. An example of the last named is a cigar spot following a cigarette blurb.

On program commercials, the most prevalent inaccuracy he has spotted is the omission of the live announcement following a film insert. A cut in the commercial because of time or just oversight often leaves the sponsor's message dangling uncompleted. Mispronunciations or misstatements come next.

Radio and Television Monitors operates on either a regular or spot check basis thru various advertising agencies here. The er-

Staff Talent Delivers Goods

By MARVIN ROTHENBERG
Vice-President,
MPO Television Films

There is a fierce competitive battle going on today among producers of television film commercials. Strangely enough this competition is not a price war but rather a race for the signing of top creative talent to staff contracts.

The production of TV spots has become a multi-million dollar business, and only those producers who can satisfy the challenging demands of Madison Avenue are able to survive. Marginal producers, despite their of-

fers are reported to the clients thru the agencies, and the sponsor then may request recompense for the error.

- Stiff competition puts axe to freelancing
- Speed, accuracy and creativeness musts

fering of lower prices, are fast falling by the wayside or being absorbed. The big difference between black and red operations is often staff talent.

The production of TV commercials is a story of constant emergencies and crises. Time schedules never before thought possible in motion pictures are now routine. Weeks of preparation must be condensed into hours. Casting, set construction and prop search must be performed overnight.

This kind of service is ex-

pected and demanded. The producer must be prepared to go into immediate production with almost military precision. No longer can he operate out of his hat—with no staff—drawing from a pool of freelance personnel and facilities. To meet the torrent a producer must have a top quality staff, so organized as to service the agencies at a moment's notice.

With this accelerated pace and the growth in volume have come increased demands for quality and creative ability. Many advertisers are more critical of their commercials than they are of the program on which they are carried. With so much concentrated in so brief a period, every moment counts. An error becomes a glaring standout, and the time schedules demand perfection. Good films are the result of top creative talent, and the successful producer must have on his staff professional people of top calibre.

The ad agencies with millions of dollars of production to award are searching for producers on whom they can depend. When a producer can satisfy the demand for speed and quality he finds a close relationship building between himself and the agency. After a successful production, the agency looks forward to the same winning combination of director, cameraman, designer, etc.

MPO Staffers

In the past year we have backed up this belief by signing such well-known film names as Jerry Hirschfeld, Zoli Vidor, Joe Kohn, Paul Petroff, Lewis Jacobs, Lloyd Ritter, Murray Lerner and others. The results are already beyond our fondest hopes.

Shooting a commercial is only part of the job. A producer cannot stop with creative people in the studio. The completion of the production up thru the moment of getting it on the air on schedule is of equal importance. Our editing staff has also been expanded to accommodate the increased volume of business. More time is required for details.

We maintain vast libraries of shots and sequences for individual clients out of which we make up almost weekly variations of their commercials. For maximum efficiency we sometimes must assign an editor exclusively to one account.

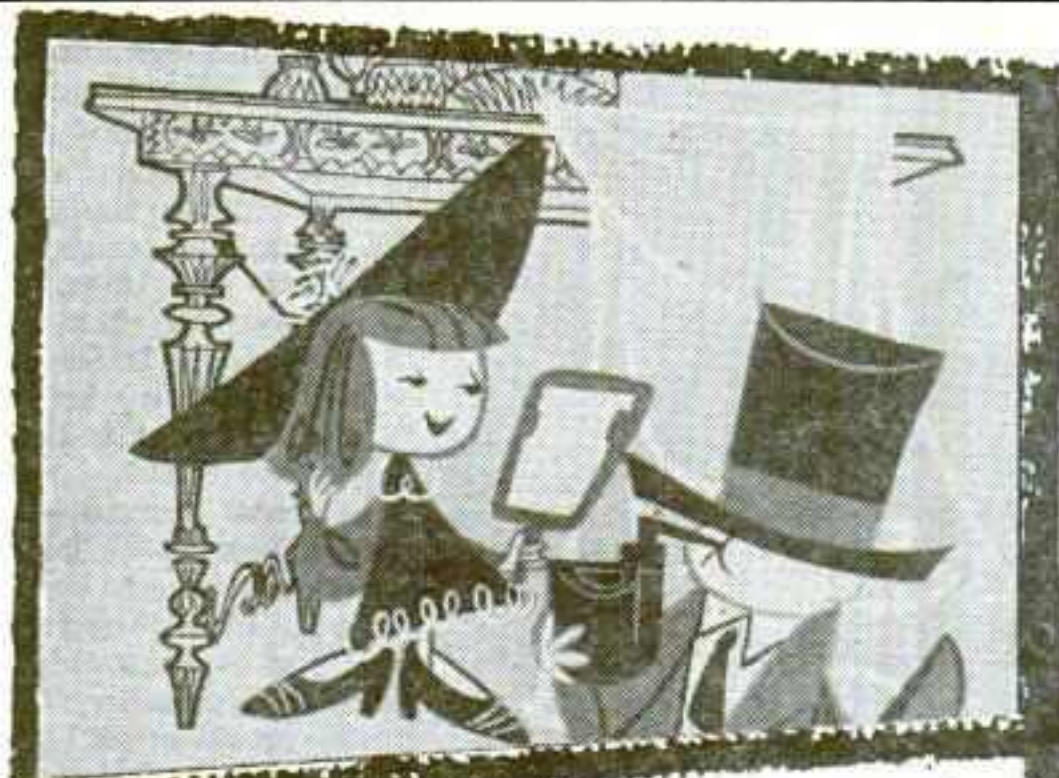
This kind of service to our clients is not a luxury . . . it is a necessity! Advertising agencies must have personal attention and continuity of personnel to guarantee them that what is being turned out is in keeping with their plans and that every detail is being watched.

'Improved Sell'

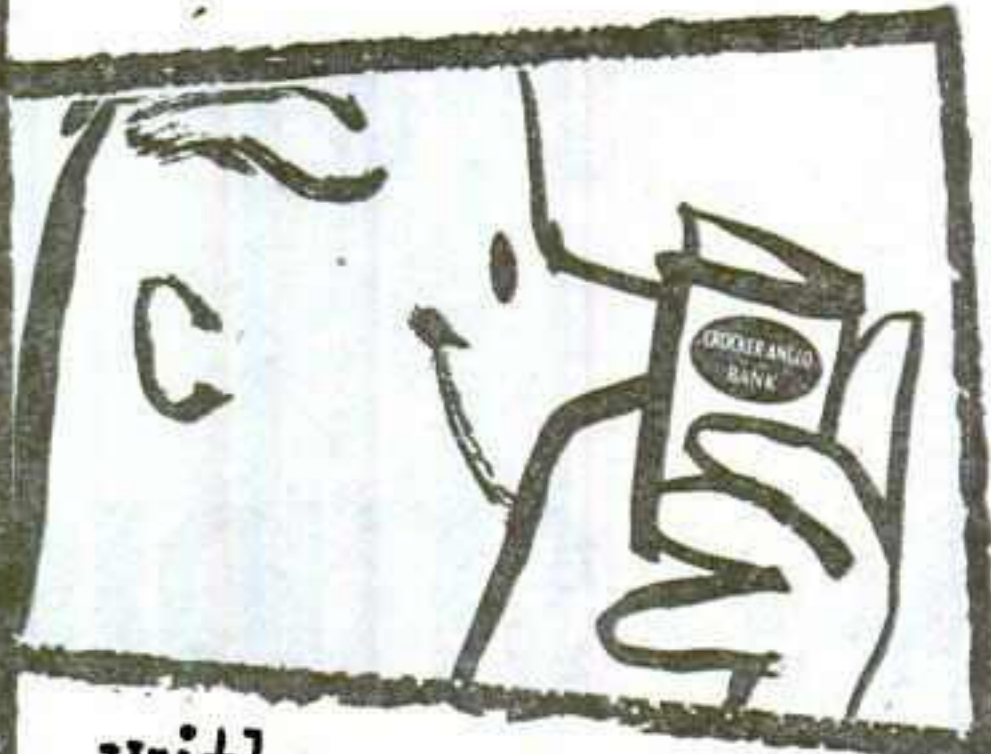
We are very encouraged at MPO by great improvement in the idea content of TV commercials. We call this an "improved sell" technique rather than "hard" or "soft" sell. This technique is based on the fact that audience retention is greater when the commercial establishes an emotional contact. Research further indicates that this emotional contact is made when the commercial contains real entertainment values. With agency guidance, the sponsors themselves are realizing the sales value of this new approach and are getting away from the literal nuts-and-bolts translation of the word "commercial."

It takes a wealth of talent to produce this type of commercial and to transfer these show business qualities from the storyboard to the screen.

Therefore, we are engaged in a constant search and competition for top talent. We believe that only by making a capital investment in people can we best serve ourselves and our clients.



combining good art

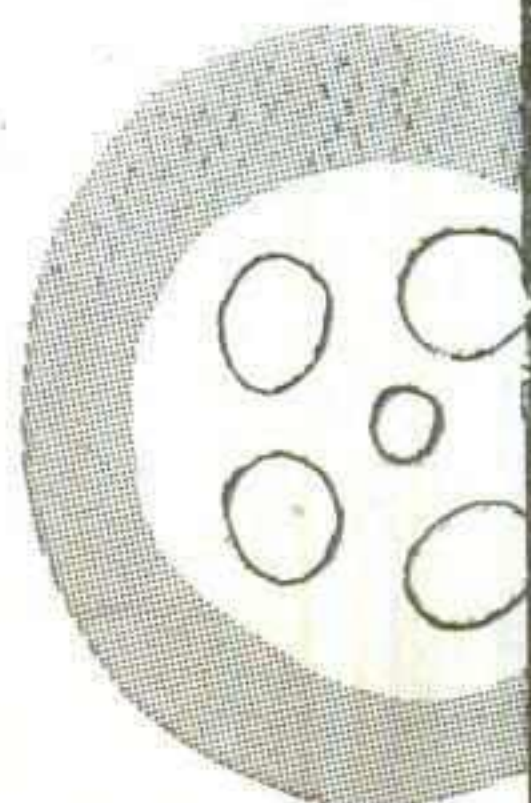


with good humor



and good sell...

**TO MAKE
GOOD
ANIMATED
COMMERCIALS**



**RAY PATIN
PRODUCTIONS**
6650 SUNSET BOULEVARD
HOLLYWOOD 28, CALIFORNIA

T.V. spot editor

A column sponsored by one of the leading film producers in television

SARRA

New York: 200 East 56th Street

Chicago: 16 East Ontario Street



Unusual and bold, this 20-second spot uses only the product itself to hold interest! NABISCO'S Deluxe Assortment of Cookies is arranged in a striking abstract pattern. Through the third dimensional artistry of stop motion, the pattern changes as the cookies revolve to show clearly their shape and variety. Produced by SARRA for the NATIONAL BISCUIT CO. through McCANN-ERICKSON, INC.

SARRA, INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street



Sarra shows how television commercials for pharmaceutical products can be kept lively and interesting in this series of one minute and 20-second spots for MUSTEROLE. Full orchestral accompaniment, jingle, and different stylized animation treatment are used in each spot. Believable live action sequences added to the animation show the soothing "baked heat comfort" Musterole brings, as well as emphasize the availability of the product in strengths. Produced by SARRA for PLOUGH, INC.

SARRA, INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street



Here's something new! Pancake batter that's made in a shaker. To dramatically illustrate the ease of mixing AUNT JEMIMA Pancake Flours, a stylized animated shaker character, "Cindy Shaker," is combined right in the live action scenes to tell the story and show how simple it is to mix the Aunt Jemima Pancake Flour, Wesson Oil, egg and milk. Appetizing pancake shots with "Cindy" singing a catchy jingle, "In Just Ten Shakes," wraps up the spot in a truly memorable fashion. This series of one-minute TV spots was produced by SARRA for the QUAKER OATS CO. through J. WALTER THOMPSON CO.

SARRA, INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street



The New Lilt Home Permanent is the "fastest, easiest permanent ever" says the charming narrator. And a convincing demonstration bears this out. Contrasting Lilt with a competitive product, this TV spot shows how easily the Lilt squeeze bottle sprays Lilt on and ingeniously proves its faster saturation with blotting paper curls. Shots of a model's hair—short, longer, shoulder length—offer evidence that curls sprayed with Lilt "last and last until they're cut!" This series of 60 second TV spots was produced by SARRA for THE PROCTER AND GAMBLE COMPANY, through GREY ADVERTISING AGENCY, INC.

SARRA, INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street



Are you carefully policing your television prints? You should! By all means check the quality of the prints that are being televised. Long, continuous use of one print is bound to result in picking up dirt and scratches and thus lessen the effectiveness of your sales message. A single scratch can ruin your investment of thousands. So, protect your TV commercial investment at a small cost by replacing damaged prints the television stations might be using, and thus maintain the highest possible viewer acceptance.

SARRA, INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street

Westinghouse's Laundromat Sand Test to Settle Squabble

- Betty Furness to answer the Mrs. Spangler, Asay fuss by running mud and grit test for them
- "Studio One" crew to run commercial on April 8 on location in Columbus, O., to prove test

Out in Columbus, O., Mrs. Fred Asay and Mrs. Mike Spangler, neighbors, had an argument about the Westinghouse sand test. Mrs. Spangler thought the commercial was a phony. Mrs. Asay, owner of a Westinghouse Laundromat, said she'd tried the sand test in her own machine and it really worked.

Their disagreement was over the "Studio One" commercials on

September 24 and November 12, when Betty Furness had studio visitors dump two cups of sand into each of four different washing machines. The Laundromat was the only one from which the white towels came out completely clean of mud and grit.

Mrs. Asay wrote to Westinghouse asking for help in proving that the machine can really pass the test.

So, on April 8, Miss Furness, along with 15 CBS engineers, cameramen and technicians, will be out in Columbus to do the sand test for that night's "Studio One" right in the homes of Mrs. Asay and Spangler on Whitehead Avenue.

"This will be one of the very few times—if not the very first time—a TV commercial has been done remote and live from a private home," said Andy Christian, director of "Studio One" commercials.

The sand test commercials proved quite a sensation. Gallup-Robinson rated them 88 per cent on recall response, as against a

CUT-OFFITIS

Viewers Plagued By Lapped Edges

- Set maladjustments chop off letters
- Stations could do well to cure woes

By WILLIAM MIESEGAES
President, Transfilm

The televiewer is being bombarded with what amounts to a

40 per cent high for most laundry equipment commercials. McCann-Erickson is the agency on this account.

new language. His many hours of viewing are crammed with cryptic word combinations that look like "rown's Mil," "mith's Pain" or "eature Fil." These words, which should actually read "Brown's Milk," "Smith's Paint" and "Feature Film," suffer from "TV cut-offitis," a malady that electronically desecrates our English language and afflicts as many as half of the nation's TV sets.

While the ailment is common to all TV images, it is particularly vexing in TV commercials. Cut-offitis will rarely detract from the story line of a play, but it certainly affects the impact of a TV commercial. Sponsors and agencies have every right to be perturbed.

Surprisingly, the problem is not a highly technical one. If all TV sets were properly adjusted for image size, they would receive them in the manner intended. While old feature films may not fit the TV screen, films designed for TV will. Experienced TV producers do frame their images to fall well within the TV screen. In the case of commercial titles, those sorely dismembered words, even greater tolerances of safety are allowed to make sure that letters will not be cut off. But, the problem still exists.

Producers Okay

One solution might seem relatively simple. Just have the producers reduce the critical images even more than they are now doing. This could be done, but it would seem unwise. Since half the TV sets do receive images properly, why sacrifice the effectiveness of these sets by shrinking the visible advertising message?

A better solution would be to bring maladjusted TV sets up to par.

We believe that the responsibility lies with the local TV stations. They owe it both to their advertisers and themselves to re-educate the set owner and local repairman in the proper adjustment of sets. Perhaps the time is now to establish monthly or bi-monthly programs dedicated solely to the purpose of the care and feeding of the TV set. A cooperative effort among advertising agencies with heavy expenditures in TV would certainly help such an endeavor.

Campaign

A public relations campaign can convince set owners they will get greater viewing enjoyment if their sets are properly adjusted. This will soften the majority of viewers to the fee they would have to pay for TV service. Through the efforts of local stations, repairmen could be made to agree to charging a moderate fee for each service call. The TV station would establish the standards for set adjustments. Viewers could be asked to phone or drop a post card to the station for this attractively priced service. On "A-D" day (for ADjustments and better ADs), a test pattern could be telecast for a specified time during which adjustments would be made.

Perhaps there are other and better ways of accomplishing this. The need has certainly been recognized. It is now a matter of proper delegation of responsibility and TV cut-offitis—with its resultant amputation of the sponsor's message—can become as ancient as gaslight.

Craftsmanship is reflected in the products of people who have a genuine pride in their skills. But where tv spots are concerned, it goes beyond mere technical skills.

Here, at Caravel, the abilities of the technicians are supplemented by the prime element—creativity—and this is true of every stage of production.

This is the hallmark of the true television production craftsman, and it is evident in spots created by Caravel for leading advertisers in virtually every key industry.

Craftsmanship

All of these famous names were recently featured in tv spots produced by Caravel Films (b&w and color):

- American Standard • Ballantine Beer
- Bufferin • Geritol • Goodyear • Gillette
- Griffin Shoe Polish • Lysol • Nabisco
- Procter & Gamble • Remington Shaver
- HiFi Parade Cigarettes • Simmons Beauty Rest • Socony Mobil • Filter Tip Tareyton
- U. S. Savings Bonds



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

MGM-TV PRESENTS THE CASE OF KNICKERBOCKER BEER



WARWICK & LEGLER, INC.
ADVERTISING
NEW YORK LOS ANGELES
230 PARK AVENUE NEW YORK 17

March 19th, 1957

Mr. Virgil E. Ellsworth
Director of Commercial and
Industrial TV Film Division
MGM - TV
Culver City, California

Dear Buzz:

A word of appreciation is in order for the outstanding job delivered by MGM in producing the Knickerbocker Beer 1957 television commercial series.

We were particularly impressed with the enthusiasm and ability displayed by all your people who worked on our project and, of course, with the vast MGM facilities at our disposal.

The MGM touch has helped to provide what we believe to be one of the finest series of television commercials we have ever conceived and produced.

Thanks again and congratulations on a superb job.

Regards,

WARWICK & LEGLER, INC.

William P. Warwick

William P. Warwick,
Director of Television & Radio

WPW/gk



"Thanks, Bill, we couldn't have written a better ad ourselves!" Leo

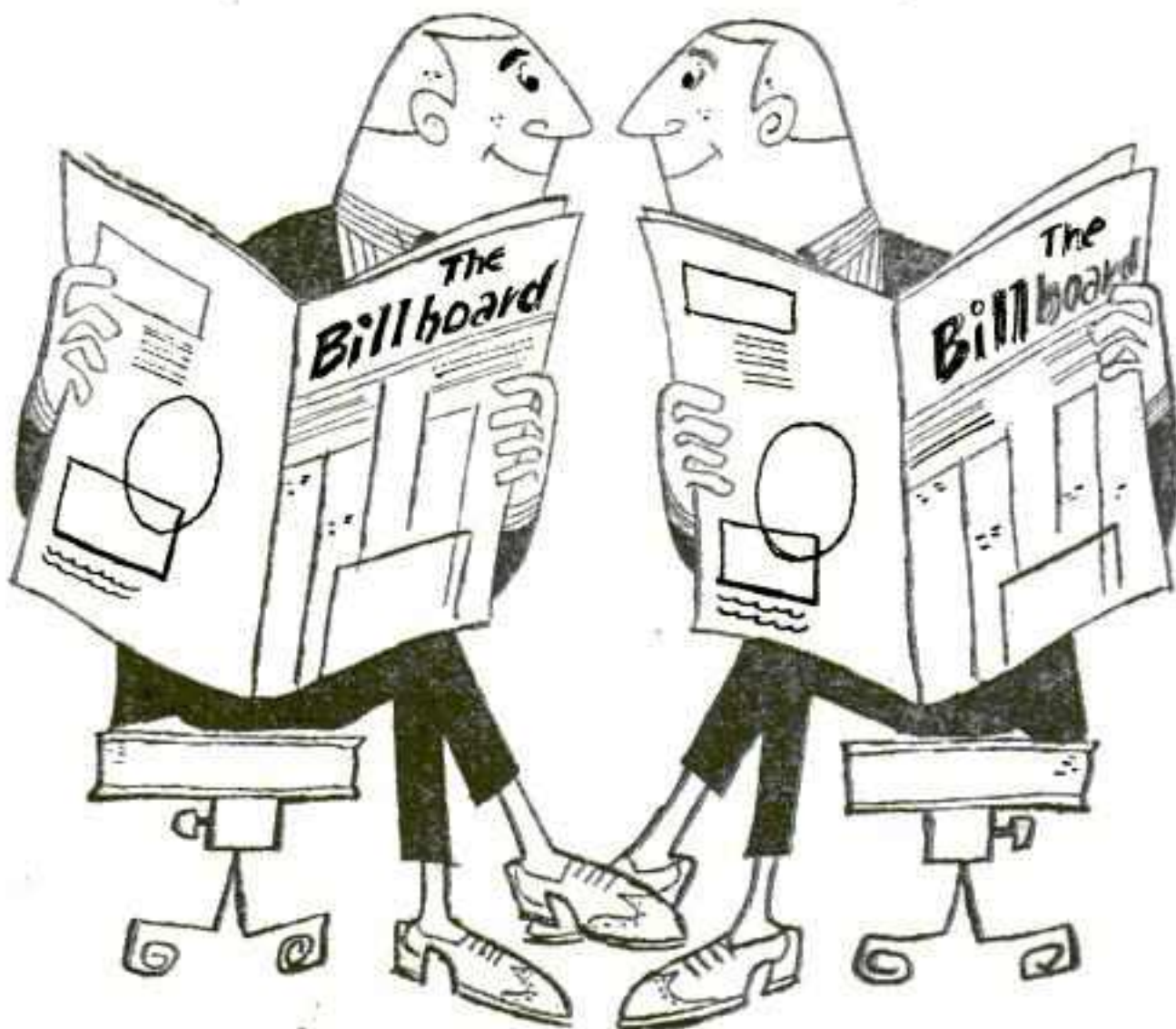
MGM-TV

A Service of
Loew's Incorporated

VIRGIL "BUZZ" ELLSWORTH
Director of the Commercial and
Industrial Dept.
MGM Studios, Culver City, Calif. TE 4-3311

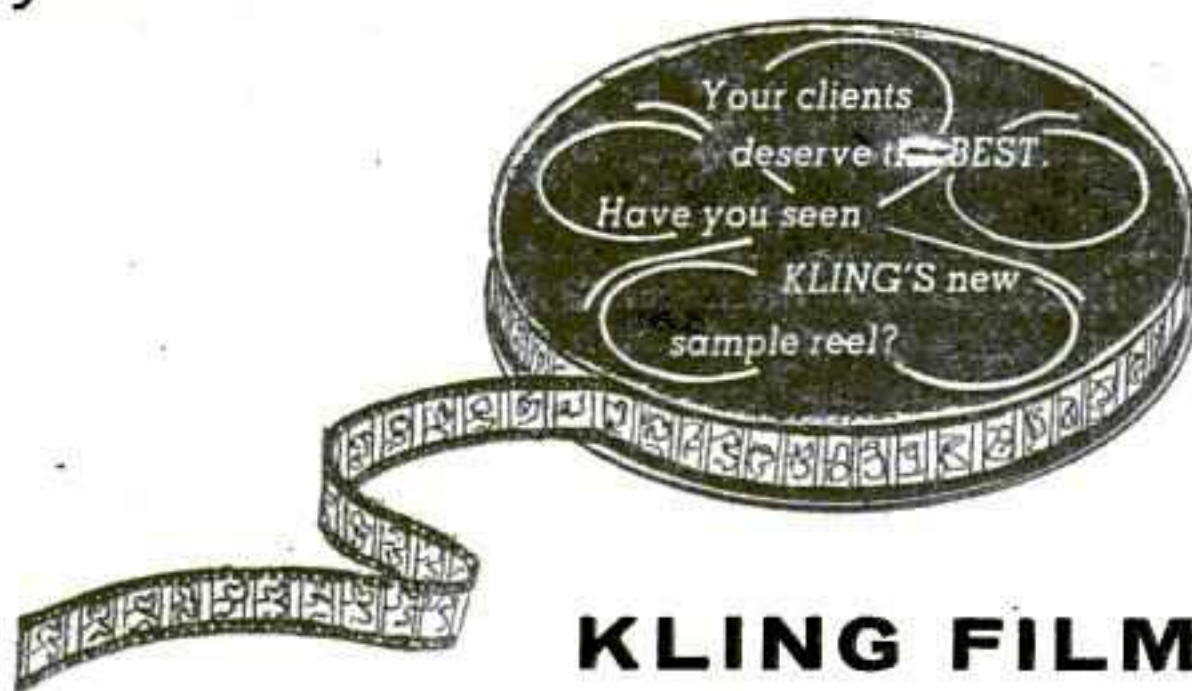
RICHARD A. HARPER, General Sales Manager
701 Seventh Avenue, New York 36, N. Y. JU 2-2000

According to Billboard...*



KLING

was one of the nation's top two producers of television commercials last year.



KLING FILM PRODUCTIONS

1058 W. WASHINGTON ST. CHICAGO
1416 N. LA BREA AVE. HOLLYWOOD

* Billboard Scoreboard • FILM PRODUCER CREDITS

Kodak Film Drops Separations Steps

Ad agencies and producers won't have much to do with it directly, but a new film just brought out by Eastman Kodak will prove a great help to them in producing TV film commercials in color. This new film will be used by the labs in turning out release prints in the Eastman negative-positive color process.

The usual lab procedure heretofore—starting from the original color negative—has been first to make three separation positives on black-and-white film. Each of the three separations represents one of the three primary colors. The three are then combined on a single color negative film, which entails some complications with registration. It is from this inter-negative that the release prints are derived.

The new EK film, a 35-mm. color intermediate film, takes the place of the three black-and-white separations. It is thus equivalent to the fine grain master positive used in black-and-white film processing. Obviously, it eliminates the problem of registration. It will simplify the making of opticals in color commercials. It is expected to result in

somewhat speedier and cheaper lab work, especially when the job requires large quantities of release prints, as in a spot campaign.

Comparison

Film made by this new process was screened at the February meeting of the National Television Film Council. It was shown side by side with a print made by the conventional separation process.

Random comments of the experts in the audience were to the effect that the new-process film had somewhat less contrast and had somewhat less color saturation, especially in the reds. In general, the audience's reaction was quite favorable.

Ed Stifle, of Eastman, pointed out at that meeting that dye images are still less stable than silver images. So, for purposes of storage and preservation, it is still advisable to make those black-and-white separations as well as the color master.

First deliveries to the labs of this new intermediate color film, Type 5253, was expected momentarily at the time this was written.

the critics agree!

The ANIMATION

for

"HEMO THE MAGNIFICENT"

(premiered March 20, CBS Television)

Was MAGNIFICENT!

"... remarkably clever cartoons... especially vivid and entertaining..."

JACK GOULD
New York Times

"... brilliantly graphic explanation..."

JACK O'BRIAN
New York Journal-American

"Shamus Culhane drawings vividly and entertainingly drive home point after point."

HARRY HARRIS
Philadelphia Inquirer

"... clever cartoon animation..."

ETHEL DACCARDO
Chicago Daily News

"... animated scenes well done and dramatically effective..."

HAL HUMPHREY
Los Angeles Mirror-News

Animation

for

"Hemo the Magnificent"

Created and Produced by

shamus culhane

PRODUCTIONS, INC.

Animation ★

Live Action

Television—Industrial—Theatrical—Educational

NEW YORK

HOLLYWOOD

207 E. 37th St.

6226 Yucca St.

Murray Hill 2-8243

Hollywood 4-1128

Batten, Barton, Durstine
 & Osborn, Inc.
 Benton & Bowles, Inc.
 Boeing Airplane Co.
 Bozell & Jacobs, Inc.
 Campbell-Mithun, Incorporated
 Carnation Co.
 Cunningham & Walsh, Inc.
 Dancer-Fitzgerald-Sample, Inc.
 D'Arcy Advertising Company
 Douglas Aircraft Company, Inc.
 Doyle Dane Bernbach, Inc.
 Fitzgerald Advertising Agency
 Foote, Cone & Belding
 Clinton E. Frank, Inc.
 Gardner Advertising Co.
 Grey Advertising Agency, Inc.
 Honig-Cooper Company
 Knox Reeves Advertising, Inc.
 Lennen & Newell, Inc.
 Earle Ludgin & Company
 Maxon, Inc.
 McCann-Erickson, Inc.
 Miller, MacKay, Hoek
 & Hartung
 National Theaters, Inc.
 North Advertising
 North American Aviation, Inc.
 Rheem Manufacturing
 Company
 Sullivan, Stauffer, Colwell
 & Bayles, Inc.
 Superdisplay, Inc.
 Tatham-Laird, Inc.
 J. Walter Thompson Company
 United Theater Supply
 Company
 Wherry, Baker & Tilden, Inc.

For The United States Government:

Department of the Air Force
 Armed Forces Special Weapons
 Project
 Department of the Navy
 The Signal Corps
 The Department of State

THANKS TO THE
 CONTINUING CONFIDENCE
 OF OUR CLIENTS
 THIS IS OUR


th year

OF HIGHEST QUALITY
 FILM PRODUCTION
 FOR TELEVISION AND
 INDUSTRY

*For your convenience at Cascade:
 Three Sound Stages, Experienced Personnel,
 Complete Animation, Production, Editorial
 and Optical Facilities*

cpc

CASCADE PICTURES OF CALIFORNIA, INC.

**1027 NORTH SEWARD STREET
 HOLLYWOOD 38, CALIFORNIA**

22

22 West Hubbard Street
the address of Chicago's

PACE-SETTING FILM COMPANY

In TV commercials and shows, industrial and public relations films, Fred Niles Productions is setting the pace with

CREATIVITY, the combination of originality and good advertising logic in television commercials.

TALENTED STAFF of film specialists in Chicago and Hollywood, each with an average of 10 years experience in the active film field.

COMPACT FACILITIES, conveniently located in the center of Chicago's advertising world, with sound stages, outstanding editing and sound departments.

HOLLYWOOD DIVISION, also operating as RKO's animation unit. Creating and executing animated custom and syndicated spots.

"CAMTRONIC", cost cutting filming method, saving up to 35% from the cost of filming TV shows, industrials, lectures, musicals, conventions, etc.

SERVING THE NATION'S LEADING ADVERTISERS

- | | |
|------------------|------------------------|
| Kraft Foods | Proctor & Gamble |
| Johnson's Wax | Colgate-Palmolive |
| Campbell's Soups | Swift & Company |
| Standard Oil | Admiral Corp. |
| Pabst Beer | Quaker Oats Co. |
| Kellogg | American Dairy Assn. |
| Wilson & Co. | Aunt Jemima |
| | Corn Products Refinery |

Call or write for a sample reel of **pace-setting TV commercials.**

FRED A. NILES Productions, Inc.

Films for theatre, TV and industry

22 W. HUBBARD ST., CHICAGO 10, ILL.

In Hollywood: RKO-Pathe Studios, Culver City

Chesterfield's King Crowned In Speedy Advertising Coup

- Tenuous reign with transportation ads suddenly grows into sizzling campaign of trademark
- McCann-Erickson agency dreams up wider usage of the king and his little herald and lion

Chesterfield has crowned the King of Smokingdom. The coronation took place at the beginning of the year at McCann-Erickson. And what began as a tenuous reign with a few newspaper ads and some transportation posters has developed into a sizzling campaign, one which has grown so rapidly that it has caught all hands off guard.

The response to this tall, slim, jolly ruler and his two pals—the cheerful, pudgy Harold the Herald and the docile, be-whiskered Bushy the Lion—is, in fact, running ahead of the coalition which put him in power. The agency as a result is just now working out many details on merchandising items and point-of-sale display to establish more firmly the king and his pals as a Chesterfield trademark.

On TV the campaign is already launched. Created by McCann-Erickson and produced by Hankinson Studios, which has so far delivered three 60-second commercials and has two more coming up, the blurbs are being used on Chesterfield's network shows: "Panic," "Hey, Jeannie!" and "Dragnet."

Original art work on the Chesterfield King was done by Dan Keele, art director at McCann-Erickson.

The TV campaign is a light and

breezy one built on the theme of "the King that has everything!" Copy calls for such expressions as majestic length, regal pleasure, commanding the pack, revel in the royal carton, royal flavor, etc. The voice of the king is being done by Davies Butler, who was associated with Stan Freeburg on several humorous records, including the "Dragnet" parody.

Just what else will be done to build this campaign is still a moot point. As yet Chesterfield's spot campaign has not been solidified, nor have plans jelled on its one remaining sports show, "Boston Baseball." It is definite, however, that the king and his court will reign on the new ABC-TV Frank Sinatra show in the fall.

With these plans to be ironed out, plus a magazine campaign to be done and new posters coming as well as display items, it looks as tho the king of Smokingdom is in for a long rule.



Chesterfield's King

STOP-MOTION



STOP-MOTION need not be expensive to be effective. Would you like to see how this "3 dimensional animation" can be used to command attention, illustrate product usage, or tell a story?

Call us for a stop-motion sample reel of spots made for ENO, Polaroid Land Camera, Gallo Wines, Corn Products Refining, American Broadcasting Company, and others. JU 2-3816

WILBUR STRECH PRODUCTIONS, INC.

135 WEST 52ND STREET, NEW YORK 19, N. Y.

ANIMATION • LIVE • STOP-MOTION • SPECIAL EFFECTS • PUPPETRY

Effective Rotoscope Blurbs

- Process combines live actors, animation
- Results worth the many delicate problems

By SHAMUS CULHANE
President
Shamus Culhane Productions

A difficult but most effective way of making television commercials lively and effective is the process known as rotoscope. This is a process by which animated cartoons are joined with live actors on the screen and appear to be working together. The amount of contact between the two seems unlimited. Live actors shake hands with animated animals or are given a bite of a live product held in the hands of an animated elf. In some ways it is the ideal wedding of imagination and reality.

An average commercial using rotoscope technique is produced by the following steps:

Like all commercials, it must start with a good storyboard. The illustrations showing the combination of the live action and the animated character must be carefully worked out by an experienced artist.

The next step is casting the live actors. It is important to get a person who has enough ability to react to empty space with such conviction as to provide a good working basis for the animator. The actor must know exactly how tall the animated character is, where he is moving in space at a given point in the dialog, when to grin, wink and act dismayed. He has to do all this with the proper eye direction and the tiny amount of over-acting necessary to bring his work up to the more abstract style of the animation.

Hard to Find

To find a person like that, it is necessary to have the prospect actually do a piece of acting to see if he is able to carry out such an assignment. Many good actors

Blurb Crackdown

• Continued from page 17

fraudulent advertising will continue to get criticism, from Senator Magnuson, chairman of the Senate Commerce Committee, during its continuing TV probe. Overlong and overloud commercials are the subject of bills by Representative H e s e l t o n, who wants FCC to regulate their length, and representative Hosmer, who wants the agency to penalize the screaming variety.

Among broadcasters themselves, the National Association of Radio and Television Broadcasters' Code Review Board is trying to outlaw the false doctor or nurse endorsements.

It all adds up to a tacit endorsement of the ingenious, skillful and creative commercials—the kind that sell toothpaste by an irresistible cartoon moppet who talks about her very normal old man. The kind that promotes a car by running it up tiers of stadium seats. The inventive genius of a cigarette ad that has created its own Cro-Magnon man, virile, ugly and unforgettably a brand smoker. The list is long. Burdened government watchdog agencies join with Congressional critics to say, "May their tribe increase."

are totally unable to visualize a piece of animation with which they are supposed to work. It is often a long and painstaking job to select a suitable actor. However, it is vitally necessary because of the intimate relationship between the live actor and the animated one.

After the live action is shot, it is turned over to the animator for his contribution. Frame by frame he carefully traces the main masses of the live actor onto a drawing paper. Then he draws on this paper an animated character. Where it is necessary, the tracing of the live actor is accurate to one one-hundredth of an inch. This enables the animated cartoon to do such diverse actions as lighting a cigarette for the live actor, popping a candy into his mouth, or carrying on a lively conversation while bouncing up and down on the live actor's palm. With the proper equipment, there is no limit to the kind of action that could be planned for the combination of a live actor and animation.

Art Techniques

The drawings then go thru all the processes of a normal animated cartoon, except that at the very end of the work it is opti-

cally combined with the negative of the live action.

Since you have all the expenses of doing a normal animated cartoon and the expenses of doing a normal live-action commercial, the cost is a good deal more than either one of these methods. However, in terms of audience appeal it is well worth it.

For example, rotoscope has had some notable success most recently with the award-winning Halo commercials, made by our studio for the Carl S. Brown Agency.

Halo was introduced by Colgate-Palmolive in 1951 with a series of fully animated cartoons made by our company which evoked an immediate public response. Despite this success, it



Halo's Rotoscope

was thought that the effectiveness of Halo really could only be demonstrated by live models, so a number of commercials using live action were made. This in turn had its drawbacks, for the hair showed up very well, the entertainment value of the previous commercials was missing. So rotoscope became the answer.

Combination

With the rotoscope commercials the audience could have empathy with the live girl, admire her hair, believe that it was the result of Halo shampoo, and at the same time be regaled by the entertaining antics of the animated cartoons.

Rotoscope has so far not been very widely used in commercials. Regular live action, animated cartoons and stop motion are used much more often. The reason for this is that the average animated cartoon studio is neither prepared nor experienced enough to do a really expert job of rotoscope. It needs the most precise equipment for the opticals, a very carefully checked routine of operation thruout the studio during production and a live-action director who is also an expert at directing animation.

There is no limit, however, to the areas in which this technique can be used to advantage. We have used it for such diverse clients as Quaker Oats, Salada Tea, and the U. S. Air Force. Whenever a client is aware that

he has a problem of presenting a product which would normally use the live action medium, he would do well to investigate the possibilities of rotoscope to enhance what might be a not very interesting demonstration.

With a little thought, what would possibly be a very pedestrian spot might be made one of the outstanding pictures of the year. But, he would also be wise to insist on seeing numerous examples of rotoscope from the producer to whom he brings his project.

WINNERS

In The Billboard's
Annual

TV COMMERCIALS


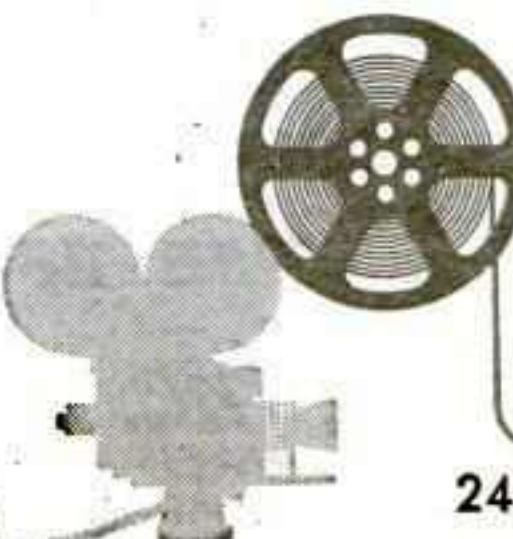
Competition

to be announced

NEXT WEEK

OUT, DAMNED SPOT!

MACBETH AVE. N. 50 E. 1. LINE 38 FILMWAYS 241 WEST 54TH ST. N.Y.C. 19. PLAZA 7-1800

If you would like an "OUT DAMNED SPOT" placard for your desk or wall like the one in the illustration above, call or drop us a note and we will gladly send one along.

FILMWAYS

INCORPORATED

241 West 54th St., New York 19. PLaza 7-1800
1040 N. Las Palmas, Hollywood 38. HOLLYWOOD 7-3111

Shakespeare said it. Filmways actually does it — produces film commercials quickly, with as little pain as possible and, we submit, often handsomely.

The reasons: we have a basic permanent staff of 35, producers, directors, editors and technicians with commercial experience second to none; and we own the best physical facilities of any producer devoted solely to making television commercials.

We also offer, we think, the rarest buys of all: tight organization at every point — in pre-production, shooting, completion, printing and delivery; and an atmosphere of creative give and take between the agency and the producer that often makes films a little bit better.

Naturally, we would enjoy the opportunity to show you our facilities and to screen a few of the more than a thousand minutes of commercials a year we produce for such leading clients as Ford, Eastman Kodak, and Colgate.

ON THE EAST COAST: two large studios, six completely equipped editing rooms, a real camera car (not a revamped station wagon), rear projection, our own optical printer, cameras, and lots more.

ON THE WEST COAST: all the facilities of the General Service Film Studios where our Hollywood staff operates.

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

Opticals Man Important

• Continued from page 19

producer to resort to unusual optical gimmicks he did not bank on when he submitted his bid.

"In many instances," he continued, "the size of a package is shown tall and thin in a close-up panel. But in the very next frame the same package is drawn shorter and wider to make room for title copy. Unfortunately such a transformation is impossible.

"Another difficulty we have is that far too many storyboards, due to their being photostats, lose their background tones and textures, leaving us at a loss as to just what values are wanted."

Delays Cost

When the optical house runs into either of these road blocks, it has to hold up the job while it refers back to the producer, who then has to consult the agency again. These delays are expensive. They could be avoided, Levy maintains, if the optical house, producer and agency came to a clear understanding before production ever started.

CHECK THE GRAY SCALE FOR THE BEST POSSIBLE VISUAL DEMARCATION BETWEEN YOUR PACKAGE AND THE BACKGROUND.

If the tone value of the package design and its background are too similar, the package will not stand out sufficiently when viewed on the TV screen. The same is true of title lettering. Another important point about titles is that, even with white against black, fine, thin lettering will not hold up in the printing stage, thereby causing flicker and loss of legibility to the home viewer.

ARRANGE TO SHOOT AS MUCH OF THE COMMERCIAL AS POSSIBLE LIVE ACTION, RELYING ON THE OPTICAL HOUSE ONLY FOR EFFECTS THAT CANNOT BE DONE OTHERWISE.

This may sound as if the optical man is trying to lose business. But actually he is trying to save it.

Very often he is asked to produce an effect that is absolutely impossible because of the fact that live-action material essential to it does not exist. Levy offered the following example:

A commercial was to have a lovely spokeswoman seated on a white picket fence which suddenly and magically was to turn into the figure, "\$1,000.00." This conversion is easily produced in a competent optical-animation shop—except for that part of the fence on which the lady was actually to sit. The optical bench cannot work underneath her.

Fortunately in this case the producer consulted Levy before shooting started, and the optical man came up with an eminently practical solution.

Set Building

In constructing the set, he advised, build a gate but never mind the rest of the fence. The gate should be designed as a circle which in perspective will be the same size as the zeros in the number. The spokeswoman sits on this circular gate, which will also serve as the middle zero in the ectoplasmic "\$1,000.00." The optical house can then draw

in the rest of the picket fence and then animate it into the desired \$1,000.00.

Proper planning of your live-action scenes can make it possible for the optical house to accomplish the most unusual effects, and to accomplish them on first generation film, which gives optimum quality and fastest possible delivery.

This is a most important point in Levy's crusade. He can cite innumerable instances in which he was completely hamstrung because he did not have the live-action footage needed to manufacture the desired effect.

THE LIVE-ACTION FOOTAGE SHOULD BE SHOT AT FULL APERTURE.

When this is done the edge of the picture is actually recorded on the soundtrack area. This gives the optical house two extra fields to play with. It makes use of this when it has to reduce or re-position the live-action material in the final picture.

When a hair or thread works its way into the precious picture it usually hangs in from the edge of the frame. If the film is shot at full aperture, the optical house can usually crop out the hair without losing any of the basic action. But if the scene is shot at the usual camera aperture, the pesky hair will inevitably cross right into the heart of the picture where it cannot be removed by any magic.

BE SURE THE WORK PRINT, WHEN DELIVERED TO THE OPTICAL HOUSE, IS

MARKED EXACTLY THE WAY YOU WANT IT.

Opticals are a precise art. It is not sufficient for the optical house to know that you want a wipe between two scenes. It has to know which of some three dozen standard wipe designs you want. It has to know how hard or soft you want the edge of the wipe. It has to know how fast you want the scene wiped. All this information should be marked on the work print or else the optical shop will have to waste a lot of time.

The work print is sometimes referred to as the optical shop's Bible. Levy pleads that it be treated with the same care and cleanliness always afforded the original negative. The dirt and dust brought into the optical shop on sloppily handled work prints may be responsible for a commercial less than satisfactory as it registers on the TV screen.

All Avoidable

Most of the problems mentioned here can be avoided. Levy insists, if the agencies would give the optical expert a chance to meet with its people and the producer while the commercial is still being planned.

He points out that he does not do business with the ad agency directly. The optical shop's customer is the producer, and it will not go into competition with its customer. It shares the producer's desire to turn out the best and most economical commercial possible.



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New \$3.98 LP Line Prepped By Atlantic

NEW YORK — Atlantic Records, which last week raised the price on its regular-line LP's from \$3.98 to \$4.98, now plans to bring out an entirely new line of 12-inch sets to list at \$3.98.

Seven LP's will comprise the first release in this new series, to be tagged the "8000 Series." It will be shipped within the next two weeks.

The initial \$3.98 sets will all feature rhythm and blues artists, with reissues of their singles, including some of the most recent Atlantic hits. In the future, however, the line also will include pop and jazz artists. Each of the seven new sets includes 14 instead of the standard 12 selections. Six of the LP's will feature individual artists, and titles of each will be simply the artist's name: Lavern Baker, Ray Charles, Ruth Brown, Clyde McPhatter, Joe Turner and Ivory Joe Hunter. The seventh will be a miscellany entitled "The Greatest Rock and Roll." The last named item also will be \$3.98, not \$4.98 as previously reported.

Pacific Jazz Launches New Basic EP Line

NEW YORK — Pacific Jazz, West Coast specialty label, is launching a basic line of EP's and inaugurating a regular system of disk jockey service for all future releases.

According to P. J. president, Dick Bock, who returned to the Coast Friday (22) after a two-week visit here, the first EP issue will be 12 sets, with each to be composed of the best selections from the line's 12 best-selling LP's.

Bock has set up a list of 700 deejays to receive special 45 r.p.m. singles, composed of excerpts from new LP's, either a short selection, or one specially edited, to each. *(Continued on page 38)*

Harry Barris Hospitalized

DENVER—Harry Barris, composer and one of the original Rhythm Boys with Bing Crosby, is seriously ill in Temple Hospital, Los Angeles.

A protegee of Paul Whiteman, Barris composed such hits as "Wrap Your Troubles in Dreams," "I Surrender Dear" and "Mississippi Mud," and sang as one of the Rhythm Boys for several years as part of the Whiteman aggregation. Barris has been ill since returning from a USO tour in Alaska in January.

Freed, Levy Come to Parting of the Ways

NEW YORK — The multi-faceted business ties of rock and roll deejay impresario Alan Freed and publisher-diskier-promoter-manager Morris Levy were abruptly, but "amicably" severed last week. The upcoming Brooklyn Paramount show, which will run for 10 days starting April 19, will be their last joint effort.

Freed denied that there was any blow-up, and told The Billboard that the parting would be a quiet one. "We're just going to mutually dissolve and silently steal away into the night," was the way he phrased it. Freed is selling his interest in Jackie Music, publishing firm, to the Levy-Phil Kahl interests, but

MUSIC VOLUME SWAMPS L OF C

WASHINGTON — The increasing complexity and volume of American music is evidenced in the recent setting up of a special music section in the descriptive cataloging division of the Library of Congress. Eight staff members have been assigned to the centralizing job of cataloging music, librettos and phono records received by copyright, purchase, gift or exchange.

Processing the increasing flow of music materials into the Library's newly organized music section will be under the direction of Mrs. Virginia Cunningham.

Label Switch Foreseen by Top Disk Vets

NEW YORK — In the next week or so, the trade will be watching with great interest the anticipated moves by two top disk veterans, Georgia Gibbs and Billy Eckstine.

Miss Gibbs, a consistent hit-maker for Mercury in recent years, is not expected to renew with that label when her current contract expires next week. It's hardly a secret that Miss Gibbs can pick her own spot.

Eckstine, who signed with RCA Victor last year, after several hitless seasons with M-G-M, asked for and received his release from the major last week. Eckstine has several interesting offers from indie labels and may return to the type of blues repertoire on which his original success was based.

2 TO 3 YEARS AWAY

Is Guess on Miracle In Music Reproduction

By BERNIE ASBELL

CHICAGO—Inside of two or three years a high-fidelity LP record may be marketed to produce stereophonic sound out of a single groove by a single needle, yet issuing separate sounds thru two loud-speakers.

This is the guarded guess of electronics experts now quietly working on development of what will be the new miracle in music reproduction.

The magic record will be able to sell in the same price bracket as today's single-sound LP. Moreover, it will be to borrow a term from the color TV people—a "compatible" record. That is, the disk will be suitable for play on a stand-

ard monaural—single sound, one amplifier, one speaker—system, just as color TV can be received in black and white by black and white receivers.

If these predictions come true, the new binaural disk promises an advance in the enjoyment of home entertainment at least as spectacular as the entrance of the LP itself. Yet the compatible feature will enable the industry, the retailers and the consumer to by-pass the painful years of readjustment which the battle of the speeds brought on in the early 1950's.

Plenty of Repertoire
By the time the stereo record becomes available, there will be a profusion of repertoire ready to master, press and market. Today virtually all the major and most of the minor labels are recording their album material in stereophonic as well as monaural sounds. In some cases the purpose in recording stereo is to release on pre-recorded tapes. In other instances companies are putting the stereo tapes in the can just in case. The added cost to a session for producing a stereo tape in addition to the standard one is negligible, about \$20 an hour. These stereo tapes will be perfectly suitable for dubbing on the new stereo records.

Diskeries in Scramble for Indie Distrib Hook-Ups

Soaring List of 'Major Indies' Strains Distribution Capacity

By JUNE BUNDY

NEW YORK—The recent entry of new indie Roulette and Flair-X and the launching of new subsidiary labels by the majors (e.g. Prep and the revived Brunswick), combined with the current any-label-can-happen state of the record business, has resulted in an unprecedented scramble this month for indie distributor attention by record companies, large and small.

The situation boils down to the fact that there just aren't enough active distributors around the country to service the constantly growing roster of what one indie label exec describes as "the major independents." There are approximately 100 active indie distributors in the U. S. while more than 20 of some 1,500 labels are considered "major indies." Consequently many key indie distributors are handling at least seven lines today,

while some carry as many as 30 or 40.

Am-Par Takes Steps

In line with this, ABC-Paramount took steps last week to "cement relationships" with its current distributors, via the scheduling of a series of "informal meetings" with representatives of each distribution outlet. The first meet—a gathering of the label's Eastern distributors—will be held here April 5, and will be attended by Am-Par execs and distributors from Boston, Buffalo, Baltimore, Philadelphia, Hartford, Conn.; Newark, N. J.; Albany, N. Y., and New York City.

Distributors, said ABC-Paramount prexy, Sam Clark, will be invited to air any beefs, suggestions, or opinions they may have about the label, its product, its policies and general operation on the distributor level.

Meanwhile, Prep and Brunswick *(Continued on page 74)*

CLOAK AND DAGGER

Col's Disk Clubs' Hush-Hush Birth

NEW YORK — The cloak-and-dagger story of the circumstances surrounding the formation and launching of the Columbia LP Record Club was revealed last week to the One Hundred Million Club, whose members comprise leading execs in the field of direct mail advertising. Speaker was Lester Wunderman, veepee of Maxwell-Sackheim, agency retained by Columbia to develop the club idea.

Two years ago, Wunderman said, two men from the "Alabama Hit Record Club" appeared in Max Sackheim's office, refused to identify themselves, and discussed with

Sackheim the feasibility of a record club in which dealers would participate. Sackheim thought it could be done—and got the assignment from the gentlemen, who were Columbia toppers Goddard Lieberston and Jim Conkling—the latter president of the label at that time.

Difficulty of the undertaking stemmed from the fact that utter secrecy was necessary. Premature leaks could tip off the competition; could create a bad press before Columbia had a chance to properly explain the club. Artists, suppliers and others engaged in the "Alabama Project" were kept under security regulations, and no supplier was hired if he had clients in the disk business.

As the project progressed, Maxwell-Sackheim grew more nervous. Planning and working up the project called for an outlay of \$1,000,000—yet there could be no testing of the venture owing to the need for secrecy. This need was so urgent, that when ad space was finally bought in the consumer press, the purchasing organization was the "National Disk Club." Feeling that the newspapers might question the validity of this vague organization, Maxwell-Sackheim added a new party to the conspiracy. He was Fred Gamble, head of the American Association of Advertising Agencies. *(Continued on page 39)*

Mellin Cleffs For New Pix

NEW YORK—Publisher-cleffer Bobby Mellin is writing a number of songs for upcoming films. One is "The Theme From the Monte Carlo Story," to be used in the upcoming Marlene Dietrich film, "The Monte Carlo Story." Pic is due to be released by United Artists in two or three months. Mellin is also working on a score for the Lewis Milestone film, "The Way Home." Pic is now in production. Also in work are five songs for pic to be released thru 20th-Fox. On April 7, Mellin leaves for Europe for a series of recording dates and to wrap up other film writing assignments.

tions as recently as five years ago—a "hill and dale" method was used. That is, the needle was vibrated up and down by varying depressions in the groove.

The new stereo record will combine these techniques. Sounds intended for one speaker will be picked up by side-by-side vibrations of the needle and transmitted to the amplifier thru one wire. *(Continued on page 76)*

SPA 'Fair Players' Lay It on Line

NEW YORK — Bernie Wayne, chairman of the Song Writers' Protective Association Committee for Fair Play, a group of Broadcast Music, Inc., affiliated SPA songwriters, this week denied that the SPA council had invited his committee to air their grievances as to the SPA's "Anti-BMI" activities.

In answer to SPA Veepee Louis Alter's recent letter to the Committee (The Billboard, March 23) Wayne also advised SPA prexy, Abel Bear, last week that the committee "has been authorized in writing by a group of more than 50 SPA members who license thru BMI to speak on their behalf."

Wayne said he would furnish the names of the 50 SPA-BMI members to Baer "at the same time you (Baer) comply with my request of March 4, 1957, and afford us an opportunity to inspect the books of the association." Here he cited "Article IV, 5, of the SPA by-laws."

Wayne indicated in his letter to Baer that the committee may take legal action unless the "officers and Council of the Association cease at once to use the Association or its *(Continued on page 38)*

Mills Music Snares New Spec Score

NEW YORK—Mills Music has landed the score to the forthcoming Kaiser Aluminum TV spectacular, scheduled for April 21, and starring Nanette Fabray, Bibi Osterwald, etc. The eight tunes were cleffed by Jack Siegal and Maddy Russell. Recordings have been set for four on RKO Unique, two each on Coral and Cadence, and more are expected, according to Sidney Mills.

Meanwhile, Mills' American Recording Artists set-up has been busy cutting albums and placing these with various labels. Cass Harrison's "Wrappin' It Up Now" on M-G-M, and a new Sir Lancelot calypso set on Fiesta are most recent examples. A group, the Enchanters, has just been turned over to Coral.

Mills also has signed the ex-Victor musical director, Henri Reine, to a writer's pact.

NEWS REVIEW

Panel Trio Guns for Mitch But Its Artillery Backfires

NEW YORK—How a thinking man can turn back an "army" of confused and uninformed inquisitors was demonstrated last Wednesday (20) when Mitch Miller appeared on "Entertainment Press Conference," a weekly TV feature on WABD here.

The panel, in this case, was made up of Harriet Van Home, radio-TV columnist for the New York World Telegram and Sun, Al Morgan, author of "The Great Man," and Bill Stern, erstwhile sportscaster turned disk jockey.

Morgan opened the questioning with an immediate reference to "the payola situation," at which point the tone for the level of questions to follow was set. Miller averred that there was no more of this in the music business than in any other field. Morgan continued

or the same kick by referring to a profile of Miller in 'The New Yorker,' in which references were made to ash trays, lighters, and even a portable refrigerator, all noted as "the gift of a publisher." Wasn't this like taking a bribe, the questioner wanted to know? Miller replied that it was much easier just to accept things like ties, handkerchiefs and small desk fixtures without making a big scene out of it. As for the refrigerator, Miller said it was a gift of a Columbia distributor.

Later in the show, Miss Van Home and Morgan seemed to be completely at odds in their questioning, with the lady continually wondering why Miller didn't do something to "give us more of the good music like Rodgers and Hart" (Continued on page 76)

AFM Local to Wage War on 'Bootleg' Music

HOLLYWOOD—A serious effort to rid the local music business of "bootleg" canned music for television films will be waged by Local 47, American Federation of Musicians.

According to Max Herman, recording secretary of the local, the union will probe the present situation in an effort to determine whether union musicians are participating in the bootleg tracks.

Eliot Daniel, president of Local 47, served notice to the membership last week, declaring that "Canned music has now become a monster which has already devoured a major portion of our business and threatens to engulf it completely."

Daniel said, "It has come to our attention that certain orchestrators," (Continued on page 39)

RKO Music Acquires Three New Pic Scores

NEW YORK—RKO Music continues in high gear with the acquisition of three new motion picture scores. The trio includes: "The Joker Is Wild," a biopic of Joe E. Lewis, which stars Frank Sinatra; "Valerie," featuring Anita Ekberg and Anthony Steele, score by Al Glasser and title song, for which rights were also secured, by Al Glasser and Hal Richards; and "Johnny Trouble," with a score by Frank DeVol.

Signings for "Valerie" and "Johnny Trouble" were obtained in New York by the firm's general counsel, Marty Machat, as a result of his recent trip to the Coast. Irving Deutsch, professional manager, is currently on the Coast working out final details on the Sinatra starrer.

At the single record level, the firm has in its fold "Seven Days in Barcelona." It's companion diskery, RKO Unique Records, managed to grab the original disk of the tune, by its clefper, Henri de Paris, but whether this disk comes thru or not, the tune figures to lay in at least some loot via royalties on at least a half dozen records of the tune.

Meantime, the pubbery's plans to cash in on another of its pic score acquisitions, "The Girl Most Likely," with Jane Powell, have hit a major snag. With at least 20 disks of tunes from the film cut by various major record companies, the news came thru that the pic release date would be delayed till September due to the reshuffling of release schedules occasioned by RKO's new distribution set-up with

Universal International. The same problem holds with the pic, "Run of the Arrow." Deutsch has had a busy time notifying interested a.&r. men of the long delays in release dates.

ANOTHER **BMI** "PIN-UP" HIT



WHY, BABY, WHY

Recorded by PAT BOONE Dot

Published by WINNETON MUSIC CORP.

Victor Finds '2-fers' Just Ain't for Jocks

NEW YORK — RCA Victor, after going it alone for the past few months, has finally cut out its tandem disk jockey records, known in the trade as "2-fers."

This week, all jocks will receive shipments of 45 r.p.m. singles

carrying the regular commercial black Victor label. The company will revert, for the present, to its previous system of servicing three different jockey lists.

When Victor originally went into the "2-fer" service, providing two tunes by one artist on one side, and two by a different artist on the other side, the company figured on the rest of the industry following suit. When many jocks and librarians beefed, the other companies decided to lay off. Victor discovered that it could not put the thing over by itself.

The advantages of "2-fers" to the record company were obvious. Victor could have supplied all jocks with all releases in all categories and still realize a saving of about \$75,000 a year under previous servicing cost. Jocks, however, found that the multi-artist couplings complicated their filing operations.

With "2-fer," Victor serviced a list of 3,500 jocks. In reverting to the old system, it will have to take care of a pop list of 3,200; a country list of 1,700, plus a small "sacred" list.

Coral Buys Mercer Disk Catalog

NEW YORK—Mercer Records, a jazz disk catalog active a half dozen years ago under the aegis of Mercer, Ellington and Leonard Feather, and reportedly sponsored by Mercer's father, Duke Ellington, has been sold to Coral Records. The catalog includes a number of sides by Al Hibbler, Johnny Hodges and various groups of Ellington sidemen.

Instrumental in the sale was publisher Sidney Mills of Mills Music, who also has signed the younger Ellington as a writer to the subsidiary American Academy of Music firm. Ellington also has signed as a Coral artist and will cut two LP's immediately with a big band.

Mills' sponsorship of Ellington is, in a way, history repeating itself. It's recalled that the career of Duke Ellington was helped off the ground almost 30 years ago by Irving Mills, and the great Ellington originals were cornerstones in the important Mills standard catalog.

Weston Sees More Use of Original Music

HOLLYWOOD—In the face of the continued use of standards as the basis for a majority of popular albums, the disk business can be expected to use a greater amount of original music in its package product in the future.

This is the opinion of Paul Weston, popular album chief for Columbia Records on the West Coast.

Weston believes that disk buyers are gradually becoming more discriminating in their tastes, but even more important, "the adult record buyer is much more sophisticated and attuned to be receptive to new works."

Part of the barrier in the past lies in the expense involved in recording album material according to Weston, tho this is gradually being overcome as album sales continue to climb. "There's nothing wrong with the standards," says Weston, "and certainly many interesting, untried ideas in arranging and presentation are being done. But there's a limit to the number of times you can sell any one of the evergreens."

Weston recently completed an original work for Columbia, tentatively titled "Crescent City—New Orleans." Package is a musical descriptive work of the city, using

Peggy Lee to Leave Decca, Rejoin Capitol

HOLLYWOOD—Singer Peggy Lee will return to Capitol Records at the expiration of her present contract with Decca next month. Details of the agreement, reported to be similar to that held by Frank Sinatra, are being drawn and have ostensibly been agreed to by Miss Lee and Capitol President Glenn Wallichs, prior to the latter's departure last week for Europe.

Pact with Miss Lee, who has been with Decca for the past five years, calls for a two-year deal with two additional options of one-year each. Singer scored on Capitol some years ago with "Manana." In returning to Capitol, she'll rejoin maestro Gordon Jenkins, who batoned much of her material while both were at Decca.

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

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

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

I'M ALL SHOOK UP recorded by Elvis Presley—Victor
Shalimar Music Corp. and Elvis Presley Music, Inc.
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from the 20th Century-Fox Production "BOY ON A DOLPHIN"

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Norma Douglas Unique
- "LI'L STEEL BAND" •
David Carroll Mercury
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Studio One "YEAH MAN"
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EYDIE GORME "I'LL TAKE ROMANCE" (ABC Paramount 976C)

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

KITTY KALLEN "STAR BRIGHT" (DECCA 30267)

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**PEN AND
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Brunswick 9-55001 (45 RPM)
55001 (78 RPM)



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on...*

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Decca Dist. Co.
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Mutual Dist. Corp.
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Coral Records, Inc.
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Tell Music Dist. Co.
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Stratton-Warren H'dware Co.
37 E. Carolina Ave.

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Essex Record Dist., Inc.
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Leo Maxwell Co., Inc.
409 N. Classen Blvd.
PHILADELPHIA, PENNSYLVANIA
J. H. Sparks Co.
1618 N. Broad St.

QUEENS, LONG ISLAND, N. Y.
Coral Records, Inc.
50-15 Queens Blvd.
RICHMOND, VIRGINIA
Decca Dist. Corp.
3118 West Leigh St.

SAN FRANCISCO, CALIFORNIA
Stone Distributors, Inc.
1274 Folsom St.

TRICKY TRICKY TRICKY TRICKY TRICKY TRICKY TRICKY

THE HIT THAT'S
BREAKING BIG FOR

RALPH MARTERIE

MERCURY 71050



Williams to Cut 36 LP's For Kapp

NEW YORK — Pianist Roger Williams has been signed to cut 36 LP's for Kapp Records by the end of 1959, according to Dave Kapp, diskery chief. Project is one of the most ambitious ever undertaken by a recording artist.

In the past 18 months, Williams has had smash singles and albums. He first hit the best-selling charts with "Autumn Leaves." Artist has already cut seven 12-inch packages for Kapp. Williams' current package, "Songs of the Fabulous Fifties," a two-disk set retailing for \$7.96, is presently on The Billboard's Best Selling pop album chart.

The 36 new packages will cover all types of music. Kapp intends to blueprint an extensive promotional campaign coinciding with the release of the packages, which will also coincide with Williams' concert tours.

Victor-P&G

• Continued from page 30

the entire series of albums in Esquire, Holiday, Time and the New Yorker. There will be a large full-color removal store streamer folded into the music section of the April 6 issue of The Billboard. Victor TV commercials will promote "World of Romance" disks on other shows including NBC's Saturday Color Carnival and Producer's Showcase. Victor Radio commercials will spot the disks on two network shows, "Monitor" and "Bob and Ray." Victor also will provide saturation disk jockey coverage with the 16 sets.

In addition to copies of the above-mentioned store streamer, Victor will provide dealers with co-op ad mats and 30-second to one-minute radio spots for local use.

Three Unique Specials

The series will include three unique specials. These three 12-inch LP items only will include as a free bonus an extra 45 EP language lesson. "One Night in Venice," by the Armando ork, will include an Italian lesson; "One Night in Acapulco," by Armengol's ork, will include a Spanish lesson, and "One Night in Monte Carlo," by the Guy Lupar ork, will feature French.

In addition to these, the line-up will include "A Night at the Copacabana," Tony Martin; "An Evening With Belafonte"; "Bon Voyage," Al Nevins' ork; "Dust on the Moon," Pablo Beltran's ork; "Memories of Jorge Negreti"; "Calypso Carnival," Duke of Iron; "Cha-Cha-Cha If You Please," Manny Lopez; "Jazz Flamenco," Lionel Hampton ork (set was cut by Hampton in Spain last year); "Flight to Romance," Al Romero; "Hawaiian Guitar," Star of Hawaii ork; Tony Martin Sings Songs from the Rodgers and Hammerstein TV production "Cinderella"; "Wandering Gypsies," Mischa Michaeloff and his Symphonic Gypsies; and Los Churumbeles De Espana.

All of the above sets will also get full EP coverage.

According to George Marek, Victor's vice-president in charge of albums, the company has been working on this push for two years. For the first time, the same albums with the same covers, will be issued in nearly every country in the world on a Victor or RCA label. April, of course, is the month in which Victor's long-standing reciprocal overseas deal with HMV will terminate.

The Crest-Victor co-op deal was handled for RCA Victor by the company's advertising manager, Bill Alexander.

Pacific Jazz

• Continued from page 31

side. Personnel, clearance info and all other pertinent data will be on the label. Altho Bock frankly doesn't anticipate heavy demand for jazz singles from retailers, anything that has been made up on 45 for deejays will also be available with regular labels for stores and jukes. There will be two to four such disks every month.

Regular album releases from the company in the future will consist of two sets a month on the Pacific Jazz \$4.98 label, and one a month on the \$3.98 Jazz West Coast label.

Bock will fly to Europe at the end of April to record warbler Gary Crosby with a jazz combo that will include Bud Shank and Bob Cooper. Crosby, formerly with Decca, is in the Army there, and the jazzmen currently are touring the Continent.

'Funny Face' Pic

• Continued from page 30

shop personnel and disk jockeys will be invited. The company, for the first time, is coming up with a large array of point-of-sale material and window displays.

Granz left for Europe last week to meet with Paramount execs there, and with EMI records execs in London, Rome and Paris, plus other Verve distributors on the Continent, to set plans for world-wide distribution and promotion of the albums.

Verve is releasing the original cast sound track cuttings in a \$4.98 set, an orchestral album by Buddy Bregman and a jazz set by the Barbara Carroll Trio; the latter two selling at \$3.98 each. Release of the sound track set will be simultaneous with the film opening.

Copyright Bill

• Continued from page 30

The bill (HR 277), which was introduced by Rep. Kenneth Keating (R., N. Y.), also limits maintenance of criminal proceedings in copyright cases to a period of three years "after the cause of action arose."

The new bill would iron out a confusing hodge-podge arising from court's having to follow different limitations statutes set up in individual states. Copyright Office has long advocated legislation to provide a federal yardstick for limitations in these cases.

Col. Tabs Peak

• Continued from page 30

and affiliates increased 50 per cent with established markets, such as Europe, setting new high levels for record sales.

Top seller in the LP division, of course, was "My Fair Lady," with 850,000 albums sold in less than a year on the market. In the singles field, Columbia had a 2,000,000 seller in Guy Mitchell's "Singing the Blues," while four disks by the Four Lads chalked up a combined total of nearly 3,000,000 record sales.

'Fair Players'

• Continued from page 31

resources to intervene in the dispute between certain ASCAP writers, BMI and the network, and the administration of the Association account for all funds thus far used to intervene in this dispute, and take steps immediately to restore the funds to the Association."

In part, Wayne's letter to Baer said: "If our request is not honored, we have no alternative but to call upon the appropriate authorities to protect our interests..."

ASCAP, BMI Mulling Celler Telecast

Legalists See Compromise Indicated For Subcommittee Recommendations

By MILDRED HALL

WASHINGTON — Both sides of the ASCAP-BMI tussle on Capitol Hill are weighing every syllable uttered by Rep. Emanuel Celler (D., N. Y.) during a press conference telecast over WABC-TV last Sunday (17). Celler told a trade reporter that he could not properly indicate what "recommendations" might be made by his Antitrust Subcommittee report, soon due out, on the BMI question. Asked "if there would be any legislation recommended" in the music field, said Celler: "There'll be recommendation, but I don't want to go beyond that at this point."

BMI forces believe the words indicated no specific legislation on music would be proposed in the Committee report. (The Billboard, March 16.) ASCAP rosters felt that Celler's promise that the Com-

mittee recommendations would be "in the public interest," and "favorable to viewers and listeners," indicated a boost for their side.

Antitrust legalists feel the true clue lies in Celler's later comment, that the Committee had had the "clearest indication" from the heads of CBS and NBC that they would like to be "divorced from BMI ownership." This would constitute a compromise for the ASCAP-BMI struggle, as far as the Celler group was concerned.

On the whole subject of network self-policing, Celler noted during antitrust hearings in New York that he hoped for "avoidance of long litigation by Justice Department." He advised networks to "make certain constructive changes, consistent with their own successful operation and consonant with the public interest."

Columbia's New Disk Clubs

• Continued from page 31

function was to assure newspapers that the ads being placed by the National Disk Club were perfectly valid.

Other aggravating moments occurred. In the midst of all this hush-hush, a member of The Billboard—a cousin of Wunderman—phoned the agency and asked whether Columbia was setting up a club. "To show you that blood is not thicker than water, I denied it," Wunderman said.

On another occasion, one of the agency execs who happened to be on 39th Street and 12th Avenue, was shocked to find the entire club

presentation fluttering in the breeze along the sidewalk. The agency still hasn't figured out how it got there.

By mid-August, the schedule for the launching had been worked out, and ads announcing the club started August 21 in newspapers and national magazines. By March, 1956, according to Wunderman, dealers earned more than \$250,000 in commissions. Wunderman revealed that the direct mail piece which announced the club to dealers cost \$18,000 per thousand.

Wunderman stated the development and launching of the club was testimony to the value of direct mail; that no other medium could have been so effective; and that in the future many more products would be merchandised in this way.

Wunderman did not reveal any over-all dollar volume figures relative to the club's present operation.

It is estimated that the various record clubs account for a total dollar volume of perhaps \$20,000,000. Of this, the Columbia club is estimated as garnering in the neighborhood of \$10,000,000.

'Tonight' Spots C&W Names

NASHVILLE—NBC-TV's late late show, "Tonight," will originate a segment from the WSM-TV studios here Tuesday night (26), with "Grand Ole Opry" names and members of RCA Victor's Concert in Country Music package, which begins a European tour April 1, featured.

Among the country music talent slated for appearance on the "Tonight" beaming are Hank Snow, Jim Reeves, Del Wood, Janis Martin, Jim Edward, Maxine and Bonnie Brown, and Dick O'Shawnnessy, emcee.

AFM Local War

• Continued from page 32

copyists and leaders have been engaged in the making of sound tracks to be recorded outside of this country. This tailor-made product makes it possible for a show to use music written especially for it, and yet avoid using American musicians."

Daniel averred that charges will be filed against members who violate the regulations forbidding such recording.

Cap Shuffles Field Force

HOLLYWOOD — Capitol Records shuffled its field force last week, with Mike Maitland, vice-president and director of sales for CRDC, naming Andrew Miele to the post of district sales manager in charge of the Eastern district.

Miele, a Capitol staffer for the last five years, has previously served as branch manager in Newark, N. J., and more recently in a similar post in the firm's New York branch. He takes over the post vacated by the promotion of Irv Jerome to national sales manager of Prep Records.

Vito Samela, branch manager in Philadelphia, will succeed Miele in the Gotham post, while John Corbo has been promoted to the branch managership in Philadelphia. Don Owens, branch promotion man in New York since 1951, has been named to helm the promotion operation for the Eastern district. Succeeding Owens is Tom Christy who joins the company from Zodiac Music, Inc., in New York, and before that with Leeds Music.

Other personnel changes include the appointment of Howard W. Decker to the newly created position of national credit manager, with headquarters at the executive offices here, with Russell E. Vail assuming the post of acting regional credit manager, operating out of Scranton, Pa.

Martin Gudenberg was named operations manager of the firm's Atlanta branch, while Jack Levy was added to the staff of the national promotion department in Hollywood, reporting to Dick Rising, national sales promotion manager.

THE ORIGINAL SMASH IS BY

JON THOMAS

IT'S

HARD HEAD

TOPS IN R & B AND POP

MERCURY 71078



DEALERS!

Increase Profits...
Increase Sales...

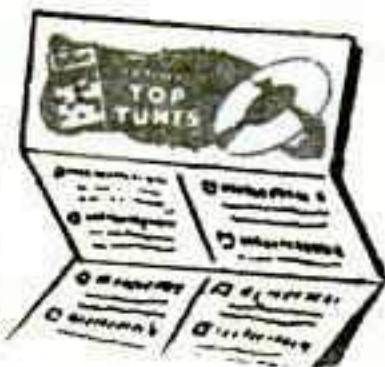


Here is that extra service to customers that competition demands. A reliable and authentic purchase recommendation your customers can depend on. You can profit by using TODAY'S TOP TUNES.

TODAY'S TOP TUNES

AVAILABLE EVERY OTHER WEEK
TO HELP YOU BOOST SALES

It's a colorful 4-page folder (6 1/2 x 8 1/2" per page) that carries The Billboard's HONOR ROLL OF HITS with the best selling records of each tune.



It also shows best selling Popular, Jazz and Classical Long Play albums. It also lists best selling Country & Western and Rhythm & Blues records. Your store name, address and telephone number will be imprinted free on each copy of Today's Top Tunes.

They are ready to be mailed to your customer list to bring them into your store. They can be placed in each customer's purchase to bring him back for more sales. They can be used as counter give-aways and in your listening booths to stimulate sales.

MERCHANDISING DIVISION The Billboard 731
2160 Patterson Street, Cincinnati 22, Ohio

Yes, I want to stimulate my sales with Today's Top Tunes which I understand is issued every other week.

- Trial order 50 copies, \$1 00
- Every Issue until further notice 100 copies, 2 00
- 250 copies, 3.50
- 500 copies, 5.50

My store name, address and phone number will be printed free on each copy as shown below:

Store Name: _____

Address: _____

City & State: _____

Phone: _____ Ordered by _____

MUSIC AS WRITTEN

Correction: An ad of Harry Belafonte in last week's issue of The Billboard incorrectly listed General Artist Corporation. Belafonte continues to be represented exclusively by Music Corporation of America.

Dean Jones, M-G-M pic and pactee, will promote his new slicings via six Steve Allen TV outings. . . . Following current Eastern jockey tour, Connie Francis will do a one-week stint on Don McNeill's

"Breakfast Club radio show. . . . Joni James hits the Ed Sullivan show April 28 following a long night club tour. . . . Art Mooney also doing one-nighters. . . . A son, Malcolm Merritt, has been born to the Fred Warings at General Hospital, Stroudsburg, Pa.

Teresa Brewer will push her latest disk "Empty Arms," on the Perry Como NBC-TV show, April 6. She is also set for the upcoming Producer's Showcase version of the "George M Cohan" story, May 1 on NBC-TV. . . . Don Cornell is doing a two-weeker at Mapes' in Reno, Nev. . . . Lary Sonn and band will leave for a three-week tour of Midwest one-nighters on April 27.

Schickel for Chi Disk Hops

CHICAGO — Steve Schickel, WGN disk jockey and Chicago Tribune record editor, and Jack Reiling, music director of Radio Station WAAF, will begin a series of teen record hops each Sunday afternoon from 1:30 to 5:30 at the Aragon Ballroom beginning April 7.

Schickel will bring guest stars to the dances and has lined up members of the Chicago Bears professional football team to appear each Sunday as counsellors. Admission at the door will be 75 cents. The pair are currently negotiating to broadcast a remote radio program directly from the ballroom.

NEW YORK — Trumpeter-bandleader Cootie Williams, one-time featured artist with the Duke Ellington and Benny Goodman bands, has signed with RCA Victor. Inked at the same time was Williams' blues vocalist, Wini Brown who, like the maestro, has been absent from the disk scene for several years.

Williams' band and Miss Brown have been house regulars at the Savoy Ballroom for the past two years.

Following the kick-off of the "calypso" dance craze (combo of the cha cha and calypso) in Philadelphia, a disk of that title has been waxed by Billy Duke and his Dukes. Reportedly it's the most requested record on deejay shows there. Disk is on the Peak label.

10G PRIZE FOR 'TOP 50' PICK

KANSAS CITY, Mo.—Local radio station KUDL is offering \$10,000 in cash to anyone who can correctly forecast its Top Fifty Survey.

The survey, a weekly local station compilation of the 50 most popular pop records, is made available to stores in the area. The Brill Building version of the numbers game is held every week, and the \$10,000 prize supposedly is the biggest cash award ever put up by a Kansas City radio station.

New Station Slates Local Bow in May

NEW YORK — A new 50,000-watt AM radio station, WPOV, will be launched here May 5, marking the first new commercial radio outlet in the New York City area in the past 14 years.

Tele-Broadcasters, Inc., which operates four other stations across the country, purchased WPOV from Jehovah's Witnesses, which operated the station in Brooklyn under the call letters WBBR.

Key deejay at WPOV will be Bob Ancell, who resigned from WCUE, Akron, to take over the new post. Ancell, No. 1 jockey in Akron, will be slotted from 5 to 8 p.m. across the board. The station will ultimately headquarter in Manhattan, but in the beginning

(Continued on page 52)

Victor Pacts 2d Chamber Music Group

NEW YORK—RCA Victor has launched a new program to get back into the chamber music business. Last week the company signed the Julliard String Quartet, its second chamber group pactee in recent weeks, and outlined several projects in which the unit will participate.

According to Alan Kayes, Red Seal artists and repertoire manager, the Julliards will participate in a survey of chamber music from Haydn to contemporary composers. Tentatively, this will total eight LP disks, and will include Haydn, Mozart, Beethoven, Schu-

(Continued on page 52)

ROY HAMILTON



with the song
that was written with
Hamilton in mind

MY FAITH
MY HOPE
MY LOVE

Orch. Directed by
Ray Ellis 9212, 5-9212

SO LONG



A PRODUCT OF CBS
Epic

WPAT Clicks Big Sans DJ's

NEW YORK—The remarkable success of indie WPAT's music programming sans deejays in this most competitive of all radio-TV markets, has led to what may well become a national "Gaslight" radio network.

Dickens J. Wright, president and general manager of the Paterson, N. J., station, has had inquiries from other outlets all over this country, and from Canada and abroad as well, seeking information about the WPAT pattern of airing recorded music. This pattern, which involves uninterrupted use of easy-listening instrumental disks, and the concentration of news, commercials and other talk into station-break time, has won both critical

(Continued on page 52)

Lombardo Rests Up for Busy Schedule

NEW YORK—Guy Lombardo, who wound up his stand at the Play-more Ballroom, Kansas City, Kan., last Saturday (16) broke his own previous mark set there five years ago, when he pulled 2,400 head for a gross of \$6,200.

Lombardo now goes on a two-week vacation prior to a series of one-nighters in the East, followed by a two-week engagement at the Roseland Ballroom here, and sessions for slicing a Capitol album of his production of "Showboat."

Only snag in the late tour was the illness of brother Carmen, who was forced to leave the band and go to a hospital in Florida.

OAKLAND FOR JESSEL JAUNT

HOLLYWOOD — Songscribe Ben Oakland ("I'll Take Romance"), vet accompanist for George Jessel, makes the "Borscht to Bach" circuit next month when he and Jessel team for a series of personal appearances titled "Musical Cavalcade of 50 Years."

Team will break in the show with an April 6 date at Gros-singer's, completing the circuit via an April 12 date at Carnegie Hall.

Am-Par Buys Master From Chancellor

NEW YORK—ABC-Paramount last week picked up a master—Cozy Morley's "I Love My Girl"—from Chancellor Records of Philadelphia.

To date, Am-Par has purchased some 15 masters from various companies, following its click with the Colonial master "A Rose and a Baby Ruth." The Morley disk was bought after reports that it was moving in Baltimore and Washington.

Am-Par has also acquired Morley's contract. The singing comic plays nine instruments.

NEW YORK—Wally Schuster, formerly professional manager for Paxton Music, joined Patricia-Kahl Music last week as general professional manager of the two Phil Kahl firms.

Kahl is represented by Joe Dracco in Chicago; Jules Losch, Hollywood, and Dave Bernstein—all of whom now report to Schuster.

Enter the First Annual National Golf Tournament Now!!

Sponsored by the Disc Industry Scholarship Committee (DISC)

WHO IS ELIGIBLE:

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

PRIZES:

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

HOW TO ENTER:

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

TOURNAMENT DETAILS:

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

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

ADDITIONAL ENTRY BLANKS AVAILABLE FROM MURRAY LUTH, TREASURER, 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 apply for membership in the Disc Industry Scholarship Committee, and agree to abide by its by-laws.

Name _____
Address _____
City _____ State _____
Firm Name _____
Type of Business _____

I Have Enclosed Check Money Order for \$10.00

THE JORDANAIREs

with Marvin Hughes' Orchestra

WALK AWAY RIDIN' FOR A FALL

record no. 3684

their
**NEWEST
POP
SMASH!!**

Capitol RECORDS



The Billboard's Annual
SPRING MERCHANDISING SECTION

and
National Survey of Equipment Sales Among Record Dealers

SUBURBAN SURVEY

Selling in the Suburbs Needs Special Techniques

- Big-city prices put the squeeze on dollars in outlying communities who prefer to sell service
- Dealer promotions have more exhilarating effect on sales than those that are manufacturer-sponsored

By JOSEPH KOURI

Big-volume, low-mark-up merchandising in major urban areas has encouraged the growth in these areas of the price shopper—list prices and model numbers in hand, hot-eyed in pursuit of that extra 5 per cent off list. This movement is now a simple widespread fact of life; the retailer may join it or fight it, but he cannot ignore it without risking sales. Surrounding most of these major urban areas, within a radius of perhaps 75 miles, there exists a shadowy limbo of smaller communities. They are close enough to the big cities to feel their merchandising influence, but sufficiently distant to have developed their individual municipal character. Retailers in these peripheral towns and smaller cities face a special breed of customer, evolved from the marriage of cozy hometown traditions and city-slicker discounting. This new

shopper species expects all the services, courtesies and perquisites reserved for old friends, plus the near or below-cost prices of the big-city volume outlet.

To find out how radio-phonorecord dealers in this market resolved their special headaches if, indeed, they did, we chose 10 communities in New York, Connecticut, New Jersey and Pennsylvania.

In summary, these are the principal points made by our interviewees:

Need Bigger Mark-Up
Table Model Radios: Promotional effort is nil in newspapers, but attractive displays inside the stores are encouragingly common. Small size and variety of styles and colors make them naturals for mass displays on wall pegboards and in windows. The most popular price range is \$20-\$30, by an overwhelming margin. Within a given price range, color

and style sell the unit; dealers agree that tone and chassis features are of almost negligible importance to the customer. Conscientious dealers some distance from major city stations face the additional problem of supplying customers with five-tube units they know are necessary for satisfactory reception at the four-tube prices to which customers are conditioned.

All things considered, radios in this lower-price range are "a necessary evil" and "strictly impulse items," according to most of our retailers. John Quinby III, of Easman & Company, Newburgh, N. Y., and Arthur Aimbinder, of Imperial Radio Service, Peekskill, N. Y., spoke for the majority in pointing out that the low mark-up on table models, even when sold at full list price, made any substantial outlay for local newspaper and radio advertising economically impractical. Aimbinder further pointed out that "a more generous mark-up and stricter price maintenance would encourage the dealer to offer repair facilities and services that could only increase customer good will."

Conventional Portable Radios: Not too surprisingly, three-way (AC-DC-battery) models are by far the most popular sellers: \$35 to \$40 is the upper limit of this popularity. Above this price range they meet increasing competition from "transistors." Generally, the addition of a carrying case, at extra cost, is no particular sales help, with one noteworthy exception reported by Don Dougherty, of Dunlap's Music Store, Peekskill, N. Y.—the \$2 case offered by GE for their \$19.95 portable sold very well. A. Aimbinder, of Imperial Radio Service, Peekskill, estimates that the use of one of the newer unbreakable plastics for portable cases can add up to \$5 to the list price over comparable, conventionally cased portables.

(Editor's Note: Carrying cases have frequently been used to sweeten the price of the set rather than as a tie-in or accessory sale. For instance, the \$19.95 unit cited above could have been offered at an "\$8 saving" as follows: "\$19.95 radio and \$10 carrying case—BOTH for \$21.95. Buy now and SAVE.")

Promotional effort is sporadic and flabby, even in summer. Most dealers seem content to wait for customers to come in out of the sun. Alan Albert, Hein's, Danbury, Conn., is one of the few alert enough to promote portables actively as a 12-month investment. He stresses their nine-month value indoors as conventional radios on house current and as insurance
(Continued on page 46)

THE BILLBOARD'S

Survey of Phonograph, Radio, Tape Recorder and Television Sales Among Dealers Who Sell Records

The Sample

This survey is based upon a nation-wide sample of 5,025 phono-radio-record dealers, based upon two important factors. First, dealers were selected to reflect a proper balance between geographic area and Very Large (30 cities) and Medium Small Market conditions. Second, the survey was designed to reflect equipment sales in stores that sell MORE than \$50,000 worth of records annually against stores that sell LESS than \$50,000 worth of records annually.

A total of 477 dealers responded to the survey. This figure represents 9.5% of the national sample, more than enough for an accurate projection of the national picture.

The figures below show condition in:

- 1.) Total number of stores sampled.
- 2.) Stores doing MORE than \$50,000 in record sales annually—870 were sampled . . . 80 responded . . . a 9.2% response.
- 3.) Stores doing LESS than \$50,000 in record sales annually—4,155 were sampled . . . 397 responded . . . a 9.5% response.

SPECIAL NOTE: Detailed figures of conditions in stores in Very Large Markets as against conditions in stores in Medium-Small Markets are available on request.

The Results

1. 90% of All Stores Selling Records Also Sell Phonographs, and Other Home Entertainment Equipment !

In stores with over \$50,000 in record sales . . . 90.0% also sell equipment.

In stores with less than \$50,000 in record sales . . . 90.1% also sell equipment.

2. 50% of These Dealers Carry a Full Line of Phonographs ! and Radios !

TYPE OF EQUIPMENT (Prices are suggested retail)	PERCENTAGE OF STORES THAT SELL IT		
	Total Stores	Over \$50,000	Under \$50,000
3-Speed Automatic Phono Under \$100 . . .	92	98	81
3-Speed Manual Phono Under \$30	89	97	88
45 rpm Automatic Phonos	84	86	84
3-Speed Automatic Phono \$100 to \$200 . . .	83	91	82
3-Speed Manual Phono Over \$30	73	81	72
Tape Recorders \$100 to \$200	63	58	64
AM Table Radio Under \$30	59	58	59
3-Speed Automatic Phono Over \$200	55	61	54
Portable Radios	60	61	59
Clock Radios	58	55	58
AM Table Radio Over \$30	53	51	53
Transistor Portable Radios	53	55	52
Radio-Phono Combinations Under \$125 . . .	48	51	48
Radio-Phono Combinations Over \$125 . . .	50	58	47
AM-FM Radios	43	51	41
Tape Recorders Over \$200	38	41	37
Standard TV	35	29	36
Portable TV	35	29	36
Recorder or Playback for Stereo Tapes . . .	19	22	19
Color TV	19	19	19

3. Manual Three-Speed Phono Is Still Tops in Overall Unit Volume !

(Figures show number of units sold in ratio to sale of Manual 3-speed phonos retailing for less than \$30.)

Equipment	Total Record Stores	Over \$50,000	Under \$50,000
3-Speed Manual Phono Under \$30	100	100	100
3-Speed Automatic Phonos Under \$100 . . .	72	56	76
3-Speed Automatic Phonos \$100-\$200 . . .	51	91	42
45 rpm Automatic Phonos	56	30	61
3-Speed Manual Phonos Over \$30	15	4	10
3-Speed Automatic Phonos Over \$200 . . .	8	9	8

4. Three-Speed Automatic Phono (\$100-\$200) Still Tops in Dollar Volume !

(Figures show number of units sold in ratio to sales of 3-Speed Automatic Phonos in \$100 to \$200 price range.)

Equipment	Total Stores	Over \$50,000	Under \$50,000
3-Speed Automatic Phonos (\$100-\$200) . . .	100	100	100
3-Speed Automatic Phonos Under \$100 . . .	81	61	86
45 rpm Automatic Phonos	31	14	35
3-Speed Manual Phonos Under \$30	19	9	23
3-Speed Automatic Phonos Over \$200 . . .	20	19	20
3-Speed Manual Phonos Over \$30	14	3	17

(Continued on page 46)

EDITORIAL

GET WITH IT!

Make no mistake about it—we're in a lively industry. If you have any doubts about it, look around your town. Try to spot any other item among "leisure-time" products at the price of an LP record that's getting the same kind of fancy promotion.

Just to look at the first quarter of this year, we find the Columbia "Buy of Your Dreams," RCA Victor's price drop on EP's, the Belafonte deal to move more players, the re-alignment of RCA Victor's "Save on Records" program to stimulate traffic, the continuation of the "Buy of the Month" and many others too numerous to mention. All of these programs are geared to propel the customer into your store.

There are many less obvious promotional efforts going on behind the scenes that dealers are often unaware of. Consumer advertising comes to mind quickest. How can the dealer know, for instance, what stimulated the customer to come in on a particular day and ask for a copy of a Sibelius Symphony. It may have been an ad in the customer's favorite magazine, an article placed in an obscure publication by the diskery publicity man, a direct mail piece sent out by the diskery, or a playing of the disk on the local good-music station (the record provided by the disk companies. And the artists themselves deserve a huge slice of credit for the time they spend jogging from city to city to spend a few moments before a microphone to help the sale of a record. And there are the promotional disks that also go to the jockeys.

In some companies, a special post has been created for a promotion man who has one all-important function—to find TV spots for disk company talent. TV stories have been built around songs in the hope that the airing of the tune by this method would build disk shop traffic.

Album cover art is another often-overlooked promotional device. A disk company may spend \$1,500 for cover art, not to mention the four-color art and lamination to make the product as attractive as it can possibly be. You have to chalk all of these things up to the cost of promoting a disk.

Measure your own level of promotion against all this. If you're not with it, Mr. Dealer, get with it now and make this the most profitable year you've ever had.



V-M 'Fidelis' 560. 'Super-Fidelis' changer, three speakers, contemporary classic design. Blonde, mahogany, walnut, or ebony. Black- or brass-finished legs optional.

V-M's Fabulous 'Fidelis'[®] Key Element in Phonograph Dealer Success Stories

TAKE A TIP FROM THE TOP DEALERS: V-M's fabulous 'Fidelis' (Model 560) high-fidelity phonograph piles up the profits, spells success and builds a reputation for you in the bargain.

BEST-SELLER ACROSS THE NATION, the V-M 'Fidelis' rates today as the best buy in package hi-fi because it gives your customers flawless, authentic high-fidelity reproduction, 4-speed versatility, trouble-free performance and functionally beautiful styling. Yet the price tag reads just \$149.50.*

Like the growing list of other V-M products—phonographs, record changers, tape recorders, amplifiers and extension speakers, the 'Fidelis' is designed better, built better, promoted better, and priced to give you both a good profit and fast turnover.

YOUR Hi-Fi success story starts with a call to your V-M distributor. Make it NOW!

*Slightly higher in the West

the **Voice**  **of Music[®]**

V-M CORPORATION

BENTON HARBOR, MICHIGAN

WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS

WEDDED IN SALES

Disk Dealer Becomes Real Home Entertainment Broker

- Stores responsible for record sales upsurge also sell \$180,000,000 in equipment during 1956
- Record firms' efforts in other areas gain potency when equipment sellers put more phonos in homes
- Continued from page 1

phonograph, an indication that the public interest in quality sound shows no signs of tapering off.

Almost 70 per cent of the dealers indicated that records and equipment are sold in the same department. An additional 8 per cent said that they sell some phonographs and radios in the record department. These figures, incidentally, did not vary with those of the year before.

Strong Ties

Dealers are apparently convinced that the marriage of records and equipment at point-of-sale is a logical as well as profitable one. It is important to note that, in the majority of stores, the same person is responsible for the buying of records and equipment. But, whereas in the 1956 survey, 59 per cent of the stores reported the same buyer for both, this year the number has increased to 62 per cent.

Dealers were asked what they considered to be the most important aid to sales and, in both the 1956 and current surveys, they placed "well-informed sales personnel," "equipment demonstration" and "point-of-sale and window display" first, second and third, in that order. The ratio of one sales aid to the other has changed during the year, however. Demonstration and displays show a marked increase in their ratio to the importance of sales personnel. The reasons for this change are not open to easy interpretation, but it would seem that the trend is toward self-service and away from the individual attention of the sales clerk.

A healthy uptrend is seen in the amount of record purchases produced by a new phonograph sale. Last year, the dealers reported that the phono purchaser spent \$36 for records in the first months of ownership. This year, the amount jumped to more than \$43, an increase of 20 per cent. Interestingly, the largest increase took place in stores doing less than \$50,000 in record sales annually.

Best Selling Equipm't

There were two new entries on the charts of "best selling brand name equipment." Dictograph and Granco. Dictograph appeared on both the "3-speed phono between \$100 and \$200" and "3-speed phono over \$200" charts. Granco placed on the "AM-FM radio" chart.

Columbia showed its distribution strength and producing power by placing well up on two charts in categories in which they are producing merchandise for the first time. This is the first year the firm has had an automatic 45 r.p.m. phono line, and it placed second only to RCA Victor in that category. Similarly, its console models show up well on the "3-speed phonos over \$200" chart.

Operations Unchanged

In comparison with The Billboard survey of a year ago, it appears that dealers continue to offer the same important time-tested services to their customers. More than 90 per cent of them still offer some form of service with their equipment sales, either directly or in arrangement with

local servicemen. And almost 90 per cent of them still offer time payment plans. They continue to rely most heavily on sales reps as an aid to buying, with business

paper editorial and advertising placing second.

One of the more striking elements in the survey is the variety and diversification of equipment carried by these dealers. Their investment in inventories of radios of all types, TV and tape recorders shows that the "disk dealer" designation is a misnomer. They are "retailers of home entertainment" in the real sense of the term.

HOW COME?

Phono Sales But No Phono Display

A volume of more than \$10,000 a year in phonograph sales is the remarkable achievement of Fox & Sutherland's, Mt. Kisco, N. Y., variety shop. Most dealers, on looking around the store, would consider it somewhat more than remarkable when they discover that the only phonograph on the floor is a demonstrator in a not-too-sizable disk department.

Up One Flight, Down the Hall

Space is a big problem. Not only does the store have a record department, it has toy, book, greeting card, magazine, stationery and camera departments as well. This plethora of merchandise has forced the phonographs into a second-floor office not easily accessible to the main shopping area. Prospects are ushered to the back of the store, up one flight, down a long hall, second door to the left. There they will find not more than five consoles and three table model phonographs among the desks and filing cabinets.

Is Promotion the Answer?

With such disadvantages, how can they rack up more than \$10,000 in annual phonograph sales? Is it promotion?

"Well," says Kal Fox about the current Columbia diamond-needle, surprise package deal, "we have a console model in one window and a table model in the other, and we put the window streamers up. But that's all the promoting we've done."

No newspaper advertising?

"We've had very little luck with newspaper ads," Kal explains. "One time we even tried to give merchandise away. We put a coupon in our ad offering a free record to anyone who brought it in. Nothing happened. Put the ad in both papers, too."

Okay, no newspaper ads. How about radio?

"There is no radio station here," says Kal. "There's one coming and we're looking forward to it. You know, WMGM (indie outlet in New York, 40 miles away) calls us every once in a while to find out what our best selling records are. They mention us on the air in that connection, and you'd be surprised at how many people come in as a result. That's why I think I'd promote on radio and why I'm looking forward to a station operating here."

No newspaper ads, no radio. Maybe no competition?

"Oh, we've got competition," says Kal. "There's an appliance dealer on the corner with a full

Magnavox line. Another appliance guy in the neighborhood has the full Victor line. And we've got a full-blown discount house right down the street. Incidentally, we always get full list price."

What Is the Answer?

There is no single answer to account for Fox & Sutherland's healthy phono business. You have to listen to Kal Fox talk about it and piece by piece, mosaic-like, you get a picture of his selling methods. Listen.

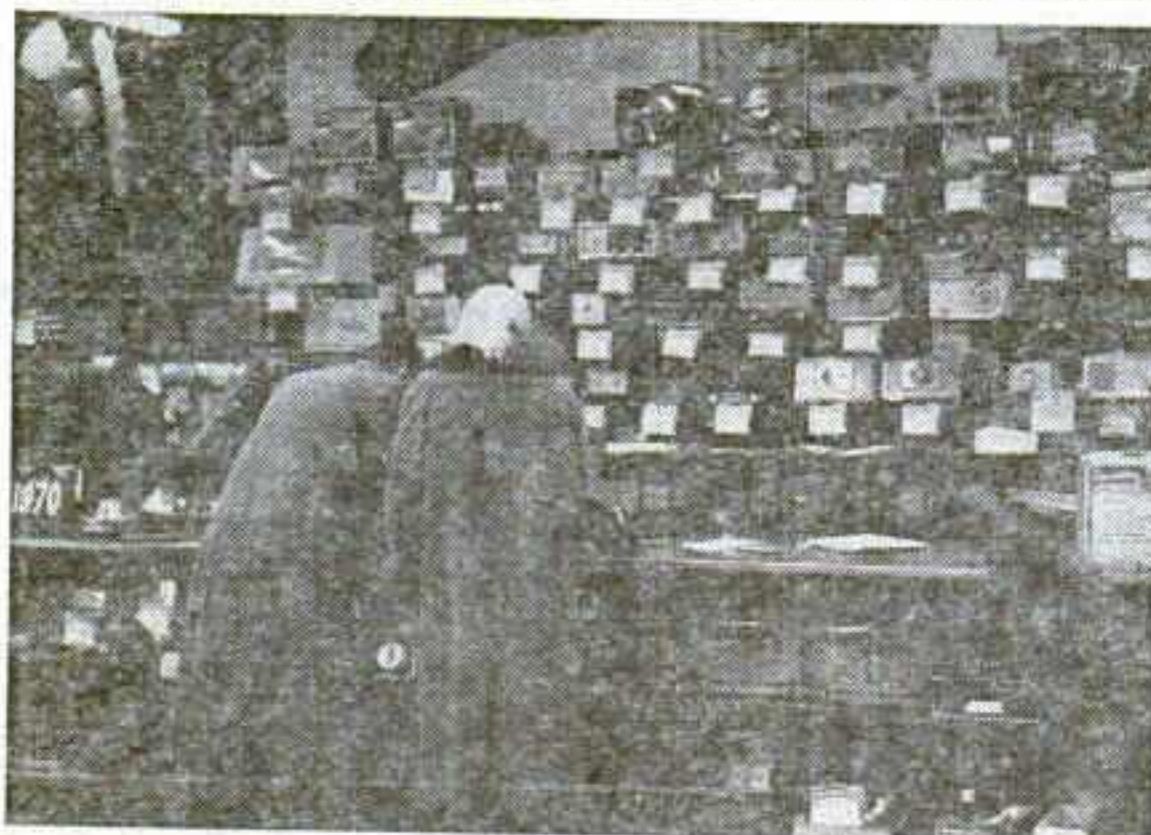
"Space is a problem but, aside from that, we keep a short inventory, because when a special price deal comes along, we can take advantage of it.

"I'm against these special offers to the public (Columbia's Surprise-Package deal). When you give them something for nothing, they just want more. I've always thrown in a record or two when somebody buys a piece over \$150, but I've never given them \$20 worth. It's funny, when you give them \$20 worth of free records, then they ask for a special discount.

"When we get behind anything, we can sell it. I've sold a console phonograph to a guy who only came in for a pack of cigarettes. We got more aggressive in July and August when Columbia gave us a deal.

"I figure that 25 per cent of our sales are due to word-of-mouth. People go to a friend's house and hear a model and they come in and want the same thing. For that reason, it's important to keep the phonographs serviced and give good service. Those

(Continued on page 52)



Browsers at the Rocket Marathon Sale have plenty to choose from in this mass radio display. Notice the balloons in the upper left-hand corner of the picture. Each one contains a special discount applied against the special sale price at the time of sale.

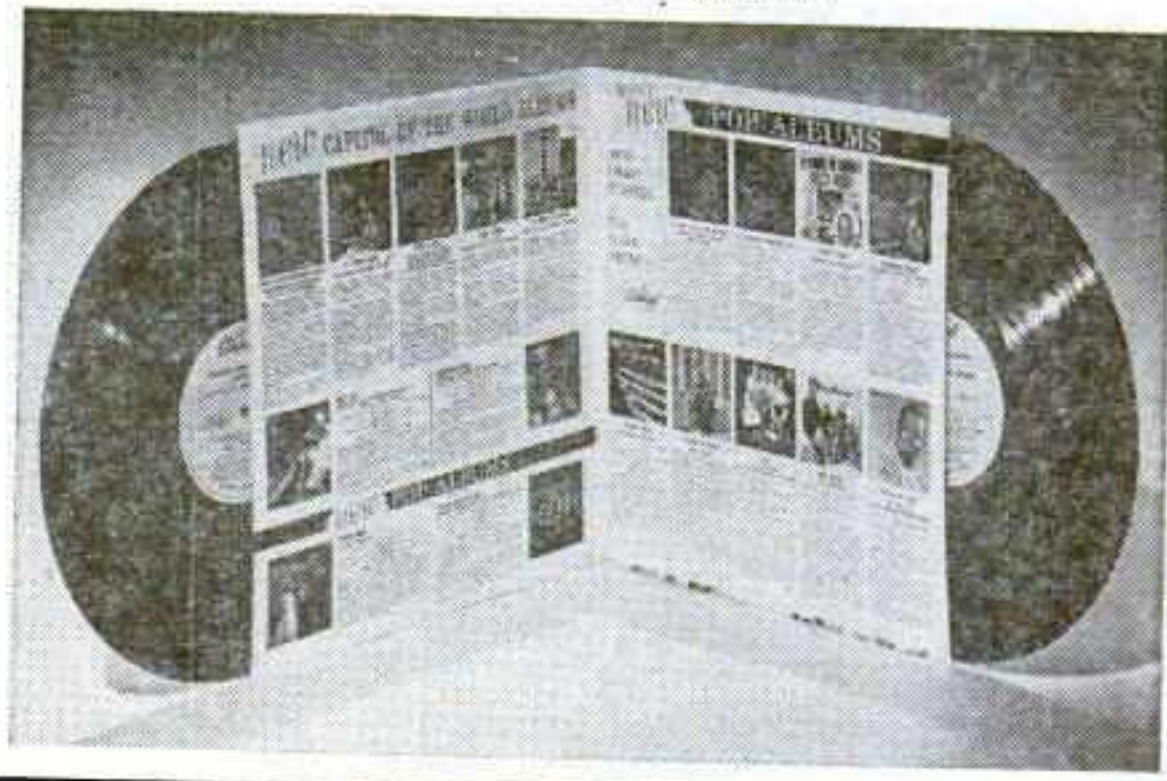
Plenty of "Sell" In Cap's Promoter



Capitol shows plenty of sales savvy in creating a sales sampler for their March releases.

The album not only contains pictures of all album covers, the stuff of which impulse sales are made, but there are blurbs on each album which puts a sales talk on the tip of the dealer's tongue.

Generous cuts of each album give the listener more than a sample and will put dealers way ahead in familiarizing them with the hefty release of 23 albums. No longer will dealers have to say, "Who's got time to listen?"



ROCKET TAKE-OFF

Get Sales Power On a Low Budget

A \$25 investment helped to sell 45 TV sets, 50 special record-phonograph packages, almost a dozen higher priced console phonographs and radio-phonographs, about 130 major appliances and dozens of less expensive radios, phonographs and smaller appliances. The investor was Rocket Stores, Inc., 437 Main Street, Poughkeepsie, N. Y.; the occasion, their second annual two-and-a-half day round-the-clock marathon sale; the \$25 investment—balloons.

It took about a thousand of the sausage-shaped balloons dangling tail-down to cover the ceiling. Inside each, the shoppers could see a small tightly folded slip of paper. As soon as an order was written up, but before money exchanged hands, the salesman gave the customer a long stick with a needle fastened at one end. Thereupon the customer popped one of the balloons, grabbed the falling wad of paper, unfolded it, and found on it the bonus discount he earned on his

purchase. These discounts—5 per cent to 20 per cent—were on top of the special sale prices on most items in the store. The exact ratio of 5 to 10 to 15 to 20 per cent slips is Rocket's secret, but it's reasonable to assume that the 5 per cent slips were well represented, and the 20 per cent slips rather less so. (This reasoning was not lost on the slyer customers: "Tell you what. I'll take 10 per cent and you can keep your balloon.")

While the balloons were unquestionably the principal factor in closing the sale for most of the hesitant customers, they were by no means the only inducement. There were also door prizes, prizes for purchasers only, and bad-weather discounts, plus this unlikely offer: "Free—Anything in the store if you catch any of us asleep on the sales floor!"

To assist the store's sales force, the regional distributors' representatives were glad to volunteer their help in demonstrating and selling, tho the orders themselves were written up by the regular salesmen. Six RCA reps showed up, plus one GE man; the Grundig-Majestic rep was on his way to join the clambake, but his car broke down en route.

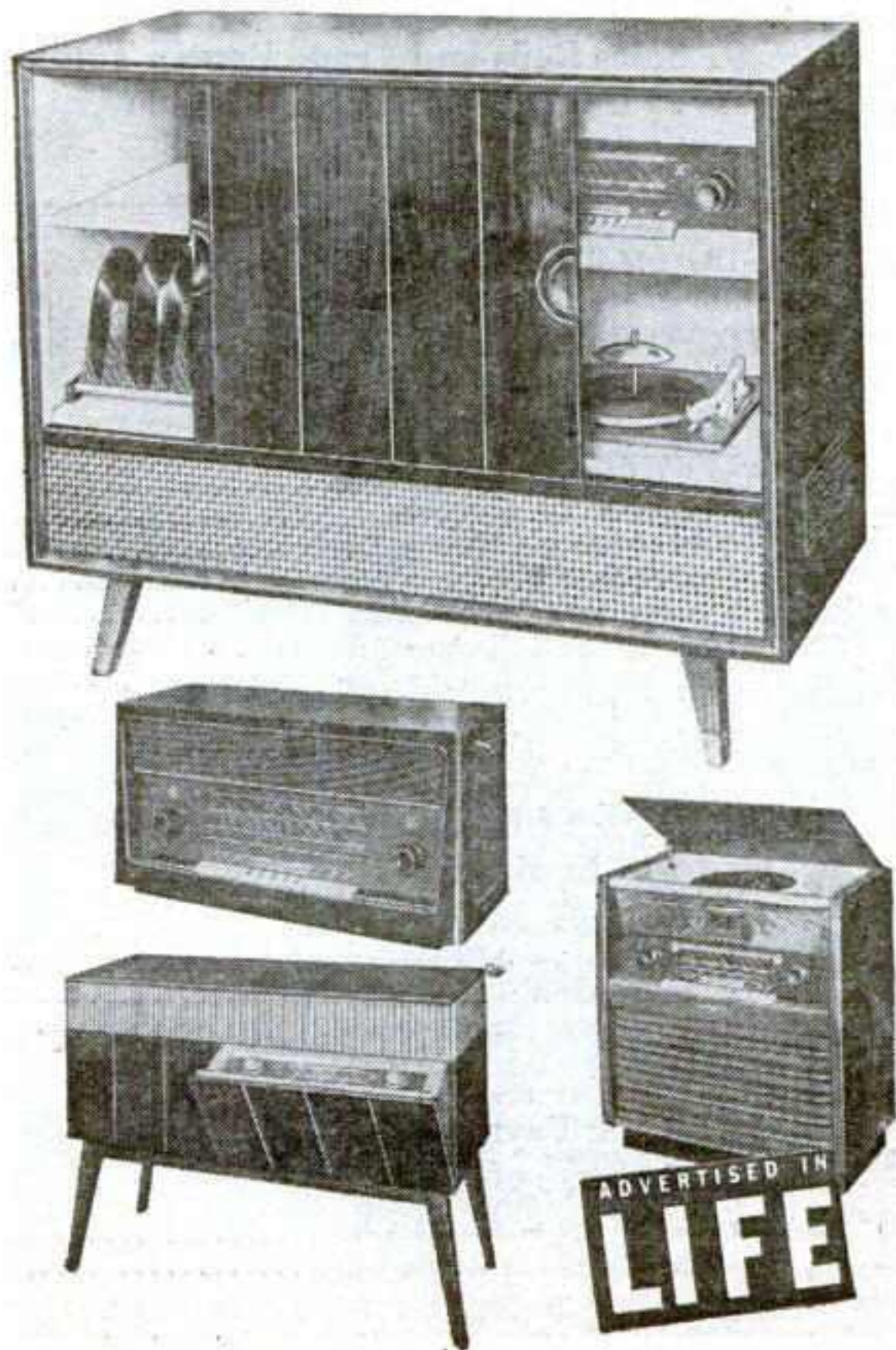
The 1956 marathon sale was the first for Rocket and its success made this year's effort inevitable. With the experience from the first try under their belts, the intensive preparations for this year's marathon got under way early last fall. They ran down special deals, arranged for deliveries and storage, wheedled giveaways and prizes. By the time the sale broke, at 8 a.m. Thursday, March 7, inventories were up between 300 per cent and 400 per cent over normal. Some 60 hours and 800 balloons later, the last customer waved goodbye to the last weary but grateful salesman, and Rocket settled to earth once again.

Dearie, do you remember when...

in 1928
this *Majestic*
Model 72
revolutionized
the radio
industry?



TODAY...
GRUNDIG  *Majestic*
 STILL LEADS THE WAY!



ADVERTISED IN
LIFE

GRUNDIG MAJESTIC SELLS MORE AM-FM HIGH FIDELITY RADIOS IN THE U.S.A. THAN ALL OTHER EUROPEAN BRANDS COMBINED!

- Don't speculate with unknown, unproven off-brands. Grundig Majestic has a solid, three-year history of skyrocketing sales and profits with America's top distributors and dealers.
- Complete price range—\$69.95 to \$1,395.00. Seventeen brilliant models, in a galaxy of styles and finishes.
- Sold and serviced by a company of high-fidelity specialists. Majestic International Sales Corp. stocks complete replacement parts at all times—shipments made anywhere in the U.S.A. overnight.
- Your customers are pre-sold on Grundig Majestic through consistent national advertising in LIFE and other leading mass-market magazines.

MAJESTIC INTERNATIONAL SALES CORPORATION

743 N. La Salle Street, Chicago 10, Illinois • WHitehall 4-0077
 79 Washington Street, Brooklyn 1, New York • ULster 2-6000

When in New York, visit the Grundig Majestic Exhibition Salon, 25 W. 57th St., off Fifth Ave.

DON'T SPECULATE—CONTACT YOUR GRUNDIG MAJESTIC DISTRIBUTOR TODAY ... OR WRITE ... CALL ... WIRE DIRECT

Special Techniques For Suburb Selling

• Continued from page 42

against electrical failures in emergencies.

Transistor Radios: With a few exceptions, dealers are losing sales by default. In a nutshell, the customer's interest is attracted by tiny size, but he bolts for cover at the first sight or mention of the price tag.

One of these exceptions is Rocket Stores, Inc., of Poughkeepsie, N. Y. Their transistor sales last summer approached that of conventional portable sets, and the \$75 Zenith model was particularly successful. This year's volume, they confidently predict, should equal that of the conventional portables. In a price-shopping city, discounting was not the solution. Instead, they concentrated on the electrical characteristics of the better sets, utilizing to the full the sales points available to any retailer. Norman Murkoff's approach is first to let the customer hear and handle the set, then to point out that the performance of the given number of transistors in the portable is superior to that of an equivalent number of electron tubes, that this results in better sensitivity, that this sensitivity is especially important for fringe reception (85 or so miles from New York), and that finally the low battery drain results in greatly improved operating economy. Only where it seems to be a factor of importance to the particular customer does he choose a model for its tiny dimensions.

Trade-Up to Clock Radio
Clock Radios: These are, of course, big Christmas sellers, and most dealers in our survey have "fair to good" year-round sales as well. Customer reasoning, as Don Dougherty (Dunlap's, Peekskill, N. Y.) sees it, is that the clock-radio's potential versatility, whatever its ultimate end, is worth the few dollars extra. This appeal, he has found, often makes it a simple matter to switch the customer up from a cheap table radio to a clock radio for personal use. When the customer is gift-buying, tho, it's a different matter. Price and styling are far stronger determinants of choice.

Phonographs: Price footbaling, loss leaders and obscure brands are three pet big-city devices for moving in volume. Of these, only the first is a factor in the smaller outlying suburban and far-suburban communities. It is more commonly encountered as a deliberate merchandising policy in appliance and other non-music outlets, to be sure, but such an outlet is more important in a small community because it rarely takes more than one or two volume dealers of whatever kind to saturate the market. Additionally, the smaller the community, the less room exists for specialization. Thus you will find music stores with white goods in the windows, and appliance stores carrying everything from Telefunken and Grundig to tire chains and garden hose. And because the market is so finite, the radio-phono-record dealer cannot, again with a few exceptions, ignore the discount-happy price shopper. He must be prepared to offer at least a token inducement to buy. In too many instances to ignore, the dealers have lost sales because they held out for \$5 to \$10 over cost. The customers do not necessarily go elsewhere in town; for that extra bill they're quite willing to go to the big city, face the crowds, the rudeness and ignorance of harassed clerks, the 3 per cent sales tax, and the inconvenience and hazards of lugging the

carton home, which can be 85 miles distant.

Some dealers prefer to ignore the thing ("Maybe it'll just go away?") rather than fight it. This admirably philosophic indifference disappears, however, when the same customer brings his city-bought purchase to his hometown dealer for repairs and adjustment, too often in the expectation of free warranty service. At this point the mildest-mannered, kindest souls tend to become somewhat piqued; several of our interviewees weren't too coherent on the subject, even after they regained their speech.

As to the more specific findings, portable phonographs were most popular in the \$60 to \$70 range, particularly as gift items for adult members of the family. There seems to be little movement in the \$75 to \$100 bracket, as portables and table models in this range occupy a vague, amorphous status which seems to answer no particular demand. From \$90 to \$140 sales are on the increase, and here the units are far more often intended for the personal use of the buyer. In such cases the more alert dealers, Dunlap's and Amorosi in Peekskill, Rocket in Poughkeepsie, and Heim's in Danbury come to mind, find a rich potential for trading up from the \$100 models to the \$140 table and portable units to the lower-priced full consoles. The one exception to the trade-up potential in this market seems to be the strictly pop record collector.

Dick Shafran, of Rocket Stores, Inc., Poughkeepsie, N. Y., uses a trade-up technique that has a bit of reverse English on it. Here's how he works it: After the necessary preliminary dialog with the customer to establish his level of interest, knowledge and budget, Shafran plays a demonstration record on the portable or table model of the customer's initial choice. Then, without any intermediate steps, he guides the customer to the most expensive unit on the floor—it might be, for instance, the \$469.95 Grundig-Majestic—and immediately plays the same demo record on the expensive unit. The difference in sound quality is as immediately and impressively apparent as in the difference in prices. Now, at the top of the line, Shafran next picks a less expensive console, but one probably still more expensive than the customer can afford. In short order the customer is listening to a \$200 or \$250 console—almost twice his original price goal—and marvelling at the dollar value for such sound quality. Note that his criterion is no longer the \$120 portable or the \$140 table model; he's measuring everything against the \$500-level sound quality. Quite simply and very smoothly, Dick Shafran trades up by actually trading down.

A Peekskill dealer said, in effect: "All the manufacturer has to do is put a hi-fi label on his machine, or add a second speaker of any size, and it sells." A Poughkeepsie dealer, in apparent rebuttal, insists that "people aren't as gullible as manufacturers and their ads would lead you to believe." Yet there is much less disagreement than appears on the surface; the Peekskill dealer's observation is more accurate at one level, while the Poughkeepsie dealer's remarks refer to a second level.

Let us be more specific. Indiscriminate application of the

hi-fi label to small \$50-\$60-\$70 phonos is both a boon and a deterrent to sales. It is a boon because much of the buying public is sold on the desirability of hi-fi and is willing to accept the label at its face value. It is a deterrent for the very same reason. The too-easy acceptance of the desirability idea is accompanied by too little understanding of the nature of the concept. This leads to the further belief that the simple multiplication of speakers is insurance of superior sound. The two-speaker model at \$60 must, ipso facto, be superior to its single-speaker counterpart at the same price level. And, to the shopper in this price range, a two-speaker phono at \$10 or \$20 less than the single-speaker model is a steal, obviously. Why should he pay more?

But let us iterate. This optimistic identification by the public of claims and speaker-multiplicity with actual performance quality becomes less and less common as the price level increases. The \$120-\$140 range attracts a more knowledgeable group than will the \$50-\$70 range, and the \$175-\$200 shopper is more sophisticated still.

Further ament the \$175-\$200 group, the lower-priced full consoles: In those stores carrying a selection of high-priced consoles as well, it is becoming increasingly easy to switch up to the more expensive units from the lower-priced models. This is, understandably, more often true of the straight music stores in small-to-medium-sized communities, where the reputation of an established dealer carries more weight with the local citizens.

A strong help to the dealer in meeting price shopping is an exclusive on a particular line in his community. Not only does it mean that the line is less likely to be found discounted in the nearby large city, but it means that the dealer is more encouraged to invest in the local advertising, servicing facilities and the sales training needed to sell the line, to keep it sold, and to generate the word-of-mouth endorsement that brings in extra customers. This is true, but to a lesser extent, of restricted dealerships. In the communities we surveyed, Fisher seemed to have the most enthusiastic acceptance by its dealers, followed by Magnavox and Stromberg-Carlson.

None of the dealers we met had components-high fidelity departments. Yet, paradoxically, some of the leading shops were using components to sell their more expensive package units. The explanation is simple enough. Each capitalized on the manufacturer's reputation as a components-maker (e.g., Fisher's amplifiers and tuners, Stromberg-Carlson's amplifiers, tuners and speakers) to offer the customer custom-built quality at package prices.

Record-Phono Package Specials: Mixed reactions in a ratio of about two to one against such deals as effective promotions for either records or players. Notably few dealers were enthusiastic, most were indifferent to cool, some were downright hostile, with the hostility apparently a result of poor dealer-distributor relations, in turn originating from pressuring and arrogance ascribed to distributor and reps.

One class store, owning the standout record department in its region of Connecticut, tried running ad mats from RCA on the Belafonte-45 player promotion in several local papers, stocked up modestly, and waited for the customers. Net result: Three inquiries, all arising from the impression that the phonos offered were three-speed ma-

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5. Strongest Upward Sales Trend Seen in "Big Ticket" Merchandise!

Equipment	Percentage of Total Stores Answering		
	Up Trend	Same	Down Trend
Portable Television Sets.....	83%	8%	9%
3-Speed Automatic Phonos \$100 to \$200..	72	18	10
Transistor Portable Radios.....	72	16	12
3-Speed Automatic Phonos Under \$100....	64	25	11
Color Television Sets.....	58	32	10
3-Speed Phonos Over \$200.....	57	31	12
Recorders with Stereo Tape Playback....	54	34	12
Radio-Phono Combinations Over \$125....	52	23	25
Tape Recorders \$100 to \$200.....	48	39	13
Portable Radios.....	44	35	21
45 rpm Automatic Phonos.....	42	27	21
3-Speed Manual Phonos Under \$30.....	42	22	26
3-Speed Manual Phonos Over \$30.....	41	27	32
Clock Radios.....	40	39	21
Tape Recorders over \$200.....	39	46	15
AM Table Radios Under \$30.....	38	39	23
AM-FM Radios.....	31	34	35
Standard TV Sets.....	29	29	42
AM Table Radios Over \$30.....	21	42	37
Radio-Phono Combinations Under \$125...19		35	46
Tape Recorders Under \$100.....	18	38	44

6. Disk Traffic Seen Essential to Rapid Movement of Phonographs and Other Equipment!

	Total Stores	Over \$50,000	Under \$50,000
Phonographs and other equipment sold in record department.....	68%	50%	71%
Split operation: Some phonos and other equipment sold in record department*... 8%		10%	8%

(*Includes phonographs up to \$150 and radios up to \$80.)

7. In Fact, the Same Person Buys Both Records and Equipment in the Majority of Stores!

	Total Stores	Over \$50,000	Under \$50,000
Same buyer.....	62%	52%	64%

8. 10% of All Record Dealers Sell More Than \$50,000 Worth of Phonos and/or Radios Annually.

Annual Phonos and/or Radio Sales	Total Stores	Over \$50,000	Under \$50,000
Under \$15,000.....	60%	31%	64%
\$15,000 to \$25,000.....	18	18	18
\$25,000 to \$50,000.....	12	26	9
\$50,000 to \$75,000.....	5	7	5
\$75,000 to \$100,000.....	2	7	1
\$100,000 to \$200,000.....	2	4	2
Over \$200,000.....	1	7	1

9. Sales Reps and Trade Papers Top Direct Mail as Buying Aid for Dealers!

Buying Aids	Points
Manufacturer and/or Distributor Sales Reps.....	1,000
Businesspaper Editorial and Ads.....	765
Direct Mail from Manufacturer and/or Distributor.....	718

10. Well-Informed Clerks Head the List of Selling Aids!

Selling Aids	Points
Well-Informed Sales Personnel.....	1,000
Equipment Demonstration.....	889
Point-of-Sale and Window Displays.....	709
Dealer's Own Newspaper Advertising.....	623
Manufacturer's National Advertising.....	558
Dealer's Own Radio Advertising.....	426
Manufacturer/Distributor Local Advertising.....	362
Dealer's Direct-Mail Efforts.....	257
Dealer's Own TV Advertising.....	105

11. 95% of Dealers Offer Some Form of Service for Equipment!

Arrangement	Stores
1. Own service department.....	56%
2. Arrangement with local service man.....	39
Total 95%	

12. Time Payments on Equipment Sales Offered by 86% of All Stores!

Over \$50,000 in Record Sales.....	85%
Under \$50,000 in Record Sales.....	87
Total Stores.....	86%

(Continued on page 48)

A Message of Tremendous Importance to Record Dealers:

*Introducing a Brilliant,
New "FIRST" from Walco*



the PERPETUAL PROFIT BUILDERS

A Complete Needle and Accessory
"DEPARTMENT" for Your Store!

Created for Walco by W. L. Stensgaard & Associates & Freedman-Artcraft Eng. Corp.

Choose from among dozens of combinations — Counter, Wall, and Island units

The Latest in a Long Line of Record Dealer "Firsts" from Walco!

- Walco — First with the modern jewel-tipped needle
- Walco — First with the Master Control Index for simple stocking and needle identification
- Walco — First with the Ident-I-Graf — 3-second needle identification card that identifies your customer's needle by the "make" of his phonograph
- Walco — First with a high-powered, precision-made needle inspection microscope
- Walco — First with needle "Data Sheets" — "take-home" needle removal instructions for every phonograph and cartridge
- Walco — First with a complete, in-store needle sales training program
- Walco — First with a complete cash incentive plan for record clerks . . . and now

FIRST AGAIN With A Complete Needle and Accessory "Department" For Your Store!

- World's first and only permanent store fixtures made exclusively for needle and accessory merchandising
- Developed to boost needle and accessory volume to 15% of your gross
- Designed and manufactured for you by Freedman-Artcraft Engineering Corp. and

W. L. Stensgaard & Associates and available only through Walco

- A complete, self-contained needle and accessory department guaranteed to produce more profit per square foot than any other spot in your store

Here — without doubt — is the greatest in a long line of record store merchandising miracles from Walco — the brilliant new Perpetual Profit Builder!

Designed to achieve the same business-building success for phonograph needles as the "Browser Boxes" have for records, Walco's new Perpetual Profit Builder is the product of combined thinking of the best merchandising "brains" in the needle business and America's two most experienced record store modernization specialists: Freedman-Artcraft Eng. Corp. and W. L. Stensgaard & Associates!

Each unit incorporates — in only 8 square feet of floor space — all the essential features of Walco's highly successful Needle Clinics in such famous stores as R. H. Macy, J. L. Hudson, Sherman Clay and Music City — and provides you with the same selling advantages as the country's largest record and department stores.

Tests Prove Special Needle "Departments" Can Do 15 - 20% Of Your Volume!

In every test store . . . the special

needle department has stepped-up store traffic and increased needle sales to at least 15% of the dealers overall volume because — by its very existence — the special needle department emphasizes, to customers and clerks alike, the importance of phonograph needle replacement and record care!

Your Walco Perpetual Profit Builder will attract your customer's attention . . . arouse his interest . . . and spark his questions. It will — in almost every single case — set you up for a high-profit needle sale you probably never would have made! And your Perpetual Profit Builder builds a big repeat business, too — because once you've sold a customer his first replacement needle, you've licked the toughest part of needle selling — convincing the customer of the need for a new needle!

New Stature, Prestige and Profit—for You!

With a Walco Perpetual Profit Builder, your store is more than "just another record shop". It becomes the first — and only — complete record care headquarters in your area. The Perpetual Profit Builder is, in effect, a "store within a store"; and as such, provides you with new stature and prestige among record customers and puts you in a position to make substantial increases in

gross sales and net profits — not only in needles and accessories, but in all other items as well!

DURABLE CONSTRUCTION

The Perpetual Profit Builder is designed and constructed as a permanent part of your regular store furniture — its durable, hardwood cabinet-type construction will give you years of profit-packed, trouble-free service!

And there's a Perpetual Profit Builder for every size store . . . for every store layout. The various Perpetual Profit Builder models are designed to match — in style, construction and finish — all modern store furniture supplied by Capitol Records through Freedman-Artcraft, or RCA-Victor furniture supplied through Stensgaard.

So don't lose out on the powerful new profit potential provided by Walco's Perpetual Profit Builder . . .

Modernize Your Store and Your Profit Structure with a Walco Perpetual Profit Builder . . .

FREE — STORE LAYOUT SERVICE!

With your selection of any Perpetual Profit Builder, Walco will provide — through Freedman-Artcraft or Stensgaard — a complete store layout plan showing exactly where to place your unit for greatest accessibility and traffic.

WRITE, WIRE, OR PHONE TODAY FOR DETAILS ON HOW YOU MAY OBTAIN ONE OF THESE UNITS . . . UNDER A SIMPLE SELF-AMORTIZATION PLAN

Walco TRADE NAME OF **ELECTROVOX CO., INC.**
60-B FRANKLIN ST., EAST ORANGE, N. J.

Send for catalog sheet on complete selection of units

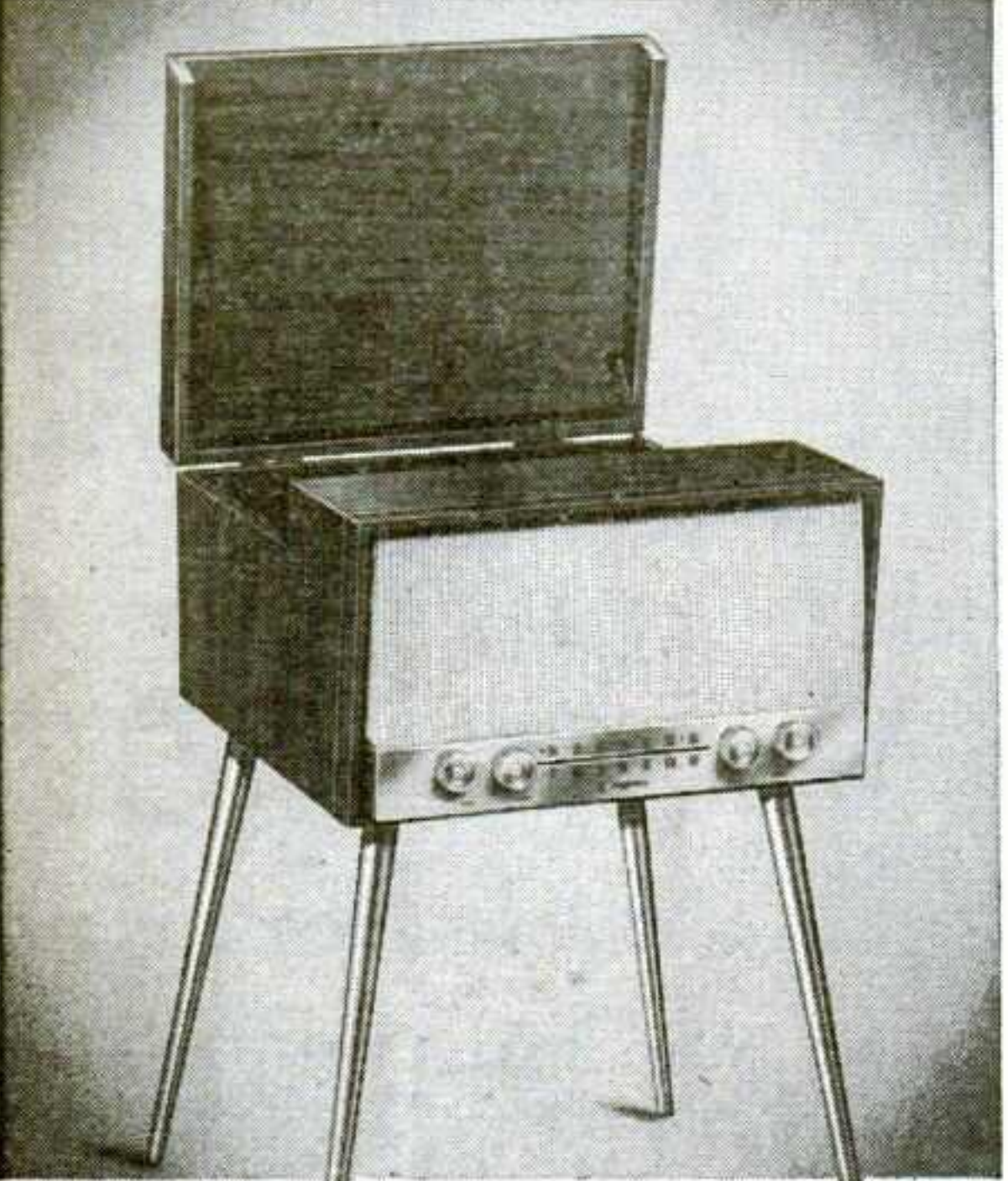
Special Techniques For Suburb Selling

• Continued from page 46

chines, but not one sale. They're still waiting, not too hopefully. A small but well-stocked record shop, in the Hudson Valley region of New York State, drew our attention to the \$32.95 RCA 45 player as having inferior tone

quality and a distressing tendency for the needle to skip while playing. However, there is a market, the owner feels, in teen-agers saving pennies for their first player, for whom the bonus of pop records carries a special appeal;

NEW



Model RP-750 A

BIGGEST BUY IN ALL HI-FI GRANCO Symphony

- 1. HIGH FIDELITY PHONOGRAPH
 - 2. FM RADIO
 - 3. AM RADIO
- \$139.95***
all for only mahogany

CHECK THESE VALUE-PACKED FEATURES

- Two speaker system — 7-inch woofer — 4-inch tweeter
- Electronic cross-over network for full fidelity
- 4-speed automatic record changer . . . 78, 45, 33 1/3, 16
- Individual bass and treble controls
- Powerful 7-tube plus rectifier FM and AM radio
- Exclusive Granco Coaxial Tuner for drift-free performance
- Two built-in antennas (FM and AM)
- Beautiful hand-rubbed cabinets (also available in limed oak and cherry at \$149.95*)



FM means GRANCO

*Prices slightly higher South and West

Contact your GRANCO distributor . . . or mail coupon today ▶▶▶

GRANCO PRODUCTS, INC.
36-07 20th Ave., Long Island City 5, N. Y.
Please rush full specifications on Granco Model RP 750A FM-AM Radio-Phonograph combination.

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____
INDIVIDUAL _____

GRANCO PRODUCTS, INC.
Long Island City 5, N. Y.

those who indulge in terrace and patio listening in the summer, and small apartment dwellers with a minimum of available shelf space. Military personnel, another dealer points out, are naturals for 45 players and records, since the smaller sizes simplify the packing and transportation headaches common to a group constantly on the move. Dealers near military bases can profitably exploit this selling point.

For a 60-hour storewide marathon sale, Rocket Stores in Poughkeepsie, N. Y., made up its own Belafonte package from regular RCA units: 8 by 8 twin-speaker radio, list \$29.95; plus the 61M 25 pop-in 45 style player, formerly listing at \$14.95; plus \$14.95 Belafonte album. Nominal list was \$59.85; package sale price was \$29.95 ("Get all THREE for the price of one!"). Rocket sold some 50 of these \$29.95 home-grown packages during their sale.

Inventories: One of the positive benefits of the typical small city retailer's conservative merchandising policy is his lack of inventory problems. His cautious approach may lack some of the dash and imagination of his big-city cousin's thinking, but then he's rarely stuck with stock. This approach is characterized by tight control over a relatively small, proved inventory and a slackening in purchases toward late spring and early summer in anticipation of model changeovers.

Ad Mats: A charitable assumption would be that small-townners recognize the professional touch in ad mats. A more realistic one is that they've just never ventured their own or even examined the copy carefully, hence have no critical criteria against which to measure the effectiveness of such ads. There were mavericks here and there who insisted on making up their own copy, but the majority thoroly approved, albeit in vague, harmless generalizations, the manufacturers' efforts in this department. "They must be good," seems to be the feeling, "just look at all the money that's put into them."

Weathers Has Stylus Gauge

Sound is distorted and record wear increases if the tracking force of a pickup varies. This force can be easily measured with a new stylus force gauge and remedial measures taken. The gauge is produced by Weathers Industries of Barrington, N. J.

The stylus force is measured while the stylus is engaged in the record grooves. The user hooks the gauge under the tone arm and lifts it. As soon as the sound stops, the gauge shows the stylus force at which the tone arm is operating.

Made of non-magnetic metal with no loose parts, the gauge is made to retail at \$2.



Weathers Gauge

• Continued from page 46

13. 40% of Phono Sales Last Year Were to New Owners!

Over \$50,000 Store Sales to New Owners.....43.5%
Under \$50,000 Store Sales to New Owners.....37.4%

14. New Phono Owner Spends over \$40 for Records Within the First Three Months!

Average disk sales to new phono owners during first 3 months in over \$50,000 stores.....\$44.05
Average disk sales to new phono owners during first 3 months in under \$50,000 stores.....\$42.79

15. Best Selling Brand Name Equipment for 1956.

	Total Stores	Over \$50,000	Under \$50,000
a) Manual 3-Speed Phono Under \$30			
Columbia	374	69	305
RCA-Victor	300	46	254
Decca	294	52	242
V-M	218	27	191
Webcor	111	24	87
Symphonic	61	8	53
Birch	47	16	31
Beam	32	3	29
Zenith	31	5	26
King	25	—	25
Steelman	23	4	19
Phonola	21	2	19
Philco	20	1	19
Dynavox	19	9	10

b) Manual 3-Speed Phonos Over \$30			
RCA-Victor	288	50	238
Columbia	284	51	233
V-M	192	32	160
Decca	120	20	100
Webcor	119	30	89
Magnavox	66	22	44
Symphonic	50	8	42
Birch	25	12	13
Zenith	21	—	21
Phonola	19	2	17
Steelman	18	3	15

c) Automatic 3-Speed Phonos Under \$100			
V-M	401	79	322
Columbia	386	82	304
RCA Victor	245	29	216
Webcor	218	47	171
Decca	190	27	163
Magnavox	91	20	71
Symphonic	54	4	50
Zenith	50	4	46
Steelman	24	3	21
Traveler	19	3	16

d) Automatic 3-Speed Phonos Between \$100 and \$200			
RCA Victor	396	62	334
Columbia	322	66	256
V-M	320	47	273
Webcor	190	32	158
Magnavox	168	47	121
Decca	71	10	61
Zenith	53	4	49
Dictograph	49	10	39
Pilot	27	12	15
Stromberg-Carlson	24	3	21
Motorola	21	5	16
Philco	14	1	13

e) Automatic 3-Speed Phonos Over \$200			
RCA Victor	178	29	149
Magnavox	172	46	126
V-M	111	26	85
Columbia	108	23	85
Zenith	69	19	50
Motorola	60	9	51
Webcor	59	9	50
Dictograph	42	6	36
Pilot	38	18	20
Stromberg-Carlson	31	5	26
Fisher	27	4	23
Philco	15	2	13
Decca	15	3	12

f) Automatic 45-r.p.m. Phonos			
RCA Victor	976	172	804
Columbia	173	30	143
V-M	162	18	144
Decca	74	8	66
Crescent	45	7	38
Symphonic	12	2	10
Birch	11	3	8
Dean	9	2	7

g) Radio-Phono Combinations Under \$125			
Webcor	129	27	102
RCA Victor	94	16	78
Magnavox	75	23	52
Zenith	60	7	53
Motorola	41	7	34

(Continued on page 52)

HERE'S

THE

AD THAT WILL KEEP THE BALL ROLLING FOR BELAFONTE'S NEWEST!

APPEARING IN ALL THESE MAJOR PUBLICATIONS: THE NEW YORKER, SEVENTEEN, ESQUIRE, SATURDAY REVIEW, HIGH FIDELITY, PLAYBILL, SCHWANN, THE LONG PLAYER, THIS MONTH'S RECORDS, THE FORTY-FIVER

AND THAT'S NOT ALL! The newest album by the country's biggest-selling album artist is being promoted heavily all along the line:

AN EVENING WITH BELAFONTE is the March popular-record selection of the RCA Victor Save-On-Records program. It will be featured in the Save-On-Records bulletin for March.

AN EVENING WITH BELAFONTE is featured in RCA Victor's exciting, full-page "World of Romance" advertisement in Holiday, Esquire, The New Yorker and The Saturday Review.

And... RCA Victor further supports your selling with radio promotion and ready-to-run ad mats in 3 sizes. Contact your RCA Victor Record Distributor today! **YOU'RE IN THE MONEY WITH AN EVENING WITH BELAFONTE!**

THRILLING!

BELAFONTE'S NEW RCA VICTOR ALBUM

11 great songs, including Belafonte's matchless interpretations of DANNY BOY, SHENANDOAH, MARY'S BOY CHILD, and WHEN THE SAINTS GO MARCHING IN

45 Extended Play
(3 volumes) at the
new low price,

\$1.29
each.

Long Play,
\$3.98

Hear this great new RCA Victor
New Orthophonic High Fidelity
recording at its best on an RCA
Victor New Orthophonic High
Fidelity "Victrola" Phonograph.
Nationally advertised prices

RCA VICTOR 



RCA VICTOR
RADIO CORPORATION OF AMERICA



SALES TIP

How to Use Tape For Record Demo

- Tape saves wear and tear on demo disks, cut pilferage
- Method can also lead to bigger tape recorder sales

Looking for an easier demonstration set-up for your top pop singles? Try using tape. Here's how you can do it:

For purpose of this explanation let's consider that you will use the V-M Model 710 tape recorder. This is not an arbitrary choice. First of all, the survey of equipment sales published in this issue indicates that the V-M unit is the best seller in its class and the chances are that more stores probably handle this unit than any other. Secondly, this V-M unit has two features essential to using it for a pop disk demonstrator — a tape counter and a phono-input jack. In addition, the unit has a good tone which enhances its use as a demonstrator.

First, Pick Out Top Hits

The first step is to choose the 20 or 30 top pop singles from the best seller charts. Now plug a phono attachment into the phono-input jack. Thread a seven-inch reel of tape into the recorder. If you plan to record 20 pop singles, you can use regular recording tape. If you want to put 30 sides on a tape, use the thinner, "extra play" tapes that give you an additional 50 per cent playing time per reel. (Regular tape will give a one-hour recording at 3¾ inches per second and the extra play tapes will record for an hour and a half).

Now you are ready to record. But before doing so make sure your tape counter is set at zero. After setting the tape counter, start the record. Use the monitor switch so that you can listen as you record because, at the end of each record, you will have to check the counter and set down the reading to know where each individual recording begins.

Type up the list of recordings or print it on a small card. After each record plays write the tape counter reading next to each song so that you will know where that song begins on the tape. With a piece of cellophane tape fix the list right on the side of the recorder so it will be handy for you.

Put the recorder right on your counter. Now, when a customer comes in and asks to hear Sonny James' "Young Love," consult your list for the counter reading and spin the tape to that number, using the fast forward or fast reverse button on the tape deck. When you hit the right number, stop the tape and play.

Save Your Demo Disks

Using this tape method you never have to let a record get out of your hands. Neither do you have to tie up the counter with teen-agers listening to the tape. Put a remote speaker in a booth. You could use the V-M model 25A de luxe external speaker system. This system, comprised of a



GE Radio

12-inch woofer and a 3-and-a-half-inch tweeter in a leatherette case, comes equipped with a 25-foot extension cord, ready to plug into the recorder and play.

Try this method to see how it will work for you. If you like it use two or three recorders with remote speakers and identical tapes. Or you could record additional tape to take in the top 40 or 60 pop hits. This method will cut down pilferage and save wear and tear on your demonstration records.

Sell a Tape Recorder, Too

An additional benefit to you is this—every time you demonstrate a record for a customer, you also demonstrate a tape recorder. This method is bound to invite inquiries from all of your customers. And this, of course, is your invitation to begin your sales talk toward a recorder sale.

Walco's New 20-20 Card

The 20-20 Card, a colorful new display card of 3-speed conventional needles, has been announced by Electrovox Company, manufacturer of Walco phonograph needles.

The new card is designed as a low-cost, traffic-building item and contains 20 Walco Groovemaster 3-speed needles, listing at 50 cents each, and 20 Walco Encore 3-speed needles, listing at \$1 each.

The 20-20 Card is provided with both an easel and an eyelet, so that it might be mounted on the wall or placed on the counter with equal facility.

Literature and prices are available by writing the manufacturer, Electrovox Company, Inc., 60 Franklin St., East Orange, N. J.

RCA DEBUTS ENCLOSURE

A custom convertible enclosure for 12-inch speakers, designed to meet the needs of the high fidelity enthusiasts, and finished to provide a piece of furniture for living rooms, offices, etc. has been developed by the RCA components Division. The enclosure is constructed of solid Honduras mahogany and is available in either cherry or blond finish.

A unique feature of the RCA enclosure is its flexibility. It can be used by choice as a bass reflex, infinite baffle, or corner driver type of speaker housing. When sitting on its legs, it acts as a bass reflex, with the tuning carried out by varying the length of the legs. When resting flush with the floor, it is an infinite baffle. In the corner of a room, a bottom port acts as a diffraction filter to feed extreme low frequencies into the corner apex.

The RCA enclosure and its physical location in the room give the user a wide latitude in balancing high, low and middle register response.

Amplifier Is Now 24 Watts

Bell's Model 3-DTG 2-channel stereo amplifier has recently undergone changes and emerged a 24-watter. Power output is now fully rated in excess of 24 watts—12 watts each channel—with a peak output of 50 watts. In addition, new low-noise input tubes are being used. No price increase is planned for the revised model.

Stereophonic features include two separate amplification channels (12 watts each channel) with single-knob, simultaneous control of both channels. This makes its operation as simple as most single-channel amplifier. A six-position function switch provides selection of stereo or monaural amplification with or without loudness.

A reverse speaker switch makes it possible to switch the two stereo channels into the opposite speakers either with or without correction for difference in pickups, speakers and the listening room so as to restore the acoustical stereophonic qualities of the program material.

The unit is available with or without cover (as Model 3-DI) for cabinet mounting.

CARTRIDGE FROM RECOTON

Recoton Corporation, manufacturer of needles, cartridges and accessories, is producing a new cartridge, the model 555 SDM magnetic turnover.

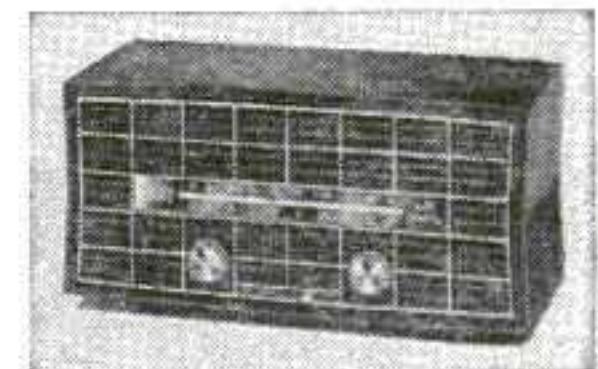
The cartridge is Mu-metal shielded and is complete with sapphire stylus for 78 r.p.m. and diamond stylus for 45 r.p.m. and LP. Recoton says that the cantilever, stylus-armature construction is capable of rougher treatment than most moving coil mechanisms. It will fit just about any American-made arm and is smooth and free of strain even on the heavily recorded passages, says the firm.

GRANCO BOWS NEW AM-FM SET

A new FM-AM table model is being introduced to the trade by Granco Products, Long Island City, N. Y. Designated the Model 780, the unit is engineered to provide full tonal range at all volume levels. Granco refers to this feature as "Full Fidelity Balanced Tone."

By boosting the bass and treble frequencies at low and moderate volumes, the new Granco model compensates for what the listener does not hear too sharply. As the volume is increased and normal hearing becomes more sensitive to the highs and lows, the bass treble boost in the set is automatically lessened.

Among the other features of the set are a six-inch extended range speaker, seven tubes plus selenium rectifier, drift free performance thru Granco coaxial tuning, and built-in FM and FM antennas. It is available in a choice of three colors: Pumice Gray at \$49.5 and White Mist or Carnation Pink at \$52.95.



Granco Tuner

Gray line
...WORLD'S FINEST
RECORD
demonstrators

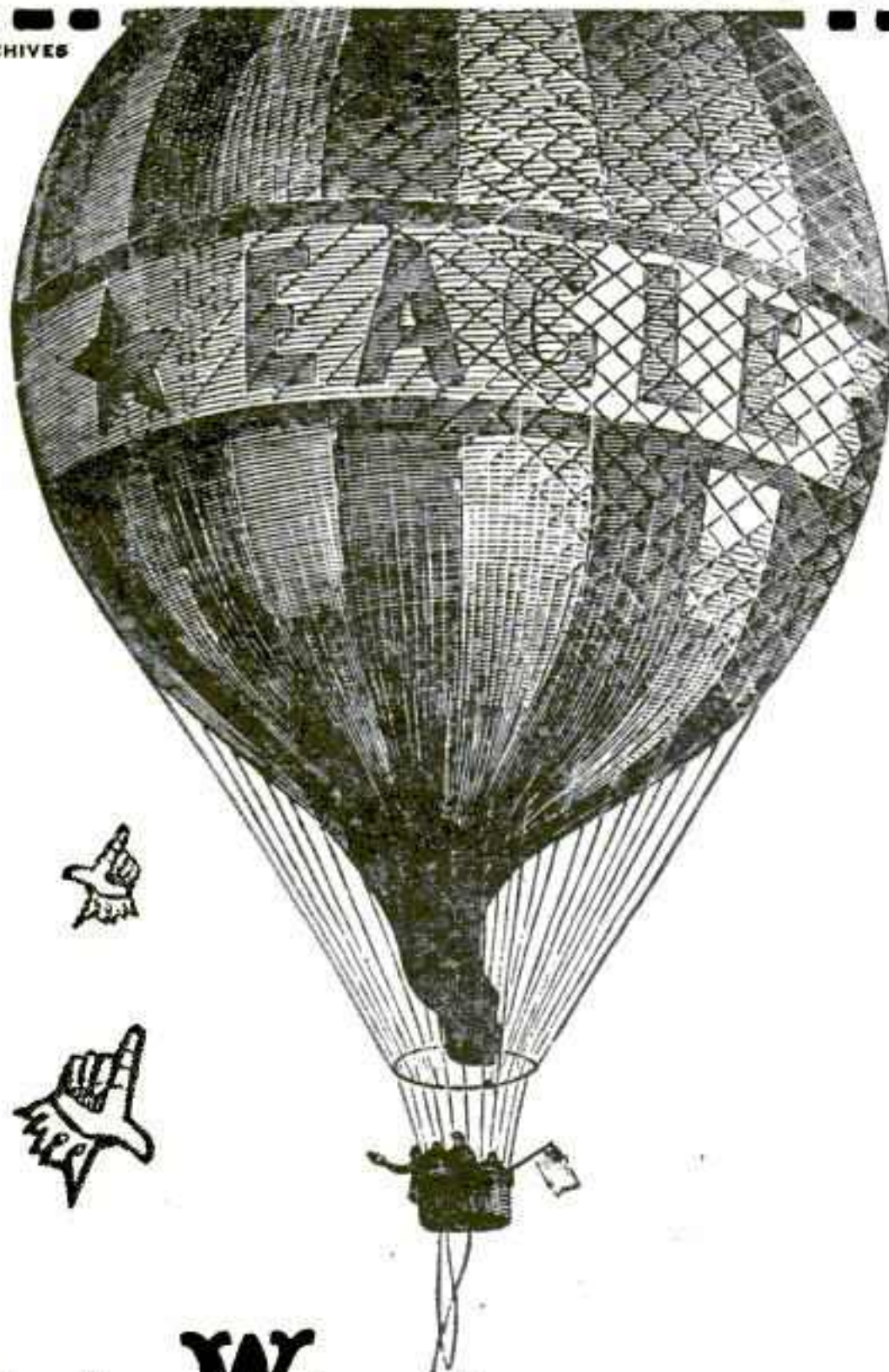
• 45 RPM Changer
• 3 Speed
Demonstrator Turntable
• Needle Brush • 2 Speakers

STANDARD EQUIPMENT IN AMERICA'S
LEADING RECORD DEPARTMENTS

• 2 Speakers • Needle Brush
• Plays 45 RPM Without
Adaptor or Inserts

Gray line
COMPANY
12743 AVE. 30
CHICAGO 33, ILLINOIS

BETTMAN ARCHIVES

that's where **W**ebcor sales are...

Webcor High Fidelity Fonographs, Tape Recorders,

and Diskchangers! Sell the line that sells

the fastest! Sell Webcor!

RODGERS *and* HAMMERSTEIN'S *first television musical* CINDERELLA

OL 5190

The CBS Television production of

RODGERS and HAMMERSTEIN'S Cinderella

starring
JULIE ANDREWS
Music by Richard Rodgers
Book and Lyrics by Oscar Hammerstein II

COLUMBIA
GUARANTEED HIGH FIDELITY
MASTERWORKS

Lp

Produced by Richard Lewine * Directed by Ralph Nelson
Settings and Costumes by William and Jean Eckart
Orchestrations by Robert Russell Bennett
Musical Director: Alfredo Antonini
Produced for Records by Goldard Lieberman

featuring
Dorothy Stickney * Howard Lindsay
Ilka Chase * Kaye Ballard * Alice Ghostley * Jon Cypher
and
Edith Adams



© "Columbia" © Marcas Reg.

A Division of CBS

Here's the amazing production schedule
on this great Columbia **Lp** album —

We recorded Tuesday, March 19

We started shipping by air Friday, March 23

Show on the air — CBS Television Network

live in color — Sunday, March 31*

You start selling Monday, April 1

* with CBS Television Network commercial on
the Columbia album — reaching 40,000,000
customers — pulling people into your store!

**Call your Columbia Records distributor
and place your order NOW!**

The greatest events in entertainment happen on

COLUMBIA RECORDS

New Station

• Continued from page 40

pluggers will have to trek out to Station Island to see Ancell. According to Tele-Broadcasters prexy, H. Scott Killgore, general manager of WPOW, the new station will featured the "Top 40" disks, as determined by a weekly survey of local record stores. The bulk of WPOW's platter programming will be made up from the "Top 40" list, a format also utilized by Tele-Broadcasters' other four outlets. Tele-Broadcasters veepee, Bill Sweeney, will act as commercial manager for WPOW.

Victor Pacts

• Continued from page 40

bert, Dvorak and Bartok as primary names. The unit also will be included in a new series called "Chamber Music for Everyone." Overall project will take in duo, trio, quartet, quintet, sextet and septet repertoire. The Juilliard Quartet, besides its residency at the Juilliard School here, spends its summers at the Aspen, Colo., Music School, and play, up to 80 concerts a year in its cross-country excursions. Formerly, the group recorded for Columbia.

WPAT Clicks Big

• Continued from page 41

and public acclaim. Key show on the station is its "Gaslight Revue," which airs 7-11 p.m. nightly. Result is that WPAT is readying a full program service which will be supplied to stations by the Paterson outlet's music director, David Gordon, based on WPAT's own schedule. Already signed is WSKP, Miami outlet recently purchased by William O'Neil. Negotiations are under way with more than 25 other stations. There would be no network in the sense of the stations being tied together by phone lines, but rather by virtue of their use of the same programming. It's understood that joint sales and promotional efforts by these stations also are being discussed. Indicative of the WPAT success, despite competition and TV, is the rate increase just announced by WPAT, effective April 1. The new rate card boosts the station's toll about 30 per cent, and follows a record-breaking 1956 in which the outlet increased its audience by 39 per cent and national spot advertising grew by 99.75 per cent over the preceding year. Wright is also considering construction of a new building for WPAT, with architect Russell Wright to serve as consultant on its interior planning.

How Come?

• Continued from page 44

phonos in customers' houses are selling for us. "We used to use the '369' as a demonstrator and let people take it home over night. I guess it was in 40 or 50 homes. We were afraid to sell it, it had been knocked around so much, so I gave it to my brother. He still uses it and it never gives him any trouble. "That's the oldest '360' model on the floor over there. We just took it back in on a trade. It runs perfectly. All we have to do is wipe it off and clean it up and we could sell it. I think Columbia should bring that model out again. "This street is the best traffic spot in the area. We've got a big grocery supermarket down the street. No, they don't carry records, and there are a lot of little specialty shops between us and the market. Each department in our store works with the others. The book department creates traffic for the records. The records create traffic for the greeting cards. The tobacco counter creates traffic for the phonographs." That's the way it goes at Fox & Sutherland's, the store that sells more than \$10,000 worth of phonographs without having one on the sales floor.

• Continued from page 48

	Total Stores	Over \$50,000	Under \$50,000
Admiral	36	8	28
Symphonic	28	6	22
Emerson	20	6	14
Decca	14	—	14
h) Radio Phono Combinations Over \$125			
Magnavox	169	55	114
RCA Victor	156	38	118
Columbia	63	24	39
Zenith	57	7	50
Webeor	37	5	32
Stromberg-Carlson	34	5	29
Pilot	26	15	11
Fisher	22	2	20
i) Portable TV Sets			
RCA Victor	215	41	174
Zenith	84	4	80
General Electric	79	9	70
Magnavox	66	20	46
Admiral	52	9	43
Philco	42	1	41
Motorola	36	2	34
Emerson	16	—	16
Westinghouse	14	2	12
j) Tape Recorders Between \$100 and \$200			
V-M	330	66	264
Webeor	263	48	215
RCA Victor	215	40	198
Columbia	55	3	52
Revere	30	6	24
Ampro	24	8	16
Wilcox-Gay	16	5	11
Pentron	15	—	15
k) Tape Recorders Over \$200			
Webeor	226	41	185
V-M	168	36	132
RCA Victor	71	14	57
Ampro	31	7	24
Ampex	14	7	7
l) Recorders or Playback for Stereo Tapes			
V-M	137	21	116
RCA Victor	54	12	42
Ampex	18	12	6
Viking	12	4	8
m) AM Table Model Radios Under \$30			
RCA Victor	477	87	390
Zenith	136	22	114
General Electric	133	19	114
Motorola	72	14	68
Philco	63	7	56
Emerson	38	8	30
Admiral	19	6	13
Westinghouse	19	—	19
Traveler	16	2	14
n) AM Table Model Radios Over \$30			
RCA Victor	405	74	331
Zenith	154	21	133
General Electric	122	20	102
Motorola	61	12	49
Philco	50	6	44
Magnavox	15	5	10
o) Clock Radios			
RCA Victor	425	68	357
General Electric	197	38	159
Zenith	155	33	122
Motorola	75	13	62
Philco	50	5	45
Admiral	22	—	22
Emerson	19	—	19
Magnavox	19	3	16
Westinghouse	17	2	15
p) AM-FM Radios			
RCA Victor	182	37	145
Zenith	147	32	115
Magnavox	77	24	53
Granco	51	19	32
Philco	14	2	12
q) Transistor Portable Radios			
RCA Victor	287	54	233
Zenith	169	27	142
General Electric	120	34	86
Magnavox	109	33	76
Motorola	73	15	58
Regency	54	13	41
Emerson	29	1	28
Philco	25	3	22
Admiral	14	3	11
r) Portable Radios			
RCA Victor	448	75	373
Motorola	154	49	105
Zenith	134	20	114
General Electric	99	22	77
Philco	72	8	64
Emerson	24	5	19
Admiral	18	—	18

make bonus profits with Concert Hall Society's 1957 SPRING RE-STOCKING PLAN...



We find that a lot of dealers have been losing Concert Hall Society sales because they did not—possibly could not—stock the entire Concert Hall catalog.

That's bad for all concerned. In order to avoid it in the future, here's what we've done and what we propose to you dealers.

1. We have made an intensive market survey to separate the hot items from the slow movers. The latter have been cut out of the line. So, the new streamlined Concert Hall catalog contains only the most saleable, most wanted records which we have released—36 in all.

2. During April and May, we are extending an extra 10% discount to every dealer who orders sufficient records to bring his stock up to a reasonable minimum of each of the items in the catalog.

We want representation on our fine line, and we want you to enjoy a bonus profit for helping us get that representation in a hurry!

Don't miss this chance! Get in touch with your Concert Hall distributor NOW! Or write Concert Hall for full details and special order blanks.

THIS IS ONLY THE BEGINNING!

Watch for Concert Hall's terrific fall release, featuring stunning full color cover designs and a repertory of pre-tested, proven saleability! Big doings are brewing at Concert Hall! They will mean more plus profits for you!

3 exciting new releases... ENTREMONT

Concert Hall is proud to announce three brilliant new records by the young French virtuoso Philippe Entremont. This young artist has toured extensively and received the highest praise from some of the most uncompromising and respected critics. These new Concert Hall releases are Entremont at his best; they will be strongly advertised, they will be in demand. Order now to be sure of adequate stock on hand!

- CHS 1500 LISZT: Piano Concerto No. 1 in E Flat; Piano Concerto No. 2 in A Major—With the Zurich Radio Orchestra, Walter Goehr, Conductor. "One of the year's ten best concerto recordings"—New York Times
- CHS 1501 RACHMANINOFF: Piano Concerto No. 2 in C Minor, Opus 18—With the Netherlands Philharmonic Orchestra, Walter Goehr, Conductor.
- FRANCK: Symphonic Variations for Piano and Orchestra—With the Netherlands Philharmonic Orchestra, Carl Bamberger, Conductor.
- CHS 1502 ENTREMONT PLAYS CHOPIN—Six waltzes, a polonaise, an impromptu, a ballade, a scherzo, a mazurka, and a nocturne.

Concert Hall Society
71 FIFTH AVENUE, N.Y. 3, N.Y.

Your April Shower of TOP SELLERS from ABC-PARAMOUNT

- #9780 **I'LL TAKE ROMANCE** c/w FIRST IMPRESSION **EYDIE GORMÉ**
- #9792 **JUST BECAUSE** c/w WHY **LLOYD PRICE**
- #9782 **ONLY ONE LOVE** c/w IF I POSSESSED A PRINTING PRESS **GEORGE HAMILTON IV**
- #9787 **ALMOST PARADISE** c/w IT'S BEEN A LONG, LONG TIME **NORMAN PETTY TRIO**
- #9800 **PLEDGE OF LOVE** c/w I PLAYED THE FIELD **JOHNNY JANIS**
- #9805 **MY HEART HAS A MIND OF ITS OWN** c/w WHY CAN'T I MAKE YOU UNDERSTAND **GLORIA MANN**
- #9807 **AIN'T THAT LOVE** c/w THE BEGINNING OF LOVE **MICKI MARLO**
- #9793 **ONLY TRUST YOUR HEART** c/w SOMEWHERE A STRANGER **DICK ROMAN**
- #9784 **A DREAM IS A WISH YOUR HEART MAKES** c/w BIBBIDI—BOBBIDI—BOO **JUDY VALENTINE**
- #9795 **WHERE IS CINDERELLA?** (MARCH) c/w DO I LOVE YOU (Because You're Beautiful) **SID FELLER**
HIS ORCHESTRA AND CHORUS
- #9798 **YOU, ME AND US** c/w MY HONEY'S LOVIN' ARMS **BETTY MARTIN**
- #9799 **WAVE TO ME, MY LADY** c/w BYE, BYE CLEMENTINE **THE NEIGHBORS**
- #9806 **BABY, BABY, BABY BE MINE** c/w I'M SAD, BLUE AND LONESOME **WAYNE AND JERRY**
- #9797 **SWAMP FIRE** c/w BRAZILIAN HOBO **THE BOBBY HAMMACK QUINTETTE**

New Spring Singles

- #9801 **MY IDEA OF HEAVEN** c/w NATURAL, NATURAL BABY **LOU BARTEL**
- #9803 **EASTER PARADE** c/w FREDDIE'S NEW CALYPSO **FREDDIE MITCHELL**
AND HIS ORCHESTRA
- #9804 **STREET OF MEMORIES** c/w REMEMBER ME TO YOU **SKIP FLETCHER**
- #9802 **SWEETHEARTS ANONYMOUS** c/w GOOD TIME JOE **BETTY WELLS**

Record Albums in Popular Demand

ABC-150 EYDIE GORMÉ

ALSO AVAILABLE ON 45 E.P. A-150

ABC-157 MONTOYA Flamenco Guitar

ABC-151 IT'S POLKA TIME
Stan Wolowic and the
Polka Chips

ALSO AVAILABLE ON 45 E.P. A-151

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



TALBOT BROS. OF BERMUDA ABC-156
Calypsos

MARTHA DAVIS and SPOUSE ABC-160

MY FAIR LADY LOVES JAZZ ABC-177
BILLY TAYLOR TRIO with orchestra
conducted by **QUINCY JONES**

THE JOHNNY everGREENs ABC-147
RUSS GARCIA and his orchestra

THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide

• Best Selling Pop Albums

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

1. CALYPSO—Harry Belafonte.....RCA Victor LPM 1248
2. OKLAHOMA—Sound Track.....Capitol SAO 595
3. ELVIS—Elvis Presley.....RCA Victor LPM 1382
4. MY FAIR LADY—Original Cast.....Columbia OL 5090
5. HYMNS—Tennessee Ernie Ford.....Capitol T 756
6. THE KING AND I—Sound Track.....Capitol W 740
7. THE EDDY DUCHIN STORY—Sound Track....Decca DL 8289
8. CLOSE TO YOU—Frank Sinatra.....Capitol T 789
9. JERRY LEWIS JUST SINGS.....Decca DL 8410
10. BELAFONTE—Harry Belafonte.....RCA Victor LPM 1150
11. AN EVENING WITH HARRY BELAFONTE.....
.....RCA Victor LPM 1402
12. ELLA FITZGERALD SINGS THE RODGERS AND HEART
SONG BOOK.....Verve MG V-4002-2
13. SONGS OF THE FABULOUS FIFTIES—Roger Williams..
.....Kapp KXL 5000
14. FOUR FRESHMEN AND FIVE TRUMPETS....Capitol T 763
15. 'S WONDERFUL—Ray Conniff.....Columbia CL 925

• 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. Suddenly It's the Hi-Lo's.....The Hi-Lo's
Columbia CL 952
2. Fats Domino, Vol. I.....Fats Domino
Imperial LP 9004
3. Fats Domino, Vol. II.....Fats Domino
Imperial LP 9009
4. Rock Pretty Baby.....Sound Track
Decca DL 8429
5. The Platters, Vol. II.....The Platters
Mercury MG 20126
6. Casa Loma in Hi-Fi.....Glen Gray
Capitol W 747

• Most Played by Jockeys

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

1. CALYPSO—Harry Belafonte.....RCA Victor LPM 1248
2. CLOSE TO YOU—Frank Sinatra.....Capitol W 789
3. DAY BY DAY—Doris Day.....Columbia CL 942
4. TONY—Tony Bennett.....Columbia CL 938
5. 'S WONDERFUL—Ray Conniff.....Columbia CL 925
6. SUDDENLY IT'S THE HI-LO'S—Hi-Lo's.....Columbia CL 952
7. ELVIS—Elvis Presley.....RCA Victor LPM 1382
8. AFTER MIDNIGHT—Nat (King) Cole.....Columbia W 782
9. FOUR FRESHMEN AND FIVE TRUMPETS—
Four Freshmen.....Capitol T 763
10. ELLA FITZGERALD SINGS THE RODGERS AND HART
SONG BOOK—Ella Fitzgerald.....Verve MG V 4002-3

• Review Spotlight on . . .

Classical Albums

FANTASIA (Sound Track) (3-12")—Leopold Stokowski and the Philadelphia Orchestra Disneyland WDX 101

One of the all-time Disney masterpieces, "Fantasia," is at long last available as an album, with none of the brilliant music conducted by maestro Leopold Stokowski lost by the ravages of time. Includes selections from "Nutcracker Suite," "The Pastoral Symphony," "Night on Bald Mountain" and "Ave Maria," with a stand-out four-color 22-page booklet. Even at the \$19.50 list price, the album is bound to be well received. Sound, remarkably good for its time, is still great by today's hi-fi standards.

BACH CANTATAS NOS. 106 AND 140 (1-12")—Hermann Scherchen, Cond. Westminster XWN 18394

Remastering of these two works provides one of the most satisfying disks of this year. Scherchen is the master with this wonderful music; the soloists are superb and over-all balance of choir, soloists and Vienna State Opera Orchestra is perfectly maintained by conductor and engineers. Hilde Roessel-Majdan, contralto; Magda Laszlo, soprano; Alfred Poell, bass, and Waldemar Kmentt, tenor, all deserve kudos. A specialty item that deserves wide exposure.

Jazz Albums

ROUND ABOUT MIDNIGHT (1-12")—Miles Davis Quintet. Columbia CL 949

Davis' Columbia debut disk is the mellowist and, for the average joe, the most accessible of his to date. There are boppish rides (as in Parker's "Ah-Leu-Cha"), but lyricism and emotional warmth seem to be Davis' main preoccupation here, and the simplicity of "All of You" and "Bye Bye Blackbird" will come as quite a surprise to long-time students of Davis. No LP of his ever had such a good chance of "making it" with the average customer.

Jazz Talent Albums

THE BILLY TAYLOR TRIO INTRODUCES IRA SULLIVAN (1-12")—ABC-Paramount ABC 162

Considering the difficulty of selling a new name in the jazz field, Am-Par ingeniously gave young Sullivan a "sponsor" — popular pianist Taylor, and also one of the better covers of the year. Sullivan is the rich-man's Eddie Shu, playing both trumpet and tenor sax, but very well, in the modern semi-hard-bop manner. While his sound on both could use a more tutored quality, his invention and feeling are strong. If he continues to grow, he will be a major jazz entity. Mostly good standard tunes here, and a couple of "down" originals.

Jazz Special Merit Albums

SONNY ROLLINS (1-12")—Blue Note 1542
Any listener jaded with the sameness of the modern sounds can freshen up with this one.

Here's some of the most vigorous and creative blowing of recent months by the tenorman all the young cats are digging. Rollins also inspires brilliant young trumpeter, Don Byrd, and pianist, Wynton Kelly. Great rhythm from King Max Roach and Gene Ramey. Four originals are hard-hitting, basic jazz pieces with plenty of solo space, and "How Are Things in Glocca Morra" is an unexpected delight. This deserves a big dealer push.

Rhythm & Blues Albums

HERE'S LITTLE RICHARD (1-12")—Little Richard. Specialty 100

A collection of previously released hot singles, i.e., "Tutti-Frutti," "Long Tall Sally," etc., that should get good action by both dealers and jockeys. One of the better r.&b. artists, Richard's frantic up-tempo wailings will definitely be greeted enthusiastically by the juve set. Cover art is striking too.

Sacred Album

HOUSE OF THE LORD (1-12")—The Roger Wagner Chorale. Capitol P 8365

One of the outstanding entries of the day—in the religious or any other field. Here are a dozen of the great songs of religion—hymns, chants, anthems—done in a tremendously dedicated manner. Truly inspirational are the readings of "The Lord's Prayer," "Eili Eili," "Panis Angelicus," "A Mighty Fortress Is Our God," and the spiritual, "Were You There." The chorus is at its very best, but the brass and strings which accompany bring the whole selection even a step higher. A masterfully recorded package which should have a generous sale.

— Album Cover of the Week —



THE BILLY TAYLOR TRIO INTRODUCES IRA SULLIVAN, ABC-Paramount 162. Unusual combination of subject matter, photographed in full color by Fonsagrives with the realistic effect of a Harnett painting. Design is by Fran Scott, and it's another sure-fire attention-getter. The quality of the reproduction, particularly of the trumpet's brass color, sets a standard for others to aim at.

• Reviews and Ratings of New Albums

Popular

HERE COMES THE SHOWBOAT.... 80
The Merrill Staton Choir; Gordon Goodman, Tenor; Stanley Kimes, Baritone; Mac Perrin; Audrey Marsh; Frances Wyatt, Soprano; The Evalines; The Quartones; Orchestra and Chorus conducted by Allen Roth (1-12")
Epic LN 3329

Just what you'd expect from the title —a potpourri production of turn-of-the-century entertainment with real authentic sound. Showboat ork, solo singers (male and fem), quartets and choral group go to town on ancient, barbershop weepers and perky favorites of the past. Liners, set up like a vintage program, are an amusing asset, and the material and its delivery packs plenty of nostalgic memories. A nice companion set for the

(Continued on page 56)

Classical

BRAHMS: SYMPHONY NO. 1 (1-12")—The Symphony of the Air; Igor Markevitch, Cond. Decca DL 990783
Markevitch's first American recording has produced a Brahms First that rates near the top and should be stocked by any store with average classical clientele. It's not likely to displace Walter or Toscanini on the best-selling lists, but stands up as an individualistic reading with beautiful orchestral sound unusually well reproduced. Markevitch is rated as one of the coming "names" in the concert trade. Cover has class.

HINDEMITH: MATHIS DER MALER; ERNST TOCH: SYMPHONY NO. 3 (1-12")—Pittsburgh Symphony; William Steinberg, Cond. Capitol P 836482
Two outstanding contemporary sym-

(Continued on page 56)

Jazz

DAVE BRUBECK AND PAUL DESMOND AT WILSHIRE-EBELL86
(1-12")
Fantasy 3249

A concert package by Brubeck and Desmond at the Wilshire-Ebell Theater in Los Angeles has all the makings of another hot item for dealers to get with. There's plenty of meat for Brubeck fans here, with "I'll Never Smile Again" and "Too Marvelous for Words" stand-out tracks. Acoustically, the set is one that hi-fi addicts will marvel at.

THE JAZZ ODYSSEY OF JAMES RUSHING ESQ.84
Jimmy Rushing, Buck Clayton and his
(Continued on page 58)

From Paramount Pictures Original Sound Track...

Funny Face

The Lavish Love-Happy Paris Holiday

Set to Liltng GERSHWIN Music

AUDREY HEPBURN

sings

"HOW LONG HAS THIS BEEN GOING ON"

B/W

"ON HOW TO BE LOVELY"

(Roger Edens and Leonard Gershe)

V10040X45



FRED ASTAIRE

sings

"FUNNY FACE"

B/W

"HE LOVES AND SHE LOVES"

V10042X45



KAY THOMPSON

sings

"CLAP YO' HANDS"

B/W

"THINK PINK"

(Roger Edens and Leonard Gershe)

V10041X45



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Merue RECORDS

The Billboard's Monthly Recap of BEST SELLING CLASSICAL AND JAZZ PACKAGED RECORDS

• Classical Albums (Over-all)

Albums are ranked in order of their national sales strength at the retail level as determined by surveys of top dealers in all key markets this month.

- RACHMANINOFF:** Piano Concerto No. 2; Liszt: Piano Concerto No. 1.—Rubenstein, Chicago Symphony (Reiner) RCA Victor LM 2068
- TCHAIKOVSKY:** 1812 Overture; Capriccio Italien—Minneapolis Symphony (Dorati) Mercury MG 50054
- OFFENBACH:** Gaité Parisienne; Meybeer: Les Patineurs—Boston Pops Orchestra (Fiedler) RCA Victor LM 1817
- MOZART:** Wanda Landowska RCA Victor LM 6044
- DEBUSSY:** La Mer; Ravel: La Valse; Valse Nobles Et Sentimentals—St. Louis Symphony (Golschmann) Columbia ML 5155
- TCHAIKOVSKY:** Nutcracker Suite; Rossini: William Tell Overture; Waldteufel: Skaters—NBC Symphony (Toscanini) RCA Victor LM 1986
- GROFE:** Grand Canyon Suite; Mississippi Suite—Hollywood Bowl Symphony (Slatkin) Capitol P 8347
- BORODIN:** Polovetsian Dances; Rimsky-Korsakov: Coq D'Or Suite—London Symphony (Dorati) Mercury MG 50122
- NOCTURNE**—Hollywood Bowl Orchestra (Dragon) Capitol P 8363
- THE CONCERTO:** Works by Grieg, Liszt and Rachmaninoff—Rubenstein, Chicago Symphony (Reiner); RCA Victor Symphony (Wallenstein) RCA Victor LM 6039
- BEETHOVEN:** Sonata in C-Sharp Minor, Op. 27, No. 2 ("Moonlight"); Sonata No. 21 in C, Op. 53 ("Waldstein")—Horowitz RCA Victor LM 2009
- ESPANA**—Hollywood Bowl Orchestra (Slatkin) Capitol P 8357
- TCHAIKOVSKY:** Piano Concerto No. 1 Gilels, Chicago Symphony (Reiner) RCA Victor LM 1969
- BEETHOVEN:** Symphonies Nos. 5 and 8—NBC Symphony (Toscanini) RCA Victor LM 1757
- COPLAND:** Appalachian Spring; Billy the Kid—The Philadelphia Orchestra (Ormandy) Columbia ML 5157
- DVORAK:** Symphony No. 5 in E Minor, Op. 95 ("New World")—NBC Symphony (Toscanini) RCA Victor LM 1778
- KHATCHATURIAN:** Gayne Ballet Suite; Kabalevsky: The Comedians—Philadelphia Orchestra (Ormandy) Columbia ML 5113
- VERDI:** Rigoletto (Opera for Orchestra)—Andre Kostelantcz Orchestra Columbia CL 970
- BEETHOVEN:** Symphonies Nos. 1 and 9—NBC Symphony Orchestra (Toscanini) RCA Victor LM 6009
- BEETHOVEN:** Violin Concerto—Heifetz, Boston Symphony (Munch) RCA Victor LM 1992

• Pop Instrumentals

- EDDY DUCHIN STORY:** Sound Track. Decca DL 8289
- SONGS OF THE FABULOUS FIFTIES:** Roger Williams Kapp KXL 5000
- MUSIC FOR LOVERS ONLY; MUSIC TO MAKE YOU MISTY:** Jackie Gleason Capitol W 475
- MIDNIGHT FOR TWO:** The Three Sons RCA Victor LPM 1333
- DREAM DANCING:** Ray Anthony Capitol W 723
- MY FAIR LADY:** Percy Faith Columbia CL 895
- SAY IT WITH MUSIC:** Victor Young Decca DL 5294
- CASA LOMA IN HI-FI:** Glen Gray Capitol W 747
- IN LONDON IN LOVE:** Norrie Paramor Capitol T 10025
- GOLDEN INSTRUMENTALS:** Billy Vaughn Dot DLP 3016

• Jazz

- ELLA FITZGERALD SINGS THE RODGERS AND HEART SONG BOOK** Verve MG V 4002-2
- ELLA AND LOUIS:** Ella Fitzgerald and Louis Armstrong Verve MG V 4003
- AMBASSADOR SATCH:** Louis Armstrong Columbia CL 840
- ELLINGTON AT NEWPORT:** Duke Ellington Columbia CL 934
- MY FAIR LADY:** Shelley Manne and His Friends Contemporary C 3527
- STAN KENTON IN HI-FI** Capitol W 724
- CONCERT BY THE SEA:** Errol Garner Columbia CL 883
- CUBAN FIRE:** Stan Kenton Capitol & 731
- DRUM SUITE** RCA Victor LPM 1279
- VELVET FIRE:** George Shearing Capitol T 720
- KRUPA AND RICH:** Gene Krupa and Buddy Rich Cleff MG C 684

• Solo Instrumentals

- MOZART—Wanda Landowska** RCA Victor LM 6044
- BEETHOVEN: Sonata in C-Sharp Minor, Op. 27, No. 2 ("Moonlight"); Sonata No. 21 in C, Op. 53 ("Waldstein")—Horowitz** RCA Victor LM 2009
- MINIATURES—Nathan Milstein, Violin, with Nathan Pommers, Piano** Capitol P 8339
- CHOPIN MAZURKAS AND POLONAISES—Rubenstein** RCA Victor LM 2049
- BACH'S ROYAL INSTRUMENTAL—Vol. III—E. Power Briggs** Columbia ML 4500
- FAVORITE CLASSICS FOR PIANO—Leonard Pennario** Capitol P 8312
- MOZART: Piano Solos, Vol. I—Gieseking** Angel 35068
- BEETHOVEN: Sonata No. 23 in F Minor, Op. 57 ("Appassionata"); Sonata No. 8 in C Minor, Op. 13 ("Pathétique")—Rubenstein** RCA Victor LM 1908
- BEETHOVEN: Sonata in C-Sharp Minor, Op. 27, No. 2 ("Moonlight"); Sonata No. 8 in C Minor, Op. 13 ("Pathétique")—Gieseking** Angel 35028
- DEBUSSY: 15 Piano Pieces—Gieseking** Angel 35026

• Reviews and Ratings of New Popular Albums

Continued from page 54

- label's previous "Gentlemen, Be Seated" minstrel package.
- DANCE, BE HAPPY** 78
Various Artists (1-12")
Columbia CL 967
Here's a great set for terpsers, tempos in fine variety, plus great sound, supplied by a dozen top maestros and their orks. Faith, Goodman, Weston, Ellington, Kaye, Belmonte, and others contribute to the festivities. Individual treatments cover a wide field. Good demos could span from Kaye's languorous "Harbor Lights" to Belmonte's "Cha Cha Lament." There's plenty here for everybody with an itching toe. Cover is an attention grabber.
- LIFE OF THE PARTY VOL. II** 78
(1-12")
Disneyland WDL 3008
Eighteen old-fashioned player piano tunes, together with a booklet with lyrics and assorted party information, make up the second in this series. It's down-to-earth rinky-tink music, designed for family song-fests and as such it's a joyful package. Selections include such gems as "For Me and My Gal," "Old Piano Roll Blues," "Peg O' My Heart," etc. There's a wide market for this material, and dealers would do well to stock it.
- ONCE OVER LIGHTLY** 78
Jo Stafford with the Art Van Damme Quintet (1-12")
Columbia CL 968
Miss Stafford and the Quintet deliver a dozen standards in a moderately strong pop entry. Newest item in the collection is "Autumn Leaves" which goes back to 1947. Gershwin, Rodgers-Hart and Mercer are represented, with the emphasis on Gershwin ("Nice Work if You Can Get It," "But Not for Me," etc.). Could attract Stafford fans and the older young-married group for whom many of these tunes evoke memories. Demonstrate "The Lady Is a Tramp" on side 2.
- TEEN-AGERS DANCE**
THE HONKY TONK 77
Dayton Selby, Organ; Willen Barton, Tenor Sax (1-EP)
RCA Victor EPA-4055
Eddie Heller's first EP package for RCA Victor packs the planned-for sales appeal to the teen-age set. The rock and roll instrumental—spotlighting standout instrumental solo work and a sock beat—are danceable, and colorful cover photo of youngsters dancing has excellent display values. Liner notes by kids who attended sessions are—perhaps unintentionally—hilarious.
- MY SQUARE LADDIE** 76
Zazu Pitts, Reginald Gardner and Nancy Walker (1-12")
Foremost FMSL 1
This disk is running into censorship difficulties, started by the composers of "My Fair Lady," a fact which could make it more attractive to the disk buyer. It is quite a funny spoof

on "My Fair Lady." Owing to the popularity of the musical on disks as well as on Broadway, there is a reasonably wide audience for a record of this kind. Cleverly conceived and written, the music approximates that of the Broadway version which adds to the fun. Just to give you the idea, two of the "numbers" are entitled "I could have boozed all night" and "I'm kinda partial to his puss." "It's de oily boid dat always gets de woim" is the "Square Laddie" equivalent of "The Rain in Spain."

THE SATISFIERS 75
(1-12")
Coral CRL 57108
An able group when it comes to a radio or TV commercial or just a nice pop ballad, the Satisfiers have turned out an extremely listenable set. In their first album, they show plenty of solid musicianship in tight harmonic treatments of "The Sky Fell Down," "Solitude" and "Over the Rainbow." Among those who are hip to the more imaginative group sounds, this package should do very well. Smart jockeys will like it too.

EYDIE GORME'S DELIGHT 74
(1-12")
Coral CRL 57109
Eydie Gorme records for ABC-Paramount now, but her ex-label, Coral, has collected some old singles in a package which should rate some jockey attention despite competition from gal's new ABC album. Canary sings in her usual rich, dramatic style, and Steve Lawrence is paired with her on three sides — "Make Yourself Comfortable," "Besame Mucho," etc.

MUSICAL PORTRAITS OF WALL STREET 76
(1-12")
Request RLP 10034
Composer has clefled better than a dozen compositions underscoring a progressive history of New York's financial district. Material covers a wide variety of moods and tempos, and provides highly colorful listening both in pattern and superior sound. The "World Symphony" orchestra again is responsible for the latter on this set. Jocks might use such samplings as "Opening Bell Polka" and "Risk and Reward Rhumba." Title and cover, however, bids for a rather specialized appeal.

VIVE LA FRANCOIS! 69
Jacqueline Francois with Michel Legrand Ork. (1-12")
Columbia CL 966
The gallic thrush transcends the ordinarily narrow chic cafe-type audience considered the natural one for French pop tunes. The numbers are sprightly and the chanteuse's voice has never sounded better. Included is "Que Sera Sera," popular in any language. Name value, including that of the Legrand ork, insures sales. Should be big in college towns and with sophisticates generally.

• Reviews and Ratings of New Classical Albums

Continued from page 54

- phonic works are coupled here, "Mathis" being very well known and about as popular a work as can be found in the modern repertory. Toch combines advanced modern experimental techniques with romantic feeling. The Third Symphony won a Pulitzer prize in 1956 and is impressive in its scope. It introduces a whole battery of new percussion instruments, which offer a real field day for the hi-fi addicts. Solid readings of two richly orchestrated modern scores that should enjoy a warm reception.
- VAUGHAN-WILLIAMS: SYMPHONY NO. 4 IN F MINOR (1-12")—Philharmonic Symphony Orchestra of New York; Dimitri Mitropoulos, Cond. Columbia ML 5158** 81
This recording apparently was made at roughly the same time that it was presented by the Philharmonic in Carnegie Hall recently. It drew unstinting praise from the critics. Mitropoulos has few peers in complex modern scores like this and the another fine recording of this work is available, that does not minimize the values offered here. The hi-fi qualities are such that they ought to give the commercial success of the Shostakovich 10th conducted by Mitropoulos. The Don Quixote-ish Scherzo would make a clinching demo band.
- MacDOWELL: PIANO CONCERTOS NOS. 1 AND 2 (1-12")—Vivian Rivkin, Piano; Vienna State Opera Orchestra; Dean Dixon, Cond. Westminster XWN 18367** 77
Connoisseurs will relish this wax. The concerti demand performances in heroic style, and Vivian Rivkin's pianism easily measures up. The technique is clean and

powerful. This disk has been carefully engineered, and has glossy surfaces and a fine sonorous quality. Cover, a shot of a woodland glen, is a great display piece, particularly suited for MacDowell repertoire.

INTRODUCTION TO (1-12")—Symphony Orchestra conducted by Allan Walker. Westminster WP 6040 76
The cryptic title could be expanded to read "an introduction to classical music." But it would probably frighten customers off. Disk company has collected the most popular themes from the most popular movements of the most popular symphonies and added the most popular short concert works. It doesn't follow that they have issued what will be the most popular record ever made—but it could enjoy a hefty sale among beginning classical listeners. And more importantly, it could convert the completely uninitiated. Otherwise, recommend as mood or background music. Included are: Liszt's "Liebesträum," Theme from 2nd movement of Tchaikovsky's "Fifth," Themes from first and third movements of Grieg's Piano Concerto, etc.

PRELUDE TO ROSSINI—SIX FAVORITE OVERTURES (1-12")—Berlin Philharmonic Orchestra; RIAS Symphony Orchestra, Berlin; Ferenc Fricsay, Cond. Decca DL 9902 75
While a large segment of this material is available on an Angel set cut by Galliera with the Philharmonia, this Gold Label entrant is a top-flight piece of waxing via Fricsay's excellent interpretations and superior support by the orks. Included are overtures to "Barber of (Continued on page 60)

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ELLA *in English and Italian*
on
"HOTTA CHOCOLOTTA!"



*The lilting,
 Latin smash
 now sweeping
 Europe!*

...and on the flip side

"HEAR MY HEART"

Arrangements and orchestra conducted by Russell Garcia

V-10031 V-10031X45

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SOUNDS LIKE A HIT...

JERI SOUTHERN

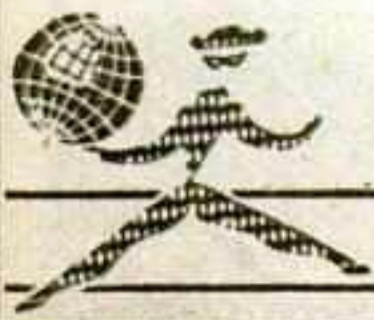
Who Am I
To Say

and

Do I Love
You Because
You're Beautiful

(From the TV spectacular "Cinderella")

DECCA 9-30254 • 30254



A NEW WORLD OF SOUND



Reviews and Ratings of New Jazz Albums

Continued from page 54

Orchestra (1-12")
Columbia CL 963

This album focuses on the great blues singer's activities in the fabled yesteryear of four jazz towns: New Orleans, Kansas City, Chicago and New York. He presents three songs associated with the jazz traditions of each. Clayton gives him characteristic backing; a six-piece combo for the New Orleans numbers and big bands for the Chicago and New York selections. The arrangements also were tailored to the tune and period with great care. Jimmy is still a "gas," and this well-planned package ought to attract a big cross-section of the public. The cover is a great asset.

BEAUTY AND THE BEAT 50
Bob Scobey's Frisco Jazz Band Featuring Clancy Hayes (1-12")
RCA Victor LPM 1344

Scobey's first essay for RCA Victor was done with his usual seven-man band—with seven studio musicians added. It should sell well. It comes off with a pop swing band effect rather than the crisp, tightly-knit Dixieland combo sound that is associated with Scobey. Clancy Hayes also sings in a more flowing pop style, and there will be those who will argue whether this was altogether desirable. His "Alice Blue Gown" and "Linda" are jewels of vocal styling.

HANK MOBLEY WITH DONALD BYRD AND LEE MORGAN 77
(1-12")
Blue Note 1540

Still another on the Silver-Mobley-Byrd collections, but this time with the lesser-accepted Mobley name on top. However, there are additional sparks here from the addition of another trumpet, 18-year-old phenom Lee Morgan. He and Byrd conduct some highly stimulating battles thru the four extended numbers, all in the typical Horace Silver "funky modern" vein. Mobley comes up with plenty of ideas on tenor, and once his technique can keep pace with his fertile mind, this will be a hard man to top.

SILVER'S BLUE 77
Horace Silver Quintet (1-12")
Epic LN 3326

The Silver-Mobley-Byrd combination, offshoot of the old Jazz Messengers, is all over the place these weeks, and is featured here, except on two tracks where Joe Gordon replaced Don Byrd trumpet. The groove is "funky modern," relaxed and fruitful. The originals have a fresh sound, as do the solos by the vigorous young up-coming "names." This jazz is both swinging and searching, and played with fine rapport by the combo. Should sell nicely along with other Silver and Messenger sets.

THE FABULOUS FATS NAVARRO 76
(1-12")
Blue Note 1531, Vol. 1

Navarro, potentially one of the all-time great jazz trumpeters, killed his talent and then himself with narcotics before he could make any recordings directly for L.P. Reissues, plus six alternate masters, give an indication of the loss. He played Dizzy and Parker on trumpet—all with a big, round trumpet sound and tremendous facility. Cohorts here include, on different tunes, Bud Powell, Tadd Dameron, Ernie Henry, a much younger Sonny Rollins and, on one brilliant trumpet "battle," Howard McGhee. That item, "Double Talk," is a good demo.

ALL OF ME—THE DEBONAIR MR. HARTMAN 74
Johnny Hartman (1-12")
Bethlehem BCP 6014

Aside from a set of puerile liner notes, this is a class package for discriminating delects with fairly hip tastes. Hartman brings a warm expressive vocal manner and innate good taste to a group of nostalgic standards, with sock backing in a swingy vein by the Ernie Wilkins group and dreamy backing by Frank Hunter on the slower ballads. Selections include "Blue Skies," "I Could Make You Care," and "While We're Young."

ALL NIGHT LONG 71
Donald Byrd, Trumpet; Jerome Richardson, Flute; Kenny Burrell, Guitar; Hank Mobley, Tenor Sax; Mal Waldron, Piano; Doug Watkins, Bass; Art Taylor, Drums (1-12")
Prestige LP 7073

Line-up consists entirely of stars of the new generation, and value of this set has will have to be realized over a long pull. Attractive cover and good performances, especially by Byrd, Richardson and Mobley, make it an okay item for jazz specialty shops, but at least one strong name was needed for broader distribution. Style is swinging-modern.

INTRODUCING GUS MANCUSO 70
Gus Mancuso (1-12")
Fantasy 3233

Jazz via baritone horn as played by newcomer Gus Mancuso is an interesting adventure into the remarkable avenues taken by indie Fantasy. It's good jazz too, beyond the commendation for lack of conformity, with a stellar group of sidemen accompanying Mancuso with equal inventiveness and imagination. Tracks are standards and should get good disk jockey play.

COLE PORTER AND ME 67
Eddie Cano and His Sextet (1-12")
RCA Victor LPM 1340

Cano is primarily from the Latin school and in this interesting experiment, he attempts to mix Latin beats with jazz concepts. The tunes are all Cole Porter's and also some of them definitely lend themselves to a Latin treatment, others don't, and the impression liners that the Latin interpretation might have been left out. Nevertheless, Cano plays with spark and vitality and he is well backed by five cohorts, including rhythm and vibes. Future albums which avoid the Latin overtones may hold even more interest than this.

SHEPARD'S FLOCK 63
Tommy Shephard Ork (1-12")
Coral CRL 57100

The busiest jazz recording clinic in New York here is fronted by an unknown sweet trombonist from Chicago. Set has a nice, danceable quality if no large quantity of airborne jazz. Run-of-the-studio solos by Colin Travis, McKusick, with support of Pierce, Hinton, Gailbraith and O. Johnson. Shephard plays like T. D. with a wider vibrato, but apparently no jazz. Cute cover and uncontrollable curiosity are about the only things that will make customers pick it up.

GARDEN PARTY 58
The Jim Gordon Trio (1-12")
Delcro LP 8002

Gordon, a 23-year-old, makes his recorded debut. Scene of the dinking was an outdoor garden party and accordingly, the tunes reflect the setting—"Lullaby of the Leaves," "Dancing Daffodils," "Garden of the Roses," etc. Tho some of Gordon's ideas, particularly his chordal inventions, have a good full sound, he is nonetheless still an immature musician. There are touches of other artists, especially Garner, in his playing and until more individuality of style is developed, there is little chance of a sales breakthrough. Cheap packaging job won't help sales much either.

Folk

GOOMBAY!—THE AUTHENTIC CALYPSO BEAT OF THE BAHAMAS 85
Beecham Coakley's Emerald Beach Hotel Ork (1-12")
Decca DL 8459

Here's a sock package by a popular Bahaman group for the current calypso-fad set. It should chalk up considerable jockey play. The package features authentic calypso, highlighted by the personable vocalizing of Vincent Martin. Selections, two already released as a single, include "Matilda," "Ugly Woman," and "The Wreck of the John B."

MARIANNE AND OTHER SONGS YOU'LL LIKE 84
The Easy Riders (1-12")
Columbia CL 990

An engaging collection of performances by Terry Gilkyson and his group, including original material and songs derived from folk sources. These comprise the Easy Riders' hit, "Marianne," "So True Blues," "Whatcha Gonna Do" (a version of the old "Crawdad Song," etc. A goodly number of the selections are in the currently popular calypso vein—as the album's title song. The package is well-recorded with guitar background, and every side is tastefully done. Dealers can expect a good sale here.

YARNS AND SONGS 83
Fess Parker (1-12")
Disneyland WDL 3007

The spirit of songs around the campfire is conveyed in this set by Fess Parker. Tunes are a collection of traditional and new western songs, i.e., "Pecos Bill," "Davy Crockett," and are deftly handled by Parker with only guitar accompaniment. Package will have strong juvenile appeal by virtue of Parker's "Davy Crockett" fame, tho there's plenty of adult appeal to be found here, too.

CAMPFIRE FAVORITES 70
La Falce Brothers (1-12")
Jubilee JLP 1030

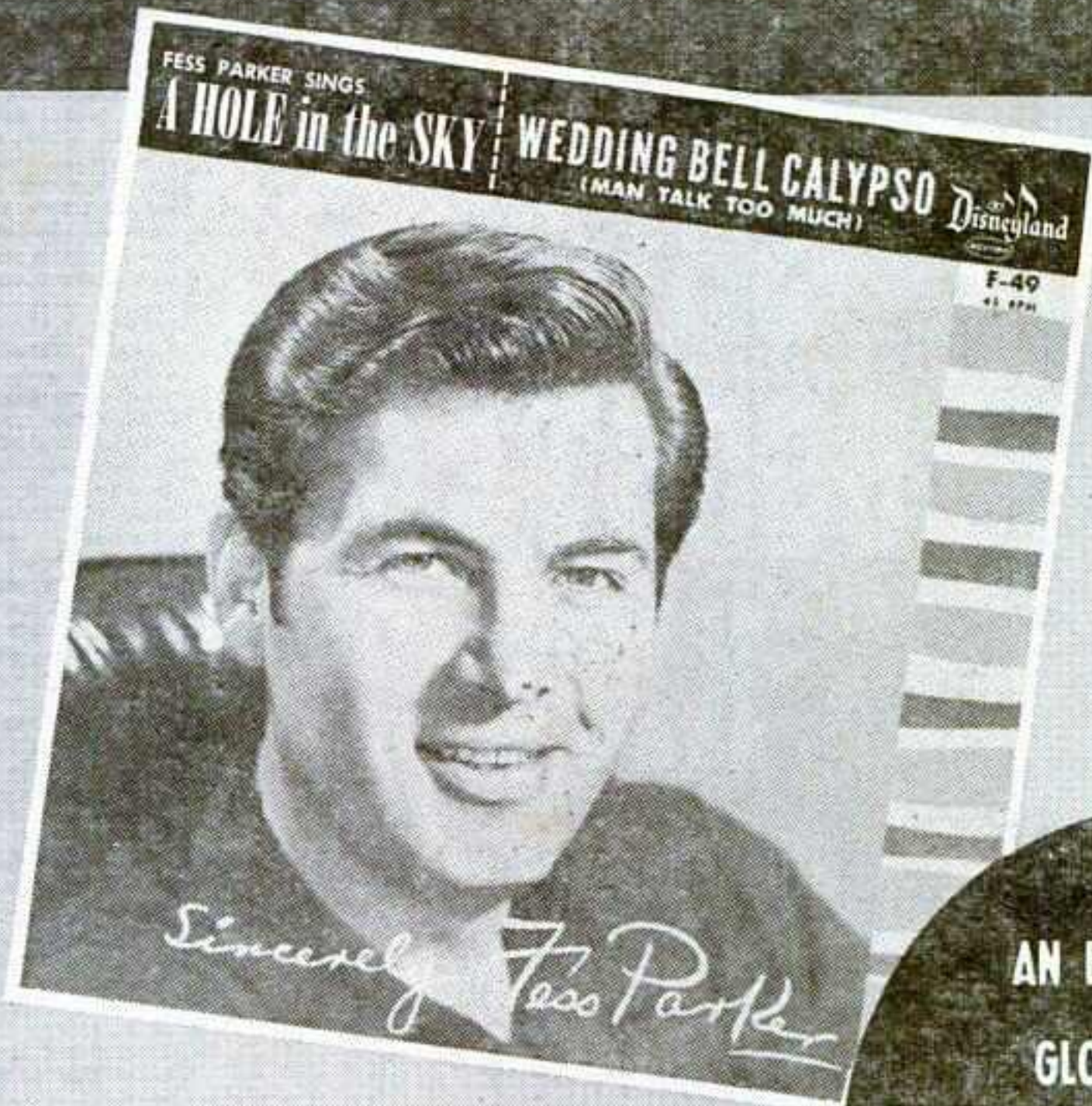
Cowboy songs and folk songs, such as "Home on the Range" and "Clementine," and a number of such American perennials as "Oh, Susanna" and "Tenting Tonight," make up the packaging idea here. All of

(Continued on page 82)

HIT MATERIAL? YOU BET!

FESS PARKER

Rock 'n' Roll?
Calypso?
YEP!!



AN EYE-CATCHING
GLOSSY JACKET
IN FULL COLOR
FOR THOSE
EXTRA SALES!

A HOLE IN THE SKY
and
WEDDING BELL CALYPSO
(Man Talk Too Much)

#F-49

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• Reviews and Ratings of New Classical Albums

• Continued from page 56

Seville," "Semiramide," "Signor Bruschino," "Italian in Algiers," as well as the less familiar "Thieving Magpie" and "Silken Ladder." There is fine sound here, and package could go well in light classic fare bracket.

PALESTRINA: MISSA PPAE MARCELLI (1-12)—Vienna Akademie Kammerchor; Gunther Theuring, Cond. Westminster XWN 1836472

The audience for a mid-16th Century Mass may be a rather limited one, but among fanciers of choral works and vocal groups generally, this disk should do well. Choir, under Theuring, achieves a purity of tone that is very attractive and the sound is clean. Catholic listeners don't have to reach for their missals to follow the Latin Mass. It is provided by thoughtful Westminster on the back of the album cover.

WEBER OVERTURES (1-12) — Bamberg Symphony Orchestra; Berlin Philharmonic, Ferdinand Leitner, Fritz Lehmann, Eugen Jochum, Cond. Decca DL 990671

Regrouping of six overtures previously available on several 10-inch LP's, and now packaged in a stunning cover. The popular "Freischutz," "Oberon" and "Furyanthe" are included, plus "Preziosa," "Jubel" and "Peter Schmolli." Good, lively readings, reproduced satisfactorily, if not spectacularly. Accessible stuff, especially for anyone who ever played in a school band or orchestra. Standard inventory.

SAINT SAENS: SYMPHONY NO. 3 IN C MINOR, OP. 78 (1-12)—Vienna Philharmonica Symphons; Hans Swarowsky, Cond.; Prof. Hans Eibner, Organ. Urania UX 10570

Physical, rather than musical drawback limits the potential of this one. Urania still hasn't quite managed to eliminate crackly surfaces, which here are accentuated by the need to juice up the highs in the recording. The work itself is a real symphony-lover's delight, a romantic gem, and ork and conductor turn in a reading that can rate with the formidable competition. Bulky box packaging (for a single disk) makes little sense.

TOCCATAS FOR PIANO (1-12)—Raymond Lewenthal, Piano. Westminster XWN 1836270

This album a series of virtuoso per-

formances with a smart packaging idea. The Toccatas herein range from the 17th thru the 20th centuries, including pieces by Ciaia, Bach, Czerny, Alkan, Schumann, Prokofieff, Debussy, Ravel, Jelebinsky, Menotti and Lewenthal. The category of material is intensely pianistic, showcasing Lewenthal's brilliant performance. A package for connoisseurs and students.

KEMPE CONDUCTS (1-12) — Munich State Opera Orchestra — Saxon State Orchestra; Rudolph Kempe, Cond. Urania 801068

Spotlight here is on the efforts of talented young conductor, who acquires himself stylishly on excerpts from "Lohengrin," "Die Meistersinger" and "Der Rosenkavlier," with the aid of two first-rate orchestras. The sound in general lacks the engineering know-how and imagination which has put some sets of this type in standout class. Inner notes are over-involved with highly familiar material, while no personal background on the spotlighted maestro is included—a bad sales oversight.

TCHAIKOVSKY: SYMPHONY NO. 1 IN G, OP. 13 ("WINTER DREAMS") (1-12) — Vienna Philharmonica Symphony; Hans Swarowsky, Cond. Urania UR 800865

Package can interest Tchaikovsky faithful as a collection addition. Swarowsky provides an intelligent reading and the Vienna group gives proper response. Technical contributions, however, are hardly inspired, and the sound rates accordingly. An over-all smooth, professional job, but the music itself is unlikely to touch off either aural or intellectual conflagration.

BARTOK: SONATA FOR UNACCOMPANIED VIOLIN; RIISAGER: SONATA FOR VIOLIN, CELLO AND PIANO, OP. 55A (1951); SONATA FOR TWO VIOLINS (1-12)—Wandy Tworek and Charles Senderovitz, Violinists; Johan Hye-Knudsen, Cello; Esther Vagning, Piano. London LL 155358

There's not much need for another version of the Bartok, even as well performed as it is here. The other pieces, by a modern Danish follower of Prokofiev, have been out on 10-inch previously without setting the world on fire. Item is only for dealers who stock everything.

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The Original

"PLEDGE OF LOVE"

By

Ken

Copeland

• Review Spotlight

KEN COPELAND...Imperial 5432

The Billboard • 3-23-57

A most promising tune, now widely recorded. Copeland has the original and very likely the most commercial version of all. Tune has the pay-off elements of both "Young Love" and "Singing the Blues," and figures strong in both pop and c.&w. markets. Flip is "Night Air," a rock and roller by the Mints.

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In this case even the horse on 57 St. was wrong. This is the original. Aside to all—has there been a horse on 57 St. in 20 years?

#5432



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HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending March 20

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Party Doll	6	5	6. Don't Forbid Me	4	14
By Jim Bowen-Buddy Knox—Published by Jackie Music (BMI) BEST SELLING RECORD: B. Knox, Roulette 4002; S. Lawrence, Coral 61792. RECORDS AVAILABLE: Roy Brown, Imperial 5427; W. Manone, Dec 30211.			By Singleton—Published by Roosevelt (BMI) BEST SELLING RECORD: P. Boone, Dot 15521. RECORD AVAILABLE: E. Tubb, Dec 30219.		
2. Butterfly	3	6	7. Too Much	5	10
By A. September—Published by Mayland-Presley (BMI) BEST SELLING RECORDS: C. Gracie, Cameo 105; Andy Williams, Cadence 1308 RECORDS AVAILABLE: B. Allen, Eborado 405; B. Carroll, Bally 1028; B. Williams, Coral 61795.			By Lee Rosenberg & Bernard Weinman—Published by Southern Belle-Elvis Presley (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6800.		
3. Young Love	1	13	8. Teen-Age Crush	8	6
By Carole Joyner-Rick Cartey—Published by Lowery Music (BMI) BEST SELLING RECORDS: T. Hunter, Dot 15533; S. James, Cap 3602. RECORDS AVAILABLE: R. Cartey-Jiva Jones, Vic 20-6751; Crew Cuts, Mercury 71022.			By Audrey Allison-Joe Allison—Published by Central Songs, Inc (BMI) BEST SELLING RECORD: T. Sands, Cap F3639.		
4. Marianne	2	8	9. Banana Boat Song	9	14
By Gilkyson-Dehr-Miller—Published by Montclare (BMI) BEST SELLING RECORDS: T. Gilkyson, Col 40817; Hilltoppers, Dot 15537. RECORDS AVAILABLE: B. Ives, Dec 30217; Lane Brothers, Vic 20-6810.			By Arkin, Carey, Darling—Published by E. B. Marks-Bryden (BMI) BEST SELLING RECORD: Tarriers, Glory 249. RECORDS AVAILABLE: Buchanan & Goodman, Luniverse 103; Fontane Sisters, Dot 15527; Johnnie & Jack, Vic 20-6777; S. Lawrence, Coral 61761; S. Vaughan, Mercury 71020.		
5. Round and Round	7	4	10. I'm Walkin'	11	3
By Lou Stallman-Joe Shapiro—Published by Rush (BMI) BEST SELLING RECORD: P. Como, Vic 20-6815.			By Al Domino, D. Bartholomew—Published by Reeve (BMI) BEST SELLING RECORD: F. Domino, Imperial 5428.		
Second Ten					
11. Banana Boat (Day-O)	10	11	16. Walkin' After Midnight	18	3
By Belafonte-Burgess-Attaway—Published by Shari (ASCAP) BEST SELLING RECORD: H. Belafonte, Vic 20-6771.			By Don Hecht-Alfan Black—Published by Four Star (BMI) BEST SELLING RECORD: P. Cline, Dec 30221. RECORDS AVAILABLE: E. Dean, Sage 231; O. Williams, King 6115; L. Howard, Accent 1044.		
12. Little Darlin'	17	2	17. Gone	21	3
By M. Williams—Published by Excellorce Music (BMI) BEST SELLING RECORD: Diamonds, Mercury 71060. RECORD AVAILABLE: Gladiolas, Excello 2101.			By S. Rogers—Published by Hill & Range (BMI) BEST SELLING RECORD: F. Husky, Cap 3628.		
13. Almost Paradise	18	4	17. Who Needs You?	12	6
By Norman Petty—Published by Pef International Corp. (BMI) BEST SELLING RECORD: R. Williams, Kapp 175. RECORDS AVAILABLE: J. Carroll, Unique 388; N. Petty Trio, ABC-Paramount, 9787; L. Stein, Unique 385.			By Stillman-R. Allen—Published by Korwin (ASCAP) BEST SELLING RECORD: Four Lads, Columbia 40811.		
14. Chantez Chantez	26	2	19. Love Is Strange	15	11
By Albert Gamse-Irving Fields—Published by Crenwell (ASCAP) BEST SELLING RECORD: D. Shore, Vic 20-6792.			By Ethel Smith—Published by Ben Ghaze (BMI) BEST SELLING RECORD: Mickey & Sylvia, Groove 0175 RECORD AVAILABLE: Luther & Little Eva, King 5010.		
14. Why Baby Why?	13	2	20. Cinco Robles	14	10
By Dixon-Harrison—Published by Winneton Music Corp. (BMI) BEST SELLING RECORD: P. Boone, Dot 15545.			By Dorothy Wright-Larry Sullivan—Published by Warman (BMI) BEST SELLING RECORD: R. Arms, Era 1026. RECORDS AVAILABLE: D. Elliott, RPM 483; L. Paul-M. Ford, Cap 3612; L. Welk, Coral 61765.		
Third Ten					
21. Come Go With Me	21	3	25. Wringle Wrangle	26	8
By C. E. Quick—Published by Gil-Fee Bee (BMI) RECORDS AVAILABLE: Dell-Vikings, Dot 15538; Federals, De Luxe 6112; S. Gale, Dec 30321.			By Jones—Published by Disney (ASCAP) RECORDS AVAILABLE: R. Allen, Dec 30205; L. Dreslar, Mercury 71010; M. Griffin, Dec 30131; B. Hayes, ABC-Paramount 9785; V. Monroe, Vic WBY-56; F. Parker, Disneyland F 43.		
22. Sittin' in the Balcony	-	1	27. I'm Sorry	-	1
By Johnny Dee—Published by Bentley Music (BMI) RECORDS AVAILABLE: J. Dee, Colonial 430; E. Cochran, Liberty 55056.			By Buck Ram-Tinturin-W. White—Published by Algonquin Music (BMI) RECORD AVAILABLE: Platters, Mercury 71032.		
23. I'm Stickin' With You	28	3	27. Ninety-Nine Ways	-	1
By Bowen-Knox—Published by Jackie (BMI) RECORD AVAILABLE: J. Bowen, Roulette 4001.			By Charlie Gracie—Published by Mayland Music (BMI) RECORD AVAILABLE: T. Hunter, Dot 15548.		
23. Moonlight Gambler	15	16	27. True Love	23	27
By Hilliard-Springer—Published by E. H. Morris (ASCAP) RECORDS AVAILABLE: W. Atwell, London 1724; F. Laine, Col 40780.			By Cole Porter—Published by Buxton Hill (ASCAP) RECORDS AVAILABLE: Bing Crosby-G. Kelly, Cap 3507; K. Kaien, Dec 29959; J. Powell, Verve 2018; M. Whiting, Cap 3473.		
25. Blue Monday	20	12	30. I'm Waiting Just for You	-	1
By D. Bartholomew-A. Domino—Published by Commodore (BMI) RECORD AVAILABLE: F. Domino, Imperial 5417.			By Leigh-Glover—Published by Lois Music (BMI) RECORD AVAILABLE: P. Boone, Dot 15545.		

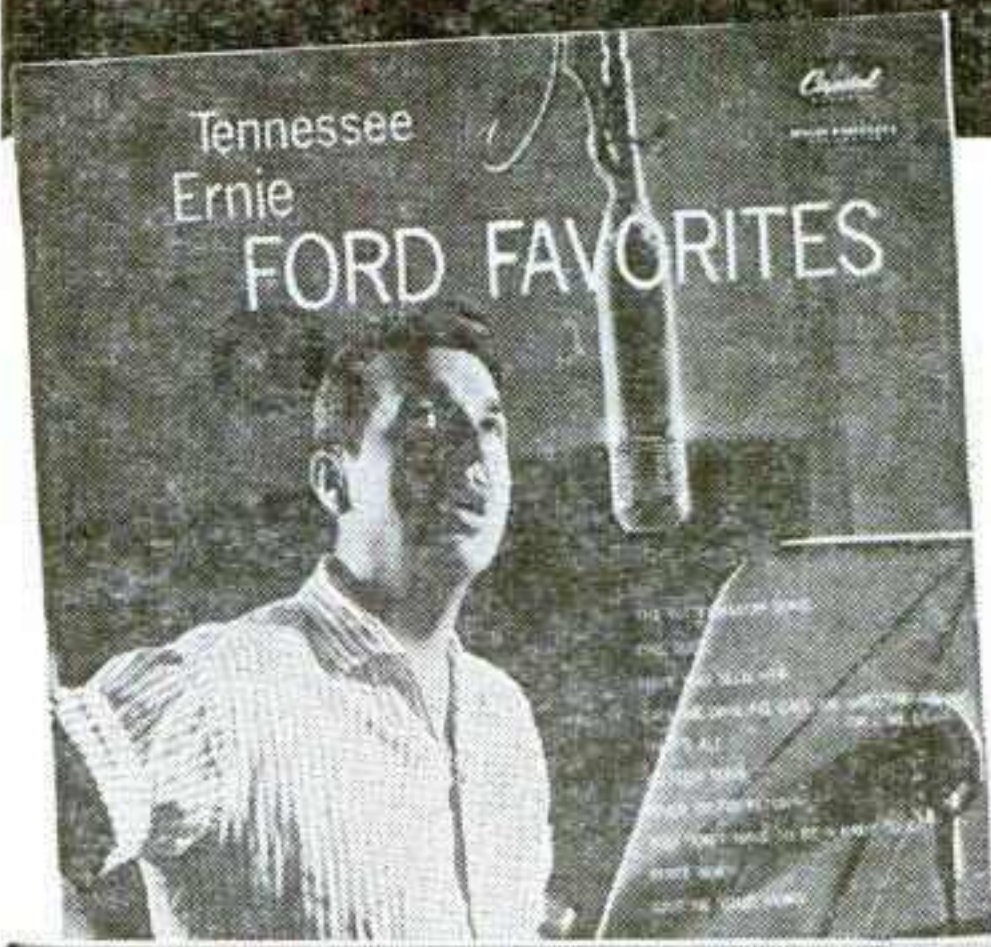
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The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.



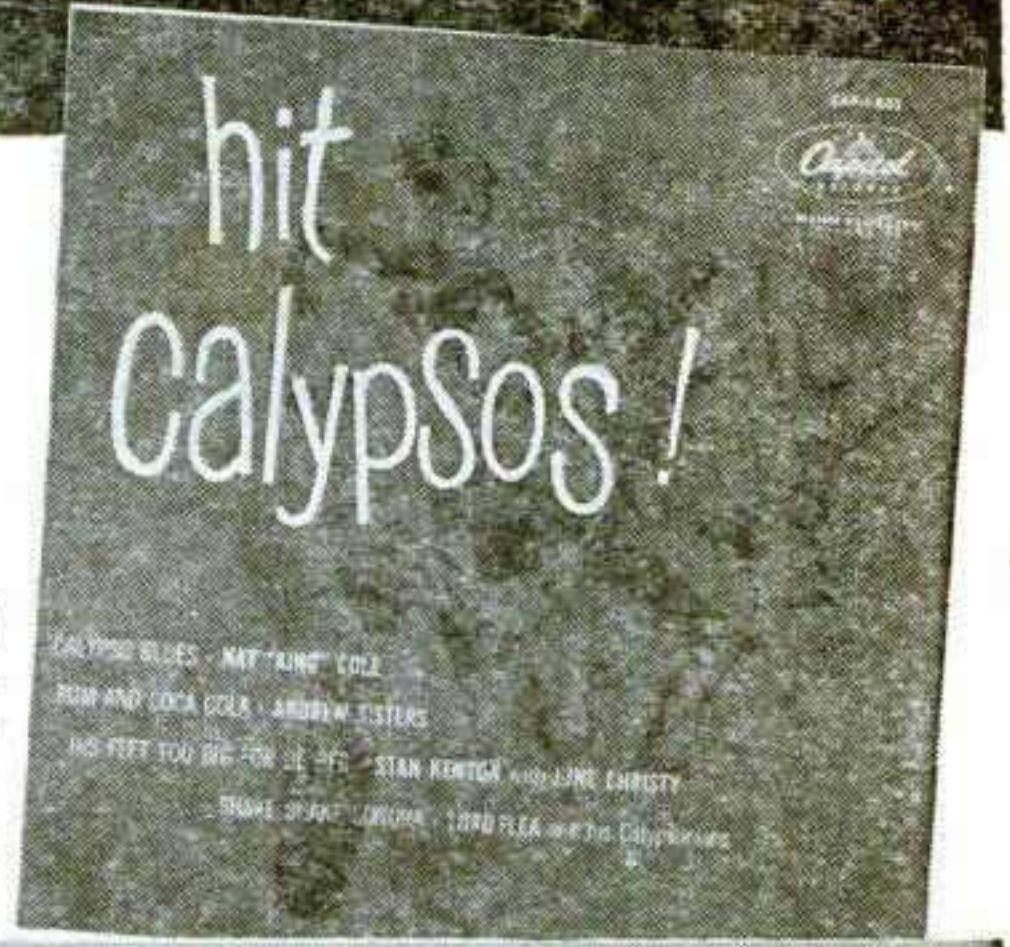
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T-841



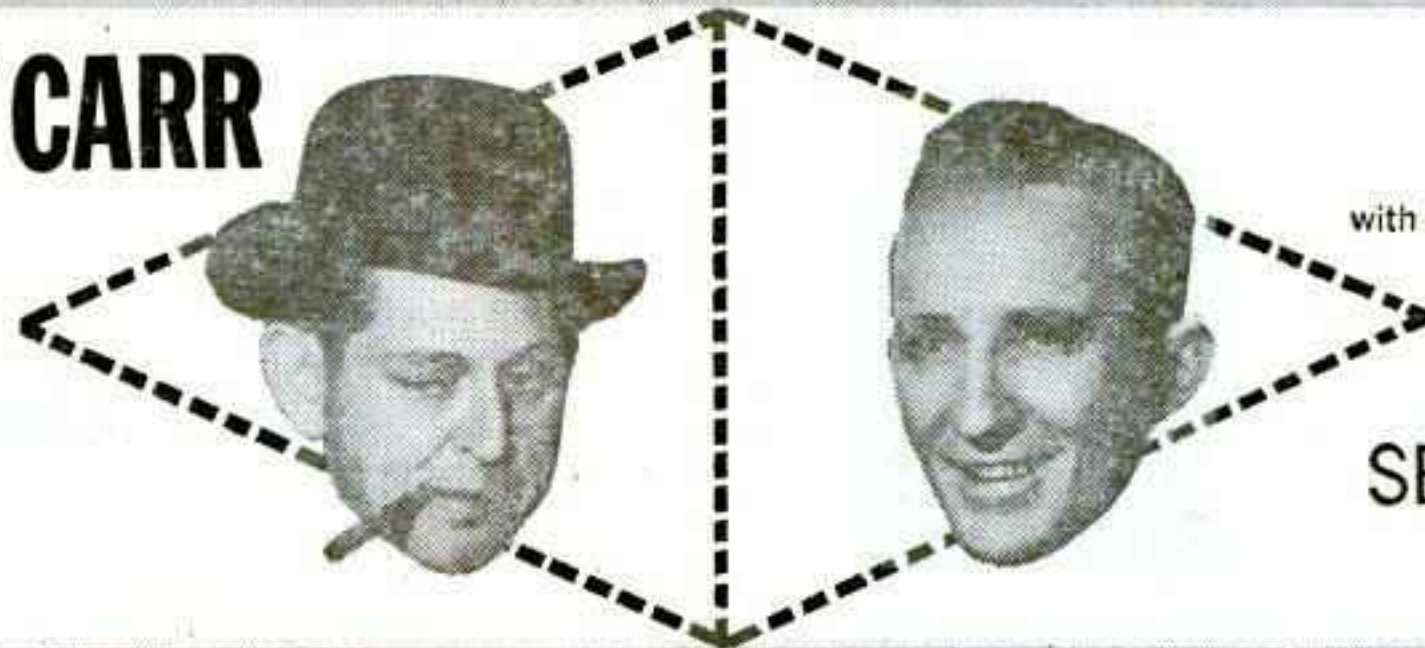
HIT CALYPSOS!

Calypso Blues — Nat "King" Cole
Rum And Coca Cola — The Andrews Sisters
Shake Shake Sonora — Lord Flea
His Feet Too Big For De Bed — Stan Kenton & June Christy
EAP 1-852

JOE "FINGERS" CARR

LOCO-MOTION
BRAZILIAN HOBO

NO. 3681



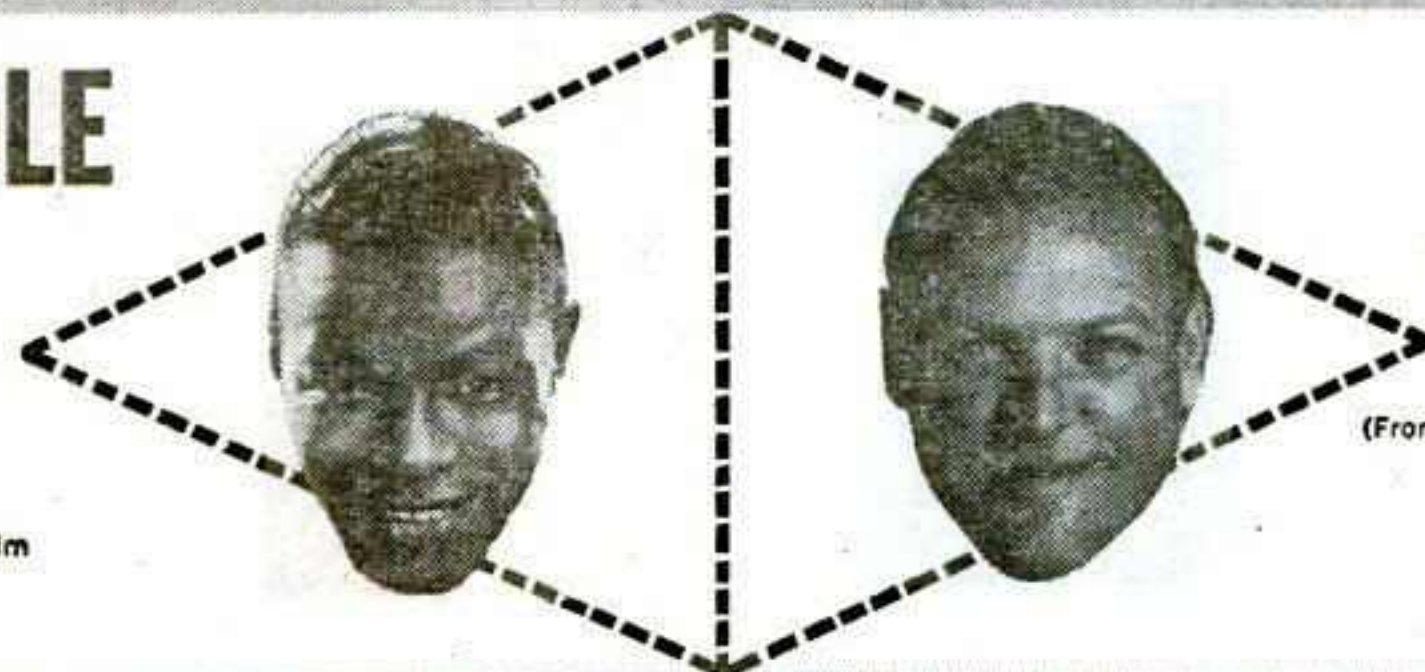
BING CROSBY

with Orchestra Conducted by Nelson Riddle
MAN ON FIRE
(From the Sol C. Siegel M-G-M Production "Man On Fire")
SEVEN NIGHTS A WEEK

NO. 3695

NAT "KING" COLE

with the Music of Nelson Riddle
WHEN ROCK AND ROLL
COME TO TRINIDAD
CHINA GATE
(From Samuel Fuller's 20th Century-Fox Film "China Gate")
NO. 3702



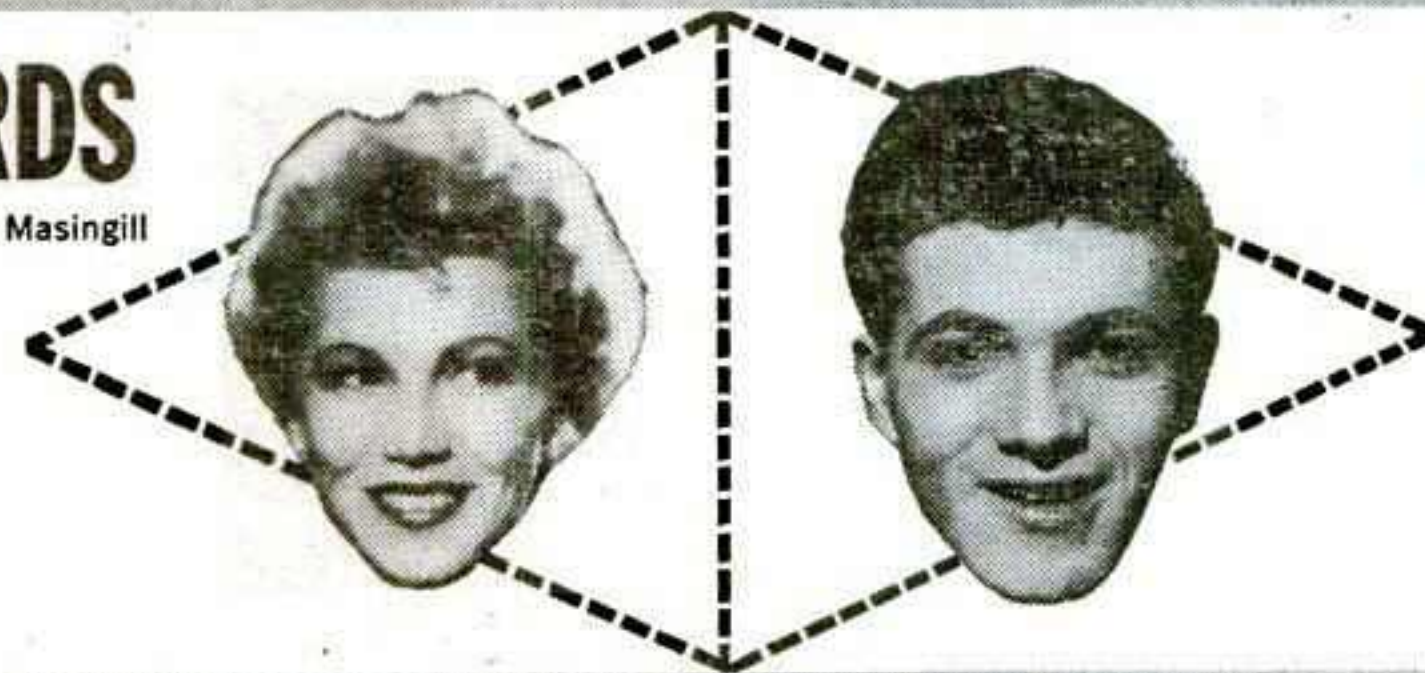
BILLY MAY

and His Orchestra
THEMES FROM
"THE STRANGE ONE"
(From the Sam Spiegel Production, a Columbia Release, "The Strange One")
LAUREL'S THEME
(From the Russ-Field Production "The Fuzzy Pink Nightgown")
NO. 3697

TRUDY RICHARDS

with Orchestra conducted by O. B. Masingill
WISHBONE
HANGIN' AROUND

NO. 3694



TOMMY SANDS

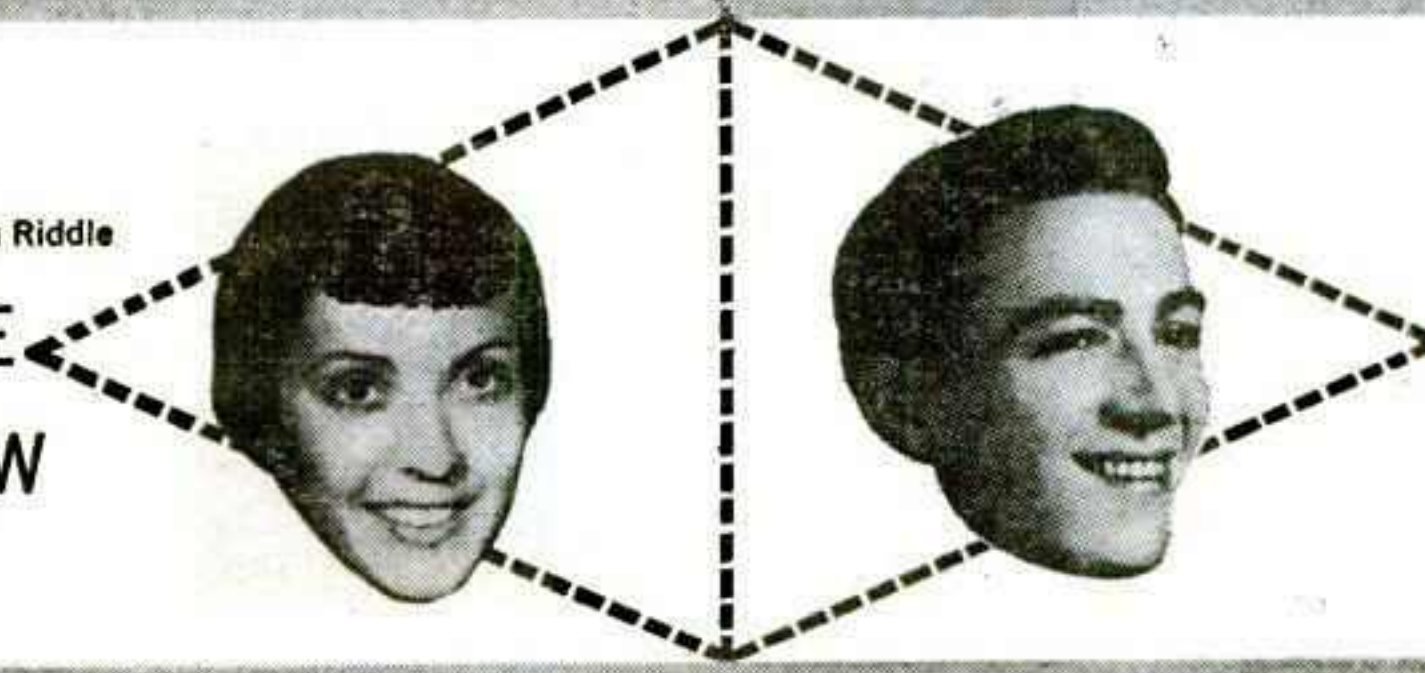
MY LOVE SONG
RING-A-DING-A-DING

NO. 3690

KEELY SMITH

with Orchestra Conducted by Nelson Riddle
YOUNG AND IN LOVE
YOU BETTER GO NOW

NO. 3698



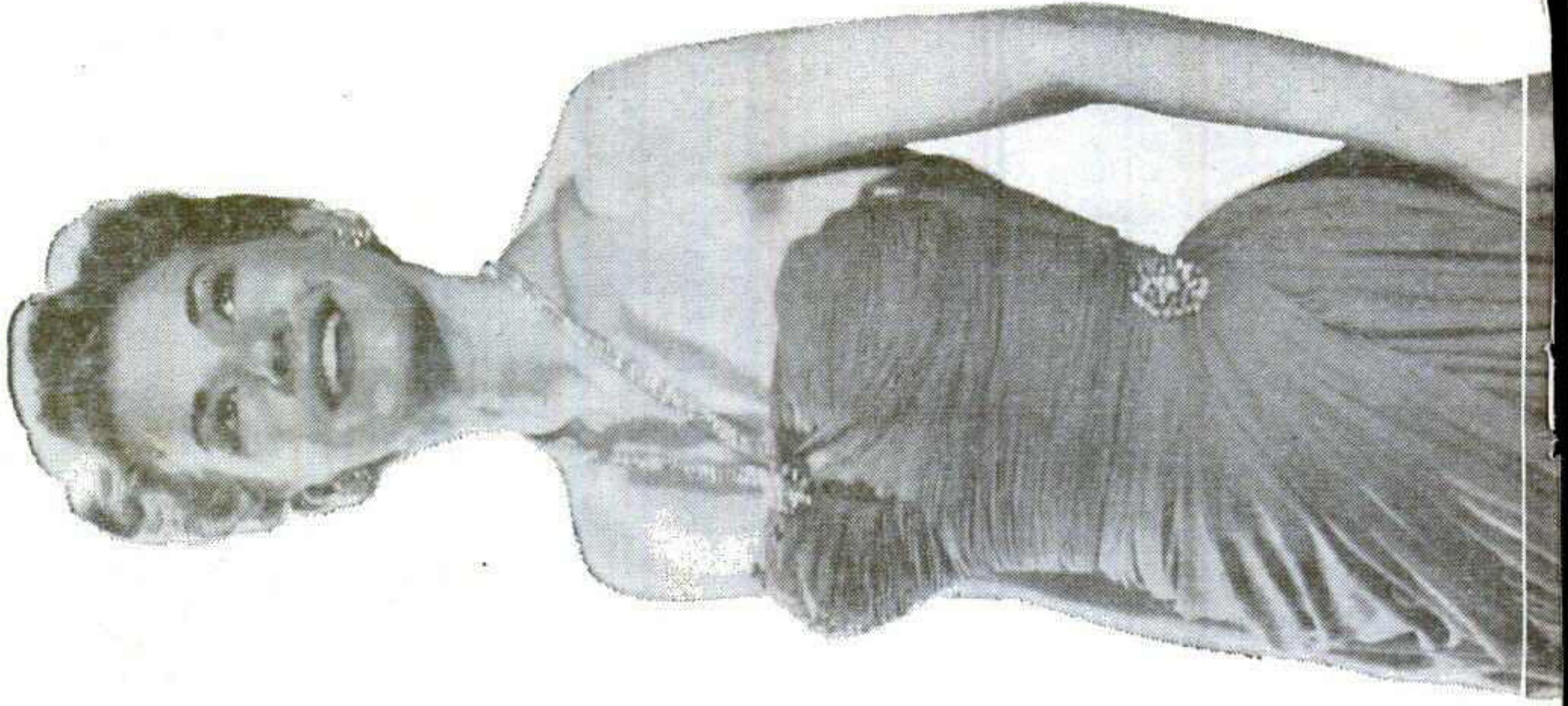
FARON YOUNG

HE WAS THERE
THE SHRINE
OF ST. CECILIA

NO. 3696

**The BIGGEST
SONG
of 1957!**

DAWK



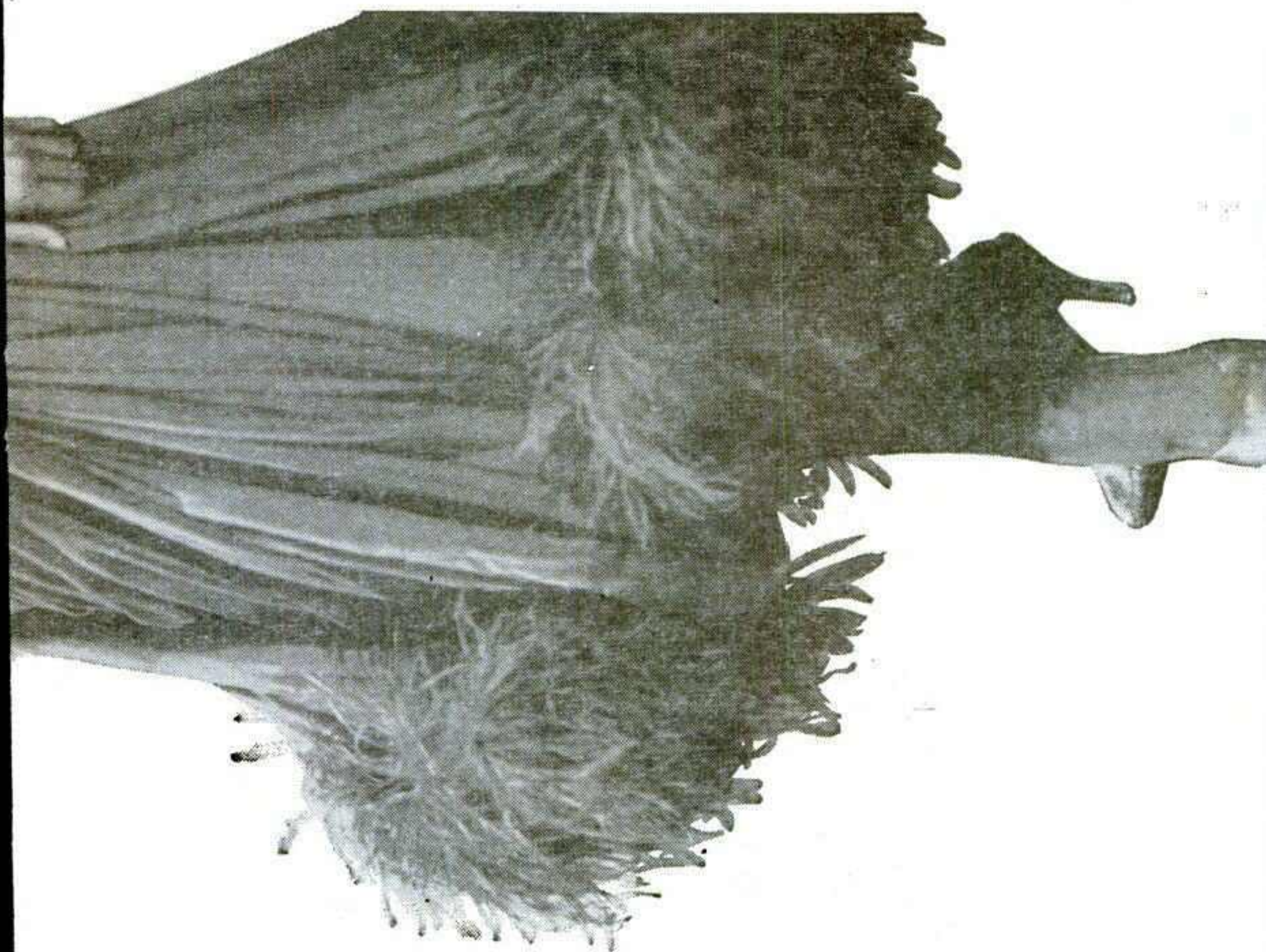
MOON

b/w

A Little Too Late

#15558

Gale Storm



Dot
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THE NATION'S BEST SELLING RECORDS

• Best Sellers in Stores

For survey week ending March 20

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of the top volume dealers in every important market area. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Leading Side on Top	Weeks on Chart	Last Week
1. PARTY DOLL (BMI)—B. Knox.....	My Baby's Gone (BMI)—Roulette 4002	3	5
2. ROUND AND ROUND (BMI)—P. Como.....	Mi Casa, Su Casa (ASCAP)—Vic 20-6815	4	4
3. BUTTERFLY (BMI)—C. Gracie.....	Ninety-Nine Ways (BMI)—Cameo 105	5	6
4. BUTTERFLY (BMI)—A. Williams....	It Doesn't Take Very Long (ASCAP)—Cadence 1308	10	5
5. TEEN-AGE CRUSH (BMI)—T. Sands..	Hep Dee Hootie (BMI)—Cap 3639	2	6
6. I'M WALKIN' (BMI)—F. Domino.....	I'm in the Mood for Love (ASCAP)—Imperial 5428	6	4
7. LITTLE DARLIN' (BMI)—Diamonds..	Faithful and True (BMI)—Mercury 71060	14	3
8. YOUNG LOVE (BMI)—T. Hunter.....	Red Sails in the Sunset (ASCAP)—Dot 15533	1	11
9. MARIANNE (BMI)—T. Gilkyson.....	Goodbye, Chiquita (BMI)—Col 40817	9	7
10. WHY, BABY, WHY? (BMI)—P. Boone.	I'M WAITING JUST FOR YOU (BMI)—Dot 15545	18	2
11. DON'T FORBID ME (BMI)—P. Boone.	Anastasia (ASCAP)—Dot 15521	11	15
12. COME GO WITH ME (BMI)—D. Vikings.....	How Can I Find Love? (BMI)—Dot 15538	15	5
13. MARIANNE (BMI)—Hilltoppers.....	You're Wasting Your Time (ASCAP)—Dot 15537	13	7
14. PARTY DOLL (BMI)—S. Lawrence... 17	PUM-PA-LUM (ASCAP)—Coral 61792	3	
14. TOO MUCH (BMI)—E. Presley.....	Playing for Keeps (BMI)—Vic 20-6800	7	10
16. BANANA BOAT (DAY-O) (ASCAP)—H. Belafonte.....	Star-O (ASCAP)—Vic 20-6771	8	12
17. GONE (BMI)—F. Huskey.....	Missing Persons (BMI)—Cap 3628	19	2
18. YOUNG LOVE (BMI)—S. James.....	You're the Reason (I'm in Love) (BMI)—Cap 3602	12	13
19. LOVE IS STRANGE (BMI)—Mickey & Sylvia.....	I'm Going Home (BMI)—Groove 0175	16	12
20. I'M STICKIN' WITH YOU (BMI)—J. Bowen.....	Ever-Lovin' Fingers (BMI)—Roulette 4001	20	4
21. WALKIN' AFTER MIDNIGHT (BMI)—P. Cline.....	Poor Man's Roses (ASCAP)—Dec 30221	21	5
22. MAMA LOOK-A BOO-BOO (BMI)—H. Belafonte.....	Don't Ever Love Me (ASCAP)—Vic 20-6830	—	1
23. SITTING IN THE BALCONY (BMI)—E. Cochran.....	Dark Lonely Street (BMI)—Liberty 55056	—	1
24. I'M SORRY (BMI)—Platters.....	He's Mine (BMI)—Mercury 71032	—	1
25. BANANA BOAT SONG (BMI)—Tarriers	No Hidin' Place (BMI)—Glory 249	24	15
25. NINETY-NINE WAYS (BMI)—T. Hunter.....	Don't Get Around Much Anymore (ASCAP)—Dot 15548	—	1

• Most Played in Juke Boxes

For survey week ending March 20

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of the nation's juke box operators. When significant play is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Leading Side on Top	Weeks on Chart	Last Week
1. YOUNG LOVE (BMI)—T. Hunter.....	Red Sails in the Sunset (ASCAP)—Dot 15533	1	10
2. TOO MUCH (BMI)—E. Presley.....	Playing for Keeps (BMI)—Vic 20-6800	2	8
3. DON'T FORBID ME (BMI)—P. Boone.....	Anastasia (ASCAP)—Dot 15521	3	12
4. MARIANNE (BMI)—Hilltoppers.....	You're Wasting Your Time (ASCAP)—Dot 15537	4	6
5. BUTTERFLY (BMI)—R. Williams....	It Doesn't Take Very Long (ASCAP)—Cadence 1308	7	4
6. MARIANNE (BMI)—T. Gilkyson.....	Goodbye, Chiquita (BMI)—Col 40817	6	6
7. TEEN-AGE CRUSH (BMI)—T. Sands..	Hep Dee Hootie (BMI)—Cap 3639	9	5
8. BUTTERFLY (BMI)—C. Gracie.....	Ninety-Nine Ways (BMI)—Cameo 105	12	5
9. PARTY DOLL (BMI)—B. Knox.....	My Baby's Gone (BMI)—Roulette 4002	14	5
10. YOUNG LOVE (BMI)—S. James.....	You're the Reason (I'm in Love) (BMI)—Cap 3602	5	10
11. ROUND AND ROUND (BMI)—P. Como.....	Mi Casa Su Casa (ASCAP)—Vic 20-6815	15	2
12. BANANA BOAT (DAY-O) (ASCAP)—H. Belafonte.....	Star-O (ASCAP)—Vic 20-6771	8	9
13. WALKIN' AFTER MIDNIGHT (BMI)—P. Cline.....	Poor Man's Roses (BMI)—Dec 30221	16	3
14. I'M WALKIN' (BMI)—F. Domino.....	I'm in the Mood for Love (ASCAP)—Imperial 5428	20	2
15. BANANA BOAT SONG (BMI)—Tarriers	No Hidin' Place (BMI)—Glory 249	10	12
15. WHY, BABY, BABY? (BMI)—P. Boone.	I'M WAITING JUST FOR YOU (BMI)—Dot 15545	—	1
17. BLUE MONDAY (BMI)—F. Domino... 11	What's the Reason (I'm Not Pleading You)? (ASCAP)—Imperial 5417	11	10
18. MOONLIGHT GAMBLER (ASCAP)—F. Laine.....	Lotus Land (ASCAP)—Col 40780	13	13
19. PARTY DOLL (BMI)—S. Lawrence... 19	Pum-Pa-Lum (ASCAP)—Coral 61792	3	
20. LITTLE DARLIN' (BMI)—Diamonds..	Faithful and True (BMI)—Mercury 71060	—	1

• Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week	Leading Side on Top	Weeks on Chart	Last Week
1. Marianne (Montelare)		2	5
2. Butterfly (Mayland-Presley)		5	3
3. Young Love (Lowery)		1	10
4. Banana Boat Song (E. B. Marks-Bryden)		3	11
5. Round and Round (Rush)		9	3
6. Chantez Chantez (Cromwell)		12	2
7. Almost Paradise (Peer)		12	2
8. Don't Forbid Me (Roosevelt)		4	10
9. Cinco Robles (Warman)		6	7
10. Party Doll (Jacie)		—	1
11. Wringle Wrangle (Disney)		—	2
12. True Love (Buxton Hill)		6	27
12. Too Much (Southern Belle-Presley)		9	7
14. Love Me Tender (Presley)		15	14

• Most Played by Jockeys

For survey week ending March 20

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week	Leading Side on Top	Weeks on Chart	Last Week
1. BUTTERFLY (BMI)—A. Williams.....	It Doesn't Take Very Long (ASCAP)—Cadence 1308	2	4
2. ROUND AND ROUND (BMI)—P. Como.....	Mi Casa, Su Casa (ASCAP)—Vic 20-6815	7	5
3. YOUNG LOVE (BMI)—T. Hunter.....	Red Sails in the Sunset (ASCAP)—Dot 15533	1	11
4. TEEN-AGE CRUSH (BMI)—T. Sands..	Hep Dee Hootie (BMI)—Cap 3639	6	5
5. YOUNG LOVE (BMI)—S. James.....	You're the Reason (I'm in Love) (BMI)—Cap 3602	3	13
6. MARIANNE (BMI)—T. Gilkyson.....	Goodbye, Chiquita (BMI)—Col 40817	8	8
7. PARTY DOLL (BMI)—B. Knox.....	My Baby's Gone (BMI)—Roulette 4002	11	4
8. DON'T FORBID ME (BMI)—P. Boone.....	Anastasia (ASCAP)—Dot 15521	4	14
9. TOO MUCH (BMI)—E. Presley.....	Playing for Keeps (BMI)—Vic 20-6800	5	9
10. MARIANNE (BMI)—Hilltoppers.....	You're Wasting Your Time (ASCAP)—Dot 15537	9	8
11. I'M WALKIN' (BMI)—F. Domino.....	I'm in the Mood for Love (ASCAP)—Imperial 5428	12	2
12. BANANA BOAT (DAY-O) (ASCAP)—H. Belafonte.....	Star-O (ASCAP)—Vic 20-6771	10	12
13. BUTTERFLY (BMI)—C. Gracie.....	Ninety-Nine Ways (BMI)—Cameo 105	14	5
14. PARTY DOLL (BMI)—S. Lawrence... 17	Pum-Pa-Lum (ASCAP)—Coral 61792	3	
15. WHO NEEDS YOU? (ASCAP)—Four Lads.....	It's So Easy to Forget (BMI)—Col 40811	13	7
16. WHY, BABY, WHY? (BMI)—P. Boone.	I'm Waiting Just for You (BMI)—Dot 15545	20	2
17. LITTLE DARLIN' (BMI)—Diamonds..	Faithful and True (BMI)—Mercury 71060	—	1
18. GONE (BMI)—F. Huskey.....	Missing Persons (BMI)—Cap 3628	16	3
19. LOVE IS STRANGE (BMI)—Mickey & Sylvia.....	I'm Going Home (BMI)—Groove 0175	15	8
20. NINETY-NINE WAYS (BMI)—T. Hunter.....	Don't Get Around Much Anymore (ASCAP)—Dot 15548	—	1
21. I DREAMED (BMI)—B. Johnson.....	If It's Wrong to Love You (BMI)—Bally 1020	—	15
22. WALKIN' AFTER MIDNIGHT (BMI)—P. Cline.....	Poor Man's Roses (BMI)—Dec 30221	24	3
23. POOR MAN'S ROSES (ASCAP)—P. Page.....	Wall (ASCAP)—Mercury 71059	25	2
24. CHANTEZ-CHANTEZ (ASCAP)—D. Shore.....	Honky Tonk Heart (BMI)—Vic 20-6792	—	2
25. MOONLIGHT GAMBLER (ASCAP)—F. Laine.....	Lotus Land (ASCAP)—Col 40780	21	10



MITCHELL

Guy's been rewriting the charts with "Singing The Blues" and "Knee-Deep In The Blues." This newest entry was introduced on Arthur Godfrey's CBS Television show and the reception is already snowballing!

Rock-A-Billy b/w
Hoot Owl
4-40877



THE EASY RIDERS

With MARIANNE (4-40817) perched cozily on the charts, the boys are once more riding herd on the volume-paved calypso run! These are two sides from the new EASY RIDERS album (MARIANNE And Other Songs You'll Like, CL 990), that's also chart-bound!

True Love and Tender Care b/w
Don't Hurry Worry Me
4-40860



SWING AND SWAY

Two cash-catchers, tailor-made for the vast audience that appreciates what makes Sammy fun! Lead side is Sammy reading from his own poems (two book-form editions of these sold better than half a million) with the classic Kaye background.

The Ship That Never Sailed b/w
Money
4-40869



MISS DAY

The pert Miss D. delivers a pair of novelty numbers which should renew an old sales lease of hers—squatter's rights on the best-seller lists!

Twelve O'Clock Tonight b/w
Today Will Be Yesterday Tomorrow!
4-40870

THE SURE-FIRE HITS ARE ON THE HOTTEST COMPANY IN THE BUSINESS

COLUMBIA RECORDS

A DIVISION OF CBS
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MGM Records



HOT 10th ANNIVERSARY CELEBRATION

JONI JAMES

ONLY TRUST YOUR HEART

From the MGM release "Ten Thousand Bedrooms"

K12450 45 rpm

DAVID ROSE AND HIS ORCH.

CALYPSO MELODY

and

THEME FROM THE WINGS OF EAGLES

From MGM Film

K12430 • MGM 12430

ON BEST SELLER LISTS

CASHBOX VARIETY PICK

I NEED YOU SO

MGM12450 78 rpm

REAL HOT Rock 'N' Roll

CHUCK ALAIMO QUARTET

LEAP FROG

and

THAT'S MY DESIRE

K12449 • MGM 12449

Billboard Pick

CONNIE FRANCIS

NO OTHER ONE

and

I LEANED ON A MAN

(From the Warner Bros. release "The Big Land")

K12440 • MGM 12440

Cash Box Pick

DICK HYMAN | **SAM TAYLOR**

DRUMMER BOY BLUES

and

LOOK UP

K12441 • MGM 12441

Billboard and Cash Box Pick

MARVIN RAINWATER **HITTING C&W CHARTS**

▶ GONNA FIND ME A BLUEBIRD

K12412 MGM 12412

RAY CHARLES SINGERS

MAM'SELLE

and

MADMOISELLE DE PAREE

K12445 • MGM 12445

ACQUAVIVA & HIS ORCH.

ALWAYS THE SEA

and

ONE MOMENT MORE

K12434 • MGM 12434

Cash Box Pick

ROBBIN HOOD

DON'T PROMISE ME

(The Can Can Song)

NEW TEEN AGE DANCE CRAZE!

K12424 • MGM 12424

Cash Box Best Bet

HANK WILLIAMS

WE'RE GETTING CLOSER TO THE GRAVE EACH DAY

and

READY TO GO HOME

K12438 • MGM 12438

LEROY HOLMES & HIS ORCH. & CHORUS

GINA

and

THE CLOWN ON THE EIFFEL TOWER

K12433 • MGM 12433

JERRY LOGAN

WAKE UP IRENE

and

DRIVIN' RAIN

K12448 • MGM 12448

• Territorial Best Sellers

For survey week ending March 20

Listings are based on late reports secured from top dealers in each of the markets listed.

Atlanta

1. Young Love, S. James, Cap.
2. Marianne, T. Gilkyson, Col.
3. Banana Boat (Day-O) H. Belafonte, Vic.
4. Gone, F. Husky, Cap.
5. Don't Forbid Me, P. Boone, Dot
6. Too Much, E. Presley, Vic.
7. Butterfly, A. Williams, Cdc.

Baltimore

1. Come Go With Me, D. Vikings, Dot
2. Butterfly, C. Gracie, Cam.
3. Just Because, L. Price, Pmt.
4. Little Darlin', Diamonds, Mer.
5. I'm Walkin', F. Domino, Imp.
6. Party Doll, B. Knox, Rtl.
7. Round and Round, P. Como, Vic.
8. Lucky Lips, R. Brown, Atl.
9. Mama Look-A Booboo H. Belafonte, Vic.
10. Walkin' After Midnight, P. Cline, Dec.

Boston

1. Party Doll, B. Knox, Rtl.
2. Pamela Throws a Party J. Reisman, Vic.
3. Gone, F. Husky, Cap.
4. Little Darlin', Diamonds, Mer.
5. Pum-Pa-Lum, S. Lawrence, Cor.
6. Come Go With Me, D. Vikings, Dot
7. Butterfly, C. Gracie, Cam.
8. Round and Round, P. Como, Vic.
9. Almost Paradise, R. Williams, Kap.
10. Calypso Melody, D. Rose, M-G-M

Buffalo

1. Pamela Throws a Party, J. Reisman, Vic.
2. Banana Boat (Day-O) H. Belafonte, Vic.
3. Send Me Some Lovin' Little Richard, Spe.
4. Party Doll, S. Lawrence, Cor.
5. Young Love, T. Hunter, Dot
6. I'm Sorry, Platters, Mer.
7. I'm Walkin', F. Domino, Imperial
8. Marianne, Hilltoppers, Dot
9. Too Much, E. Presley, Vic.
10. Little Darlin', Diamonds, Mer.

Chicago

1. Round and Round, P. Como, Vic.
2. Butterfly, C. Gracie, Cam.
3. Marianne, Hilltoppers, Dot
4. Teen-Age Crush, T. Sands, Cap.
5. Love Is Strange, Mickey & Sylvia, Grv.
6. Young Love, T. Hunter, Dot
7. Little Darlin', Diamonds, Mer.
8. Who Needs You, Four Lads, Col.
9. You Don't Owe Me a Thing J. Ray, Col.
10. Why, Baby, Why? P. Boone, Dot

Cincinnati

1. Butterfly, A. Williams, Cdc.
2. Round and Round, P. Como, Vic.
3. Little Darlin', Diamonds, Mer.
4. I'm Walkin', F. Domino, Imp.
5. Don't Forbid Me, P. Boone, Dot
6. So Rare, J. Dorsey, Fiy.
7. Why, Baby, Why? P. Boone, Dot
8. Teen-Age Crush, T. Sands, Cap.
9. Young Love, T. Hunter, Dot
10. Young Love, S. James, Cap.

Cleveland

1. Gone, F. Husky, Cap.
2. Round and Round, P. Como, Vic.
3. Little Darlin', Diamonds, Mer.
4. I'm Walkin', F. Domino, Imperial
5. Marianne, T. Gilkyson, Col.
6. Party Doll, S. Lawrence, Cor.
7. Who Needs You, Four Lads, Col.
8. Come Go With Me, D. Vikings, Dot
9. Teen-Age Crush, T. Sands, Cap.
10. Young Love, S. James, Cap.

Dallas-Fort Worth

1. Love Is Strange, Mickey & Sylvia, Grv.
2. Party Doll, B. Knox, Rtl.
3. I'm Walkin', F. Domino, Imp.
4. Butterfly, A. Williams, Cdc.
5. Party Doll, S. Lawrence, Cor.
6. Banana Boat (Day-O), H. Belafonte, Vic.

Denver

1. Butterfly, A. Williams, Cdc.
2. Round and Round, P. Como, Vic.
3. Young Love, T. Hunter, Dot
4. Teen-Age Crush, T. Sands, Cap.
5. Party Doll, B. Knox, Rtl.
6. Love Is Strange, Mickey & Sylvia, Grv.
7. Marianne, Hilltoppers, Dot
8. Little Darlin', Diamonds, Mer.
9. Too Much, E. Presley, Vic.

Detroit

1. Come Go With Me, D. Vikings, Dot
2. Round and Round, P. Como, Vic.
3. Party Doll, B. Knox, Rtl.
4. Little Darlin', Diamonds, Mer.
5. I'm Walkin', F. Domino, Imp.
6. Teen-Age Crush, T. Sands, Cap.
7. Butterfly, A. Williams, Cdc.
8. Marianne, T. Gilkyson, Col.
9. Walkin' After Midnight, P. Cline, Dec.
10. Your True Love, C. Perkins, Sun

Kansas City

1. Teen-Age Crush, T. Sands, Cap.
2. I'm Walkin', F. Domino, Imp.
3. Party Doll, B. Knox, Rtl.
4. Tricky, R. Marterie, Mer.
5. Round and Round, P. Como, Vic.

Los Angeles

6. Why, Baby, Why? P. Boone, Dot
7. Party Doll, S. Lawrence, Cor.
8. Butterfly, C. Gracie, Cam.
9. Young Love, T. Hunter, Dot
10. One Step at a Time, B. Lee, Dos.

Milwaukee

1. Round and Round, P. Como, Vic.
2. Butterfly, A. Williams, Cdc.
3. Love Is Strange, Mickey & Sylvia, Grv.
4. Party Doll, S. Lawrence, Cor.
5. Marianne, T. Gilkyson, Col.
6. Teen-Age Crush, T. Sands, Cap.
7. Don't Forbid Me, P. Boone, Dot

Minneapolis-St. Paul

1. Butterfly, A. Williams, Cdc.
2. Gone, F. Husky, Cap.
3. Young Love, T. Hunter, Dot
4. Party Doll, S. Lawrence, Cor.
5. Marianne, T. Gilkyson, Col.
6. Little Darlin', Diamonds, Mer.
7. Come Go With Me, D. Vikings, Dot
8. Round and Round, P. Como, Vic.
9. I'm Walkin', F. Domino, Imp.
10. Walkin' After Midnight, P. Cline, Dec.

New Orleans

1. I'm Walkin', F. Domino, Imp.
2. Little Darlin', Diamonds, Mer.
3. Teen-Age Crush, T. Sands, Cap.
4. Young Love, S. James, Cap.
5. Love Is Strange, Mickey & Sylvia, Grv.
6. Marianne, T. Gilkyson, Col.
7. Lucille, Little Richard, Spe.
8. Marianne, Hilltoppers, Dot
9. Thousand Miles Away, Heartbeats, Rma.
10. Too Much, E. Presley, Vic.

New York

1. Marianne, T. Gilkyson, Col.
2. Banana Boat (Day-O), H. Belafonte, Vic.
3. Young Love, S. James, Cap.
4. Mama Look-A Booboo H. Belafonte, Vic.
5. Too Much, E. Presley, Vic.
6. Young Love, T. Hunter, Dot
7. Butterfly, C. Gracie, Cam.
8. Don't Forbid Me, P. Boone, Dot
9. Teen-Age Crush, T. Sands, Cap.

Philadelphia

1. Young Love, T. Hunter, Dot
2. Butterfly, C. Gracie, Cam.
3. Marianne, T. Gilkyson, Col.
4. Banana Boat (Day-O), H. Belafonte, Vic.
5. Almost Paradise, L. Stein, Unq.
6. Round and Round, P. Como, Vic.
7. Banana Boat Song, Tarriers, Gly.
8. Party Doll, B. Knox, Rtl.
9. Young Love, S. James, Cap.
10. Marianne, Hilltoppers, Dot

Pittsburgh

1. Little Darlin', Diamonds, Mer.
2. Party Doll, B. Knox, Rtl.
3. Marianne, Hilltoppers, Dot
4. Teen-Age Crush, T. Sands, Cap.
5. Round and Round, P. Como, Vic.
6. Young Love, T. Hunter, Dot
7. Banana Boat (Day-O), H. Belafonte, Vic.
8. I'm Walkin', F. Domino, Imp.
9. Mi Casa, Su Casa, P. Como, Vic.
10. Banana Boat Song, Tarriers, Gly.

St. Louis

1. Butterfly, C. Gracie, Cam.
2. Round and Round, P. Como, Vic.
3. Pretend, T. Smith, Uni.
4. Walkin' After Midnight, P. Cline, Dec.
5. Why Baby Why, P. Boone, Dot
6. Teen-Age Crush, T. Sands, Cap.
7. Young Love, T. Hunter, Dot
8. Only One Love, G. Hamilton IV, Pmt.
9. Party Doll, B. Knox, Rtl.
10. Rock-A-Bye Your Baby, J. Lewis, Dos.

San Francisco

1. Young Love, T. Hunter, Dot
2. Banana Boat (Day-O), H. Belafonte, Vic.
3. Little Darlin', Diamonds, Mer.
4. Marianne, T. Gilkyson, Col.
5. Don't Forbid Me, P. Boone, Dot
6. Too Much, E. Presley, Vic.
7. Butterfly, A. Williams, Cdc.

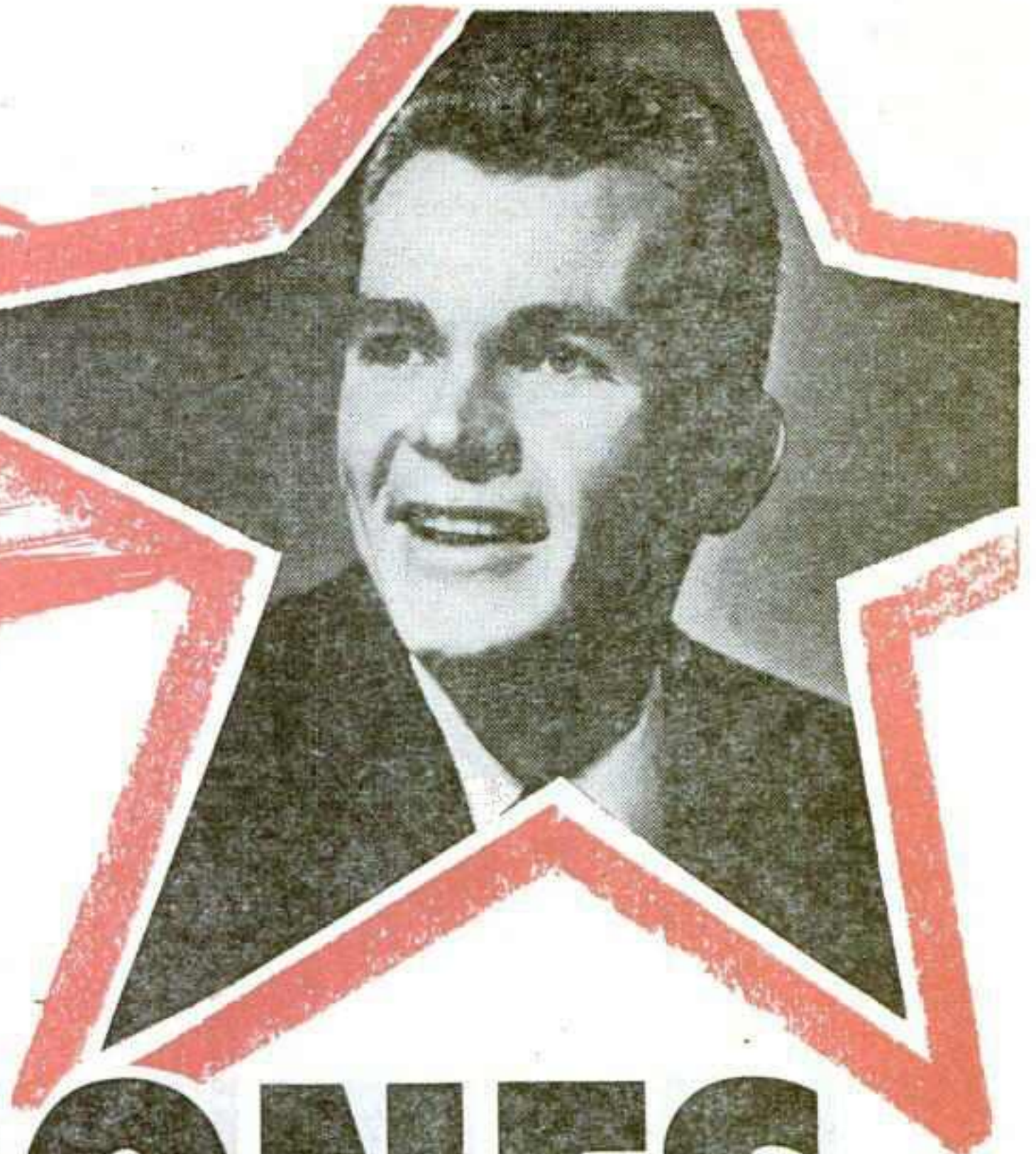
Seattle

1. Party Doll, B. Knox, Rtl.
2. Come Go With Me, D. Vikings, Dot
3. Butterfly, A. Williams, Cdc.
4. Little Darlin', Diamonds, Mer.
5. Banana Boat (Day-O), H. Belafonte, Vic.
6. Teen-Age Crush, T. Sands, Cap.
7. Round and Round, P. Como, Vic.
8. Marianne, Hilltoppers, Dot

Toronto

1. Butterfly, A. Williams, Cdc.
2. Marianne, T. Gilkyson, Col.
3. Round and Round, P. Como, Vic.
4. Young Love, S. James, Cap.
5. Party Doll, S. Lawrence, Cor.
6. Little Darlin', Diamonds, Mer.

A Star is Born!



DEAN JONES

sings

YOUNG AND IN LOVE

B/W

THE GYPSY IN MY SOUL

K12462

(45 RPM)

**PLUGGED ON
STEVE ALLEN
SHOW**

MGM *Records*

701 7th Ave. N. Y. 36, N. Y.



BILLBOARD BEST BUY!

LET'S

GO

CALYPSO

BY

RUSTY

DRAPER

MERCURY 71039



THE TOP 100

For survey week ending March 20

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.

Song	Artist & Label	Last Week
1. BUTTERFLY	A. Williams, Cadence	5
2. YOUNG LOVE	T. Hunter, Dot	1
3. ROUND AND ROUND	P. Como, Victor	8
4. TEEN-AGE CRUSH	T. Sands, Capitol	3
5. PARTY DOLL	B. Knox, Roulette	11
6. DON'T FORBID ME	P. Boone, Dot	4
7. MARIANNE	T. Gilkyson, Columbia	7
8. BUTTERFLY	C. Gracie, Cameo	12
8. TOO MUCH	E. Presley, Victor	2
10. MARIANNE	Hilltoppers, Dot	9
11. I'M WALKIN'	F. Domino, Imperial	13
12. YOUNG LOVE	S. James, Capitol	6
13. BANANA BOAT (DAY-O)	H. Belafonte, Victor	9
14. LITTLE DARLIN'	Diamonds, Mercury	22
15. PARTY DOLL	S. Lawrence, Coral	15
16. WHY, BABY, WHY?	P. Boone, Dot	23
17. WALKIN' AFTER MIDNIGHT	P. Cline, Decca	20
18. LOVE IS STRANGE	Mickey & Sylvia, Groove	15
19. GONE	F. Husky, Capitol	21
20. WHO NEEDS YOU	Four Lads, Columbia	17
21. MOONLIGHT GAMBLER	F. Laine, Columbia	17
22. COME GO WITH ME	D. Vikings, Dot	24
23. BANANA BOAT SONG	Tarriers, Glory	14
24. I'M SORRY	Platters, Mercury	32
25. MAMA LOOK A BOO BOO	H. Belafonte, Victor	33
26. I'M STICKIN' WITH YOU	J. Bowen, Roulette	29
27. BLUE MONDAY	F. Domino, Imperial	19
27. POOR MAN'S ROSES	P. Page, Mercury	31
29. SITTIN' IN THE BALCONY	E. Cochran, Liberty	55
30. I'M WAITING JUST FOR YOU	P. Boone, Dot	38
31. I DREAMED	B. Johnson, Bally	27
32. JIM DANDY	L. Baker, Atlantic	26
33. ALMOST PARADISE	R. Williams, Kapp	35
34. CHANTEZ CHANTEZ	D. Shore, Victor	41
35. SINGING THE BLUES	G. Mitchell, Columbia	25
36. YOU DON'T OWE ME A THING	J. Ray, Columbia	—
37. LUCKY LIPS	R. Brown, Atlantic	30
38. ONLY ONE LOVE	G. Hamilton IV, ABC-Paramount	33
39. ALMOST PARADISE	L. Stein, Unique	45
39. TRICKY	R. Marterie, Mercury	45
41. LUCILLE	Little Richard, Specialty	90
42. NINETY-NINE WAYS	T. Hunter, Dot	100
43. CINCO ROBLES	L. Paul & M. Ford, Capitol	36
43. ONE STEP AT A TIME	B. Lee, Decca	56
45. SITTIN' IN THE BALCONY	J. Dee, Colonial	59
46. BLUEBERRY HILL	F. Domino, Imperial	54
47. KNEE DEEP IN THE BLUES	G. Mitchell, Columbia	28
48. CAN I STEAL A LITTLE LOVE?	F. Sinatra, Capitol	48
49. BAD BOY	Jive Bombers, Savoy	43
50. PIED PIPER	B. Williams, Coral	94
51. JUST BECAUSE	I. Price, ABC-Paramount	49
51. JAMAICA FAREWELL	H. Belafonte, Victor	52
51. MANGOS	R. Clooney, Columbia	88
54. BANANA BOAT SONG	Fontane Sisters, Dot	50
55. PUN-PA-LUM	S. Lawrence, Coral	80
56. WONDERFUL WONDERFUL	J. Mathis, Columbia	70
57. WALL	P. Page, Mercury	43
58. BALLERINA	Nat (King) Cole, Capitol	41
59. I MISS YOU SO	C. Connor, Atlantic	57
59. THOUSAND MILES AWAY	Heartbeats, Rama	60
61. BANANA BOAT SONG	S. Lawrence, Coral	69
61. SINCE I MET YOU BABY	I. J. Hunter, Atlantic	61
63. PAMELA THROWS A PARTY	J. Reisman, Victor	68
64. ALMOST PARADISE	N. Petty Trio, ABC-Paramount	71
65. SHIP THAT NEVER SAILED	D. Carroll, Mercury	97
66. I LOVE MY BABY	J. Corey, Columbia	51
67. YOUR WILD HEART	J. Layne, Mercury	40
68. PARTY DOLL	W. Manone, Decca	—
69. CINCO ROBLES	R. Arms, Era	39
70. LOVE IS A GOLDEN RING	F. Laine, Columbia	—
71. CALYPSO MELODY	D. Rose, M-G-M	76
71. FOOLS FALL IN LOVE	Drifters, Atlantic	84
73. WIND IN THE WILLOW	J. Stafford, Columbia	91
74. WRINGLE WRANGLE	B. Hayes, ABC-Paramount	47
75. EVER-LOVIN' FINGERS	J. Bowen, Roulette	63
75. MI CASA SU CASA	P. Como, Victor	78
77. ANASTASIA	P. Boone, Dot	81
77. LUCKY LIPS	G. Storm, Dot	96
77. SO RARE	J. Dorsey, Fraternity	95
80. BAHAMA MAMA	Four Aces, Decca	—
80. SILENT LIPS	G. Gibbs, Mercury	82
82. YOUR TRUE LOVE	C. Perkins, Sun	89
83. TOWER'S TROT	D. Jacobs, Coral	73
84. MARIANNE	Lane Brothers, Victor	—
85. AIN'T GOT NO HOME	C. Henry, Argo	98
86. ROCK-A-BYE YOUR BABY	J. Lewis, Decca	52
87. WRINGLE WRANGLE	F. Parker, Disneyland	37
88. FIRST DATE, FIRST KISS, FIRST LOVE	S. James, Capitol	—
89. DON'T GET AROUND MUCH ANYMORE	T. Hunter, Dot	—
89. PRETEND	T. Smith, United	—
91. PLAYING FOR KEEPS	E. Presley, Victor	65
92. DREAMY EYES	Four Preps, Capitol	—
93. HOLD 'EM JOE	H. Belafonte, Victor	84
94. LET THERE BE YOU	Five Keys, Capitol	—
95. BANANA BOAT SONG	S. Vaughan, Mercury	75
96. YOU'RE MINE	Four Aces, Decca	—
97. RED SAILS IN THE SUNSET	T. Hunter, Dot	78
98. ON MY WORD OF HONOR	Platters, Mercury	61
99. LET GO CALYPSO	R. Draper, Mercury	65
99. WITHOUT LOVE	C. McPhatter, Atlantic	76

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.

ALL-STARR!

**KAY STARR
SCORES WITH
TWO
TREMENDOUS
HITS**



JAMIE BOY/A LITTLE LONELINESS

47/20-6864

Coming up fast! **THE AMES BROTHERS**

ACCOMPANIED BY HUGO WINTERHALTER'S ORCHESTRA & CHORUS

MAN ON FIRE / YEAH, YEAH, YEAH

(FROM THE SOL C. SIEGEL-MGM PRODUCTION "MAN ON FIRE")

47/20-6851

NEW ORTHOPHONIC HIGH FIDELITY RECORDINGS

AMERICA'S FAVORITE SPEED... 45 RPM 

THE BILLBOARD'S WEEKLY

Tips on Coming Tops

THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP SINGLES

RECENT POP RELEASES

Coming Up Strong

The Billboard's weekly survey of top volume dealer sales indicates these recent releases are gaining sales strength and have the best chance of hitting Billboard's best seller charts.

- 1. Mama Look-A Booboo Harry Belafonte**
(BMI) RCA Victor 6830
- 2. Poor Man's Roses Patti Page**
(ASCAP) Mercury 71059
- 3. Only One Love George Hamilton**
(BMI) ABC-Paramount 9782
- 4. Almost Paradise Lou Stein**
(BMI) RKO Unique 385
- 5. So Rare Jimmy Dorsey**
(ASCAP) Fraternity 755
- 6. Forty Cups of Coffee Bill Haley**
(ASCAP) Decca 30214
- 7. Just Because Lloyd Price**
(BMI) ABC-Paramount 9792
- 8. Love Is a Golden Ring Frankie Laine**
(BMI) Columbia 40856
- 9. First Date, First Kiss, First Love Sonny James**
(BMI) Capitol 3674
- 10. Ninety-Nine Ways Tab Hunter**
(BMI) Dot 15548

This Week's Best Buys

Special telephone reports indicate these recent releases have broken out in one or more key areas and have excellent potential for placing on The Billboard's best seller charts.

- NINETY-NINE WAYS** (Mayland, BMI)—**Tab Hunter**—Dot 15548—With his previous platter, "Young Love," still high on all the charts, Tab Hunter is wasting no time in coming back with another contender. This, too, looks like a big one. Boston, Providence, Baltimore, Chicago, Milwaukee, St. Louis, Durham, and Detroit report strong sales. The tune is also big in New York and Los Angeles. It shouldn't take long for it to reach the chart. Flip of the record is the Ellington oldie, "Don't Get Around Much Anymore" (Robbins, ASCAP). A previous Billboard "Spotlight" pick.
- PLEDGE OF LOVE** (Lin, BMI)—**Ken Copeland**—Imperial 5432—In spite of the many covers and competitive versions of "Pledge of Love," the Copeland disk has broken away from the pack and is definitely the preferred one. Strong sales for the tune are reported in all areas. The record is styled for both the pop and c.&w. fans. "Night Air" (Lin, BMI) by the Mints is the flip side. A previous Billboard "Spotlight" pick.
- ALL SHOOK UP** (Shalimar-Presley, BMI)
THAT'S WHEN YOUR HEARTACHES BEGIN (Fisher, ASCAP)—**Elvis Presley**—RCA Victor 6870—Presley has another two-sided hit. At this point, it's difficult to predict whether Presley with the beat or with the ballad will come out ahead. A previous Billboard "Spotlight" pick.
- ROCK-A-BILLY** (Oxford, ASCAP)—**Guy Mitchell**—Columbia 408778—Mitchell seems to have found his groove. "Rock-a-billy" is taking off in similar fashion to the singer's previous two hits. The tune is grabbing lots of loot in all areas. Flip of the record is "Hoot Owl" (Joy, ASCAP). A previous Billboard "Spotlight" pick.

Review Spotlight on . . .

POP RECORDS

- TOMMY SANDS** Capitol 3690 **MY LOVE SONG**
(Birchwood, ASCAP)
RING A DING (Dominion, BMI)
Sands hits like wildfire with his "Teen-Age Crush" disk following initial TV exposure. Now riding near the top of all three charts, the artist is hot enough to repeat fast. Here are two fine contrasting sides, the top a spirited ballad, and the flip a swinging, ear-catching rockabilly. Both have the action sound.
- PATIENCE AND PRUDENCE** Liberty 55058 **WE CAN'T SING RHYTHM AND BLUES**
(Mappon, ASCAP)
DREAMER'S BAY (Chappel, ASCAP)
Smart programming values all the way here and the two youngsters should keep their record of hits unmarred. Topside is a switch to a gently rocking beat and it's a tune with the kind of cute but highly commercial lyrics that can sell big. Flip is a harmony job in the style of "Tonight You Belong to Me," and it has a strong appeal, too. Either could go but top rates an edge.
- RAY CONIFF** Columbia 40862 **CUDDLE UP A LITTLE CLOSER**
(Witmark, ASCAP)
Coniff turns out to be a mighty versatile cat with this high-class debut as a vocalist. The successful arranger-conductor handles this favorite oldie in a highly appealing, husky, moderately gimmicked voice. The side rolls along in a pleasant upbeat rhythm that sort of curls around and takes hold. Watch out for this one. Flip is "Three-Way Love" (Blackwood, BMI)
- BETTY MADIGAN** Coral 61812 **TRUE LOVE GONE**
(Mills, ASCAP)
The thrush makes her debut with the label and the message from this disk is powerful. Cal belts out with thick phrasing and a load of heart and emotion in her best since "Joey." The solid rock and roll ballad is crisply backed by a classy Dick Jacobs arrangement. This one can do it. Flip is "A Lovely Nigh," a pretty ballad from TV's "Cinderella." (Williamson, ASCAP).

POP DISK JOCKEY PROGRAMMING

- HOAGY CARMICHAEL-CASS DALEY** Decca 30260 **I'M WAITING JUST FOR YOU**
(Kay and Cee, BMI)
Here's a new and unexpected pairing and it turns out a happy one . . . a good noisy ballad, with a flock of easy listening choruses. Miss Daley handles most of the load but the male half of the act is there with the harmony. Smart arranging is also a big boost. Flip is "A Good Man Is Hard to Find" (Mayfair, ASCAP) with Miss Daley alone.
- JOHNNY MATHIS** Columbia 40851 **IT'S NOT FOR ME TO SAY**
(Korwin, ASCAP)
WARM AND TENDER (Famous, ASCAP)
Mathis sings two songs from the upcoming flick "Lizzie." Top is a compelling tune with a polite, underplayed reading that sells well. Piano-guitar backing catches the ear and holds on. A distinctive chunk of programming fare as is the powerfully sold, but slightly offbeat flip. Try 'em both.
- BILLY MAY ORK** Capitol 3697 **LAUREL'S THEME**
(Buck, BMI)
THE STRANGE ONE (Raphael, ASCAP)
The May band is in the habit of making satisfying, if not always commercial sounds. Here's a nice coupling that makes good programming and may have some sales appeal as well. Topside has a slight edge with its more relaxed approach but flip—theme of the movie "The Strange One"—will no doubt come in for plenty of attention. Definitely worthy of spins.

Reviews and Ratings

THE PLAYMATES

- Barefoot Girl** 85
ROULETTE 4003—A pretty calypso, in the teen groove, and with a wealth of charm. The plaintive quality of this side will appeal to jocks. Worth spins. (H & L, BMI)
Pretty Woman 75
Another calypso (this one's been around) with a good melody line. Recording quality, as in the flip, is good. (H & L, BMI)

SPIKE JONES AND HIS CITY SLICKERS

- I'm Popeye the Sailor Man** 80
VERVE 10037—Theme song of Popeye in the movies and on TV can get plenty of action from the kiddie set. Voices of Popeye and Olive Oyle taken by Windy Cook and Mary Virginia. Will sell over a long pull. (Famous, ASCAP)
My Heart Went Boom, Boom 68
A song of love and dedication in typical Spike Jones gimmicked-infested style. Cal singer is Betty Bloop, a very close

cousin to the original Betty Boob. Novelty spins warranted. (Lindley, ASCAP)

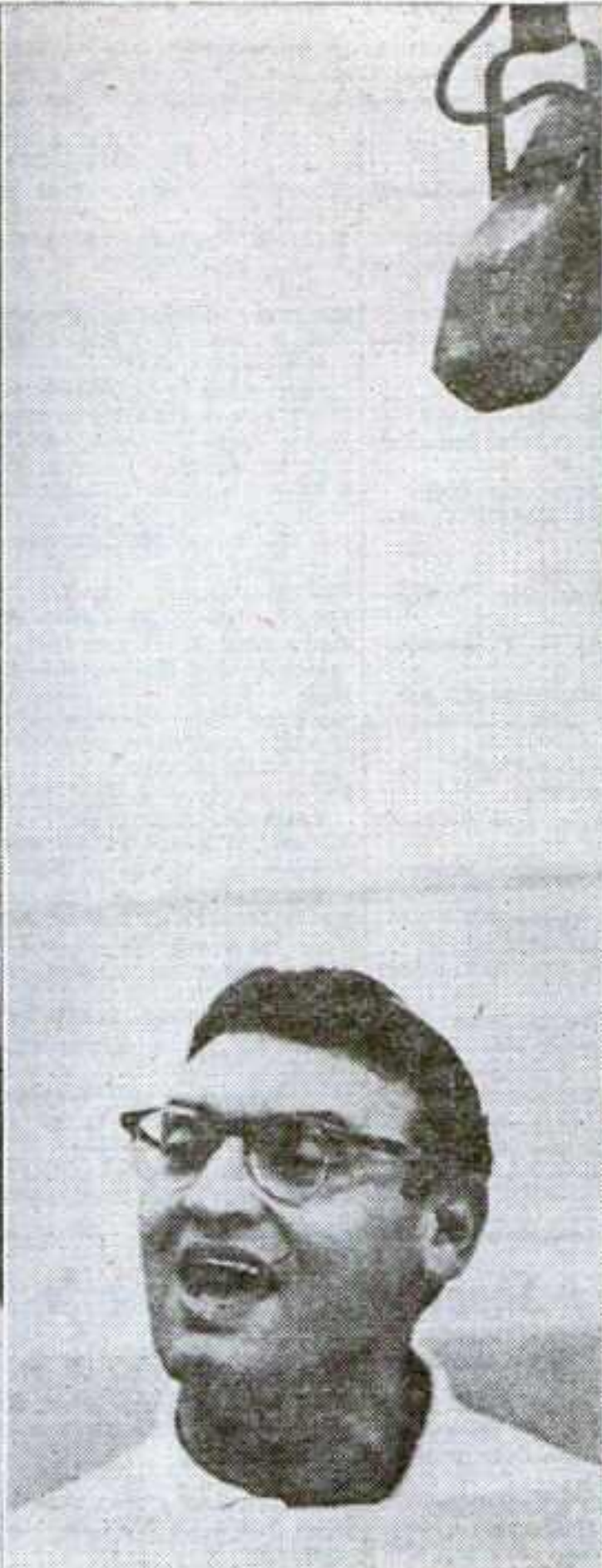
THE FONTANE SISTERS

- I'm Stickin' With You** 78
DOT 15555—The gals sell the catchy rock and roll ditty with plenty of vivacity, but Jimmy Bowen's original version of the tune already has it made. (Jackie, BMI)
Let the Rest of the World Go By 78
Relaxed, sweetly serene thrashing on the nostalgic oldie. (Witmark, ASCAP)

THE TARRIERS

- Chaucoun** 7
GLORY 254—Pleasant warbling stint in French patois on lyrical theme. Packs unusual interest and charm. (Bryden, BMI)
These Brown Eyes 76
The boys wrap up a pretty folksy tune in their soft, smoothly understated blend. Has spin potential. (Sanga, BMI)

(Continued on page 7)



FRANKIE WANTS TO MAKE IT A DOZEN

"Moonlight Gambler" added number eleven to the Laine stack of golden records.

Watch this new one move! We think Frankie can count on it to make it a dozen.

LOVE IS A GOLDEN RING

4-40856

THE SURE-FIRE HITS ARE ON THE HOTTEST COMPANY IN THE BUSINESS

COLUMBIA RECORDS

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KING BEST SELLERS

BILL DOGGETT

RAM-BUNK-SHUS
BLUE LARGO KING 5020

ANNIE LAURIE DE LUXE 6107
IT HURTS TO BE IN LOVE

OTIS WILLIAMS and his CHARMS

WALKIN' AFTER MIDNIGHT
I'M WAITING JUST FOR YOU — DE LUXE 6115

EARL BOSTIC KING 5025
AVALON TOO FINE FOR CRYING

SPECIAL RELEASE—THE TEARDROPS

AFTER SCHOOL KING 5037

LITTLE WILLIE JOHN KING 5023
YOU GOT TO GET UP EARLY IN THE MORNING
B/W **LOVE LIFE AND MONEY**

STILL BIG BY BILL DOGGETT

HONKY TONK
KING 4950

BIG DADDY BACON FAT
B/W **BAD BOY**
KING 5013

ROY GAINES ISABELLA
DE LUXE 6119

BOYD BENNETT I'M MOVING ON
B/W **BIG JAY SHUFFLE**
KING 5021

BUBBER JOHNSON BUTTERFLY
(A BALLAD)
B/W **TOO MANY HEARTS**
KING 5014

SLOW WALK
KING 5000

JAMES BROWN and the FAMOUS FLAMES
GONNA TRY
B/W **CAN'T BE THE SAME**
FEDERAL 12292

EARL BOSTIC HARLEM NOCTURNE
KING 4978

DON RENO—RED SMILEY
KNEEL DOWN
B/W **FORGOTTEN MEN**
KING 5024

THE QUARTER NOTES
COME DE NIGHT
B/W **LONELINESS**
DE LUXE 6116

NEW RELEASES

THE DRIVERS DANGEROUS LIPS
B/W **OH MISS NELLIE**
DE LUXE 6117

DANNY COBB
WHAT COULD I DO
B/W **ILL NEVER TAKE MY LOVE FROM YOU**
DE LUXE 6120

JERRY DORN THE KEY
B/W **QUICKSAND**
KING 5029

JOE PERKINS and the ROOKIES
HOW MUCH LOVE CAN ONE HEART HOLD
B/W **A NEW FEELING**
KING 5030

CHRIS COLUMBO
OH YEAH! KING 5012
KING - FEDERAL - DELUXE RECORDS

• Tunes With Greatest Radio-TV Audience

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio	Television
Almost Paradise (R)—Peer International—BMI	Almost Paradise (R)—Peer International—BMI
Around the World (R)—Young—ASCAP	Ballerina (R)—Jefferson—ASCAP
Banana Boat Song (R)—E. B. Marks-Bryden—BMI	Banana Boat (R)—E. B. Marks-Bryden—BMI
Butterfly (R)—Mayland-Presley—BMI	Butterfly (R)—Mayland-Presley—BMI
Can I Steal a Little Love? (R) (F)—Northern—ASCAP	Can I Steal a Little Love? (R) (F)—Northern—ASCAP
Captured (R)—Bourne—ASCAP	Chantez-Chantez (R)—Chantez—ASCAP
Chantez-Chantez (R)—Chantez—ASCAP	Don't Forbid Me (R)—Roosevelt—BMI
Do I Love You (Because You're Beautiful) (R)—Williamson—ASCAP	Empty Arms (R)—Ivory—BMI
Don't Forbid Me (R)—Roosevelt—BMI	I Dreamed (R)—Trinity—BMI
I Could Have Danced All Night (R) (M)—Chappell—ASCAP	I Love My Baby (R)—Shapiro-Bernstein—ASCAP
I Dreamed (R)—Trinity—BMI	I'm Drowning My Sorrows (R)—Mills—ASCAP
I Thought It Was Over (R)—Remick—ASCAP	Kid Stuff (R)—Gil—BMI
It Looks Like Love (R) — Paramount—ASCAP	Let It Be Me (R)—Leeds—ASCAP
Just in Time (R) (M)—Stratford—ASCAP	Lucky Lips (R)—Tiger—BMI
Mama, Look-A Booboo (R) — Duchess—BMI	Mama Look-A Booboo (R)—Duchess—BMI
Mangos (R)—Redd Evans—ASCAP	Man on Fire (R)—Robbins—ASCAP
Marianne (R)—Montclare—BMI	Marianne (R)—Montclare—BMI
Maybe It's Because I Love You So Much (R)—Berlin—ASCAP	Mutual Admirers Society (R) (M)—Chappell—ASCAP
One Kiss Away From Heaven—Bourne—ASCAP	Put Your Arms Around Me Honey (R)—Broadway—ASCAP
Round and Round (R)—Rush—BMI	Round and Round (R)—Rush—BMI
Scarlet Ribbons (R)—Mills—ASCAP	Shamrocks, Shillelaghs, Shenanigans (R)—Tee Kay—ASCAP
Seven Days in Barcelona (R)—Britton—BMI	Spring Reunion (R)—Four Jays—ASCAP
Teen-Age Crush (R)—Central Songs—BMI	Teen-Age Crush (R)—Central Songs—BMI
That's Where I Shine (R)—Remick—ASCAP	This Younger Generation (R)—Marlon—BMI
Uno Momento (R) (M)—Famous—ASCAP	True Love (R) (F)—Buxton Hill—ASCAP
Where Is Cinderella—Williamson—ASCAP	Too Much (R) — Southern Belle—Presley—BMI
Who Needs You (R)—Korwin—ASCAP	Who Needs You (R)—Korwin—ASCAP
Why, Baby, Why—Winnerton—BMI	Wide, Wide World Theme (R)—Bregman, Vocca & Conn—ASCAP
Wind in the Willow (R)—Broadcast—BMI	Wringing Wrangle (R)—Disney—ASCAP
Young Love (R)—Lowery—BMI	Young Love (R)—Lowery—BMI

• Best Selling Sheet Music in Britain

(For week ending March 16)

A coded report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

Singing the Blues—Frank (Acuff-Rose)	The Wisdom of a Fool—Leeds (Planetary)
Young Love—Cromwell (Lowery)	Don't You Rock Me Daddy-O—Essex (Hollis)
The Banana Boat Song—Morris (E. B. Marks-Bryden)	St. Therese of the Roses—Dash (Dennis)
True Love—Chappell (Buxton Hill)	Autumn Concerto—Macmelodies (Symphony)
Don't Forbid Me—Campbell Connelly (Roosevelt)	Give Her My Love—Michael Reine
Knee Deep in the Blues—Leeds (Acuff-Rose)	Cindy, Oh Cindy—Dash (E. B. Marks-Bryden)
The Garden of Eden—Duchess (Republic)	Just Walking in the Rain—Frank (Golden West)
Friendly Persuasion—Robbins (Feist)	By You, By You, By You—Cinephonic (Trinity)
I Dreamed—Duchess (Trinity)	Moonlight Gambler—Morris (E. H. Morris)
You, Me and Us—John-Fields (Roncom)	
Adoration Waltz—Bron (Sovereign)	

• Best Selling Pop Records in Britain

(For week ending March 16)

This Week	Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.	Last Week
1. YOUNG LOVE—Tab Hunter (London)	1	2
2. DON'T FORBID ME—Pat Boone (London)	2	1
3. KNEE DEEP IN THE BLUES—Guy Mitchell (Philips)	3	3
4. LONG TALL SALLY—Little Richard (London)	4	4
5. DON'T YOU ROCK ME DADDY-O—Lonnie Donegan (Pye-Nixa)	5	8
6. BANANA BOAT—Harry Belafonte (HMV)	6	6
7. TRUE LOVE—Bing Crosby & Grace Kelly (Capitol)	7	12
8. SINGING THE BLUES—Guy Mitchell (Philips)	8	5
9. BANANA BOAT SONG—Shirley Bassey (Philips)	9	9
10. FRIENDLY PERSUASION—Pat Boone (London)	10	10
11. GARDEN OF EDEN—Frankie Vaughan (Philips)	11	7
12. ADORATION WALTZ—David Whitfield (Decca)	12	13
13. THE GIRL CAN'T HELP IT—Little Richard (London)	13	—
14. YOU DON'T OWE ME A THING—Johnnie Ray (Philips)	14	20
15. WISDOM OF A FOOL—Norman Wisdom (Columbia)	15	—
16. BANANA BOAT SONG—Tarriers (Columbia)	16	15
17. DON'T KNOCK THE ROCK—Bill Haley Comets (Brunswick)	17	11
18. SHE'S GOT IT—Little Richard (London)	18	—
19. BLUEBERRY HILL—Fats Domino (London)	19	16
20. LOOK FORWARD ANGEL—Johnnie Ray (Philips)	20	—

Scramble for Indie Hook-Up

Continued from page 31

(a subsidiary of Decca's subsidiary Coral) have practically completed their respective distributor networks. Irving Jerome, sales chief of Capitol's new subsidiary Prep, has set 28 distributors in "all the major markets" to date — as compared to an original, minimum goal of 20—and reports that only a few "smaller markets" remain to be covered.

Biggest headache from the indie distributors viewpoint today is that they can't afford to slough off any label, be it ever so humble, for fear of turning down a potential best seller. This week's pop best seller charts, for example, indicate that more than half of the top 25 disks were cut by labels represented by indie distributors.

The new Roulette label has two disks on the chart—including the No. 1 platter "Party Doll." Cameo is No. 3 with Charlie Gracie's "Butterfly." Cadence is No. 4 with Andy Williams' "Butterfly," and

Imperial is No. 6 with Fats Domino's "I'm Walkin'."

Dot has six disks in the top 25 this week, while Coral, Glory, Liberty and the now defunct Groove each has one best seller on the chart.

The indie labels are meeting these problems in various ways. Some are stepping up their own merchandising and promotion programs on the distributor level, others are investigating the possibilities of setting up their own distribution branches, a la Mercury. For instance Gee, Tico and Rama own their own distribution branches here, while King and Jubilee (Cosnat) operate their own distribution offices in key cities across the country, and Coral has its own branches in three major markets. In the case of Prep, Jerome has persuaded a few distributors to set up separate sales companies which will concentrate on Prep exclusively.

NAPPY BROWN

Gave you a Big Hit with "Little By Little"

NOW HE GOES CALYPSO WITH ANOTHER SMASH!

"PRETTY GIRL"

(Yea-Yea-Yea) #1511

It's Different! Sensational!

STILL ROCKIN' THE COUNTRY!

"BAD BOY"

On #1508 by

THE JIVE BOMBERS!

SAVOY RECORD CO.
38 MARKET ST.
NEWARK, N. J.

The Oldest ONE-STOP Record Service

All Labels

All Speeds

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LP's. (\$2.47) (\$3.09) (\$3.69)
NO EXTRA CHARGES

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OH HAPPY DAY

THE FIVE SATINS

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Columbus 5-1789-1790

B B KING
"HOW DO I LOVE YOU"
"YOU CAN'T FOOL MY HEART"
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**THE BIGGEST
SMASH
OF THE
YEAR!**

Bonnie Guitar



**DARK
MOON**

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ALL STAR POLKA BAND

The Most Played Records on Beer Tavern Jukeboxes

Western Penn. & So. New Jersey

JOE TIMMER

315 State St. Bethlehem, Pa.

NEW RECORDS

5 FOR \$1.00

Top artists include Pat Boone, Lawrence Welk, McGuire Sisters, Les Brown and others. These are brand new 89¢ retail records on nationally famous labels, 45 RPM. Complete satisfaction guaranteed or money back. For each assortment of 5 send check or money order for \$1.00, plus 15¢ for postage and handling.

RECORDS

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Jerry Blaine says

"IT'S A HIT"

THE BOY WITH THE GOLDEN KAZOO

Vocal Version—KIRK STEWART

Instrumental Version—DAVE TERRY and his Orchestra

Jubilee 5271

Jubilee Records

1650 Broadway New York

GOING STRONG!

ALAN MARTIN



and his latest Irving Berlin Tune

WE'LL NEVER KNOW

b/w

ROCK BOTTOM ROLL

Arrow #713

ARROW RECORDS 2950 Madison Av. Bridgeport, Conn.

GIVE TO DAMON RUNYON CANCER FUND

Music Miracle

Continued from page 31

Meanwhile, sounds for the other will be registered by the hill-and-dale vibrations, then be fed thru another wire. For single speaker sets, the two sounds will be mixed and fed to a single amplifier.

For less than \$100, the consumer can equip himself with an extra amplifier and speaker of good quality to provide himself with the thrill of stereo sound once the record is produced. If his present equipment is of superior quality, he'll need to duplicate his present amplifier and speaker and he's all set up.

Problems Licked

The problem of playing a record with vertical and lateral groovings was virtually licked a long time ago. Electric & Musical Industries, Ltd., of England, produced and played such a disk as far back as 1933. EMI has since experimented with further refinements and so has Bing Crosby Enterprises, Inc. Two pickup heads, marketed today, are quite suitable for pickup of vertical and lateral vibrations. They are the RCA 4875 and Western Electric 9-A.

The main problem delaying the entrance of the stereo record is perfection of a cutting head to groove the disks. Cutting heads devised so far to produce experimental recordings are capable of a somewhat limited frequency response. In the extreme ranges of highs and lows, these heads will not record the full sound that the modern hi-fi LP is capable of reproducing. The problem is chiefly in developing a suspension system for cutting stylus moving up and down. But it is a mechanical problem, not one of electronics, and the solution, according to experts, is only a matter of time and tinkering.

One expert experimenting aggressively with the problem is Bill Putnam, president of Universal Recording Corporation here, who is working in conjunction with a major manufacturer. So far as the problem can be seen at present, according to Putnam, there is no reason why it can't be licked soon.

When it is licked, it can be anticipated that the growing market for stereo tapes will hold up and possibly expand. Tapes today appeal to the extremely discriminating hi-fi devotee who objects to extraneous noises produced by record surfaces. This fellow will still want those advantages of tape even after stereo disks are available. In fact, stereo records can be expected to convert many disk fans to the virtues of stereo, who will then want to step upward to tape.

VOX JOX

By JUNE BUNDY

GIMMIX: Nelson E. Bragg, WJDA, Quincy, Mass., is currently conducting a contest on Harry Belafonte's waxing of the same tune. Bragg is looking for the "Boo-Boo of New England." However, he has switched the song's thinking somewhat, and is looking for the "handsomest outstanding citizen of New England." Winner must be a married man, and his wife must submit a photo and story about why she thinks he is "the greatest." Bragg, incidentally, broadcasts from his own home, with his frau, three daughters, two parakeets and a German shepherd sitting in on each session.

"SHAVE-IAN" SPINNERS: deejay promotion gimmicks have whiskers these days, and all in the name of sweet charity. Spinner Norm Prescott, WBZ and WBZ-TV, shaved off Frankie Laine's beard on camera March 2. Station WURL, Arlington, Va., has enlisted the aid of the bearded Schweppes prexy, Commander Edward Whitehead, as honorary judge for the outlet's first annual "Whisker Derby." Laine lost a bet with Mitch Miller that his "Moonlight Gambler" disk wouldn't sell a million copies, hence the beard and lather routine with Prescott.

All of WURL's male employees have grown beards for the whisker contest, whereby listeners (male of course), are invited to grow beards in competition for \$1,000 in cash prizes. The station's news

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

MARCH 29, 1947

1. Anniversary Song
2. Managua, Nicaragua
3. Heartaches
4. How Are Things in Glocca Morra?
5. Linda
6. Guilty
7. (I Love You) For Sentimental Reasons
8. I'll Close My Eyes
9. It's a Good Day
10. Zip-A-Dee Doo-Dah

MARCH 30, 1952

1. Wheel of Fortune
2. Cry
3. Tell Me Why
4. Any Time
5. Blue Tango
6. Please, Mr. Sun
7. Little White Cloud That Cried
8. Slow Poke
9. Blacksmith Blues
10. Bermuda

chief Jock Laurence cabled the Duke of Edinburgh last month and asked him to help "focus world-wide attention on the plight of unfortunate children everywhere" by keeping his sea-going beard. The contest is part of a drive to raise \$100,000 to build a children's rehabilitation center at Leesburg, Va. Unfortunately, tho, His Royal Highness sent his regrets that the cable had arrived after he'd resumed relations with his razor.

CHANGE OF THEME: Fem deejay Barbara Girard has joined WBAP, Fort Worth. . . Al Troxler celebrated the first anniversary of his "Sky Castle" show over WCOG, Greensboro, N. C., this month. . . New station KAGE, Winona, Minn., has hired Al Wesley Dripps, formerly with KHMO, Hannibal, Mo., as chief engineer-deejay. . . New staffer at WBBN, Perry, Ga., is John Holliday, who spins 'em daily from 9:45 to 11:30 a.m. and 4 to 5 p.m. . . Lee Leonard has joined WCOL, Columbus, O.

"Big Jim" Randolph has replaced Dean McNeil in the 6:30-9 a.m. spot on KNOK, Dallas, while McNeil has moved into sales. The station recently inaugurated a new format featuring its own "top 30 rhythm and blues survey and top 10 gospel survey." General manager Stu Hepburn opines that KNOK is the only station in the country to feature such a joint record study of the two fields.

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

MARCH 22, 1947

1. Anniversary Song
2. Managua, Nicaragua
3. Heartaches
4. Guilty
5. How Are Things in Glocca Morra?
6. (I Love You) For Sentimental Reasons
7. Open the Door, Richard
8. Linda
9. Zip-A-Dee Doo-Dah
10. I'll Close My Eyes

MARCH 23, 1952

1. Wheel of Fortune
2. Cry
3. Tell Me Why
4. Any Time
5. Blue Tango
6. Please, Mr. Sun
7. Little White Cloud That Cried
8. Slow Poke
9. Blacksmith Blues
10. Bermuda

Panel Trio Guns for Mitch

Continued from page 32

and Kern." Morgan on the other hand repeatedly tried to get Miller to accept the thesis that regardless of his own taste, an a.&c.r. man should give the public rock and roll, if that's what they wanted.

In an answer to a Van Home charge that the Frankie Laine disk of "I Believe," was sacrilegious, Miller quickly offered the Martin Luther quote, "Why should all good songs belong to the devil?" Bill Stern showed a surprising lack of either knowledge or preparation for the session by asking Miller in tones worthy of Senator McCarthy, whether or not it was true that he recorded "his own song," "The Stars Need Love," in five versions. Miller, unruffled, replied that the tune was a property of the Music Publishers' Holding Corporation.

Fast & Furious

The questioning waxed fast and furious with the interrogators often interrupting each other before

Miller could even get an answer out. Other topics covered included "dirty rock and roll music," why neither Mindy Carson nor Dinah Shore "ever had a hit on Columbia," Frank Sinatra's charges that Miller ruined his career, and further references to payola.

Two distinct impressions remained with a viewer with regard to this particular episode of this series. First, the panel for some reason obviously tried to harpoon Miller, and second, that it was a sorry bit of televising to watch three badly informed panelists try to trip up the man who not only had three million-plus record sellers, including one two and a half million seller in the last 12 months, but who helped give Columbia the biggest year of its history as well.

Miller said in conclusion that he was sorry the panel hadn't asked questions that the consumer public might have been more interested in. Ren Grevatt.

Number of Releases This Week

Label	Pop	R&B	C&W
ABC-PARAMOUNT	1	—	—
ALADDIN	—	3	—
APOLLO	—	2	—
ARGO	—	1	—
ARROW	—	1	—
ATCO	1	1	—
ATLANTIC	—	1	—
BALLY	—	1	—
BATON	—	1	—
BLACK JACK	—	—	1
BLUE CHIP	1	—	—
BLUE MILL	1	—	—
CADENCE	—	1	—
CAPITOL	1	—	1
CHERYL ANN	—	—	1
COLUMBIA	2	—	2
CORAL	3	—	—
CRYSTALETTE	1	—	—
DOT	4	1	—
EPIC	1	—	—
ERA	1	—	—
FLAIR-X	2	—	—
FOREMOST	1	—	—
FOUR STAR	—	—	1
GEE	—	1	—
GLORY	1	—	—
IMPERIAL	1	2	—
IVORY	—	—	1
JUBILEE	3	—	—
KAPP	2	—	—
KING	—	1	—
LA SALLE	1	—	—
LONDON	1	—	—
MAIN LINE	1	—	—
MERCURY	1	1	—
M-G-M	2	—	—
OKEH	—	2	—
ONIX	1	—	—
POINT	1	—	—
PRESIDENT	2	—	—
RAMA	1	—	1
RCA VICTOR	7	1	1
RECORD RELEASING ENTERPRISES	1	—	—
RKO UNIQUE	1	—	—
RODEO	—	—	1
ROULETTE	2	—	—
STAR-HI	1	—	—
TIN PAN ALLEY	1	—	—
UTOPIA	1	—	—
VERVE	1	—	—
VIK	—	1	—
WEB	3	—	—
TOTAL	56	23	11

Bethlehem to Cut Torme's 'California'

HOLLYWOOD — Singer Mel Torme will record a new version of his "California Suite" for Bethlehem Records, with dishing slated to begin here this week. Torme penned "Suite" some years ago and it originally was released on Capitol Records.

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• Reviews of New Pop Records

• Continued from page 72

(LITTLE) BILLY MASON

Thinking of You77
 RAMA 223 — Another country-type song, chanted with zest. Accompaniment is very smart—strings with a hard guitar sound and an unusual rhythm pattern. Merits plenty of spins. (Kahl, BMI)

You Are My Sunshine....76
 The engaging oldie gets a pleasant vocal reading, backed by a rhythmic string arrangement. Very country-ish. (Peer, Int'l, BMI)

BANFORD CLARK

The Glory of Love.....77
 DOT 15556—Clark pulls a rockabilly version of Fats Domino on this side, warbling with gentle effectiveness on the great standard. (Shapiro-Bernstein, ASCAP)

Darling Dear....75
 Leisurely paced ballad is sung with feeling and folksy charm by Clark, who had a hit disk in "The Fool." (Note, BMI)

VERA LYNN

Don't Cry My Love
 (The Faithful Hussar)77
 LONDON 1729—This tune has received attention via the Ted Heath instrumental and Armstrong vocal. Miss Lynn's lyricized reading has solid potential for a second and bigger go-round for the tune. Bears watching. (B. F. Wood, ASCAP)

By the Fountains of Rome....70
 Miss Lynn exercises her pipes on a pretty ballad set to a lush Latin beat. Unfortunately her pronunciation of "foun-tain" to rhyme with "rain" is likely to bring unwanted chuckles. (Chappell, ASCAP)

CONNIE CONWAY

Can't Live With You
 (Can't Live Without You)76
 DOT 15554—A tender ballad, with a strong touch of country and western in its lyric, but slanted for pop with typical pop instrumentation, including horns. Merits plenty of exposure. (Debra-Dexter Palms, BMI)

Baby's Comin' Home....74
 A rhythm song on this side. Like the flip, lyric has considerable infusion of c.&w., but treatment is pop-ish. A change of pace. (Debra, BMI)

ROMEO PENQUE ORK

Seven Days in Barcelona76
 EPIC 9209—Another cover of the de Pari original. This one adds

drum. An engaging instrumental wrapup of the provocative theme. Sure to get jockey play, but counteraction may only be moderate. (Britton, BMI)

A Scot in Spain....73
 A gay instrumental rendition of a happy theme, spotlighting a surprisingly successful blend of a highland fling flavor with a romantic Spanish rhythm. Good jockey wax. (Eby, BMI)

FREDDY MARTIN ORK

Seven Days in Barcelona76
 RCA VICTOR 6871—Martin plays soprano sax in this cover, and his version also has full orking with a danceable bolero rhythm. If the excitement over this material produces sales, this one figures to pay off. (Britton, BMI)

Say So....60
 A difficult song for mass consumption. Tasteful, danceable hotel orking and an impressive male warble help some. (Martin, ASCAP)

MARTHA CARSON

Satisfied75
 VICTOR 6861—A pop-style arrangement backs Martha Carson in this sacred song. There's a rollicking rhythm, and thrush's unbounded vitality and enthusiasm. Watch it. (Acuff-Rose, BMI)

Let the Light Shine on Me...73
 The vitality of the chanteuse is showcased this time with a pop arrangement by Joe Reisman. Tune is a sacred one, belted out in typical Carson style. (Valley, BMI)

JUNE VALLI

Strictly Sentimental75
 RCA Victor 6852—Miss Valli belts this rock and roller in tough, gravelly voiced style. Tune has lots of noise and a good swinging beat from Joe Reisman ork. Juke potential. (Southern, ASCAP)

Will You Love Me Still?...70
 This tune has the now familiar guitar-highlighted calypso beat, but the message is very much in the pop romantic groove. Some spins indicated, the mass market appeal is lacking. (Quintet, BMI)

MICKY MARLO

Ain't That Love75
 ABC-PARAMOUNT 9807 — Miss Marlo has her best disk to date here. She registers strongly on this contagious Ray Charles r.&b. tune,

with a hand-clapping revival-meeting flavor. (Progressive, BMI)

The Beginning of Love....69
 Competent vocalizing on an okay rock and roller, but flip is better showcase for canary. (Ampco, ASCAP)

MANDY MILLER

Do Anything74
 FLAIR-X 5005—Here's a melody that sticks with you. Mandy Miller sings it with emotion, to a slow, toe-tickling rhythm. Nice. (Raleigh, BMI)

Oh, Promise....67
 This song has the touch of material, but lacks the promise of the flip. (Coliseum, BMI)

JACKIE WALKER

Love Sublime74
 DOT 15552—A soulful side. Walker chants it with a lot of heart, and a strong touch of c.&w. feeling. Backing is simple and effective, featuring guitar. (Garabedian, BMI)

On the Way Home....74
 A rhythm side. It's chanted well, but material is not as strong as the flip. (Garabedian, BMI)

PAT KIRBY

Please Be Gentle With Me73
 DECCA 30272—Attractive multi-track chirping on an appealing rock and roll ballad. Jockeys should go for this one. (Bregman, Vocco & Conn, ASCAP)

If I Had a Needle and Thread....70
 Pert reading by the TV thrush on a catchy ditty with cute novelty lyrics and a nice folksy flavor. (E. B. Marks, BMI)

SCOTTY ENGEL

Steady as a Rock73
 RKO UNIQUE 386—Hip Little Riff opus progresses thru successively higher keys and gets a most pleasant warble from the young lad. Jocks will like it. (Leeds, ASCAP)

When Is a Boy a Man?...68
 Young warbler sings this show-type material with real pro finish. Short side for jocks, but retail action is not too likely. (Lamas, ASCAP)

HOAGY CARMICHAEL-CASS DALEY

I'm Waiting Just for You73
 DECCA 30260—Here's a great one for the deejay set, Carmichael and Cass Daley (singing straight and surprisingly well) blend with sock effect on an appealing blues. Fine backing by Matty Matlock's All-Stars. (Kay & Cee, BMI)

CASS DALEY

A Good Man Is Hard to Find....66
 This side spotlights the comedienne in her usual style. She sells well on the amusing oldie, augmenting it with

(Continued on page 78)

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Record No. 3678



Reviews of New Pop Records

Continued from page 77

a typical man-hunt monolog. Jocks with house-frau audiences will go for it, but the flip has better spin potential. (Mayfair, ASCAP)

KELLY OWENS ORK

The Sweeper 72
FLAIR-X 5004—Instrumental with a slow, striding rhythm and featuring a soulful tenor sax by Jimmy Buchanan. Plenty of class to this wax, and sure to appeal to deejays. (Sid-Lee, BMI)

Soda Pop 70
Another instrumental. Plenty of beat like the flip, but in contrast, this is more of a honker. (Sid-Lee, BMI)

THE DE CASTRO SISTERS

Flowers on a Hillside 72
VICTOR 6862—The habitually ebullient, raucous trio switches to a gentle, sweet pastoral groove on this lovely folk-type chant. Some surprisingly pleasant moments for spinners. (Bulls Eye, ASCAP)

I Know Plenty 65
Gals revert to form on this desperate rock and roller. It's pretty thin, despite the big-band orking. (Huston, BMI)

EDDIE LAWRENCE

German Baseball 70
CORAL 61799—The Old Philosopher herein is concerned with some heavy-handed nonsense in equally heavy low-comedy German-accented vein. Fair material, gaited to spark moderate laughs and sates. Useful for occasional deejay comedy breaks. (Merrick, BMI)

Golden Boskos
Lampoon of movie honor awards session. Material and delivery in comedians' familiar format. Not quite as good as flip. (Merrick, BMI)

HI TO JACK AND THE DAME

I'm Getting Sentimental Over You
On the Sunny Side of the Street 70
UTOPIA 1977—Excerpts from Maury Law's recent Paramount Enterprises LP, "Tribute to Tommy Dorsey." Features solid projection by vocal group and ork of late maestro's theme and "Sunny Side." For jocks mainly. (Mills, ASCAP; Shapiro-Bernstein, ASCAP)

I'll Never Smile Again 68
Another item from the same source gets equally good treatment. A very professional piece of wax, produced with nostalgic taste and imagination. About same sales chances. (Pickwick, ASCAP)

ANN REYNOLDS

Wind in the Willow 69
KAPP 179—Rich-voiced thrush sings the pretty ballad with tenderness and taste. However, Jo Stafford's waxing of the tune has already pulled most of the song's deejay-play strength. (Broadcast, BMI)

Say I Can Count On You 67
Nice piping job, on an appealing ballad with effective lyrics. (Broadcast, BMI)

HAZEL SCOTT

Carnival 68
DECCA 30253—Comeback to disks of the comely pianist-thrush should attract some deejay play. Material on both sides is calypso, sung with style, but lacking big-market appeal. (Bishop, ASCAP)

Take Me, Take Me 68
As above. (Bishop, ASCAP)

JOSE DUVAL

Message of Love 68
KAPP 177—Duval sings out in big-voiced legit style—a la Mario Lanza on a dramatic ballad with lush, elaborate backing. (Zodiac, BMI)

That's What You Mean to Me 68
Same comment. (Famous, ASCAP)

THE FOUR TUNES

A Little on the Lonely Side 68
JUBILEE 5276—A tremulous tenor lead, in the pattern of a Bill Kenny, leads the group thru this reading of the oldie. Second chorus features a spoken bit. Nothing too inspiring, but some jocks may spin. (Advanced, ASCAP)

Cool Water 64
Fairly original interpretation of the old tune. Side has rhythm and a good lead, but only limited commercial chances. (American, ASCAP)

CAPT. PERCUSSION AND CREW

The Marriage of Melda 66
M-G-M 12455—Calypso, with vocal by Hamilton Grandison. Has the authentic stamp, and a rollicking beat and folk flavor. (Leeds, ASCAP)

De Penalty 63
What is the penalty for assault and battery, the chick asks, after a husband-wife spat. The calypso tells a lively story. (Leeds, ASCAP)

CHUCK NELSON

Calling My Love 66
ERA 1032—Sincere vocal stint on a pleasant Western-flavored theme. A good backing job by Johnny Mandel. Moderate spin potential. (Thunderbird, ASCAP)

If You Grew Tired of Me 63
Nelson handles a dramatic ballad with feeling and style. (Nightingale, ASCAP)

BOB WINN

Only Trust Your Heart 66
IMPERIAL 7004—A very pretty tune from the pic "10,000 Bedrooms," handled in okay style by Winn. Competition in the field, particularly from Dean Martin, can cause plenty of trouble. (Felt, ASCAP)

The River's Edge 60
Another pic tune, this time a title song, gets Winn's slightly throaty treatment for only so-so results. (Robbins, ASCAP)

MARLINA KARR

You All You 65
POINT 10—Thrush has a cute teen quality and pro backing by the Ray Charles singers. Tune is a breezy, hand-clapping item with a two-beat evangelical quality. Doubtful that it's strong enough to emerge, even so. (Pollard, BMI)

I'm Sorry Darlin' 63
More of the same. Sy Oliver's ork appears to be no more than a rhythm section. (Pollard, BMI)

PHIL BRITO

Open Fireplace 65
PRESIDENT 1014—Tone for this is set by the schmaltzy gypsy violins and guitar. Brito then comes up with a dreamy baritone to sing of the romantic scene. Hard to tell where this will go, but pleasant enough listening. (Piccadilly, BMI)

My Beloved 63
Soft and feathery three-beat stuff here by an old-timer on the music scene. Brito hands it a nice reading but payoff fireworks are missing. (BMI Canada, Ltd.)

ADDIE LEE

One Little Kiss 65
ROULETTE 4004—Rock and roller with Latin beat is belted with a bit of strain by the thrush in her disk debut. Fairly cute side nevertheless, indicating better sides by Miss Lee in the future. (Adonis, BMI)

Cumba Tamba Nika 60
The quality is distinctive, but the material here gives the newcomer a great deal to cope with. Exotic, heavily produced stuff with slave chain clanging. (Kahl, BMI)

THE CHEERS

Chug Chug Toot Toot 63
MERCURY 71083—An innocuous tune with elements of a round. Has cute aspects but doesn't figure to break very rapidly. Disk is group's debut on the label. (Shaw, ASCAP)

Big Feet 68
Fast moving rhythm item, but little imagination shows thru on this. Group has done better than either side here. (Cheers, BMI)

BARRY MASTERS

Down at the Station 62
FOREMOST 101—Singer gets a bit of projection into a mildly interesting blues. Ork backing is over-arranged and delivered. Little here for sales spark. (ASCAP)

It's Not the End of the World 61
Ultra slow ballad shows singer's voice to far better advantage than flip. But appeal is strictly run-of-the-mill material-wise. Same rates comment. (ASCAP)

MANNY LOPEZ ORK

Around the World 62
VICTOR 6853—The Beautiful Victor Young waltz theme from flick of same name should be around for many years in all types of arrangements. This one is a bolero with no special attraction, however. (Victor Young, ASCAP)

Summer Romance 60
Another society-style bolero, another pretty theme, and also lacking single appeal. (Bolton, BMI)

DAVID BROWN

Hold On 61
LA SALLE 501—Slow rhythm ballad with ditto backing. Nothing here that prophesies a sales take-off. Unimaginative vocal and instrumental projection. (Club Royal, BMI)

Running Thru My Mind 59
Close follow-up of flip's pattern. Commercial future looks about equal. (Carlson, BMI)

W. C. FITZGERALD

Don't Leave Me Now 60
BLUE MILL 120—Singer chants ordinary rhythm tune of his own clefting. Pleasant delivery but nothing comes thru to prophesy even moderate interest sales-wise. (Blue Ribbon, BMI)

Take Hold of My Hand 58
Similar offering, also of singer's own penning. Rates about same sales comment. (Blue Ribbon, BMI)

TEACHO WILTSHIRE

Coffee Break 60
TIN PAN ALLEY 187—A persistent rhythm job about a coffee break romance. Has a feeling of taking a lot of time. Nothing much happens after the first 16 bars. (Chappell, ASCAP)

Shut-Eye 56
Wiltshire tries to inject the romantic feeling but trite material is a great handicap. (Leslie, ASCAP)

SHARON STRAUSS

A Hole in the Fence 60
JUBILEE 5275—Novelty in march tempo has choral backup with very youngish chick belting in squeaky tones. Hard to see a market for this. (Peer, Int'l, BMI)

Matchin' Kisses 53
Kid performer sounds fresh out of one of those TV "Children's Hour" airings. Might be better on the visual side. Disk potential appears very slim. (Rayven, BMI)

JOHNNY STARK

Roll Baby Roll 58
CRYSTALITE 709—Singer belts out a fair to middlin' rock and roller. Material is strictly average teen-age bid, and backing rocks to uninspired sound. Not likely to collar more than cursory attention. (Melo-Art, ASCAP)

So Lovable 55
Lad takes off creditably on a light, swingy ballad. Pleasant vocalizing doesn't make up for over-all mediocre results. Similar sales comment indicated. (Laine-Simms, BMI)

DICK HOOVER

You Just Wait and See 49
BLUE CHIP 0007—Hoover warbles rather uncertainly on a so-so ballad. Very little commercial value here. (Unpublished)

Please Don't Turn Away 49
Same comment. (Unpublished)

RAY RIVERA

Lola Gone 45
WEB 1103—Sound and orking are of "demo" quality and this calypso tune is pretty weak tea. Spins and sales are only remote possibilities. (Veronique, ASCAP)

Calypso Cat 44
An even thinner slice on this face. (Veronique, ASCAP)

Polka

RAZZBERRY REYNOLDS

POLKA BAND
Two Blackbirds Danced a Polka 85
BOWERY 212—Novelty orking includes piccolo and two baritone horns, plus tuba, saxes, etc. A delightful side; danceable and listenable. Should sell wherever exposed.

Village Tavern Polka 81
Neat, good-humored pop-polka orking, with piano solo, on a catchy polka that's based, except for the trio, on "Helena." Fine juke side for all locations.

WALTER SOLEK ORK

Flirting Eyes—Polka 80
DANA 3240—Snappy, brassy Polish-style instrumental, and a new polka with strong traditional flavor. Should sell wherever polkas go.

Wedding Bells—Oberek 74
Another crisp, clean orking job, this time on a flavorsome oberek. Strongest action in Polish nabes.

THE MUNICH TRIO

Harmonica Polka 79
BOWERY 214—Main instrument in this Will Glalte polka is clarinet, despite title. Danceable, colorful item in the Old World, German-Swiss idiom. Worthy of spins and sales, especially in German locales.

Swiss Mazurka 72
Real folk flavor here, too. Polish, German, Swiss and even Creole sectors take note.

KENNY BASS AND HIS POLKA POPPERS

Sweet Happy Polka 78
CORAL 61803—Two polka stylings here to satisfy all nationalities. Accordion and brass flavor are strong, indicating good Midwest activity. Both sides are tuneful and retentive. (Lake Erie, BMI)

Ronnie's Polka 78
More of same. (Lake Erie, BMI)

GENE WISNIEWSKI ORK

Chantez-Chantez 74
DANA 2120—Gene Cherry carries the vocal lead on this crisp polka version of the Dinah Shore seller. Vocal all the way, and orking is more pop style than usual for the band, putting disk in direct competition with the original. (Chantez, BMI)

No Money? No
Good—Calypsolka 70
Combination of calypso and polka doesn't quite make it. Part of fault lies in the lack of lyric punch. (Dana, BMI)

RCA Artists' Europe Trek

LONDON—Arriving here April 1 will be the advance contingent of RCA Victor recording artists whose company is pushing their fortunes in Europe. The first tour will include the country and western artists of the caliber of Jim Reeves, Jim Edwards and Janis Martin. The initial visit will be confined to American bases in Europe but plans are being mulled to broaden appearance sked with the idea of familiarizing the European public with RCA Victor artists.

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C&W Best Sellers in Stores

For survey week ending March 20

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes entries like '1. YOUNG LOVE (BMI)-S. James' and '2. THERE YOU GO (BMI)-J. Cash'.

Most Played C&W in Juke Boxes

For survey week ending March 20

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes entries like '1. THERE YOU GO (BMI)-J. Cash' and '2. YOUNG LOVE (BMI)-S. James'.

Most Played C&W by Jockeys

For survey week ending March 20

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes entries like '1. YOUNG LOVE-S. James' and '2. GONE-F. Husky'.

C&W Territorial Best Sellers

For survey week ending March 20

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

- 1. Gone, F. Husky, Cap.
2. Young Love, S. James, Cap.
3. Walkin' After Midnight, P. Cline, Dec.
4. Knee Deep in the Blues, M. Robbins, Col.
5. Honky Tonk Song, W. Pierce, Dec.
6. White Sport Coat, M. Robbins, Col.

Charlotte

- 1. I'm Tired, W. Pierce, Dec.
2. There You Go, J. Cash, Sun
3. Gone, F. Husky, Cap.
4. Young Love, S. James, Cap.
5. Train of Love, J. Cash, Sun

Dallas-Fort Worth

- 1. Fraulein, B. Helms, Dec.
2. There You Go, J. Cash, Sun
3. Young Love, S. James, Cap.
4. Gone, F. Husky, Cap.
5. I've Got a New Heartache, R. Price, Col.
6. I'm Coming Home, J. Horton, Col.
7. Too Much, E. Presley, Vic.

Houston

- 1. Young Love, S. James, Cap.
2. Don't Stop the Music, G. Jones, Stdy.
3. Poor Old Me, B. Barnes, Stdy.
4. Teen-Age Crush, T. Sands, Cap.
5. Gonna Find Me a Bluebird, M. Rainwater, MGM.
6. I'm a Big Boy Now, J. Tubb, Dec.
7. There You Go, J. Cash, Sun
8. Singing the Blues, M. Robbins, Col.
9. Young Love, S. James, Cap.
10. Crazy Arms, J. L. Lewis, Sun

Memphis

- 1. Your True Love, C. Perkins, Sun
2. Gone, F. Husky, Cap.
3. Gonna Find Me a Bluebird, M. Rainwater, MGM.
4. Am I Losing You? J. Reeves, Vic.
5. I Miss You Already, F. Young, Cap.
6. Young Love, S. James, Cap.
7. There You Go, J. Cash, Sun

Nashville

- 1. Gone, F. Husky, Cap.
2. Am I Losing You? J. Reeves, Vic.
3. Honky Tonk Song, W. Pierce, Dec.
4. I'm a Big Boy Now, J. Tubb, Dec.
5. Too Much, E. Presley, Vic.
6. Wasted Words, R. Price, Cap.
7. Young Love, S. James, Cap.
8. Don't Stop the Music, G. Jones, Stdy.
9. There You Go, J. Cash, Sun
10. Walkin' After Midnight, P. Cline, Dec.
P. Cline, Dec.

Richmond, Va.

- 1. Young Love, S. James, Cap.
2. Walkin' After Midnight, P. Cline, Dec.
3. Train of Love, J. Cash, Sun
4. Don't Laugh, Louvin Bros., Cap.

St. Louis

- 1. Too Much, E. Presley, Vic.
2. There You Go, J. Cash, Sun
3. Gone, F. Husky, Cap.
4. Honky Tonk Song, W. Pierce, Dec.
5. Young Love, S. James, Cap.

Reviews of New C&W Records

RED FOLEY
One Life, Two Loves (And Three Broken Hearts) 50
DECCA 30249 - A good weeper, which tells a tragic story. Foley does it in his solid style, to a simple backing which emphasizes the lyric. Watch it. (Valley, BMI)
RED FOLEY AND BETTY FOLEY
Come a Little Closer 77
A neat melody, with a charming arrangement. Foley belts out with style, and daughter Betty chimes in where the arrangement calls for duet chanting. (Red Top, BMI)

LEE EMERSON AND MARTY ROBBINS
Where D'ja Go 50
COLUMBIA 40868 - Two fine expressions of the country idiom pair up on this bright handclapper. The two knock out some real winsome harmonies. This one rates good exposure. Watch it. (Be-Are, BMI)

LEE EMERSON
I Cried Like a Baby 74
A very sad tale right in keeping with country preferences. Emerson gives it suitable expression with a good nasal twang. Flip will get the attention, but this rates a look too. (Cedarwood, BMI)

LEFTY FRIZZELL
Now That You Are Gone 78
COLUMBIA 40867 - Frizzell warbles this traditional-styled weeper with heartache tones aplenty. His chart entries have been few lately but this could get him back in the running. (Cedarwood, BMI)
From an Angel to a Devil 75
Some philosophical lessons here worth noting. Frizzell gives them a nice

(Continued on page 82)

This Weeks C&W Best Buys

FRAULEIN (Fairway, ASCAP)-Bobby Helms-Decca 30194-Over the past few weeks, Helms' sincere rendition of "Fraulein" has steadily been cutting a path toward the charts. After a slow start the disk is showing definite signs of hit material. Biggest reaction is in Richmond, Durham, and Atlanta, but it's also beginning to happen in the "pop" areas. The song is coupled with "Heartsick Feeling" (Old Charter, BMI). A previous Billboard "Spotlight" pick.

A WHITE SPORT COAT (AND A PINK CARNATION) (Acuff-Rose, BMI)-Marty Robbins-Columbia 40864-It looks as tho it's going to be three in a row for Marty Robbins. Reaction to the song is very big. This, like his previous two hits, is getting strong attention from the city-buyers, as well as from the "country folk." Flip of the record is "Grown-Up Tears" (Blackwood, BMI). A previous Billboard "Spotlight" pick.

Review Spotlight on . . .

C&W DISK JOCKEY PROGRAMMING

HYLO BROWN
One Way Train (Central Songs, BMI)
Nobody's Darlin' But Mine (Leeds, ASCAP)-Capitol 3671-Brown packs a powerful load of emotion into a sock weeper, "One Way Train." He's equally strong on an effective arrangement of the oldie "Nobody's Darlin' But Mine," which seques from a leisurely pace into a swinging second chorus by Brown and ensemble. A potent two-sided programming entry for jocks.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

A John Kelly "Grand Ole Opry" package, featuring Ray Price, Ferlin Husky, Jean Shepard, Hawkshaw Hawkins, Bill Monroe and His Blue Grass Boys, Rod Brasfield and Van Howard attracted some 4,500 paid to Cincinnati Garden, Cincinnati, Friday night (22), with ducats scaled at 90 cents for general admission and 50 cents for kids. Reserves went for \$1.50 and \$2. Kelly's last show at Cincinnati Garden on New Year's Eve pulled slightly better than 6,000 paid. . . . Sonny James plays the State Theater, Hartford, Conn., March 30-31, and then moves on to the Palace, New York, to head up a bill made up largely of recording artists. Sonny is carded for a return on the Ed Sullivan TV-er late in April. . . . The Five Strings and Jerry Lee Lewis will be Saturday's (30) guests on "Big D Jamboree," Dallas.

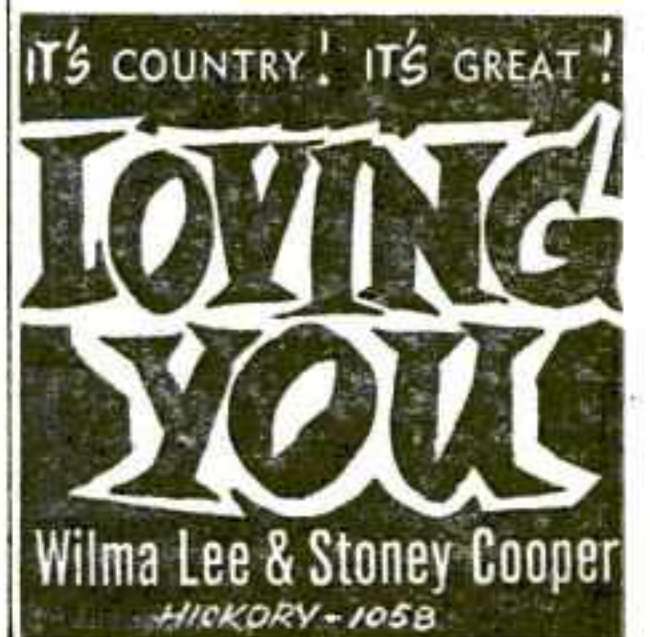
Buzz Busby and the Bayou Boys will pay a visit to "Louisiana Hayride," Shreveport, Saturday (30). "Hayride" guests April 6 will be Carl Perkins and band. Dave Rich and Floyd Tillman filled the "Hayride" guest slot last Saturday (23). . . . Jimmy and Johnny are back in action following Johnny's tonsilectomy, with a series of dates booked in Texas with Bob Luman and band, Jeanette Hicks and James O'Gwynn. The package works the annual Pioneer Day Celebration at Sam Houston College, Huntsville, Tex., Friday (29). Gary Bryant (Decca), now on a six-week visit with his family in Spokane, is due back on "Louisiana Hayride" in late April.

The Cisco Kid (Duncan Renaldo) will appear as special guest of Red Foley and Company on "Ozark Jubilee" April 13, when the show introduces a new song, "The Cisco Kid," recorded on the Fraternity label by Barbara Cameron. . . . Gov. Frank Clement of Tennessee will address the weekly luncheon of the Rotary Club of New York Thursday (28) on the subject of country music. Accompanying the governor to the Big Town will be "Grand Ole Opry's" Jim Reeves, who will aid in the program by singing several of his recorded selections to demonstrate the development of country music. This will probably be the first exposure to

country music that most of the members of the New York Rotary Club will have ever had. On Friday night (29), Reeves headlines RCA Victor's Concert in Country Music in Toledo as a warm-up for the unit's European tour which gets under way April 1.

Ferlin Husky (Capitol), now navigating under the personal management of Hubert Long, follows his appearance on the Ed Sullivan show over CBS-TV network show April 7 with an Easter Week stand at the Paramount Theater, Brooklyn, on the Alan Freed show. Ferlin put in last week visiting deejays, one-stops and important dealers in key markets thru the East and Midwest plugging his newest Capitol release, "Gone." Long is presently negotiating with the William Morris Agency for a dramatic TV show for Husky. . . . A. V. Bamford's monthly c.&w. show in Denver attracted good business to the Auditorium there St. Patrick's Day. Box office was aided by a fair advance sale. Featured with the package were Webb Pierce, Jim Reeves, Grandpa Jones, Benny Barnes, Louise Duncan, Tommy Hill, and the Wagonmasters.

Bonnie Brown, of the Brown Trio (Jim Edward, Maxine and Bonnie), typewrites from their home base, Pine Bluff, Ark.: "We were thrilled last week when we found our record listed as the No. 6 best-seller in Nashville. And it's only been released three weeks. The Billboard is such a terrific magazine; we can hardly wait for Wednesday to roll around so we can receive our copy. Maxine and I have finished taking our nine shots for the overseas tour. Jim received his when he was drafted a year ago. And we've finally received our passports. So, I suppose we're all set for our overseas trek-those Army (Continued on page 82)



Reviews of New R&B Records

SHIRLEY AND LEE
I Want to Dance83
 ALADDIN 3369—The pair get full of the love, sweet-talk spirit on this side. Tune rocks along nicely and Shirley packs special charm in her contribution. (Aladdin, BMI)
Marry Me....78
 One of the best examples of r.&b.—calypso hybridization. Not one of their strongest efforts but friends of the pair will dig the bright, swiny job enough to go for it. (Aladdin, BMI)

PIANO RED
Rock, Baby77
 VICTOR 6856 — The Piano man shouts an insistent but repetitive chorus to this danceable job. Fine blues feeling stirred up and the excitement makes it a good juke entry. Usual Southern potential. (Hill & Range, BMI)
Wild Fire....75
 Here's a swinging upbeater by Piano Red with guitar, bass and drums in the group. Piano man lets loose with shouts which increase the "broken bottle" feeling. Close to a repeat of the flip side. (Hill & Range, BMI)

HAL SINGER ORK
Early Hours77
 DE LUXE 6114—Another instrumental, moody and bluesy. Lacy piano work complements the tenor sax, and group contributes some chanting. From the heart and real nice. (Men-Lo, BMI)
Catnip....74
 The Rudy Toombs original makes a good instrumental. Singer's ork gives it that striding rhythm so popular nowadays, with leader's fine tenor sax contributing drive. (R-T, BMI)

BOB LEE
Wanted for Questioning76
 DOT 15553—A dramatic novelty. Bob Lee shouts a story of how a girl did him in. There's a persuasive rhythm pattern and a gimmicked recitative similar to Screamin' Jay Hawkins' "I Put a Spell on You." (Trinity, BMI)
That Kind of Love....74
 He wants love that builds him up,

but he isn't getting it. In slow, measured accents, Lee shouts about the kind he's getting, and it's no good. Good wax. (Trinity, BMI)

AL WHITFIELD
In My Heart76
 MAIN LINE 101—A strong blues-ballad side by Whitfield, who packs much quality of a gospel lead. Here's a side that could step out. (Ulysses & Bagby, BMI)
PANCHO VILLA ORK
After School Rock....70
 A fast, frantic instrumental romp. It really goes, but flavor isn't distinctive enough to set it over a host of other honk sides. (Ulysses & Bagby, BMI)

THE ROSEBUDS
Dearest Darling76
 GEE 1033—Youthful-sounding group shows a pleasing, distinctive quality on this pleading ballad. There's as much pop as r.&b. quality in both sides. Some spins likely if the disk gets pushed. (Kahl, BMI)
Unconditional Surrender....70
 Good material and arrangement—perhaps too good, on this side. (Planetary, ASCAP)

THE FLYERS
On Bended Knee75
 ATCO 6088—Blues with a rollicking rock and roll beat and an alphabet-type novelty lyric. A lively piece of wax indeed, with the lead chanter shouting with prime effect. (Roosevelt, BMI)
My Only Desire....71
 A ballad, slow in tempo and sung with emotion and style. Arrangement showcases the lead singer, and a soulful tenor sax. (Roosevelt, BMI)

WILLIS JACKSON ORK
Later 'Gator75
 ATCO 6089—Riff talks the title, then this is a medium-paced blues instrumental. Generates some force and could enjoy a good sale. Fine piano backing to the tenor by a master of "the claw." (Progressive, BMI)
Back Door....70
 Tenor sax and organ featured in this instrumental blues swinger. Nice, but not unusual. (Progressive, BMI)

JOE LIGGINS
Justina74
 ALADDIN 3368—Here's a swinger with a payoff sound. Lots of bright

goings-on, a solid beat, and Liggins with a choral backup gives it plenty of life. (Aladdin, BMI)
Go Ahead....70
 The "Honeydrinker" man gives out with a tune in a rhythm tempo that has a trace of the "Yes Indeed" framework. As an invitation to swing around the floor, it's solid. (Aladdin, BMI)

LLOYD "FATMAN"
Good Gracious74
 OKEH 7083—Novelty blues, belted out in fine style by Lloyd "Fatman." He's backed with a swiny instrumentation containing sharp rhythm and good tenor sax. Nice. (Raleigh, BMI)
Miss Mushroom....67
 Routine blues, Lloyd "Fatman" shouts the lyric to a good beat. (Blackwood, BMI)

KING CURTIS
King's Rock73
 APOLLO 1510 — Instrumental blues. Slow in tempo and has a lot of mood. Tenor sax work is a standout. Fine deejay material. (Bess-Ben Ghazi, BMI)
Dynamite at Midnight....72
 A fast rock and roller on this side. Same fine tenor sax work as the flip; but arrangement is more in a dance tempo. (Bess-Ben Ghazi, BMI)

THE ARGYLES
Every Time You Smile....73
 BALLY 1030—This is a rhythm side with a Latin beat. Lead singer gets some flashy phrasing and there's good tenor sax work. (Quintel, House of Fortune & Valledale, BMI)
Moonbeam....71
 Lead singer does a sensitive job with this refined song. Will appeal to jocks for its good taste. (Mr. Music, BMI)

THE HEARTBREAKERS
Without a Cause73
 VIK 0261—A group with a sharp, pounding style and a lead singer with an assured style. Backing is all rhythm, and contributes that protoplasmic quality. A poor man's Frankie Lyman bears watching.
One, Two, I Love You....70
 Another in the meshuga groove; but material is trite and delivery not as effective as the flip. (Oscar, BMI)

THE ROCKING BROTHERS
Yeah! Yeah!72
 WHIPPET 270 — Instrumental with lineage reminiscent of "Slow Walk." Honking horns and a solid striding
 (Continued on page 81)

ON THE BEAT

RHYTHM & BLUES — ROCK & ROLL
By REN GREVATT

Thrush Ann Cole is now being looked upon as one of the most promising of the new thrushes. The chick, who made a strong impression several months back with "In the Chapel," on the Baton label, has two fine new sides in "Got My Mo-Jo Working," and "I've Got a Little Boy." The former can go well in the pop market, with the latter more slanted to the r.&b. field, and according to Sol Rabinowitz, Baton mahoff, the disk shapes up as a two-sider. Meanwhile, Miss Cole continues to wow the customers for the touring Fats Domino "Big Show." The troupe is now pulling record chunks of loot in the Texas and Oklahoma area.

The Penguins, whose big click was "Earth Angel," on Mercury, have been pacted by Atlantic. The group is covering the tune, "Pledge of Love." The label has also re-pacted Ivory Joe Hunter to a long term renewal deal. Hunter's latest disk of "Empty Arms" and "Love's a Hurting Game" is reported starting out very strong. Atlantic's forthcoming album, "The Greatest Rock and Roll," featuring slicings by the diskery's top r.&b. artists, was incorrectly listed in these pages last week as carrying a \$4.98 price tag. The general LP increase announced by the label does not apply to this package, which stays at \$3.98.

Cootie Williams and his band have been signed by Victor's Specialty Department. Currently at the Savoy Ballroom, Williams will cut a flock of pop instrumental sides as well as vocal renditions, featuring Larry Dale and Wini Brown. Sessions will mark a switch for Cootie away from the jazz market that knows and loves

him so well, into the rock and roll groove aimed at today's pop market. Victor also reports strong interest in its newest combo, the Dayton Selby group, which has just kicked off a side titled "Teenagers Dance the Honky Tonk." The group, featuring Willene Barton on tenor, has commenced a four-week stint at Baltimore's Tiajuana Club.

The Mike Pedicin group, headed by Frank Pingatore, has cut "Calypso Rock" for Victor and will soon hit the road on a national promotion tour for the disk. Currently the boys are doing one-nighters in the East.

Incidentals: Duke Records reports "The big three," Bobby Blue Bland, Little Junior Parker and Chuck Edwards, "are taking the country like a storm." . . . Stan Pat leaves his slot of Midwest rep for RKO-Unique Records to take over as Midwest promotion and contact man for Roulette Records. . . . Milt Shaw has just returned from opening a new West Coast office for the Shaw Agency. The office is now handling Bill Kenny. . . . Vikki Nelson has cut her first session for Vik and a.k.r. execs there have high hopes for the chick. She was formerly on the Premium label in New Jersey. . . . Frankie Lyman and the Teen-Agers who recently returned home from fracturing the Panamanian cats (a draw of 13,000 for one appearance in Colon and equally successful appearances in Panama City) have departed for a 10-week tour of Great Britain. According to Irv Siders, Lyman could easily run for president of Panama and win! . . . Phil Chess reports that Chuck Berry is headed for the biggest disk of his career with "School Day" and "Deep Feeling." Indications are very strong from a number of the hottest territories.

R&B Best Sellers in Stores

For survey week ending March 20

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. I'M WALKIN' (BMI)—F. Domino	1	3
I'm in the Mood for Love (ASCAP)—Imperial 5428		
2. LUCILLE (BMI)—Little Richard	5	3
Send Me Some Lovin' (BMI)—Specialty 598		
3. LOVE IS STRANGE (BMI)—Mickey & Sylvia	2	12
I'm Going Home (BMI)—Groove 0175		
4. BLUE MONDAY (BMI)—F. Domino	3	13
What's the Reason (I'm Not Pleasing You)? (ASCAP)—Imperial 5417		
5. JUST BECAUSE (BMI)—L. Price	4	4
Why? (BMI)—ABC-Paramount 9792		
6. PARTY DOLL (BMI)—B. Knox	7	3
My Baby's Gone (BMI)—Roulette 4002		
7. COME GO WITH ME (BMI)—Del-Vikings	9	3
How Can I Find Love? (BMI)—Dot 15538		
8. JIM DANDY (BMI)—L. Baker	6	16
Tra La La (BMI)—Atlantic 1116		
9. LITTLE DARLIN' (BMI)—Diamonds	14	2
Faithful and True (BMI)—Mercury 71060		
10. NEXT TIME YOU SEE ME (BMI)—Little Jr. Parker	8	3
My Dolly Bee (???)—Duke 164		
11. IT HURTS TO BE IN LOVE (BMI)—A. Laurie	11	5
Hand in Hand (ASCAP)—DeLuxe 6107		
12. BUTTERFLY (BMI)—C. Gracie	10	3
Ninety-Nine Ways (BMI)—Cameo 105		
13. TOO MUCH (BMI)—E. Presley	—	7
Playing for Keeps (BMI)—Vic 20-6800		
14. AIN'T THAT LOVE? (BMI)—R. Charles	13	6
I Want to Know (BMI)—Atlantic 1124		
15. PARTY DOLL (BMI)—Ray Brown	14	2
I'm Stickin' With You (BMI)—Imperial 5427		

Most Played R&B in Juke Boxes

For survey week ending March 20

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. I'M WALKIN' (BMI)—F. Domino	1	4
I'm in the Mood for Love (ASCAP)—Imperial 5428		
2. BLUE MONDAY (BMI)—F. Domino	2	14
What's the Reason (I'm Not Pleasing You)? (ASCAP)—Imperial 5417		
3. LUCILLE (BMI)—Little Richard	4	2
Send Me Some Lovin' (BMI)—Specialty 598		
4. JUST BECAUSE (BMI)—L. Price	8	3
Why? (BMI)—ABC-Paramount 9792		
5. JIM DANDY (BMI)—L. Baker	5	13
Tra La La (BMI)—Atlantic 1116		
6. PARTY DOLL (BMI)—B. Knox	9	2
My Baby's Gone (BMI)—Roulette 4002		
7. SINCE I MET YOU, BABY (BMI)—I. J. Hunter	—	16
You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111		
8. LOVE IS STRANGE (BMI)—Mickey & Sylvia	3	12
I'm Going Home (BMI)—Groove 0175		
9. COME GO WITH ME (BMI)—D. Vikings	—	1
How Can I Find Love? (BMI)—Dot 15538		
10. LUCKY LIPS (BMI)—R. Brown	6	3
My Heart Is Breaking Over You (BMI)—Atlantic 1125		

Most Played R&B by Jockeys

For survey week ending March 20

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. I'M WALKIN'—F. Domino	2	3
Imperial 5428—BMI		
2. LOVE IS STRANGE—Mickey & Sylvia	1	12
Groove 0175—BMI		
3. PARTY DOLL—B. Knox	3	4
Roulette 4002—BMI		
4. JIM DANDY—L. Baker	5	14
Atlantic 1116—BMI		
5. BLUE MONDAY—F. Domino	4	13
Imperial 5417—BMI		
6. TOO MUCH—E. Presley	10	9
Vic 20-6800—BMI		
7. COME GO WITH ME—D. Vikings	14	2
Dot 15538—BMI		
8. WITHOUT LOVE—C. McPhatter	7	10
Atlantic 1117—BMI		
9. I'M STICKIN' WITH YOU—J. Bowen	—	1
Roulette 4001—BMI		
10. FOOLS FALL IN LOVE—Drifters	15	4
Atlantic 1123—BMI		
11. LUCKY LIPS—R. Brown	9	5
Atlantic 1125—BMI		
12. RAM-BUNK-SHUSH—B. Doggett	—	1
King 5020—BMI		
13. HONEY, WHERE YOU GOING?—J. Reed	—	1
Vee-Jay 237—BMI		
14. BUTTERFLY—A. Williams	—	1
Cadence 1308—BMI		
14. LITTLE DARLIN'—Diamonds	—	1
Mercury 71060—BMI		

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This Weeks R&B Best Buys

SCHOOL DAY (Arc, BMI)—Chuck Berry—Chess 1653—Berry's finger-snappin' and foot stompin' styling of the tune has caught on in big way. Boston, Baltimore, Milwaukee, St. Louis, Durham and New York all show a very strong reception. Look for this one to reach the charts very soon. Flip of the record is "Deep Feeling" (Arc, BMI). A previous Billboard "Spotlight" pick.

Review Spotlight on . . .

R&B RECORDS

SMILEY LEWIS

You Are My Sunshine (Peer, BMI) Sweeter Words (Reeves, BMI)—Imperial 5431—Lewis warbles with appealing simplicity, warmth and drive on both sides of this disk, which should grab off a sizable amount of play and counter action. The c.&w. standard "You Are My Sunshine" spotlights a novelty with a simple, catchy melody and amusing lyrics.

ANN COLE

Got My Mo-Jo Working (Dare, BMI) I've Got a Little Boy Dare, BMI—Baton 237—The canary belts across the sock rhythm-novelty "Got My Mo-Jo Working" with solid personality impact. This one should get considerable jockey and juke attention, even tho it has to buck the Muddy Waters version. Flip is a provocative little ditty, sung with strong sales-savvy by the thrush. Both sides are ones to watch.

NAPPY BROWN

Pretty Girl (Planemar, BMI) I'm Gonna Get You (Planemar, BMI)—Savoy 1511—Brown has a promising new platter, and both sides should rate plenty of spins. He sells strongly on "Pretty Girl," a solid item with an effective tape-echo gimmick and energetic pacing. Vocal is equally solid on flip, another sock rhythmic tune.

R&B DISK JOCKEY PROGRAMMING

ERNIE FREEMAN

Night Life (Travis, BMI) Without a Love (Reeve, BMI) — Imperial 5430 — Freeman provides powerful programming material for jocks on both these sides. "Nightlife" is a medium-tempo blues instrumental with distinctive Freeman lines by brass and leader's piano and some wailing tenor. Flip—a fine instrumental treatment of a pretty ballad, featuring Freeman's moody, bluesy piano and a chorus humming in background—is great for pop deejays as well as the r.&b. market.

R&B Territorial Best Sellers

For survey week ending March 20

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

- 1. Lucille, Little Richard, Spe.
2. I'm Walkin', F. Domino, Imp.
3. Party Doll, B. Knox, Rit.
4. Next Time You See Me Little Jr. Parker, Duk.
5. Honey Where Are You Going? J. Reed, VJ.
6. It Hurts to Be in Love, A. Laurie, Del.

Charlotte

- 1. Party Doll, B. Knox, Rit.
2. I'm Walkin', F. Domino, Imp.
3. Lucille, Little Richard, Spe.
4. Just Because, L. Price, Pmt.
5. Fools Fall in Love, Drifters, Atl.
6. Butterfly, C. Gracie, Cam.
7. Gone, F. Husky, Cap.
8. Lucky Lips, R. Brown, Atl.
9. Thousand Miles Away, Heartbeats, Rma.
10. Too Much, E. Presley, Vic.

Chicago

- 1. Butterfly, C. Gracie, Cam.
2. I'm Walkin', F. Domino, Imp.
3. Come Go With Me, D. Vikings, Dot
4. Blue Monday, F. Domino, Imp.
5. Ram-Bunk-Shush, B. Doggett, Kng.

Cincinnati

- 1. It Hurts to Be in Love, A. Laurie, Del.
2. Jim Dandy, L. Baker, Atl.
3. Little Darlin', Diamonds, Mer.
4. Blueberry Hill, F. Domino, Imp.
5. Ain't That Love? R. Charles, Atl.
6. Lucille, Little Richard, Spe.

Detroit

- 1. It Hurts to Be in Love, A. Laurie, Del.
2. Next Time I See You Little Jr. Parker, Duk.
3. Come Go With Me, D. Vikings, Dot
4. Should I Ever Love Again W. Carr, Spe.
5. Young Love, S. James, Cap.

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NAVY

Reviews of New R&B Records

Continued from page 80

beat make this an effective side. Good for jocks. (Nell, BMI) Little Mike...64 R.&b. instrumental. Adequate, but not in any sense outstanding. (Nell, BMI)

THE TANTONES

I Love You, Really I Do...72 LAMP 2002—Rock and roller, with nice beat, adequate arrangement. Lead singer gets off on a high-pitched vocal kick. (Lamp, BMI) No Matter...64 A ballad on this side. Routine material, with an adequate performance by the group. (Lamp, BMI)

EDDIE BO

Dearest One...72 APOLLO 3597—Bo's better side is a slow, effectively moody love ballad. It's a well-made disk, but one that will require maximum plug effort. (Bess, BMI) Too Much of a Good Thing...62 Actually, it's not enough. Side is bright and breezy, but that's all. (Bess, BMI)

THE TAZMEN

Easy Pickin'...71 TAZ 9105 — Powerful instrumental wax for jockeys here. Hand-clapping sets tempo for a sock, swingy take-off on an exuberant rhythm tune. (Keith, ASCAP) The Chicken...71 Same comment. (Keith, ASCAP)

THE DRIVERS

Dangerous Lips...71 DE LUXE 6117—She taught her lips to lie, but he loves her anyway. This theme is worked into a very professional song, chanted in slow, bluesy manner. Deejays will be interested in this group. (Armo, BMI) Oh, Miss Nellie...71 A shouting blues, dedicated to the title chick. Tenor sax takes over midway for some fetching honking. (Armo, BMI)

THE ROBBINS

All of a Sudden My Heart Sings...71 WHIPPET 206—Boys give a big beat treatment to Hildegard's old war horse. Both they and ork ride it high for some fine effects. (Leeds, ASCAP) A Fool in Love...70 A solid rhythm offered by group with similar projection. Could attract considerable interest. (Fairway, BMI)

THE CONTINENTALS

Picture of Love...71 WHIRLIN DISC 105—The Continentals sing out in uninhibited fashion on this rhythm side, with the horns taking over with rousing quality. Pleasant wax. (Spinning Wheel, BMI) Soft and Sweet...70 A change of pace. Lads do a slow ballad here, giving it that emotional and agonized tenderness. (Spinning Wheel, BMI)

THE METRONOMES

I'm Gonna Get Me a Girl Somehow...70 CADENCE 1310—A rock and roller. Lead singer has a stylized delivery. Tenor sax midway is effective. Well-made disk. (Adams, BMI) I Love My Girl...65 This side is a ballad. Group does it adequately; but side lacks the punch of the flip. (Pollard, BMI)

TWO QUEENS AND A KING

Ooh-Wee Baby...69 ALADDIN 3344—Practically the same comment goes here, except that the crazy piano adds even more happenings to the picture. (Aladdin, BMI) Set Me Afire...66 There's enough "confusion" in sound and lyric here to make the side a very interesting commercial possibility. The trio has an unusual approach and might make enough noise to stir up some loot. (Aladdin, BMI)

STEVE GIBSON AND THE RED CAPS

You May Not Love Me...68 ABC-PARAMOUNT 9796 — Damiro Jo is featured in a pleasant plaint in the mood of "I'll Never Smile Again," with a mild r.&r. beat in the back. Chances just fair. (Myers, ASCAP) You've Got Me Dizzy...61 A brighter rocker of no special distinction. (Conrad, BMI)

MILSON LUCE

Don't Break Your Promise to Me...68 ARGO 5260—A strong teen-slanted ballad. Luce gives it a polish and there's enough happening in the backing to give added zip. This can get plays. (Muirfield, ASCAP) I Got You...63 Lyrics here mean little, tho Luce belts 'em out enthusiastically. Emphasis is on a strong beat and on that score, some spins could result. (Arc, BMI)

JACKSON BROS. ORK

Love Was Here With You...68 ARROW 1003—Billy Jackson turns in an energetic vocal on an okay blues ballad with a beat. Will take

plenty of work to hit pay-off dirt. (Okun, BMI) The Wrong Door...62 Inspired perhaps by the misdirected Dimaggio raid. Some smiles here, and good r.&r. beat, but not enough to score. (Okun, BMI)

THE CHESTNUTS

Mary Hear the Love Bells...67 Standard 100—A rockin' side, with a showmanly warbling job by the group on a hard-driving rhythm item. (Wall, BMI) Who Knows Better Than I...66 Sweet and tender vocalizing by lead singer on a poignant ballad. (Wall, BMI)

CHARLI-O

Tender Love...59 OKEH 7082—Charli-O sings out with gusto on a routine ballad. (Angel, BMI) Love Me Love My Dog...59 Energetic vocal stint on so-so pop-ish novelty. (Singular, BMI)

EARL H. PUGH

Never Had a Dream...55 J. O. B. 1113—Tune is geared to adolescent tastes, but styling and jazz backing are more hip. Chances appear slim. (Lawn, BMI) Jealous of My Shadow...55 Warbler displays some Hibbler-School qualities, but fights his own weak material and the crude backing. (Lawn, BMI)

GAC Building Contino Ork

NEW YORK — The General Artists Corporation is building a new band, with accordionist-singer Dick Contino fronting as leader. The Contino Orchestra will debut April 23, when it opens a five-week engagement at the Shoreham Hotel, Washington, D. C. Contino, who already records for Mercury solo, will also cut a series of dance albums for the same label with his new band. According to GAC topper Art Weems, the ork will spotlight a "sweet music and strong showmanship" format, with special attention focused on Contino's attire, in line with Weems' theory that too many bandleaders neglect their appearance on the stand these days.

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Reviews of New C & W Records

Continued from page 79

easy-going voicing and the side should certainly pull some spins. (Golden West, BMI)

OTTO BASH
You're Cool to Me Baby . . . 74
VICTOR 6854—A bluesy item, nicely sung by Bash, and containing interesting instrumentation. Latter has a funky quality but it's really pop, with horns, strings, etc. (Tree, BMI)

Ready for Love . . . 72
The Boudcaux Bryant ditty gets a swingy vocal by Bash. (Showcase, BMI)

BOB DAVIES AND RHYTHM JESTERS
She'll Never Know . . . 70
RAMA 224 — A rockabilly weeper inspired no little by "Singin' the Blues." Competent warbling by Davies, who is one of the four writers also. Stands some chance if started in the country markets. (Kahl, BMI)

Never Anymore . . . 64
This rockabilly rocker is routine in all respects. (Jackie, BMI)

BOBBY GROVE
Show Me . . . 69
KING 5027—A strong vocal performance by Groves on a plaintive ballad, with appealing lyrics. (Mar-Kay, BMI)

I Saw Her First . . . 67
Personable reading on an engaging country ditty with amusing lyric content. (Mar-Kay, BMI)

CARL BELEW
Old Number Nine . . . 68
FOUR STAR 1705—Good bluesy feeling here with a guy singing his lament from within the prison walls. (Star Sales, BMI)

Lie to Me . . . 67
The story of two no-good liars. Below gives the tragedy a solid melancholy sound. Makes for a good coupling. (Star Sales, BMI)

THE AUSTIN BROTHERS
Stolen Moment . . . 67
BLACK JACK 100 — The brothers warble plaintively on an interesting weeper with standout fiddling in the background. (Lode, BMI)

Nashville Special . . . 65
More sock fiddle work and okay vocalizing on a pleasing country ditty. (Lode, BMI)

KENNY BROWN
Without a Pretty Girl . . . 66
RODEO 121—What's a moon with out a pretty girl? he asks. It's nicely chanted in the traditional country style, to strings and honky tonk piano backing. (Flex, BMI)

Valley of Echoes . . . 66
A weeper, chanted in traditional style, with typical fiddles and guitars backing the chanter. (Pamper, BMI)

MELODY AL WILLETTE
Slave of Your Heart . . . 52
CHERYL ANN 3109—Gal has a most shrill set of pipes which at times seem to lack control. A very doubtful starter. (Dufort, BMI)

Faraway Look in Your Eyes . . . 50
Miss Willette works very hard to get this one over, but whether it's worth the effort is doubtful. (Dufort, BMI)

Other Records Released This Week

Popular
Almost Like Being in Love; Spring Reunion—Mary Kaye Trio, Decca 30241
Bonjour La Vie; Viale D'Autunno (Autumn Way)—Viveca Lindfors, Disneyland F-48
The Flirt; Madame Pompadour—Robert French Ork, President 1015
Foggy Mist; Only a Woman—Gaby, Record Releasing Enterprises 102
The Hucklebuck; Calypso Rock—Mike Pedicin Quintet, RCA Victor 6847
I'll Close My Eyes; Cheek to Cheek—Norman Greene Ork, Decca 30247
It's the Talk of the Town; This Is a Very Special Day—Bill Woods, Web 1102
Mam'selle; Mademoiselle De Parée—The Ray Charles Singers, M-G-M 12445
Memories of You; Partners With God—Ethel Waters, Jubilee 5274
Peddler Man (Ten I Loved); Misrilou—Peter Kim, Web 1104
Pledge of Love; Two Loves Have I—Dick Contino, Mercury 71079
Rock and Roll With Mother Goose; My Last Ten Dollars Bill—The Mix Masters, Star Hi 102-7
Shawnee Trot; On the Alamo—Speedy West, Capitol 3669
That's Where I Shine; Donkey Tango—Ray Bloch Ork, Coral 65522
What You Do to Me; Romeo—The Velours, Onyx 508

Country & Western

Dark as a Dungeon; Eight More Miles to Louisville—Grandpa Jones, Decca 30264
I've Got a New Heartache; Young Love—The Frontiersmen, Ivory 101
A New Feeling; How Much Love Can One Heart Hold?—Joe Perkins and the Rookies, King 5030

Rhythm & Blues

Little Bamboo; Everybody's Trying to Steal My Girl—Cornell Drew, Apollo 3593

Polka

At the Mill March; Helena Polka—Razberry Reynolds Polka Band, Bowery 213
Blue Chip Polka; Enjoy Yourself Polka—Georgie Cook Ork, Decca 30261
Sweet Apple—Polka; Wrap Around—Oberek—Frank Wojnarowski Ork, Dana 3254

Spiritual

Leaning on the Lord; Help Me to Carry On—Josephine James and Bertha Robinson, Peacock 1767

Latin American

La La Merengue; Italian Boy—La Playa Sextet, Mardi-Gras 1030

FOLK TALENT & TUNES

Continued from page 79

bases and Italian villas. Jim, by the way, has only 335 days left in Uncle Sam's Army. He'll be out February 24, 1958. The Army is letting him off for this tour, tho, so maybe they're not so bad after all!

Ernest Tubb and His Troubadours, Kitty Wells, Johnnie and Jack, the Wilburn Brothers and Rod Brasfield head up a "Grand Ole Opry" package which promoter Bill King has set for the Kentucky Fair and Exposition Center, Louisville, April 12. . . . The April issue of Coronet magazine presents a five-page feature on "Ozark Jubilee" and its headquarters town, Springfield, Mo., together with color photos on Red Foley, Bobby Lord, Jimmy Gately, and two members of Bill Wimberly's Country Boys, Jimmy Belkin and Johnny Manson. . . . Wanda Jackson is sporting a new pink-and-black Cadillac Coupe de Ville.

Bob Wills and His Texas Playboys, after a jaunt to the West Coast, where they cut a session for Decca, are currently touring Texas, Oklahoma, Arkansas and Louisiana. They occupy the guest slot on "Ozark Jubilee," Springfield, Mo., Saturday (30). . . . Betty Foley and Smokey Warren will team to play a string of one-nighters thru New Jersey and New York, starting April 4. Tour was arranged by G. S. J. Promotions. Betty has just concluded a jaunt thru Canada. . . . Marvin Rainwater headed the bill at the

Copa Club, Secaucus, N. J., last Wednesday (20), along with Shorty Warren and His Western Rangers. Deejay copies of Rainwater's newest M-G-M recording, "Gonna Find Me a Bluebird," may be obtained by writing to him at "Ozark Jubilee," Springfield, Mo.

Following her March 30 and April 6 appearances with her own gang on "Ozark Jubilee," Brenda Lee will make three more guest shots on the Steve Allen show over NBC-TV before the summer hiatus sets in. . . . Members of the Miller Bros. Band are vying with each other in growing the longest and best-looking beard for the Diamond Jubilee Celebration to be held at Wichita Falls, Tex., May 11-18. . . . Frieda Barter and Smokey Warren, who formerly teamed as editor and associate editor, respectively, of C. & W. Jamboree, report that their new country-music mag, Rustic Rhythm, in which they are serving in a similar capacity, has taken off like wildfire. Headquarters for the new magazine is 527 Lexington Avenue, New York.

Ardis Wells and Her Rhythm Ranch Gals are scheduled for an April 6 appearance on "Ozark Jubilee." . . . Crossroads veepee, John Mahaffery, was in Midland, Mich., last week for a huddle with execs of Dow Chemical Company, sponsors of the weekly "Red Foley Show," heard on 300 ABC radio sta-

tions. . . . Donn Reynolds is back in Baltimore from an extended tour of England, Scotland and Ireland. While abroad, he made numerous appearances on BBC-TV, ATV and Radio Luxemburg. He also signed with His Master's Voice diskery and cut 16 songs for the firm before leaving London for the States. He is slated to return to England this summer.

His exclusive contract with MCA having terminated recently, Smiley Burnette is now playing the field, as far as agents are concerned, while making his headquarters in Springfield, Mo. Smiley reports that his TV show, "Pig 'n Poke," is being eyed for an April or May showing on the ABC-TV network. . . . Jimmy Sacca and the Hilltoppers attracted a full house to Joe Lair's Rainbow Ballroom, Denver, March 9. . . . Denver's own Billie Lane and the Cherry Creek Ramblers are reported kicking up some dust with their 4-Star recording of "Silver Chief."

Wanda Jackson (Capitol) has been set by Jim Halsey for daily appearances during the first week of the new Monday - thru - Friday CBS - TV "Town and Country Time" show originating from Washington beginning April 8. Telecast, which will be beamed from 8-9 a.m., EST, will not be seen on CBS stations in the West. . . . Johnny Western, formerly on KMMT-TV, Austin, Minn., has just finished his first feature role in NBC's new color film series pilot, "Pony Express," produced at California Studio by Frank P. Rosenberg. Western recently concluded a tour with the Gene Autry unit and is set for an early waxing session with Joe Johnson, of Autry's Golden West Melodies Music pubbery in Hollywood.

Dale Turner, currently touring Europe with Connie B. Gay's "Town and Country Revue," posts from Germany under date of March 18: "Our show has been very well received. So far we have been thru Africa, Italy and Germany and today we leave for France. This has been a wonderful experience. We had the honor of doing a show for Vice-President Nixon in Nouasseur, Africa." Bob (Luke) Jones and Mel Price and the Sante Fe Rangers, touring with the same unit, echo the same sentiments in a letter from Germany. Luke says that Grandpa Jones is slated to join the unit in April.

Edythe B. Stringer, who for a time handled publicity on "Cowtown Hoedown," Fort Worth, has branched out on her own with the E.B.S. Enterprises, of Fort Worth, to handle publicity for country and western artists. Her present active mailing list, she says, is limited to 500, which includes over 400 authentic fan clubs, virtually all record companies, and the leading bookers. Miss Stringer will issue a bi-monthly bulletin on the talent she represents. First issue is due April 1 and will feature the Sinclair Sisters, the Singing Willis Family, and Johnny Ragsdale and the Sundowners. Headquarters of E.B.S. Enterprises is 3645 Willing Avenue, Fort Worth.

Reviews and Ratings of New Albums

Continued from page 58

Folk

which is standard for group singing of the robust, happy type. The Brothers, nine of them, have a nice blend and chant the melodies with gusto. There are no gimmicks; just pleasant warbling. Moderate potential.

TEDD BROWNE SINGS . . . 68 (1-12")

Jubilee JLP 1031
Tedd Browne chants a varied program of folk material here, including calypso, country ballads, religious selections, and—in a more modern vein — "High Noon," "Shame and Scandal in the Family," "The Devil Sat Down and Cried," etc., are other. His style is sincere, with a measure of folk truth. Backing includes Ernie Calabria, guitarist, and George Shaw, bassist, on some items, and the Johnny McCleverty group from the Virgin Islands on four calypsos. Much competition in the folk and calypso category; order cautiously.

Sacred

GALEN DRAKE PRESENTS THE TEN MOST REQUESTED HYMNS . . . 80 (1-12")

Golden Crest CR 3008
Veteran CBS radio commentator Galen Drake, has a sound commercial package for the sacred market in this collection of hymns which have been "most requested" by his listeners. Altho he doesn't have much voice, Drake, backed by a professional choir, sings with convincing sincerity and wise simplicity. He also introduces each hymn with a brief commentary. Heavy plugging on his long-time network radio show should enhance sales considerably. Selections include "Old Rugged Cross," "Rock of Ages," "Abide With Me," etc.

International

ANTHEMS AND SONGS . . . 75

The Royal Australian Air Force Band; Sq. Leader L. H. Hicks, L.R.A.M., A.R.C.M., Cond. (1-12")
Epic LN 3320
An indispensable set for station libraries is this solid band package by an outstanding aggregation. Material comprises national anthems and top patriotic songs of 26 countries.

Set should be of special interest to schools as a means of promoting international fellowship. Cover, showing flags of nations involved, is bright and arresting, as well as additionally educational. Every store should keep a copy in stock.

Semi-Classical

KURT WEILL'S "THE SEVEN DEADLY SINS" . . . 80

Lotte Lenya; Orchestra conducted by Wilhelm Bruckner-Ruggeberg (1-12")
Columbia KL 5175
The Weill-Brecht team has been very much in the forefront of things, resulting from recent revival and popularity of their "Threepenny Opera." This could mean a lot in getting an audience for this work, a "first on Columbia." The work is unusual, compelling, bitter, full of strong musical values, terse and melodic at the same time. The late composer's wife, Lotte Lenya is powerful in the central role of Anna and receives superb support. A German-English text has wisely been packaged with the album, increasing its chances for more general acceptance.

Polka

DOMINO POLKA . . . 88

Ray Henry Ork (1-12")
Dana DLP 1208
POLKA . . . 85
Walter Solek Ork (1-12")
Dana DLP 1226
POLKAS WITH EDDIE ZAMA AND HIS ORK . . . 85 (1-12")
Dana DLP 1216

The Dana House, always a power with polkas in the singles field, has released a barrage of new LP product which should stir up plenty of loot in the right retail centers. With those who really dig the polka dancing art, these will be a most welcome addition. All three of the listed items have a bright, well-recorded sound with a good mixture of polkas, oberek and waltz fare. With the average buyer it would be a matter of "take your pick" with perhaps a slight nod in the direction of the Henry package. On the other hand, the covers on the latter two packages are considerably more displayable, which may even things out. All can be healthy inventory items, depending on dealer's normal clientele.

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Orange Show Tops '56 Despite Weather

Record, TV Names Pull Strong; Midway Business Generally Good

SAN BERNARDINO, Calif.—The 42d National Orange Show, which started out strong only to be slowed by rain and cold nights, was still ahead of its 1956 attendance thru Wednesday (20), seventh day of the 11-day run. The attendance totaled 148,382 for the period, 7,426 ahead of the same time a year ago.

Opening Thursday (14) with Gov. Goodwin Knight in attendance for the ceremonies, attendance kept ahead of last year's mark until Saturday (16), when an early morning downpour discouraged patrons. Monday the turnstiles clicked back with nearly a 15,000 gain over the same day a year ago.

Names Click

Under the direction of Earl E. Buie, manager, the show went all out this year entertainment-wise. The hobby show pulled exceptionally strong, as did the free show in the Swing Auditorium. The latter was produced and staged for the fifth consecutive year by Bernie and Nellis Schepers, local booking agents.

The Schepers featured recording and television acts, with Rusty Draper opening the show and playing for six days. The Modernaires, Cogi Grant, Johnny Carson and others were headliners. Music was under the direction of Al Lyons.

Independent midway business was reported satisfactory with such firms as Pat Treanor & Son

with novelties; Dave Barham, hot dogs-on-a-stick, and Ed Lang with Mom's Aid strollers and wheel chairs hitting previous years' business.

"Dancing Waters," managed by Alfred Osborn, turned in strong business for the third consecutive year. The routines were changed.

Crafts Shows, which combined the 20 Big, Exposition and Fiesta units, were on the midway after a layoff last year.

Meeker Adds Circus Unit To Midway

LOS ANGELES — Jo and Ralph Meeker, of the Meeker Combined Carnival and Free Circus, left here Thursday (21) for Tacoma, Wash., after shopping for circus acts and ride equipment to expand the 1957 operations.

Meeker said winter quarters will open April 1 at Central Washington Fairgrounds, Yakima, with the show to launch its season at the Washington State Apple Blossom Festival in Wenatchee, April 29.

The show will feature an expanded promotional campaign, with a series of street parades also planned.

The show will carry 10 major and 7 kid rides, 5 shows and the free circus, and approximately 30 concessions.

In addition to Meeker, the office line-up will include Jo Meeker, secretary; William B. Davis, business manager; Dan Dix, general agent, and Herb Dunn, promotional director.

Solons Sidetrack Bill For New Gotham Arena

ALBANY, N. Y.—The bill which would permit indoor harness racing in New York City, required for the financing of the \$57,000,000 Olympic City arena (The Billboard, March 2), has been pigeonholed for the current session of the Legislature.

The huge, aluminum-shelled arena has depended from the start

CLOSE CALL

Bull Almost Sinks Navy Recruiting

IMPERIAL, Calif.—Big Babe, Gene Holter's elephant, held the keys to the Navy recruiting program for aircraft carriers at the California Mid-Winter Fair here for a couple of days.

Altho the Navy has made great strides in modern weapons, it took a process as old as man to work out the dilemma of a chief petty officer.

The c.p.o. had been permitting Babe to scrounge around in his overall pockets for peanuts. One day Babe found no peanuts but the keys to the large Diesel truck that hauled the model aircraft carrier that was displayed.

Babe swallowed the keys before anyone was aware of it. Ray Chandler, Holter's elephant man, reached into Babe's mouth and throat but the keys were beyond that point.

There were two problems: How to get the keys and how to report the mishap to the Naval District in San Diego. The c.p.o. had visions of no one believing his true report.

Everything came out well, however.

Barnes-Carruthers Produces New Type Grandstand Show

Sells 'Westorama' With Movie-Like Set to Nation's Top Circuit of Fairs

CHICAGO—A new-type grandstand show, representing a radical departure from the traditional revue, is to be produced by Barnes-Carruthers Enterprises, Inc., Chicago, for the coming season.

The show, titled "Westorama," is termed "an outdoor spectacular." It will offer action and talent both on the stage and on the track level.

Themed to the Old West, it will have a huge set, similar to those used in Western films, and will embrace fronts of and reproductions of a chophouse, drugstore, barber shop, blacksmith shop, dry goods store, saddlery, jail and dance hall.

One or more of the structures in the set will be designed to permit action inside, as well as outside of the building, giving a three-dimensional effect to the presentation. The dance hall, for instance, is to be built so that the front can be drawn back to enable the presentation of large numbers inside the building.

Specialty acts, singers and dancers will come on from the several streets in the set and also from the buildings. On-track offering will include some calling for the use of horses and other animals, all in keeping with the Western scene.

Sam J. Levy Sr., Barnes-Carruthers president, in announcing details of the show, said that he had secured LeRoy Prinz, celebrated film production man, who is distinguished for his large-scale movie scenes, to head up the production of the outdoor spectacular. Other Barnes-Carruthers staffers will assist, Levy said.

Prinz is to come here from Hollywood within the next few weeks to ready the preliminary details.

A Western headliner will appear. (Continued on page 102)

Roadside Ads Held Vital To Businesses

WASHINGTON — Roadside business would suffer if outdoor advertising is limited along the new interstate highway system, according to testimony given before the Senate Public Roads Subcommittee last week by former Sen. Scott Lucas (D., Ill.).

Speaking in behalf of the Roadside Business Association, Lucas labeled as "anti-small business" the Neuberger Bill which would permit States to buy easements along highways, to prevent erection of billboards.

Lucas said the long-range effect of the legislation "would cause the closing of many existing motels, roadside restaurants, service stations, amusements and other firms. He said unless establishments can tell motorists what they have to offer and where, "they must go out of business."

Commerce Secretary Sinclair Weeks has told legislators that his department approves legislation that would keep billboards 750 feet away from roads, withholding 5 per cent of federal contribution to States not obeying federal standards for highways ads.

Estes Sets Mexico City Rodeo Date

RICHMOND, Tex. — Rodeo Producer Bob Estes, who had a unit in France last year, will produce a rodeo this spring in Mexico City. National Auditorium will be the site. Entries for competition closed last week.

Plans are to offer five \$2,000 prize events. A 15-performance engagement is the minimum run.

Estes, whose French tour did not extend as long as he had hoped, cautions performers and competitors that a \$40 Mexican Actors' Guild card will have to be obtained, and a passport. Tourist card will not suffice.

'Opry' Tenter Reveals Route In Mississippi

LOVINGTON, Ill.—First appearance of the Senior and Lashbrook "Grand Ole Opry" tent show will be indoors in City Auditorium, Jackson, Miss., Senior announced last week. Under-canvas stands start the next day, April 2, at Magee, Miss.

Partners in the show are W. R. Lashbrook, of Orla Lashbrook & Son, Mount Vernon, Ill., tent rental outfit, and Senior. Nick Carter will have the concessions and Joe Levine will handle this work on the show for Carter.

Other stands on the show's route include Laurel, Miss., (3); Hattiesburg (4); Picayune (5); Poplarville (6); Pascagoula (8); Gulfport (9-10); Columbia (11); Macomb (12), and Gloster (13).

Pomona Fair Set For Ringling Show

NEW YORK—A second major fair was signed this week by the Ringling show, giving it a lead into Pacific Coast bookings. The circus, which earlier had contracted to provide grandstand entertainment for the Canadian National Exhibition in Toronto, will also play before the grandstand at the Los Angeles County Fair, Pomona.

Dates for the Pomona event are September 13-22. An added morning show will be likely for the closing day, Sunday, Harry Dube reported here.

One late-season date will be the Denver Coliseum, opening on the night of September 4 and running thru the 8th. Dates following Boston are Providence, May 20-26; Rochester, N. Y., May 30-June 2; Hershey, Pa., 4-8; Raleigh, N. C., 17-20; Charlotte, N. C., 21-23; Winston-Salem, N. C., 24-27, and Richmond, Va., 28-30. All will be indoor dates, with varying admission prices depending on the location's usual scale.

Arrival this year in New York will be Saturday, March 30, with unloading on Sunday, Dube stated.

Festival Mgrs. Mull Booking Operation

NEW YORK—A proposal that festival managers and promoters band together for booking purposes has been offered by Jack Golbert, of the Seven Arts Festival, Pike, N. H. Members of the new Festival Managers' Association, of which Golbert is a director, would

presumably benefit from the effort.

Golbert pointed to savings in transportation and other costs, and emphasized the advantages of being able to offer consecutive dates and, thereby, possibly attract a better caliber of attraction.

Four amusement parks in the South and Southwest joined in a free-act circuit operation several years ago, and a half-dozen New England ballrooms also ventured into the circuit field in recent years.

Cite Hotel Circuit

Golbert notes that a minor circuit, in which he is now involved, links 10 hotels for the booking of vaudeville acts. In this case the tight route provides a one-week date for the acts, with two spots, being played on some nights. At the end of the week the 10 spots split the cost of salaries and transportation.

Festival managers are being sounded out on the scheme by Robert Meyer Jr., association secretary. The FMA was founded last winter, with an initial membership of 16 events. Attendance has been growing steadily, with the latest being the Azalea Festival, Wilmington, N. C.; Ethan Allen Day Festival, Fort Ticonderoga, N. Y.; Mountain State Forest Festival, Elkins, W. Va., and Sun Fun Festival, Myrtle Beach, S. C.

President is John Geisler, of the St. Paul (Minn.) Winter Carnival, with Joe Mickler, of the Gasparilla Festival, Tampa, vice-president, and Reynolds Andrieks, of the Fiesta San Jacinto, San Antonio, treasurer.

Race Group Chartered

HARTSVILLE, S. C.—Hartsville Speedway, Inc., capitalized at \$5,000, has been granted a charter of incorporation by the secretary of state to operate an auto race track. Hugh Allen Newsome is president.

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Rolling Green Park Readies For 50th Anniversary Year

SUNBURY, Pa.—Plans for observance of Rolling Green Park's 50th anniversary were outlined here last week by Owner-Manager R. M. Spangler.

He and Mrs. Spangler have returned from a vacation in Florida and Mexico. Now completed is a booklet of the 50-year history of the park.

In preparation for the season the park has done considerable painting, building and ride maintenance. A little Show Boat was purchased for use on Rolling Green's lake. A Whip was added during the 1956 season.

Spangler will start his 43d year in the park business, his 23d at Rolling Green, on Sunday, April 14. The park will operate on Sundays only in April, weekends only

in May and daily from May 30 to Labor Day. It will be open on two weekends in September.

The spot's 50th year will be marked by a summer-long schedule of special events, free acts, fireworks and other attractions. Formal opening will be May 30.

OUTDOOR MUSIC

Barrel Organ, Circus Gems On New Disks

NEW YORK — The spirit of outdoor amusements has been captured at times in recorded music, but the efforts are so infrequent, and at times spotty in quality, that superior renditions fill an always-vacant niche. Two such records, each an LP album, are Mercury's "Music From the Big Top," featuring Carl Stevens' band, and Epic's "Barrel Organ in Hi-Fi."

Of special interest is the work of the Arab, a Netherlands street organ. In contrast with previous Merry-Go-Round music, often dirge-like and tedious, this disk has a rare, cheery collection of tunes.

A few of the tunes are foreign and not generally known here, but they are pleasing nonetheless. The Arab's rumbling bass, cymbal and bells sparkle, tho, in such melodies as "Mister Sandman," "March of the Herald," "Blaze Away" and "Vaya Cou Dios." Of the European numbers, several offer, behind their French and German titles, waltzes and gallops which strike responsive memories.

The very spirit of this barrel organ disk, plus the variety of well-delivered circus tunes by the Stevens band, combine to make a valuable addition to midway background music at parks, circuses and carnivals. Both create the desired pleasing crowd atmosphere for outdoor amusements.

Jacket on the barrel organ record is a color photo taken from the centerpiece of a Merry-Go-Round, looking outward and showing a little girl on an outside jumper. On the circus jacket is a colorful clown photo.

Stevens' music does not duplicate any of that in Merle Evans' last album on Decca. Whistles and all, it reproduces a type of big-band circus music which is diminishing from the American scene. Best renditions are of "Thunder and Blazes," "Entry of the Gladiators" and "Circus Echoes" gallops, delivered in awesome but delightful breakneck tempo, and a stirring job on "The Big Cage" and "Go."

There is no shortage of variety: Comedy ("The Mosquito Parade"), flying return ("Over the Waves" and "The Man on the Flying Trapeze"), oriental and mystic ("A Vision of Salome" and "Dance of the Snake Charmer"), and more, culminating in a head-long but perfectly controlled "William Tell Gallop."

The releases are circus and midway music at their best, excellent for loudspeaker use and valuable for home collections.

Irwin Kirby.

Sumter Gets Race Org

SUMTER, S. C.—Gamecock Raceway, Inc., this city, has obtained a charter from the secretary of state to operate a race track for automobiles for profit and to conduct concession stands. Authorized capital stock is \$10,000. Wade H. Shugart is president.

Rin Tin Tin Adds Atlanta, Four Arenas

NEW YORK — Georgia State Fair, Atlanta, has been signed for the "Rin Tin Tin" TV troupe, supplementing its earlier booking at Michigan State Fair, Detroit. Atlanta dates are October 3-12 and Detroit is August 30-September 6.

A third major fair date is in the offing, it was noted by Ed Justin, director of merchandising for Screen Gems, producer of the "Rin Tin Tin" series.

The troupe will make a four-day tour of arenas, starting Saturday (30), dates promoted by Forrest Fleming. Opening date is Portland, Me., and others are March 31, Bangor, Me.; April 1, Waterville, Me., and April 2, Berlin, N. H.

Another Screen Gems series, "Circus Boy," is also being capitalized on as its popularity grows. Mickey Braddock, featured in the filmed show, will star at the Fiesta Flambeau, San Antonio, April 27. Rin Tin Tin will also play the annual Firemen's Rodeo in San Jose, Calif., it is reported.

Icer to Play Shopper Spots

WORCESTER, Mass. — Shopper's World in Framingham, Mass., will feature William Cunningham's "Ice-Arama of 1957" from April 1-13. Mickey Sullivan, New England bandleader, has booked the date, and reports the unit will also play the Parkade shopping center in Hartford, Conn., April 20-25, and other dates, Sullivan reported here.

Sullivan is also producing a tented circus at the Framingham spot, the week of August 25. It is 23 miles from Boston on Worcester Turnpike. Cunningham's ice show features Billie English. There are 22 performances scheduled.

San Antonio Expo Wins; Scheduled For 1958 Repeat

SAN ANTONIO—Attendance figures for the San Antonio Sport and Boat Show swelled to nearly 59,000 as the presentation closed Sunday (24) after a successful six-day run at the Bexar County Coliseum. Sponsors are planning to make the affair an annual event. Dates for the 1958 show have been set for March 11 to 16 at the Coliseum.

There is already a space problem as every exhibitor that participated this year has signed for space in 1958. A crowd of 12,820 attended the exhibitions Sunday. That was an almost identical figure with the crowd estimate for the Saturday activities.

Hypnotist Charts Three Home Shows

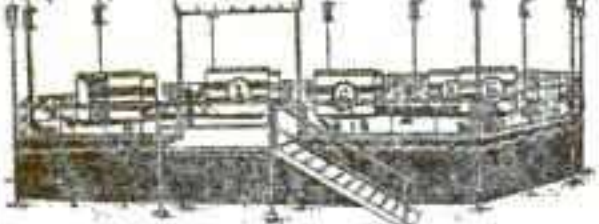
NEW YORK — Three show dates are in store for hypnotist Joan Brandon, beginning March 26-30 at the Elyria (O.) Home Show.

Others are the April 7-14 Louisville Home Show in Jefferson Armory, and the April 29-May 5 Boston Home Furnishings Show, also an armory date.

Sponsors Kid Parade

ANGELS CAMP, Calif. — The 1957 children's parade to be held in conjunction with the Calaveras County Fair & Jumping Frog Jubilee here May 16-19 will be sponsored by the Soroptimist International of the county. Mrs. Adele Wilder and Mrs. Lucille Bernasconi are co-chairmen for the Calaveras Creates exhibition to be held as an interim show on the fairgrounds April 27, Mrs. Katharine Kellogg, chairman, said.

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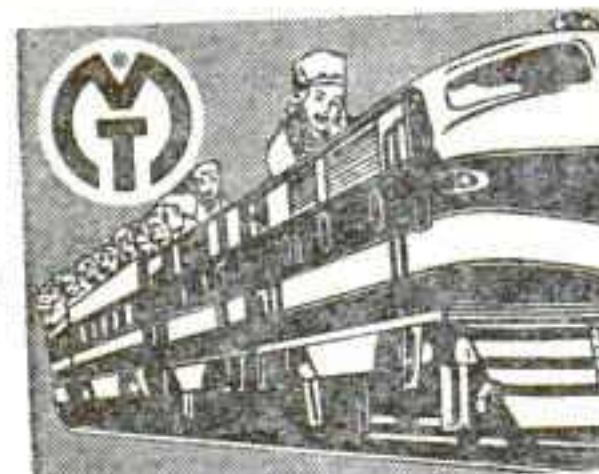


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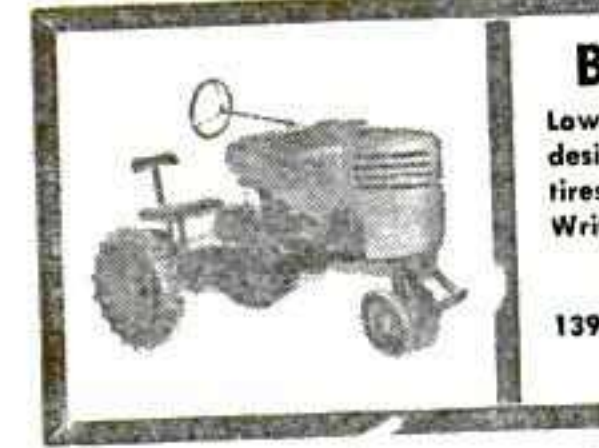


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Talent Named For Gleason, Buffalo Shows

NEW YORK—Acts for two upcoming shows, the Buffalo Shrine Circus and a Jackie Gleason TV production, "Cavalcade of Circuses," will be provided thru Al Dobritch. The Gleason show will be Saturday (30).

Dobritch is producer of the Buffalo Shrine Temple's circus. As previously announced, Clyde Bros. Circus is playing the Buffalo date, and Dobritch also is bringing in additional acts.

Buffalo program will be: 1. Grand entry. 2. Royal Rockets, skating; Henderson's chimps, and Hoffman, juggling. 3. Prince El Kigordo, lions. 4. Elly Ardelty, center ring, and Miss Ruggera, Betty Pasco, and Bill Barton, webs. 5. Ivanovs, bar; Valitha and Aldino, barrel jump, and Piet Van Brochts, comedy contortion. 6. Beebe's bears. 7. Wallenda balancing ladders. 8. Dieter Tasso, slack wire juggling. 9. Smaha, dressage, horses, ponies and mixed group of two camels, two llamas and zebra. 10. St. Leons, teeterboard. 11. Wallendas and Zoppes, Les Sylphides. 12. Howard Suesz elephants. 13. Takeo Usui, rope walk, and chimp comedy imitation. 14. Flying Victors. 15. Unus, finger stand. 16. Clowns. 17. Wallenda wire act. 18. Zoppe riding act. 19. Bruno, breakaway swaypole, and Ricetta and Betty Pasco, swaypoles. Music by the Mickey Sullivan band.

The Gleason show will have the Howard Suesz baby elephants, ponies and mixed animal act; Unus, Dieter Tasso, Cutis, Bergundys, teeterboard; Emmett Kelly, Felix Adler, Happy Kellems, midget Sonny Small, Elly Ardelty, Klausner's bears, Takeo Usui, Jinx the Chimp, and Hugh O'Brian, TV's Wyatt Earp.

Pinito Stars On Schumann

COPENHAGEN—Circus Schumann was able to make its annual opening in Sweden this year without resorting to the use of ice-breaker ships or charter planes in order to make the cross-channel jump from Copenhagen to Gothenburg.

Circus Schumann was to open on Saturday (9) in the big Lorensberg Circus arena. Albert, Paulina and Max Schumann, as well as their large stable of horses and ponies, terminated their winter season February 16 at the Belle Vue Circus in Manchester, England. They will be joined by Wenzel and Douglas Kossmayer, who will assist in training the Schumann horses.

Headliner among the circus acts will be Pinito del Oro, the former Ringling-Barnum aerialist. After playing March and April in Gothenburg and Stockholm the circus will return to Denmark for its all-summer run in Copenhagen.

New Castle, Pa., Plans New Grounds

NEW CASTLE, Pa.—The Lawrence County Fair Show is conducting negotiations for property on which to build a complete new fairgrounds.

Various locations are being considered by the board which plans to occupy the site for this year's operation. Gaylord R. Lewis, fairgrounds architect and planner, was recently called in for consultation.

Greensburg, Pa., Takes Option on 140-Acre Tract

GREENSBURG, Pa.—Westmoreland County Fair, which for years operated on a county park site, is negotiating for purchase of 140 acres two miles outside the city.

Tentative plans call for construction of a complete set of buildings for livestock and agricultural exhibits, a half-mile track, grandstand and coliseum. An executive committee is working on the project, including Homer Miller, fair president; Levi Silvis, vice-president; Stanley Rugh, director in charge of livestock, and Joseph S. Thurston, county agent. W. R. Rowe, fair secretary, is working with the executive committee.

Publicity Firm Contracts Five California Events

ALTAVILLE, Calif.—Five California fairs have given the nod to John Mette & Associates to handle 1957 publicity and public relations.

The State-wide firm, with headquarters here, specializes in fairs and fair-affiliate accounts.

In addition to several year-round accounts, the organization will direct publicity at Calaveras County Fair and Jumping Frog Jubilee, Angels Camp; Colusa County Fair, Colusa; Mother Lode Fair, Sonora; Modoc County Fair, Cedarville, and Glenn County Fair, Orland.

Extensive expansion plans are under way which will extend the firm's services to fair exhibits and community celebration direction and promotion.

Ohio Annual Inks CSRA Auto Races

DAYTON, O.—Clark county fair at Springfield was the latest Ohio annual fair to be added to the State championship auto race schedule of Central States Racing association fall fair auto races. The speed chariots close the fair's annual Saturday night, August 17, marking the fourth time for the auto races as part of the fair.

Fayetteville Bldg. Burns

FAYETTEVILLE, N. C.—Fire recently caused destruction of a \$12,000 exhibit building at the Cape Fear Fairgrounds here. It was believed promiscuous use of canned heat was responsible. Fair president is Alex McBryde.

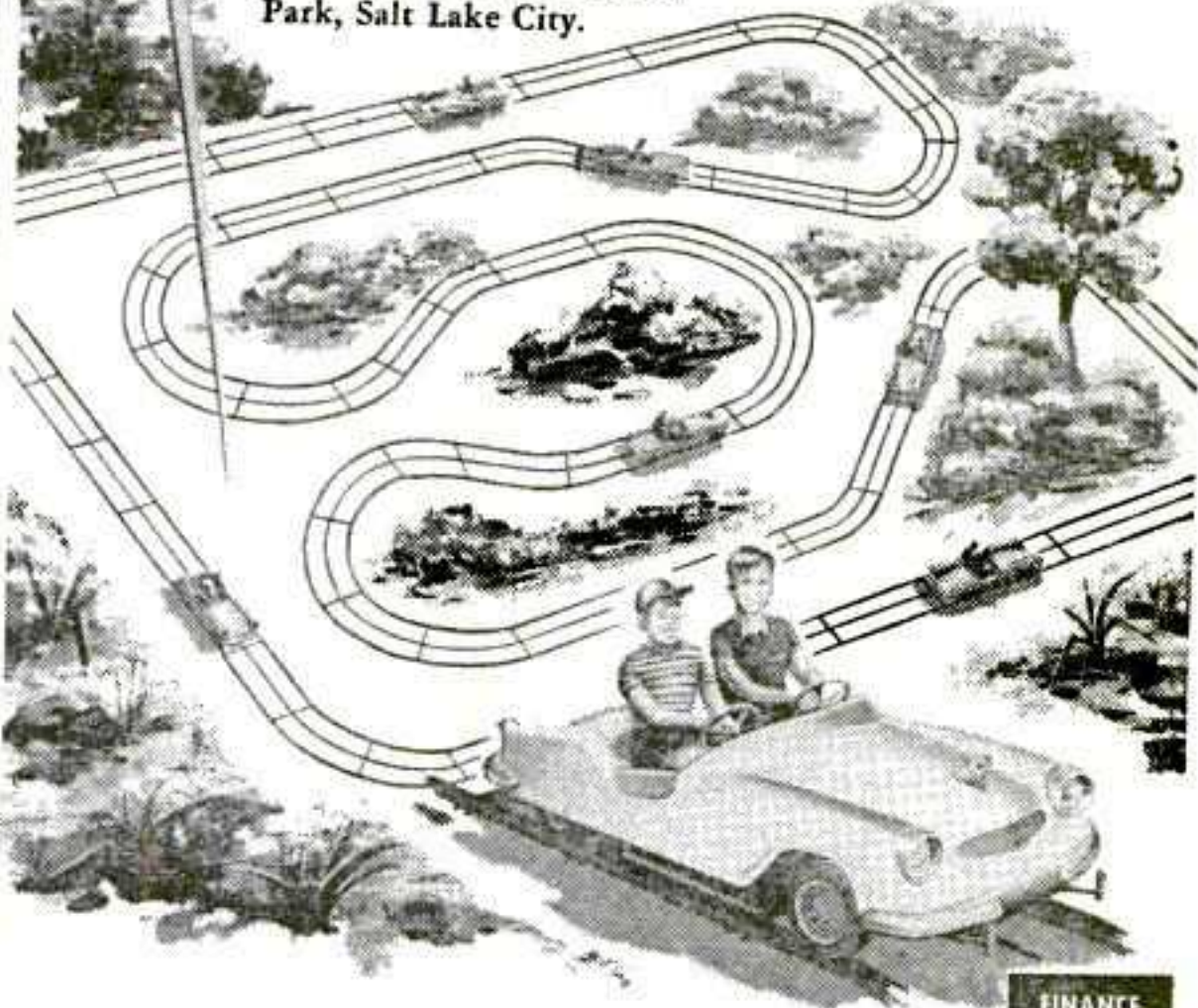
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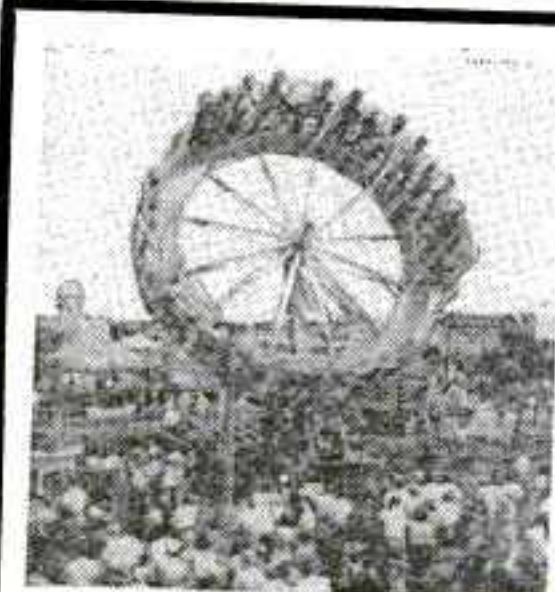
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Davenport Using Dailey Bros. On Merchant Show; Drops Top

GONZALES, Tex. — B. C. Davenport is trouping Dailey Bros. Circus as the Merchants' Free Circus which he has had in past seasons.

He no longer has definite plans, it was announced last week, to operate a full-scale circus under canvas this season. Earlier plans to that effect were dropped. In their place are plans to start a second unit of the merchants' free show.

Davenport said that W. M. (Bill) Moore is not with the Dailey show. He severed his connections as general agent in February and Davenport named James Allen Winters to be agent.

Winters said the street show is booked solid into May to play supermarkets in Texas, New Mexico and Arizona and additional route will be booked for the same type of engagements. A second unit is to operate for presentation at chain stores.

Davenport is manager. Other staffers include Corky Plunkett, assistant manager; Milt Robbins, concessions; Winters, agent, and Ivan Douglas, billposter. Winters last was with Davenport as agent-treasurer of the Wallace Bros. Circus in 1952.

The show moves on six new

trucks painted in circus fashion. In addition to the circus equipment are several concessions and kiddie rides. Ann Walker has the wagon. Alfonso Campa is the prop boss.

Performance has ladders, web, chimp, cycles, juggling, pony drill, trampoline, mamage riding, pick out pony, impalement, and elephants. A Palace of Wonders walk-thru has two pythons, bears, chimps, monkeys, birds, big hog, several mummies, Autry's Silver Saddle and other items. A Penguin Show also is included in the layout.

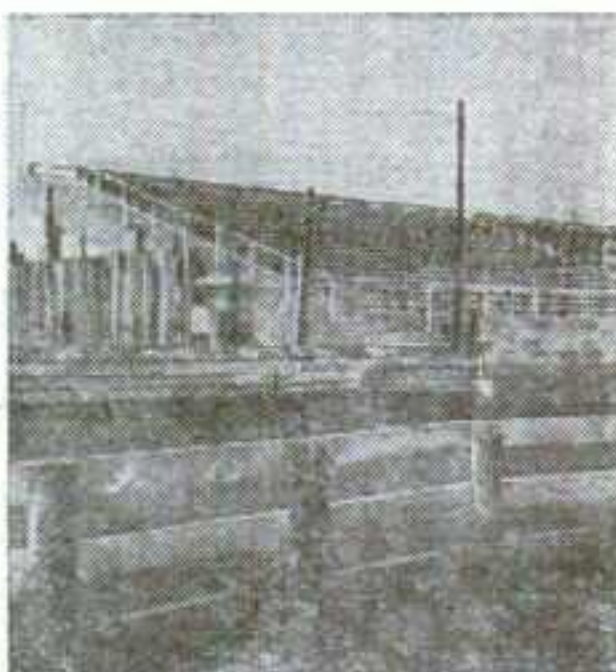
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Dispenser For Volume . . .

CANFIELD, O.—A fast-serving beverage dispenser designed to handle peak intermission business has been developed here. The unit is equipped with four stainless steel five-gallon sirup tanks with a capacity said to total 2,500 cold six-ounce drinks. Four single-drink faucets serve any combination of high, low or non-carbonated beverages. Each faucet is connected to a tank by stainless steel, flexible tubing and the faucets are easily disassembled for cleaning. A stainless steel rack that holds 54 paper cups is on top the unit for convenient filling.—Carbonic Dispensers, Inc., Canfield, O.

Compact Deep Fryer . . .

SAN FRANCISCO — A deep fryer that is counter-size and is



A NEW 3,500-seat grandstand has been placed in use at the Piedmont Interstate Fair, Spartanburg, S. C. The structure, which cost \$35,000, is built of steel and concrete and, in the words of President Paul Black and his associates, will stand for a long, long time.

The new stand filled a real need, as the structure it replaced was of wood and a constant source of worry to officials who feared mishaps. They held to a pay-as-you-go policy, however, and for this reason the new stand came into being only this year, altho its need had been felt for some time.

For the same reasons of solvency and dislike of indebtedness, the fair erected the unit without a roof which, it was said, would just about equal the cost of the seating part of the structure. The plan, however, provides for the addition of a roof at a later date and construction of the seating unit is such that this can be done with a minimum of expense and difficulty.

Space beneath the rear of the grandstand and fronting on a midway was sold this year. This was also on a temporary basis. Offices and rest rooms will be constructed in part of the space for next year's event. The remaining area will be finished off to provide for modern eating stands and other facilities.

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AGENTS TALK

Cristiani Bros., Beatty Routes Avoid Conflict

SARASOTA, Fla. — Likelihood that the Clyde Beatty Circus and Cristiani Bros. Circus will be in opposition along the Eastern Seaboard this summer has been minimized by Paul Cristiani, agent for the latter show.

He said that he and Floyd King, agent for Clyde Beatty, have been conferring about general routing plans. Altho they will be playing the same territory, only in a few towns will the two shows be in direct competition. Cristiani said that these few conflicts were unavoidable because of routing problems. In other instances, he said, the shows have avoided playing the same towns at about the same time. He said they believed that the second show into a town would not do as well as the first and that there were enough good stands for each of them to be first in most cases.

said to have a capacity of 21 pounds of potatoes per hour is being marketed here. The unit is 12 inches wide and has lift-out elements under the baskets. Also featured is a crumb cradle that permits removal of food particles during the frying operations. — Wells Manufacturing Company, 220 Ninth Street, San Francisco 3.

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AUDITORIUMS & ARENAS

Showmen Air Complaint About Reception at Arenas

WHILE arena and auditorium managers for the most part declare there is room and demand for more shows, and they encourage newcomers, there is another side to the picture. That is the one described by some of the show managers who call on building managers with a view to booking dates.

These men speak for only a part of the shows using buildings, of course. But their complaint is that not all building managers are as co-operative as they might be. Some building officials, it is asserted, seem to be trying to avoid renting their facilities.

A few managers give the impression they would prefer to rent their buildings as rarely as possible. These show owners and agents declare it would be more in line with the over-all program of seeking more arena shows if this minority of building managers would brush up on the reception they give prospective new business.

SIMILARLY, the owner of a circus has a complaint. He objects to what he says is an unexplained policy by which some indoor circuses find it nearly impossible to rent an arena on its own.

Walk into an arena manager's office, he observes, and ask for a contract and most building executives will say the show must have a sponsor first. As it happens, the show, too, wants a sponsor, but that may not always be the case and even now it sometimes would prefer to contract for the building first.

When the show owner or agent inquires further and asks what dates are open, many managers reply that they can't say until there is a sponsor in the picture. There are exceptions, of course, but if a show wanted to play a stand cold, without local auspices, it apparently would be impossible to get a building in many instances.

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NAVY



IN RUNNING its highly successful Danville (Va.) Fair, the management puts the emphasis on two important factors—advertising, featured by longevity due to year-round operation of the plant, and participation in competition leading to the winning of premiums dollars.

Effective advertising is featured at the drive-in entrance to the fairgrounds, with all of the many attractions staged at the grounds getting their share as indicated in the photograph. Included, besides the annual fair, are the weekly WDVA radio show and barn dance every Saturday night, the Danville Livestock Auction Market held every Thursday, the trailer park, lunchroom and knife and saw shops.

The regular activity, and particularly the radio show—which emanates from the grounds—serves to make the public aware of the plant and its location.

Also important is the advertising and competition generated thru the annual distribution of 5,000 premiums catalogs. Mailed at a cost of six cents each, the 1956 postage bill alone came to \$300, but the fair board feels it more than pays for itself. Approximately \$12,000 is offered annually in premiums.

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Here's a line on the HOTEL

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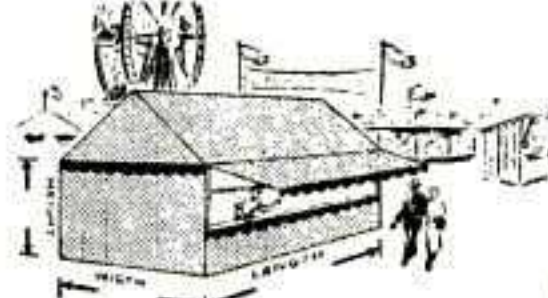
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INSURANCE

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TRAILERS—RIDES**

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Phone: Financial 6-1210

Tenn. Workshop Draws 93 Reps To Columbia

COLUMBIA, Tenn. — Ninety-three fair executives turned out for the first workshop for centrally located annuals conducted by the Association of Tennessee Fairs here Tuesday (19).

Thomas H. Lock, Lawrenceburg, vice-president of the association, was in charge of the meeting. Milburn Jones, district extension agent for University of Tennessee, supervised the morning session, which was devoted to panel discussions. C. W. (Bill) Wynne, manager of Mid-South Fair, Memphis, and current association president, presided at the luncheon.

W. F. Moss, assistant commissioner of agriculture for Tennessee, spoke in the afternoon on new and proposed legislation that pertains to fairs. Wynne outlined the program of awards which is being sponsored by the association. Fairs will be judged as standard, superior or champion, with awards going to the better events.

Among those attending were L. E. Griffin, manager, Tennessee State Fair, Nashville; Mrs. Maude Atwood, manager, Hamilton County Fair, Chattanooga, and Pat Kerr, president, Tennessee A. & I. Fair, Knoxville.

A total of 18 State, area and county fairs were represented at the conclave.

WINTER FAIRS

Arizona

Mesa—Maricopa Co. Fair & Horse Show (Civic Center), March 27-31.
Phoenix—Maricopa Co. 4-H Fair, April 1-6.
Tucson—Pima & Santa Cruz Counties Fair, April 13-14. G. E. Blackledge.
Yuma—Yuma Co. Fair, April 10-14 Frank M. Deason

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Carnival Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

Burkhart: Port Allen, La.; Amite 1-7.
Capital City: Valdosta, Ga., 29-April 6.
Drew, Jas. H.: Augusta, Ga.; Richlands, Va., April 1-6.
Gentsch, J. A.: McComb, Miss.; Columbia 1-6.
Hale's Shows of Tomorrow: Kansas City, Mo., April 4-6.
Manning, Ross: Augusta, Ga., 1-6; Hinesville 3-13.
Mighty Interstate: Albany, Ga., 30-April 6; Thomasville 8-13.
Norton's Rides: Altus, Okla., 28-April 6.
Peppers All State: (Swaney Mkt. lot) Milton, Fla.; Pensacola 8-13.
Raley Bros.: Ridgeland, S. C.
Shop-O-Rama: Hatch, N. M.
Southern Valley: Colliodale, La.
Strates, James E.: Savannah, Ga., 29-April 14.
Tivoli Expo.: Lake Charles, La.

Circus Routes

Cristiani Bros.: Port Meyers, Fla., 26; Wilton Manor 27; Pompano Beach 28; West Palm Beach 29-30; Jesup, Ga., April 1; Fitzgerald 2; Americus 3; Thomaston 4; Griffin 5; Lanett, Ala., 6.
Davenport, Orrin: Dayton, O., 26-30; Columbus April 1-6; Fort William, Ont., 8-13.
Lee Bros.: Andrews, Tex., 26; McBamey 27; Fort Stockton 28; Monohans 29; Maria 30; Fort Davis 31; Sanderson April 1.
Polack Bros. Eastern: Erie, Pa., 28-30; Atlantic City, N. J., April 4-6; Bangor, Me., 10-11.
Polack Bros. Western: Indianapolis, Ind., 28-31; Spokane, Wash., April 5-7; Tacoma 12-14; Los Angeles, Calif., 25-28.
Ringling Bros. and Barnum & Bailey: New York, April 3-30.

Ice Shows

Holiday on Ice, 11th Edition: Kitchener, Ont., 26-30; Kingston April 1-3; Peterborough 4-6; Sault Ste. Marie 6-10.
Holiday on Ice of 1957: Miami, Fla., 26-April 2; Tampa 3-10.
Ice Capades, 16th Edition: Lincoln, Neb., 26-31; Lubbock, Tex., April 2-7; Albuquerque, N. M., 9-14.
Ice Capades, 17th Edition: St. Paul, Minn., 27-April 3; Chicago, Ill., 4-14.
Shipstads & Johnson's Ice Polices of 1957: Buffalo, N. Y., 26-31; Minneapolis, Minn., April 3-21.

Miscellaneous

Burke's Wild Cargo: Anniston, Ala., 26-30.
Hitler's Personal Auto: Brownsville, Tex., 26-29.

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OPEN A DRIVE-IN THEATRE AT LOW COST

New and guaranteed rebuilt equipment from \$1,595. Time payment available to responsible parties. Write, giving location and number of cars. SPECIAL OFFER! Tempered Masonite Marquee Letters, 4", 35¢; 8", 50¢; 10", 60¢. S. O. S. CINEMA SUPPLY CORP., Dept. L, 602 W. 52 St., New York 19.

THE FINAL CURTAIN

BOOTH—Benjamin V., 85, former vice-president of the Danville (Va.) Fair Association, March 14 in Danville. Surviving are his widow and two sons. Burial in Green Hill Cemetery, Danville.

BROWN—Fitzie, prominent concessioner with many shows the past 25 years, in Hot Springs Thursday morning, March 21. Brown was stricken at 7 a.m. with a heart attack and died an hour later. Funeral in Dallas, his hometown, March 23.

CARGAN—John (Corrigan), 52, carnival and park concessionaire, recently in Detroit. Cargan's affiliations with parks included Summit Beach, Akron, and Rockaway Beach, New York. He was born in Ireland and came to this country in his youth. He was a member of the Michigan Showmen's Association. Burial in Showmen's Plot, Forest Lawn Cemetery, Detroit.

CUTLER—Louis, 64, veteran outdoor showman, February 28 in St. Joseph's Hospital, Hot Springs. He toured with such carnivals as D. D. Murphy, Clyde Leggett, Dodson World's Fair, and Rumble Greater Shows, and for the past 10 years operated his own concessions and rides. He was a member of the Hot Springs Showmen's Association. Survived by his widow, Rose. Burial in Showmen's Rest, Memorial Gardens Cemetery, Hot Springs.

CZERWINSKI—Helen, 74, widow of Stanley H. Czerwinski, former musician with Ringling Bros. circus, in Memphis recently.



In Loring Memory

of my beloved husband

L. H. "BABE" EMSWILER

who passed away March 18, 1953.

I miss you so very much, my D. B.

SADIE

GARDNER—Homer (Sailor), 63, veteran carnival worker who at one time was with Al Wagner's Cavalcade of Amusements, March 16 in Mobile, Ala. Survived by a son, two daughters; two brothers, Willis and W. E., and a sister, Mrs. L. Cassety, Griffin, Ga. Burial in Mobile.

GENTNER—Henry E., 80, former showman, March 1 in Toledo. Survived by his widow, Sophie; two brothers and a sister. Burial March 4 in Clay Center, O.

KJORLEIN—Hale, veteran pitchman, recently in Hutchinson, Kan., of a heart attack. (Details in Pipes column.)

LAMONT—J. A. (Bert), 45, carnival concessionaire, February 28 in Emory University Hospital, Atlanta. He formerly toured with the Mighty Page, C. A. Stephen, Mighty Hoosier State and Marion Greater Shows. Survived by his widow, Gladys; a son, James; his mother, sister and half brother.

NALDRETT—Stanley, well-known pitchman, January 22 in Columbus, O., it has just been learned. Burial in National Veterans' Cemetery, Grafton, W. Va. (Details in Pipes column.)

ROTH—Irene, astrology worker, recently at her home in St. Louis. (Details in Pipes column.)

TERRELL—William J., 65, for many years owner of Billy Terrell's Comedians, March 14 in a Roseland, La., hospital after a seven-year illness. In 1936 he toured Billy Terrell's Arizona Cowboys. For the past 15 years he has lived in Roseland where he had film interests. Surviving are his widow, Blanche, and a brother, Robert Brooks.

WILSON—Curley, 77, former animal trainer and zoo superintendent, recently in Cleveland. His real name was Edward McEnaney. At one time he was with the Frank C. Bostock, Johnny J. Jones Exposition and Brown & Dyer shows. For years he was superintendent of Cleveland Zoo.

MARRIAGES

CAROLI-BOUGLIONE— Enrico Caroli, member of the Enrico Caroli troupe of bareback riders, and Sandra Bouglione, aerialist and daughter of the French circus owner, Joseph Bouglione, in mid-March in Paris.

R-B Cuts Price On Fair Dates

CHICAGO—Ringling Bros. and Barnum & Bailey Circus, finding no takers at the original tab, now is offering contracts for fairs at a lower price.

At the outset, the show was quoting most fairs an arrangement that called for the show to get the first \$40,000 of the grandstand money and 60 per cent thereafter. This was for a week's stand.

New quotation calls for the show to take the first \$20,000, the fair to take the next \$10,000 and a 50-50 split thereafter.

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WEDNESDAY, MARCH 27

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Georgia Lists 54 Week-Long Fairs

MACON, Ga.—Dates of 54 events running five or more days have been assembled by the Georgia Association of Agricultural Fairs, leading it to envision a more active year for fairs than has been the case in some time.

In addition, a survey of fairs in the State yields the names of 14 which have not yet set their dates. Ten events filed no report, but this does not necessarily indicate they will not run.

Group Mulls Continuance At Homestead

HOMESTEAD, Fla.—Redland District Chamber of Commerce is mulling over whether to continue sponsorship of South Florida State Fair, which had a premiere run this winter.

Audited figures showed a deficit of \$629 for the fair, of which \$400 will be paid out of Chamber funds. A net profit would have been realized, but for the obligation of \$2,000 paid by the fair to the city for license fees. City council voted to turn over the money as a donation to the Chamber.

The event was widely publicized, and its proponents feel many difficulties of an initial run will be ironed out in succeeding seasons. Amusements of America provided the midway.

Edmonton Sets Talent Hunt

EDMONTON, Alta.—Amateur and professional talent throughout Northern Alberta will compete for a chance to appear in front of the grandstand at this year's exhibition.

The Edmonton Exhibition Association has put up \$4,500 for the project. Edmonton radio stations will organize and direct the primary auditions which will culminate with three 12-act shows at the local Paramount Theater. Three individual acts will then be chosen to bolster the GAC-Hamid revue at the fair.

The lead in stimulating interest in the association, which has been diminishing in size in recent years, has been taken by Joseph Pruett of this city, secretary. Heavy circularization and campaigning by Pruett resulted in a large turnout for the recent winter meeting, which was credited with possibly saving the association's life.

Continue Course

The short course initiated last year is being projected for pre-season this time, rather than after fairs have been run, in order that fairs may apply the knowledge gained for their forthcoming events.

Pruett's other concepts, about which fairs in the State are being solicited for opinions, include a check on carnival operations which would, as he puts it, protect some while weeding out others.

State aid is a distinct possibility, the fairs are told, as is the possibility of State and national exhibitors routed throughout the State for successive fairs.

Indiana State Delays Naming New Manager

INDIANAPOLIS — Appointment of a new secretary-manager of Indiana State Fair Board has been deferred until early in April, the board announced last week after its March meeting.

Applications for the \$7,200 position will be carefully examined and the choice will be made without political bias, a board spokesman said.

Gov. Harold W. Handley announced the appointment of Kenneth Blackwell as trade relations director of the State's Alcoholic Beverages Commission almost immediately after the latter's retirement from the board.

Avenues of flags, to extend from the Administration to the Radio Building and from 38th Street to Fall Creek Boulevard, will be new features of the fair, the board announced. The thoroughfares will display banners of the State's 92 counties.

The board also announced that contract for printing of the 4-H Club programs and premium books has been awarded to the Bookwalter Company.

WINTER FAIRS

Arizona

Mesa—Maricopa Co. Fair & Horse Show (Civic Center), March 27-31.
Phoenix—Maricopa Co. 4-H Fair, April 1-6.
Tucson—Pima & Santa Cruz Counties Fair, April 13-14. G. E. Blackledge.
Yuma—Yuma Co. Fair, April 10-14. Frank M. Deason.

Gebhart Named Asst. Manager Of Ohio State

DAYTON, O.—Irvin Gebhart, the past two years president of the Montgomery County Fair here, has been named assistant manager of the Ohio State Fair, Columbus. His resignation from the local fair is effective April 1.

In his new post, Gebhart will serve under D. Robert Jones, new manager of the State fair, and will be in charge of livestock.

Gebhart, who with his brother runs a 166-acre farm in nearby Germantown, has been in fair work since 1928, when he joined the 4-H sheep club in Montgomery County. He was elected to the fair board in 1943 and served in that capacity until two years ago when he took over the presidency.

Gebhart has long been active in livestock circles. He is vice-president of the Ohio Hampshire Swine Association, has served as secretary of the Ohio Oxford Sheep Association, was a director of the Miami Valley Guernsey Association and served on the committee of a National Hampshire Type conference held in Ohio.

Donald Michael will succeed Gebhart as president of the Dayton fair, which is managed by Goldie V. Scheible.

Harriman in Booster Talk For Syracuse

SYRACUSE—New York State Fair was urged on industry this week as a showcase by Governor Harriman.

The governor addressed industrial and Chamber of Commerce officials in Albany, telling them to review fair plans with Agricultural Commissioner Daniel J. Carey and Edward Dickinso, Commerce Commissioner.

Colorado State Launches \$50,000 Plant Program

PUEBLO, Colo. — Colorado State Fair has launched a \$50,000 plant improvement program that will up-date its rodeo facilities, parking lots and a number of buildings, W. H. (Bill) Kittle, manager, announced.

Major improvement will be paving of two small parking lots and a road at a cost of \$27,000. All rodeo facilities will be rebuilt at a cost of \$15,000 and will include corrals, catch-pens, chutes, rodeo office and rest rooms for contestants.

Three buildings will be repainted at a cost of \$9,000 and eight new large flower beds for roses will be installed at a cost of \$4,000.

Attraction program for this year is completed, Kittle reported. Grandstand fare the first three nights will be a GAC-Hamid revue featuring the Mariners. Supporting acts will be Willie, West and McGinty; Manhattan Rockets, Matt Tuck, Dick Gordon, Whaley and Seven Ashtons, and Ladd Lyon and the Three-Leggers.

The Cremer Rodeo, featuring Rex Allen, will hold forth the final three days and nights. Specialty acts with the rodeo will be the Riding Valkries, Beeswax and

N. C. Names 2 Committees For Aid Work

CHARLOTTE, N. C. — Two committees to work on the top project of the North Carolina Association of Agricultural Fairs—obtaining State aid—have been appointed by association president, Corbin Green, Hickory.

Clyde Propst Jr., Concord, will head the legislative committee, and Curtis A. Leonard, Lexington, the agricultural committee.

Working with Propst will be Joe Coble, Burlington; M. W. Williams, Monroe, and Alex G. McBryde. Working with Leonard will be Clyde Smyre, Statesville; Neil Bolton, Winston-Salem; W. K. Lanier, Warrenton, and Thomas A. Bowles, Roxboro.

Indications at the recent annual meeting were that eventual success of a State aid project is possible, and it was decided to take the longer, more logical route toward this aim.

Moore, two clowns and six trick riders.

Art B. Thomas Shows will provide the midway and Kiddieland, and Bill Atterbury's Sky Cycle will be the free attraction on the independent midway.

Kittle disclosed that all concession space has been sold and commercial exhibit space is two-thirds gone.

Mercedes, Tex., Pulls 130,080 In Five Days

MERCEDES, Tex.—More than 130,080 patrons turned out for the five-day run of Rio Grande Valley Livestock Show, which closed its gates here Monday (18). The figure does not include gate receipts for Wednesday night—night of the beauty contest, or Monday, when the fat calf auction was held.

Largest single-day turnout was on Saturday (16) with a record 45,760. On opening day more than 22,400 people were counted. Total attendance at the 1956 show was 124,600.

Tex Martin, Port Arthur, Tex., was top money winner at the rodeo, the main entertainment feature of the event. He won \$598.63, with Harry Tompkins, Dublin, in second place with \$490.34.

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Carnival (7 or 8 Rides) to play the
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Phone 8958 Knox, Ind.

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ADDED FACILITY

Pa. Fun Center Mulls 225G Indoor Ice Rink

MORTON, Pa.—Plans for a \$225,000 indoor ice rink have been discussed for Playtown Park here and if the deal goes thru the skating establishment would open in October.

Plans were formulated thru John A. Heinzelman Jr., Burge Ice Machine Company, Chicago, who will not only engineer and build the rink, but will also construct the building.

The rink itself will measure 80 by 200 feet and an additional prac-

tice rink, 40 by 80 feet, is included in the plans. Outside measurements of the building will be 100 by 240 feet.

Inside will be a 48 by 100-foot reception hall with a 40-foot concessions counter, ticket boxes, general offices, lockers, rest rooms, clubrooms, skate rentals, sports shop and first aid room.

The school will be glassed off from the large rink, will have its own office and rest rooms and will be used 12 months a year.

Animal Act Boarding Helps Kid Zoo Thrive

FAIRLAWN, N. J. — What started out several years ago as a farm with a modest zoo has turned into a bonanza for Bob Dietch. The appearance of Dietch's Farm has remained purely rustic while its contents have expanded.

A combination zoo and ride spot, it has benefited from its convenience to Manhattan, being just over the George Washington Bridge. A couple of years back, the Will Hill dog, monkey and pony revue put up at the place for the winter. Polack Bros. Circus boarded its elephants there, and the spot has since served as a parking garage for numerous animal acts.

The proposition worked two

ways, for Dietch staked out and caged the animals and thereby enlarged his live attractions without much expense to him. The Treflich animal importing firm boarded elephants and other animals there while awaiting shipment to buyers, and other circus acts have taken advantage of this metropolitan animal compound.

Site for Cat Act

This phase of the operation this year has attracted a 12-lion, two-tiger collection of Evelyn Currie, who with husband, Harry, operates a string of Rockaways Playland concessions. Mrs. Currie got the cat act bug two seasons ago when she too, a quick course in the subject for a Steve Allen video show.

Increasing involvement in animal matters has yielded Dietch possession of a pair of baby elephants, a nine-month-old lion, four bison, a camel, a cheetah and jaguars and leopards. What with the zoo's normal complement of birds, monkeys and barnyard animals, Dietch has developed a thriving sideline of presentations at parades, TV shows and department stores.

Roadside has the Kiddieland, a concession location. Another concession is the pony ride and a converted logging train which makes the zoo circuit. Admission of 50 cents and a quarter is charged for the zoo enclosure.

Olympic Park Buys Helicopter Ride

IRVINGTON, N. J.—A new Allan Herschell Helicopter ride is being added at Olympic Park here. Robert and Henry Guenther have taken delivery on the device.

Last year they added a Twister to their line-up of major rides.

Rocks' Adds Round-Up to Ride Line-Up

NEW YORK — The Saturday-Sunday (16-17) business experienced at Rockaways Playland was reportedly the best the spot has done in March. Most rides and games were open.

The Coaster could not open then, due to headwinds. The new Round-Up unit is being installed and will probably not operate until late March. Peluso Bros., of Coney Island, has rebuilt the Bubble Bounce and a pipe rail fence is being installed around it.

Harry and Evelyn Currie, multiple concession operators at the park, have arrived and set up their new house trailer and Evelyn's wild animal act at Fairlawn, N. J.

Summit Beach Schedules 4-Day Week for Public

AKRON—Summit Beach Park here has announced a new schedule which will have the funspot open for the public only on Thursday, Friday and Saturday evenings plus all day Sundays.

The park will be available on a private basis to industrial picnics on Wednesdays. It will be closed on Mondays and Tuesdays.

General Manager Ed M. Palmer said that the new hours are in line with changes in entertainment habits of the public over the past few years. The park business is virtually limited to weekends and holidays in Akron, he said.

Despite the significant changes outlined in the park's schedule, it will be losing only Tuesday business. Palmer pointed out that the picnics will keep it busy on Wednesday and that it had been closed on Mondays in past years anyway.

One result is expected to be a hike in weekend business since the park is available on fewer nights, he said. Savings on wages, advertising and lights are anticipated.

Summit Beach season starts on Easter Sunday with weekend-only operation and expands to the newly outlined schedule on Decoration Day.

Team Sponsor Not Liable For Injuries

Compensation Bd. Rules Player Is Not an Employee

NEW YORK—A decision affecting numerous parks and other fun installations sponsoring amateur athletic teams has been handed down by the Workmen's Compensation Board in this city. Opinion expressed here is that the ruling has national implications.

The case involved a 16-year-old boy injured in a sandlot baseball game two years ago while playing for a team in a Kiwanis league. His squad represented and was outfitted by the Parkchester Merchants' Association, Inc.

It was held that a sandlot player is not an employee of the group sponsoring his team and thereby cannot collect damages from the sponsor if he becomes injured. The question of injury responsibility has always troubled companies approached to sponsor ball teams.

Father Claimed \$400

Paul Wiesenfeld, of the Bronx, was 14 years old at the time of the accident. He was hit in the mouth by a ball while playing third base. His father claimed a \$400 dentist's bill was run up and should be paid by the group sponsoring the team. The logic expressed was that the boy was advertising the Parkchester Merchants' Association by wearing its uniform. The association disclaimed responsibility, saying it was free of any negligence.

The father then filed for workmen's compensation and on February 14 Referee Abraham Goodwin ruled the boy was entitled to compensation, and last week the Workmen's Compensation Board handed down its opinion, which reverses the referee's.

Sponsorship of hardball and softball teams is a major promotional activity of commercial firms, and many park enterprises are active in the field. Altho the specific reference was to a Kiwanis league game, the circumstances are identical to those in Little League and Babe Ruth League baseball. It is anticipated that the absolution of sponsors from responsibility for damages arising over injuries will be viewed as precedent in cases occurring in other States.

Other athletic fields in which parks outfit teams are basketball and bowling. Assemblyman Louis Wallach, Democrat from Queens, has introduced a bill in the Legislature which would provide such clearance to sponsors of teams.

Ocean Beach Budgets Ads

NEW LONDON, Conn. — Ocean Beach Park Board has approved a promotion-advertising budget of \$12,900 for the 1957 season. The Cronin Company, Hartford, Conn., advertising agency, will again represent the park.

The budget calls for a \$5,300 advertising expenditure and \$7,600 for promotional activity. The latter will be supervised by Anthony N. Pero, park director of activities.

Budget Hikes Boost Asbury Season Hopes

ASBURY PARK, N. J. — The merged National Fashion Festival on the Boardwalk will kick off the season here Easter Sunday. Models of all ages will promenade, and selections will be made by a committee of fashion judges riding in roller chairs.

In past years the women's phase of the event was held on Easter Sunday and the men's on Father's Day, but this year the two are combined. Resultant promotion is expected to draw heavily to the Boardwalk, with co-operation of the weather.

Promotional increases by a couple of other attractions here are viewed hopefully by their promoters. "Americana Exhibits" in the Boardwalk Casino will be open for the second season under direction of Herbert A. Crover, who assembled the exhibits last year.

Aim at 750,000

The beachfront stone and steel structure, jutting seaward from the Boardwalk, reportedly turnstiled 475,000 admissions last year. Ivan Sanderson's "Animodels," offered by Edgar O. Schoenenberger, Delaware, N. J., is a feature exhibit. Also shown are "100 Years of Famous Front Pages From the New York Times," featuring replicas of pages starting with its initial issue in September, 1851. The show also contains the "Transportation Exhibition of America" and a model of the satellite globe which the federal government will shoot into the atmosphere in 1958.

Newly enlarged Palace Amusement Center, headed by Zimel Resnick and Eddie Lang, will place a

miniature Mississippi River steamboat on Wesley Lake, facing the amusement center. A promotional effort will be a contest to name the vessel, with youngster participating. Winners will be named captain and first mate of the stern paddle-wheeler.

N. Y. Agency Retained by Steel Pier

NEW YORK—Steel Pier, Atlantic City, and New Jersey State Fair, Trenton, will be represented this year by the John O'Malley publicity firm here. It is the second year the company has been retained for the two accounts by George A. Hamid Sr.

In both cases there will be exploitation on a wide level, further than local coverage. The metropolitan areas of New York and Philadelphia, which provide a healthy part of the Atlantic City patronage, will be played to in order to stimulate Steel Pier business.

The pier has sought nationwide publicity in the past, to the extent last year of taking a signboard on the Pacific Coast.

Pier business will begin with the Easter period with the opening attraction being Julius La Rosa for Saturday and Easter Sunday, and the Woody Herman orchestra for Sunday dancing.

ROLLER RUMBLINGS

Doubleheader Queen Promotion for Cincy

CINCINNATI — A capacity crowd was on hand for the March 15 debut of the fifth annual roller skating queen contest of Price Hill Roller Rink here, a promotion designed to maintain interest in roller skating at peak level during the last three months of the skating season when customer interest generally lags. The competitions in which 36 contestants are entered close May 15.

So successful have previous contests been the owners Charles and Lou Meyer decided to offer contests in two age brackets this year. Inasmuch as the promotion is tied to a rink-patronage rule, the management may reasonably expect double the business previous competitions have produced.

Under the new plan a queen

from among senior contestants and a princess from among the younger set will be chosen. Each of the winners will receive an all-expense trip to Miami as top prize. They will also be presented on a local TV program and participate in the annual Price Hill Day, a summer event at Coney Island, local amusement park. Second prize in both classes will be a season pass to the rink, while the third-place winner in each group will receive a pair of skates.

Winners of the contests are to be selected on the basis of the number of skaters they are able to lure thru the turnstiles. Each contestant is urged to sponsor skating parties in her name, contest rules permitting a vote to be cast for her by each customer attending her party. If parties are held on Tuesday, Wednesday, Thursday or Sunday nights, generally slow at the box office, the votes count double for the party sponsor. At the contests' end the girls having the most votes are declared queen and princess.

Manager C. V. (Cap) Sefferino said that entrants are showing much enthusiasm for the promotion. Several of them have prepared posters, bearing their photos, for placement in merchants' windows, and rink walls have been covered with placards urging patrons to vote in their behalf.

AOW Skating Parties Catch Fancy of Religious Groups . . .

ELIZABETH, N. J.—Great interest on the part of church groups in regularly staged private skating

Study Luxury Tax At Jersey Resort

WILDWOOD, N. J.—A proposed ordinance calling for a 3 per cent luxury tax modeled after Atlantic City's was passed on first reading by the Wildwood City Commission last week.

If approved on final reading in two weeks, the matter will be placed on the April 19 primary ballot. At present Atlantic City is the only community in the State using the luxury tax to raise revenue. The Wildwood proposal, like Atlantic City's, would cover hotel rooms, amusements, alcoholic beverages and tobacco products.

parties at rinks in the America on Wheels chain was reported last week by William Schmitz, AOW general manager.

In Trenton, N. J., a Christian Youth on Wheels organization has been formed. It skates regularly at Capitol Arena there, entire families attending the affairs. Near the end of the session, which terminates early for the benefit of youngsters, a short religious service is held. Christian Endeavor parties are being scheduled regularly at AOW's Boulevard Arena, Bayonne, N. J., and Paterson (N. J.) Arena, the parties drawing from the many communities surrounding the rinks. The Evangelistic Committee of Newark, N. J., has been active in sponsoring parties at Twin City

Arena here, headquarters of AOW. Schmitz said that it has held some huge parties in the rink, bringing its own band to play during short religious ceremonies terminating sessions. Money raised by the sponsor of these parties is used to defray costs of an annual banquet. The Salvation Army has also been holding parties at Twin City and has expressed pleasure over demand for the affairs.

In the same vein, Ed Tierce, operator of Plainfield (N. J.) Academy, has been drawing as many as 500 patrons on off nights with sponsored church and high school parties. With some of the groups he works on a 50-50 basis.

Parties Whirl Turnstiles At Gelfand's Omaha Bowl . . .

OMAHA — Business has been good at Jack Gelfand's Roller Bowl here, aided by several special-day parties that have brought in huge crowds, according to Jack L. Browne, Bowl professional. Gelfand does a lot of promoting to keep turnstiles moving, said Browne, and good supervision has won the rink plaudits from parents, clergymen and clubs.

Browne, who is in his second year as professional here, has coached about 300 Girl Scouts in that time so that they could qualify for their proficiency test in roller skating. In addition, the rink dance and figure club has been built up to membership of about 50. As was the case last year, his private lesson schedule is completely filled.

Sees Recorders as Aid in Defending Injury Suits . . .

ELIZABETH, N. J.—Use of tape recorders in first-aid rooms of roller rinks may be the answer to the shocking number of personal injury law suits that are plaguing rink operators in the East. That is the opinion of Don Victor, manager of the Levittown (N. Y.) Arena, who spoke of the problem at a meeting of United Rink Operator members February 25 in the conference room of Twin City Arena here. Victor told the meeting, which was called by Gene Regalia, operator of Florham Park (N. J.) Rink and chairman of the URO Eastern division, that in all his experience has never seen a location where people are so lawsuit-conscious as they are in Levittown. He believes, however, that operators may be able to combat the situation thru use of recorders. Recorders have been installed in all rinks of the America on Wheels chain, of which Levittown Arena is a link.

Mellos Buys Popcorn Firm

CHICAGO — John Katsalis, head of Mellos Peanut Company of Illinois, has purchased Popcorn Specialties Company, this city. The firm will be moved in with the Mellos concern. Both will continue to operate as two separate corporations, Katsalis said. Popcorn Specialties, a pioneer in the pre-popped popcorn business in Chicago, packages the corn, operates routes of hot popcorn vending equipment, and services theaters, concessionaires and industrial accounts.

Charter S. C. Speedway

NEW ZION, S. C.—East Clarendon Raceway, New Zion, has obtained a charter from Secretary of State Frank Thornton to promote and hold races for stock cars. Authorized capital stock is \$5,000. Carl J. Osborne Sr. is president.

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42 X 102 IN STOCK
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Starts May 15
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Bought and sold. We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, Frogs, Switches for Kiddie Car Railroads in stock. Through affiliations we can build America's finest Roller Coasters. M. K. FRANK, 480 Lexington Ave., New York 17, N. Y.; 165 Lake Street, Reno, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

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FOR HOT RODS AND JUNIOR HOT RODS
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RICH BROS. DISPLAYS OFFER YOU THESE EXCEPTIONAL FEATURES:
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WRITE FOR OUR BIG SPECIAL CATALOG
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CONCESSIONS
HI-STRIKER, JEWELRY, GAMES OF ALL KINDS.
Will rent Bingo and Fascination. Have buildings for same.
Write or wire
TYBEE ISLAND AMUSEMENT PARK
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Park opens May 14.

High Quality KIDDIE RIDES
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FOR SALE—FOR SALE
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Perfect condition, three years old, operated in park. Can be seen—ready to operate. Price \$4,500.00. All answers to **BOX D-281, c/o The Billboard** Cincinnati 22, Ohio

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OPENING NEW BEACH PARK, April 15
WANT Rides and Concessions of all kinds. Permanent. All replies
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Beatty Show Reports Make-Up of Staff

Conversion Well Along; Berk Joins; Plan Long Jump Into South Carolina

DE LAND, Fla.—Conversion of the Clyde Beatty Circus into a motorized outfit is well along and pace of work in quarters has slackened somewhat since major phases of the project are completed.

Show will open in De Land April 7, after which it is to make two long jumps into South Carolina to play Charleston, April 20, and Columbia, April 22. By May 4-5 the circus is to be at Norfolk. The Charleston stand will be counted as the official opening stand.

General Manager Frank McClosky has announced make-up of his staff. He also revealed that the Alberto Zoppe Troupe of eight riders has been signed for the season.

Staff of the show follows:

Jerry Collins, executive director; Randolph Calhoun, general counsel; Frank McClosky, general manager; Walter Kernan, assistant general manager; Floyd King, general agent; Bob Reynolds, lot superintendent; Roland Butler, press consultant; Frank Orman, legal adjuster; Neil Berk, executive contracting agent; W. M. Petty, auditor; Edna Antes, assistant auditor; I. D. Miller, timekeeper.

Karl Knudson and Albert Hudson, 24-hour men; George Werner, big top canvas; Fred Jones, Side Show manager; Dave Murphy, superintendent of tickets; Bill Webster, concessions superintendent; Paul Fisher, boss butcher; Richard Shipley, elephant boss; Tommy Clarke, props; George Scott, cages; Bethel Alpaugh, wardrobe; Louis

Schmideke with Elmer Bovis, Ray Haddix and Clayton Wells, transportation; James T. Kelly, boss usher; Raymond Aguilar, bandmaster; Count Nicholas, equestrian director, and Alberto Zoppe, assistant equestrian director.

Walter McClosky, lot diner; Thomas Fitzpatrick, electrician; Tim Morgan, assistant lot superintendent; Andy Williams, ring stock
(Continued on page 102)

FIRST HAGEN DATES WILL BE INDOORS

Tent Operation to Be Resumed After Spring Rains; Produce New Booklet

EDMOND, Okla. — Hagen Bros.' Circus, an under-canvas show, will open April 15 at Norman, Okla., and will play indoor dates until May 1.

This departure was announced last week and described as a means of sidestepping the bad weather of the early spring.

Show staffers stressed that the operation will be that of Hagen Bros., and the indoor dates are apart from similar dates booked by other shows under the same ownership.

Regular Hagen Bros.' stock performers and equipment will be used at the indoor dates. One of the indoor stands will be Oklahoma City.

After about two weeks of indoor time, the Hagen big top and additional outdoor equipment will be sent on from winter quarters, and the performance thereafter will be under canvas.

Booklets Prepared

Hagen Bros. has prepared a 12-page booklet of instructions for

Davenport Date At Sioux Falls Draws Strongly

SIoux FALLS, S. D.—Orrin Davenport Circus completed a 16-performance stand here Saturday (16). Full-blown Dakota blizzard hit on Thursday, killing that day's business. Otherwise, the show had big turnouts and final tabulations were expected to show that the circus had scored a highly successful stand.

While Thursday was light, Friday and Saturday made up for it. Show got good reviews here, as it has at other spots played this season.

It jumped from here to Dayton, O., for a March 21-30 stand. Earlier, the show completed its run under Shrine auspices at St. Paul. The date there was \$8,000 ahead of last year's despite the fact that St. Paul and Minneapolis rival Shrine circuses had overlapping dates. Minneapolis Shrine show also did well, racking up a \$16,000 increase over last year, it was reported.

SAWDUST KAPUT AS R-B BUYS RUBBER MATS

NEW YORK—It will be no shavings or sawdust for Ringling this year. The show has bought a special designed yellow rubber mat from U. S. Rubber Company, 13,000 square feet of it in 6-by-20-foot panels. The material is a half-inch thick, each panel weighs 350 pounds, and it is packed flat on one truck. In the performing rings the mat will be covered with celotex fiber boards, which will in turn be covered with tight hemp matting.

JAY GOULD BOOKS ALBRIGHT CIRCUS

Veteran Operator Stores Rides; Plans Route of Drive-Ins, Shopping Centers

GLENCOE, Minn. — Leo Albright, Belle Plaine, Minn., will operate Albright Attractions this summer as a circus playing drive-in theaters, shopping centers, fairs and celebrations.

Jay Gould is handling the booking of the show and he said here last week that it will be billed as Jay Gould Presents the Albright Attractions.

Could denied that he has sold or discontinued his own show. He explained, however, that he has stored his rides and that he will delegate much of the operation to Albright, a Gould relative.

Albright, formerly with the Jay Gould Circus, branched out on his own about two years ago. Gould continued his separate operation thru last season.

Could said that new equipment is being built for the show. Albright's stage truck will be used and Gould's will be stored. New

parade equipment is to be built. The circus presentation will be almost identical with that offered by the Gould show in the past. It will include Ernie and Gloria Gould Stibal, with drums and calliope.

This will mark Gould's 50th year in show business, he said, and June 12 will be the 50th wedding anniversary for the Goulds.

Hunt Ready for Opener; Pact Set With AGVA

NEW YORK—New canvas is expected to arrive in plenty of time for the combined Hamid-Morton and Hunt Bros.' Circus offering at Palisades Park in metropolitan New Jersey. The Hunts will have their menagerie and Side Show in a 50 with two 30's, and the main top will be a 100 with three 40's. Harry Hunt also reported this week that he has signed with the American Guild of Variety Artists.

The O. Henry big top will be white, trimmed with red, and with blue and white sidewalls. Hunt rolling stock will be in red, white and blue. All winter quarters work is completed and the show is ready to roll.

Park date is from April 12-28.
(Continued on page 102)

Obert Miller Returns Home

DALLAS — Obert Miller, general manager of the Al G. Kelly & Miller Bros.' Circus, was returning to his home at Hugo, Okla., last week after hospitalization here. He was making a good recovery following surgery on one leg for a blood clot and for what has been diagnosed as a form of gout.

Polack Contracts 8 Weeks in Calif.

CHICAGO — Western unit of Polack Bros.' Circus has booked a route of nearly eight weeks in California, it was announced here by Louis J. Stern, managing director.

The show plays Indianapolis under Shrine auspices thru March 31, appearing at the State Fair Coliseum. It then moves to Spokane and the Coliseum under Shrine auspices. Polack staffers looked into the possibility of sending show vehicles by railroad piggyback freight for this long jump. However, the idea was dropped because the one railroad that could have proved useful does not yet operate piggyback.

Second West Coast stand will be Tacoma, Wash., where the show will appear in the College of Puget Sound Field House. Shrine auspices is set.

In California the circus starts off with Los Angeles, where it will be

in the Shrine Auditorium but not under Shrine auspices, April 25-28. Stockton, San Francisco and Oakland engagements follow in May.

Show executives have declined to announce names of organizations which are sponsoring the show in California.

The show's big Chicago engagement drew a total attendance of well over 150,000 persons, the show announced. While this total was not a record, the per-performance average was up, and if the show had scheduled as many performances this year as last it would have registered a new high.

Polack Eastern Loses Stage, Props in Fire

WILKES-BARRE, Pa.—Polack Bros.' Eastern unit took a loss of more than \$8,000 when a custom-built portable stage semi-trailer along with an eight-speaker public-address system, two new ring curbs and numerous props were burned.

The accident happened shortly after the truck left Lansing, Mich., en route to the show's next stand, Wilkes-Barre. Apparently a faulty bearing caused the fire. Drivers Ralph Oyseth and Billy Porter escaped without injury and managed to save a newly built light panel box from the rear of the semi-trailer.

Ring curbs for the George Hanneford Family bareback act were lost. For the Wilkes-Barre date, the Hannefords borrowed

ring curbs from Von Bros.' Circus, which winters at Wilkes-Barre.

The stage vehicle was designed and built three seasons ago by Harold Voise, company manager. Plans for replacement have not been made.

Prince El Kigordo was injured slightly when the circus played at the Marine Corps' Camp Le Jeune, N. C., earlier. A big cat clawed his head and forehead, but he completed the act and made other engagements for which he had been booked by Polack.

Capt. Eddie Kuhn's Wild Animal act came on as scheduled at Wilkes-Barre and will remain for the season. The Mandarin Chinese troupe joined for the season at Lansing.

Nationalized Circus Barlay Now Bankrupt

HAMBURG, Germany—Circus Barlay, veteran German tent circus, is going out of business. The organization, in addition to its touring show, had a permanent circus building in Berlin. The show was nationalized by the Communist government, and has suffered from poor business since.

Owner Harry Barlay reported here that his stock and equipment is being liquidated at winter quarters in Tschweiler, near the border of Belgium, and that he hopes to figure some means of staging a comeback.

PINITO FLYS HIGH FOR TV

NEW YORK—Pinito Del Oro, featured aerialist of the Ringling show until last year and more recently a performer in France and her native Spain, has been booked for the Jackie Gleason TV show of Saturday (30).

She will fly from Madrid especially for the date, appear for a four-minute stint on the show, receive \$1,750 and fly back to Europe.

She is to be with a Scandinavian circus this summer and is expected back in this country next year. Gleason booking was handled by Al Do-britch.

3—PHONEMEN—3

Shrine Temple Date
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Opens March 27
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Experienced "Elephant Trainer" to break two "Baby" Elephants. Good opportunity for right man.
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110x150 Blue, 2-pole Bale Ring, 8-ft. Side Wall, also 20x30 Marquee. Must sell, make offer.
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P. O. Box 1118 Cincinnati 1, O.
Attn.: WM. K. TURNER

UNDER THE MARQUEE

Visitors to Tony Diano's animal ranch at Canton, O., were the Caldwell family, Jerry Hershman and group from Salem, O., and the Rohrer Novelty Animal Acts, reports Henry Varner. . . . Raymond Heim, Milwaukee CFA, reports that he caught Polack Western, Hamid-Morton and Orrin Davenport circuses and noted that horses are in short supply on the shows. Polack has none and Davenport has four.

Jorgen Christiansen writes that en route to the Cisco Kid show in Arizona, he visited Gil Gray quarters in Dallas, talking with Gray, John Herriott, Glen Henry and others. Also with the Cisco Kid is Rudy Rudynoff.

Tattooed man Sailor Bill Killingsworth has a tattoo shop in Chicago and was featured in a story by The Tribune. . . . The Schu-

mann dog act to be with Ringling is not connected with Schumann circus in Europe. . . . Roy and Joy Thomas and Lew and Elsie Christensen were dinner guests at the home of Bill and Helen Alcott while they were in Minneapolis for the Shrine show. Lew Christie will play the St. Louis Police Circus.

John L. Sullivan, former president of the Circus Hall of Fame, resigned to join the staff of the Sarasota Chamber of Commerce. Ray Littrell is temporary manager of the Hall of Fame, writes Mary Jane Miller, and Paul Michaels remains as comptroller. Joe Ward, Texas CFA was a Hall visitor. Mother of Hall puppeteer Russ LaTourneau was a visitor. Freidel Paster visited and showed scrap-books of her horse act. Gwen Tukcet became a grandmother. Dick Anderson visited the Hall of Fame and reported on success of the Davenport date he played. Betty and Benny Fox have a display of posters at the Hall. Larry Baggett and Richard Theilen have painted the rides at the Hall.

Visitors to the Rex Circus Revue, operated by Hagen Bros. Circus, when it played the Fair Park Auditorium, Dallas, included personnel of the Gil Gray Circus and Tommie Randolph.

The supreme court of Texas has ordered a new trial in the case by which George W. Christy, former circus owner, contested the election of another man as mayor of South Houston in 1955. Christy, who has been mayor for many years, lost by four votes in the 1955 count and won in the lower court. Case was sent back to the lower court for retrial on a technical point.

Acts busy in Copenhagen are: At the Lorry, Polo Rivels Family, musical clowns and acro; Brian Andro tight wire; Los Garcias, acrobats; Cuban Boys, jugglers; Carmen and Mario, hand-to-hand; Henrick Samara, antipodist, and Inge and Pa, equilibrists. At the Valencia, Lillian Kenny, trapeze; Eric Zidia, juggler; Dolly and Toto Brasso, comedy-music; Two Rollex,
(Continued on page 103)

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Can also use Performer-Animal Combinations, Clowns. Preferable in one unit.
Can book to Aug. 11 or Sept. 30. Send photos and full particulars.
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IF YOU HURRY

YOU CAN STILL GET YOUR AD IN THE



OUTDOOR DIRECTORY SECTION

THE 1957 SPRING SPECIAL

WIRE or PHONE copy instructions, or authorize repeat of previous ad by WEDNESDAY, MARCH 27

Ads reaching us after March 27 will be published in the regular departments of the Issue.

13-DAY STAND:

Tinsley Inks Shopping Center as Opening Site

GREENVILLE, S. C.—Johnny T. Tinsley Shows will kick off its season March 30 with a 13-day stand in a new shopping center under auspices of the Sertoma Club.

Early season line-up, which will

be augmented for fairs, will include 18 rides, 9 shows and about 40 concessions. Jerry Martin's Two Fearless Stars will be the nightly free act. Fair route will take the show into both Carolinas and Georgia with the route to end in the latter State in mid-November.

Staff, in addition to Johnny Tinsley, owner-manager, includes Mayo Tinsley, secretary-treasurer; Ted Woodward, assistant manager and general agent; William Anderson, electrician; Ben Cheek, billposter and lotman, and Albert Rives, mailman and agent for The Billboard.

Work in winter quarters is almost completed. New nylon tops have been bought for the Merry-Go-Round and kid rides and the new red and yellow marquee is set for the tour. In addition to a new Snake and Calypso show, last minute touches are being applied to a new fat unit. The front gate organ truck is newly painted, four new light towers were added and much fluorescent lighting has been added to the rides.

New mechanical equipment includes four tractors, two ride motors and two kid rides (boat and a train). The 1957 color scheme on the trucks is gold, blue and red.

Alden, N. Y. Quarters for Fairland Unit

BUFFALO, N. Y. — Fairland Amusements has acquired a winter quarters site in Alden, N. Y., and will open it for spring work April 1. Management of the unit, which plays celebrations in this part of New York, is under William Garland and Bill Fairclough.

The partners, troupers of 20 years ago, returned to the road five years ago with a small ride unit consisting of a Chairplane and Ferris Wheel. This season they will operate nine rides, including Twin Wheels, and 20 to 30 concessions.

Two units will go out and will combine for the Elma Centennial and other dates. Ray Sanford is ride foreman, and Andrew (Mac) McGee is booking dates and has food concessions.

Route includes Niagara Falls, Tonawanda, West Seneca, Woodlawn, Youngstown, Lackawanna, Western New York Firemen's Convention, Lockport, Townline, Blasdale, South Line, Attica, Angola, Lockport 4-H Fair and several Buffalo church and firemen's celebrations.

More Equipment For Tri-State

MADISON, S. D.—Addition of a Schiff Coaster, Kiddie Autos, two tractors for the fleet, four light towers and fluorescent lights on all rides of the Tri-State Shows was announced last week by owner Al Brown at winter quarters here.

The show will carry 12 rides, 6 shows and 25 concessions on this year's 40-date route which will concentrate in Minnesota. One-third of the season will be spent in South Dakota and one fair (Bloomfield) will be played in Nebraska. The route is similar to last year's successful one plus the addition of six fairs and eight celebrations.

Most ride men are at quarters where work of refurbishing equipment and two office-owned shows is under way.

Page Preps No. 1 Unit

SPRINGFIELD, Tenn.—With Page Bros.' Shows No. 2 unit already on the road, all efforts are being exerted on the No. 1 show which will spring May 1, W. E. Page, manager, announced.

Major addition this year is Henson Bros.' Circus as a back end attraction. Line-up will include four major and three kid rides and four shows.

Vivonas Prep For April 12 Kickoff Date

SUMTER, S. C.—Vivona quarters is growing, with people coming in to prepare for the April 12 opening of Amusements of America. John Dempsey and a crew of 12 worked over much of the equipment, while other units were making Florida winter dates.

Staff this year will include Morris Vivona as general manager; John Vivona, general agent; Danny Dell, business manager; Harry E. Wilson, special representative; Mrs. Catherine Vivona, treasurer; Dominic Vivona, secretary; Sebastian (Babe) Vivona, purchasing agent; Don Crown, artist; Pete Hendrix, electrician; John (Tiny) Dempsey, builder and lot superintendent; Tony Masiello, mechanic, and Bull Smith, front and towers.

Morris Vivona and advance man Jim Rapple have been on booking tours. Don Crown has arrived at quarters, and James Chavanne, who will have the Side Show and snake illusion, is due in shortly.

Ruback Maps Eight-State Tour for 1957

SAN ANTONIO—Jack Ruback's Alamo Exposition Shows will follow a route this season that will take it into Texas, Colorado, New Mexico, Iowa, Nebraska, Kansas, Oklahoma and Louisiana.

The show will open at Del Rio, Tex., March 30. It will then play the Eagle Pass, Tex., festival April 7-14 and then move back here for the Battle of Flowers, April 22-27.

Ruback recently returned here from Laredo, Tex., where he operated several rides on the J. George Loos midway. Olga Hunt and crew are busy getting the rides ready for the road. Herman Reynolds is busy with the trucks and light plants and Jim Schneck has been lining up still dates.

Crafts Hosts Fair Execs

SAN BERNARDINO, Calif. — Approximately 80 guests, including civic officials, directors and committeemen of the National Orange Show, were guests of Orville N. Crafts and his shows' personnel at a steak dinner here Wednesday night (20). The Crafts shows were featured on the midway.

A cocktail hour was held before dinner in a large tent Crafts had set up in back of the midway.

Among guests at the head table were Everett Swing, attorney; James Guthrie, Sun-Telegram publisher; W. C. (Brud) Shay, fair concessions manager; Crafts; Sam Abbott, The Billboard; Ralph O. Horne, fair president; Lowell Lathrop, district attorney; Earl E. Buie, Orange Show manager; Roger Warren, Crafts Exposition Shows manager, and Frank Warren, Crafts 20 Big Shows manager.

Cocktails were served by Eleanor Crafts, Charlotte Warren, Patsy Duran, Frances Ferris, Evelyn Lantz, Billie Bryant, Dick Seearce and Steve Vaughn. Sam Dolman handled preparations for the Crafts organization.

Hill's Greater Opens Tour in New Mexico

CARLSBAD, N. M.—Hill's Greater Shows kicked off its still date season here last week, then headed for Roswell for the Air Force payday and then to Silver City.

Following several more stands in New Mexico, the show will head north to begin its fair route which starts in Miles City, Mont., in June. The midway was flashed up for the opening with 15 major and 12 kid rides plus 9 shows and 15 light towers mounted on semi-trailers.

Staff includes H. P. (Punk) Hill, owner, general manager and general agent; Mrs. H. P. Hill, secretary-treasurer; A. R. (Dutch) Whitesides, concession manager; Maxwell Kane, press agent; Kenny McCoy, billposter and 24-hour man; Andy Widmere, electrician; Heavy Clark, mechanic; John Barfield, concession stock man; Blacky Wood, manager of Nancy Whiteside's cookhouse, and Harvey Schafer, fleet manager.

Rides and foremen are: Octopus, Jack Riley; Rock-o-Plane, Roger Klitzka; Tilt-a-Whirl, Jim Simpson; Dodgem, H. L. Bowman; Roller Coaster, Rocky Wallace; Merry-Go-Round, Leonard Garcia; Ferris Wheel (2), Ray Cummings, John Lockett; Scrambler and Spitfire, Hill and Jones.

On the back end, Clarence Thames has four, including a minstrel unit; Preacher Monroe has three, including the Side Show. Elmer Martin has the Funhouse and James R. Gordon the Wild Life.

Concessionaires and agents include John Dee Warwick, bingo; Charley Allen, 4; Dave Kelley, 10; Mr. and Mrs. Reeder, candy apples and floss; Andy Widmere, popcorn and ice cream; Mrs. R. Henderson, watch-la; Mr. and Mrs. John Carpenki, Mr. and Mrs. Jean Barnes, Mr. and Mrs. L. Goldberg, Mr. and Mrs. Whitey Byus, Mr. and Mrs. Ben Segal, Sam Zeitlow, John Davis, Douglas Odum, Luther Church, Bill Whiteside, Tom Ma-

culski, Bobby Heck, Fred Pottovousul, Tony Anthony, Mickey Strong, Robert Levitt, Grabbo Henderson, Mac Moore, Moe Winerman, Cecil Allen, Jack Kennedy, Jack Beatty, Harry Eddels, Ben Segal, Tommy Delf, Whitey Byus, Frank Costirico, Fred Shafer, Carroll Jean and Pete Morris.

WORK HUMS

Sun Finally Beams for Va. Greater

SUFFOLK, Va.—Quarters work for the Virginia Greater Shows has finally shifted into high gear after seven rainy weeks. Majority of the heavy work is done outdoors and the weather has been a handicap.

William C. Murray, general agent and aid to Manager Rocco Masucci, has completed the office and light plant wagons' lettering, and has tackled the ticket boxes. The two wagons are solid white with blue and orange lettering. Other show rolling stock is solid red, with blue and orange lettering trimmed in silver.

Quarters was enlivened Saturday (16) with the birthday party of midget Ike Matina. The cake had 65 candles, and was sampled by everyone in the dining hall. Ike and Leo Matina have been assisting Masucci, who has functioned as chief chef.

Jimmy Tomas has finished four new cars for the kiddie train ride, and is assembling five new ticket boxes. Johnny (Red) Underwood has rebuilt the cookhouse. Frank Holtzinger is refurbishing the three kiddie rides. Ray Price and crew are rebuilding the Jenny. J. Phillips and Blackie Wood are working over the eight office-owned hanky frames.

Personnel set for this year include George Cox, kiddie buggy ride and auto ride, pea pool and nickel rolldown; Herb Clark, popcorn, apples and snow cones; Lester Townsend, ball game; Mrs. Gladys, cotton candy; H. W. (Hap) Arnold and Calvin Nelson and families; Al Dameron, Jungeland, and Ben Lail, two office-owned Girl Shows.

Rosen Skeds Ga. Still Dates

ALBANY, Ga.—Mighty Interstate Shows will play early still dates in Georgia, kicking off the season March 30 here in its winter base city. H. B. Rosen, manager, announced. Second on the route is Thomasville, where the show will be on a downtown location under VFW auspices. It then goes to Warner Robins for another heart-of-town stand.

A crew has been busy at quarters since early February with Gene Rober in charge of refurbishing. All rides were overhauled and painted, shows have been rebuilt and painted and two new tops were recently received. Dan Lovell is doing scenic work and lettering. M. Carroll, mechanic, has kept busy on rolling stock. Six tractors, a pick-up truck and semi-trailer were added this year.

125 Turn Out For SLA Party

CHICAGO—Over 125 members and guests turned out for the annual St. Patrick's Day party held by the Showmen's League of America here Saturday night (16).

President Al Sweeney emceed the festivities which operated in night club style. Roberta Ryan, strolling accordionist; Notables, quartet, and Revell, magician, provided the entertainment.

Corned beef and cabbage was the menu. Clay pipes were passed out to the men, flowers to the women and shamrock for everyone. Dancing followed the dinner.

Miss. Rain Hurts Griggs

YAZOO CITY, Miss.—Griggs Bros.' Shows got away to a rough start here. Show was scheduled to open Saturday night (9) and was greeted with freezing weather only to be followed by heavy rain on Monday.

Line-up includes seven major and three kid rides, five shows and 30 concessions. Equipment was painted recently and much new canvas was purchased before the season started.

MIDWAY CONFAB

Pallbearers for the late John Cargan (Corrigan), veteran concessionaire and member of the Michigan Showmen's Association, who was buried in the Showmen's Plot, Detroit, March 18, included Edor Burge, Irving Borke, Isadore Reiser, John Balog, Joseph Crognale and Arthur Rosenthal. Services were held in the C. L. Lovejoy Funeral Home, Detroit, and among those in attendance were Laura Baker, Fern Manchenko, Betty Greeley, Francis Moran, Mrs. Joseph Crognale, Margaret Mansell, Grace Zigler, Mr. and Mrs. Fred Silber, Mr. and Mrs. Rex Allen, Victor Johnson, Paul Greeley, Jack Dickstein, Elmer Nagy, Milton McLean, Irving Quist, K. J. McDonald, Joseph Pollard, Earl Urquhart, Harry Stahl, Sam Ginsberg, Charles Magid, Amon Callie, Edward Gold, Sam Fishman, Milton Levine, Sam Fine, Charles Rafal, Max Golde, John J. Smith, Charles Heim, Max Kahn, Sam

Serra, Jack Segal, Louis Maltin, Maynard Ostrow, Gerald Gordon, Milton Fellers, Sam Burd, Irving Rubin, Ray William, Marvin Keys and Joseph Winokur.

Bobby DeRann, Girl Show operator and last year an annex attraction with John T. Hutchens' Side Show, suffered severe burns recently when his show was destroyed by fire. Now at 1709 West Ninth Street, Owensboro, Ky., he would like to hear from friends. . . En route to Indiana next month, J. Lee (Buck) Smiles says he will stop off in Memphis to play the Cotton Carnival.

Louis Augustino is in Veterans' Hospital, Coral Gables, Fla., for an eye operation. He'd like to hear from friends. . . James Kinsey, six-year-old son of Johnny Kinsey, advertising agent for Continental Shows, is recuperating at his home in Oneonta, N. Y., after being hit by a truck.

Mrs. Ruth (Peaches) Insall, wife of Benny Insall, games concessionaire, is convalescing at her Buffalo home after release from a local hospital following an operation.

Homer R. Shakar, who will not be on the road this year, and Dale Hamson flew to Waco, Tex., recently to settle some business matters. The duo will operate a tavern in East Dubuque, Ia.

Nathan (Froom) Cutler is back in New York after a Florida vacation.

Anna C. Dumas, wife of William G. Dumas, veteran midwayite, is in Manatee Veterans Memorial Hospital, Bradenton, Fla., following a heart attack. She expects to be confined for some weeks. Her husband recently sold the Dumas Motel in Bradenton and has retired. Mr. and Mrs. John F. Reid, owners of Happyland Shows, were recent visitors.

Harry Thomas, secretary of Gem City Shows for many years, is confined in Soldiers and Sailors Home, Quincy, Ill., and would appreciate getting mail. . . Mr. and Mrs. Joe Stevens Sr., were recently hosted by their son, Joe Jr., at a dinner in the Shamrock Hotel, Houston, marking their 25th wedding anniversary. Also attending were Mr. and Mrs. L. A. Bolston, who had honored the couple the day previous with a buffet supper featuring French-fried grasshoppers and barbecued octopus. Young Stevens is a student at the Texas University of Pharmacy, Houston.

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Devil's Child, Wolf Boy, Ape Boy, Fish Girl, Shrunken Heads. Many others. Send for folder.

TATE'S CURIOSITY SHOP
Apache Junction, Arizona

CONCESSIONS WANTED
Cincinnati Gardens, Cincinnati, Ohio, March 30 thru April 7, during 6th annual Shrine Circus. Set up on March 29.

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Open all year round
Want Freaks and Novelty Acts. State salary and all particulars in first letter.

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OPENING MAY 3, MUNCIE, IND., 10 DAYS; THEN RICHMOND, IND., THEN ANDERSON, IND.

Want legitimate Concessions of all kind—Carmel Corn, Candy Floss, Candy Apples, Custard; must have A-1 Concession. Ball Games of all kinds, Basket Ball, Pitch Till U Win, Long and Short Range Galleries, Photo, Parakeet Pitch, Bear Pitch, African Dip or any other legitimate Concession. WANT SHOWS with own outfit, Girl Show with two or more girls, Monkey Show, Ten-in-One. Our fairs start in July—Rising Sun, Ind.; Sunman, Ind.; Portland, Ind.; Kendallville, Ind.; and Frankford, Ind. Now booking all legitimate Concessions for Frankford, Ind., Fair. RIDE HELP for Flying Scooter, Octopus, Ferris Wheel, Caterpillar Foreman, Rolloplane, Kiddie Rides; must be able to drive semis. Show will start out with 12 office-owned Rides. All help report to winter quarters in Greenville, Ohio, by April 21.

All replies to **JIMMIE CHANOS**
P. O. BOX 203, GREENVILLE, OHIO Phone: Lincoln 8-3375

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Opening Plainview Dairy Show, April 12, Plainview, Texas. Thirty weeks—twenty fairs and Celebrations—Texas, New Mexico, Oklahoma, Kansas and Colorado. Can place few Hanky Panks. Will sell Ex on Novelty, Jewelry, Photo, Long Range Gallery and Cook House. Can place Man to call Bingo, Agents for Add Up Dart and Coke Bottle Ring. Ride Help—Need Foremen for Wheel, Tilt, Merry-Go-Round and Looper; Second Men on all Rides—place Wives on Ticket Box. Can place any useful people on Shows, Rides or Concessions. Charlie Bixby, need you for trip to Mexico City; come at once. Harry Bartell, come on. Ed Kemp for paper. Tommy Timbellin, answer. For Sale—Set of Diggers mounted on trailer, good condition.

All replies to **D. S. DUDLEY**
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OPENING IN APRIL PLAYING ONLY THE LARGEST INDUSTRIAL CITIES WITH 16 BONA FIDE FAIRS STARTING IN JULY

CONCESSIONS

Can place Custard, Scales, Photo, Short Range, Glass Pitch, Fishpond and any other legitimate Concessions. Meyers, phone me.

SHOWS

CAN PLACE SOBER, RELIABLE MANAGER WITH SOME EQUIPMENT TO MANAGE SIDE SHOW. ALSO MANAGERS FOR MOTORDROME AND MONKEY DROME. Want to book for season any independent show of merit. Al Renton, Irene Burton and Congo, answer.

HELP

Can place good, sober Foremen for Wheels, Octopus, Rolloplane, Coaster and Round-Up. Place Second Men on all other Rides who drive. Top pay with bonus. All men who worked for me before answer. Woods, Jones, "Red," Sammy and Heffner, contact me.

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Can place Scrambler, Rockoplane, Flyoplane or Caterpillar Mack, phone me. April, contact me. We have 16 of the best Fairs in the East.

Address all mail and phone calls to

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CONTINENTAL SHOWS, INC.

Opening in Kingston, N. Y., April 25; followed by an excellent route of still dates, celebrations and Fairs; July 4, Gorham, N. H., on Town Park, center of town

CONCESSIONS: Novelties, Ball Games, Glass Pitch, Basketball, Parakeets, Photos or other Hanky Panks. What have you?

Larry Gaspodarski wants for Side Show: Ticket Sellers, Lecturer, Acts of all kinds.

RIDES: Will book two more Major Rides such as Round-Up or Octopus.

GIRL SHOW: We have brand new equipment which includes Top, Stage and a beautiful Set-Up for Front, mounted on a low bed trailer; quick set up and down, a real flashy get up. Will consider giving the exclusive to reliable Operator who has the talent available and undertake the responsibility of getting equipment over the road.

ROLAND E. CHAMPAGNE

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50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

BIG OPENING MAY 3, STAUNTON, VA. 2 BIG WEEKS AND THEN CHARLOTTESVILLE, VA.

WANT CONCESSIONS Photo, Age & Scales, Hanky Panks, Glass Pitch, Bear Pitch, Bird & Lamp Pitch, Long & Short Range.
WANT RIDES Scooter, Pony Ride, Glass House, Scrambler, Round-Up, Fun House, Octopus or any Ride not conflicting.
WANT SHOWS Snake Show, Fat Show, Midget and Wildlife Show. Irene Barton, please contact. Gus McClammy, contact Tony Bakestrini.

Want Show Painter and Artist, Carpenter, first-class Mechanic. (Yellow, get in touch.) Ride Help on all Rides. Good salary plus bonus. Man to handle towers. WINTER QUARTERS NOW OPEN. All answer:
All answer: PRELL'S BROADWAY SHOWS, Lauren, S. C.



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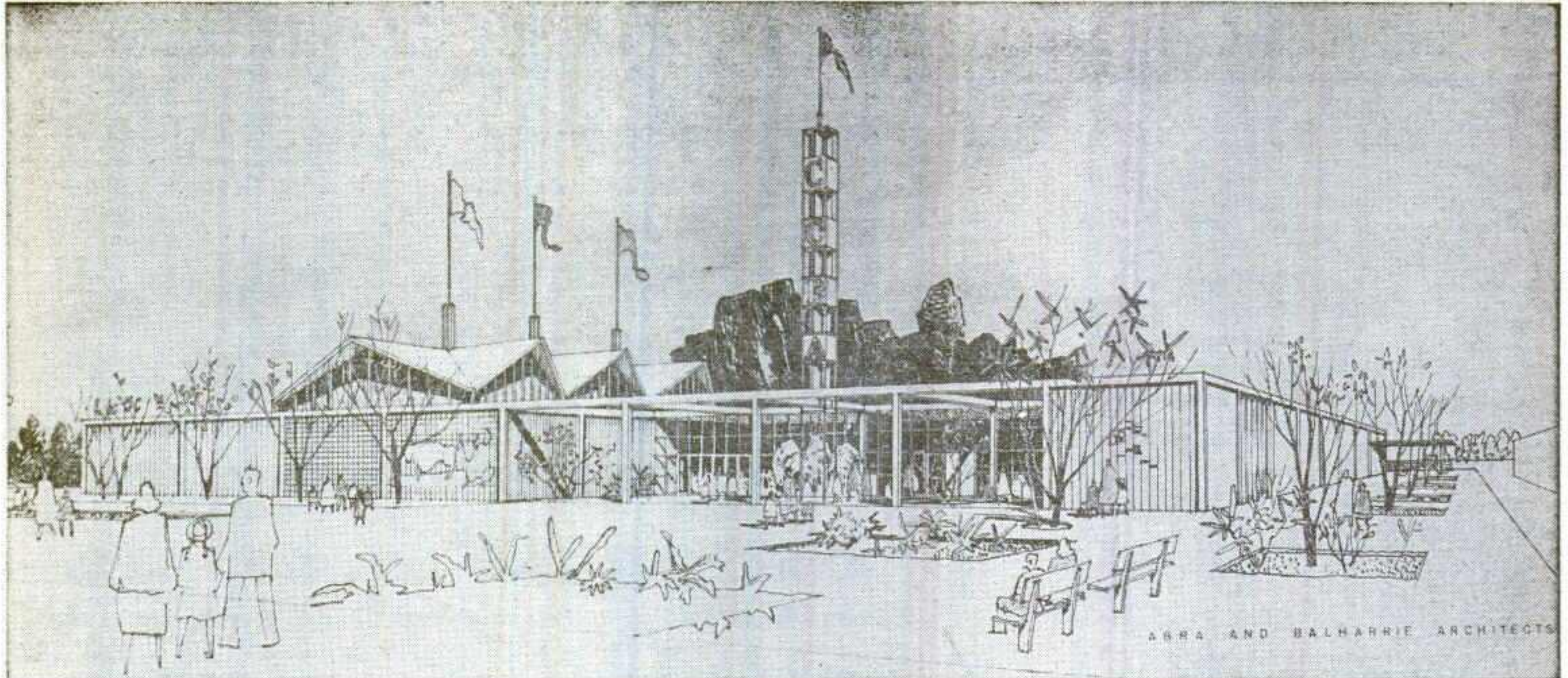
OF

THE 1957 SPRING SPECIAL

WIRE or PHONE copy instructions, or authorize repeat of previous ad by **WEDNESDAY, MARCH 27**

Ads reaching us after March 27 will be published in the regular departments of the Issue.

Your American Red Cross Is Always There After Disaster Strikes



THIS NEW \$400,000 BUILDING, approved by the directors of the Central Canada Exhibition, Ottawa, is scheduled for completion in time for the 1957 event. The structure will provide for the expanded requirements of the Agricultural Department, Handicrafts, Hobby Show, Women's Institute and other related exhibits. The building will be approximately 200 feet square and located immediately east of the grandstand. The cost will be shared equally by the Federal Department of Agriculture, the Ontario Government, the Corporation of the City of Ottawa and the Exhibition Association. The new building will be known as the H. H. McElroy Agricultural and Educational Exhibit Building, in honor of the veteran deceased general manager.

AGRA AND BALHARRIE ARCHITECTS

DRAGO AMUSEMENTS

HITS JACKPOT IN '57

Thanks to Mr. Bill Geren, who has turned over his Fairs and Still Dates to us.

No. 1 Celebrations and Fairs as follows:

Biggest July 4th at Hoopston, Ill.
Summitville Free Fair, Summitville, Ind.
Starke Co. Fair, Knox, Ind.
Blackford Co. Fair, Hartford City, Ind.
Fulton Co. Fair, Rochester, Ind.

Morgan Co. Fair, Martinsville, Ind.
Owen Co. Fair, Spencer, Ind.
Bremen Free Fair, Bremen, Ind.
Aurora Farmers Fair, Aurora, Ind.
Versailles Pumpkin Free Fair, Versailles, Ind.

No. 1 Show opening April 22 in southern part of Indiana.

A big line of Fairs for No. 2 Show are as follows:

Two Big July 4th dates, Valparaiso, June 26-29 and Walkerton for the 4th.
Albion Fair, Around the Square
Legion Annual Celebration, Kouts, Ind.
53rd Annual Homecoming, Cicero, Ind.
Carroll Co. Fair, Flora, Ind.
Putman Co. Fair, Greencastle, Ind.

Akron Fair, Akron, Ind.
Jasper Co. Fair, Rensselaer, Ind.
Mooreland Free Fair, Mooreland, Ind.
Brundy Co. Fair and Labor Day Celebration, Mazon, Ill.
68th Annual Old Settlers, Goldsmith, Ind.

Wanted—Cookhouse for No. 1 Show for the season. Will give X on Scale, Hi-Striker and African Dip. Also want Honky Panks of all kinds for both units. Absolutely no flats or gypsies. Wanted—Pony Ride. Wanted—Shows for both units—for small per cent—Motordrome, Monkey, Illusion, Mechanical, Fat, Wildlife, or what have you? New Funhouse has just been delivered—want to hear from a reliable party that can drive to take charge on percentage basis or weekly salary; must be sober and dependable. Have Semi that opens to 42 feet with very nice front—can be used for Snake or Gig Show or whatever you may have. Want some reliable person to take charge. John Woosley, contact me at once; important. All replies: PAUL DRAGO, 1711 EAST MARKLAND, KOKOMO, INDIANA. Phone: GI. 9-4907. No Collect Calls Accepted.

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MEEKER'S COMBINED SHOWS AND FREE CIRCUS

Opening April 29—Washington State Apple Blossom Festival, Wenatchee

Can use all kinds of Ride Help in all departments. All Concessionaires, Show Operators who have contacted us, report to Winter Quarters, Central Washington Fairgrounds, Yakima. Winter Quarters open April 1.

All Communications to

RALPH MEEKER

3848 East B Street

Tacoma, Washington

JAMES H. DREW SHOWS

Last Call

Last Call

Opening the season at Richlands, Va., April 4; followed by coal mine and industrial towns until July; then Fairs solid until the middle of November. Want Shows—Snake, Animal, Wildlife, Mechanical, Fat, Illusion, Drama, etc. Wire what you have. RIDES—Good opening for Dark Ride. CONCESSIONS—Will place Merchandise and Outright Sale Stands. Exclusive open for Custard, Novelties and Hats. WANT High Fire Dive for the West Virginia Strawberry Festival and the East Kentucky 4th of July Celebration. Time is short.

All wire or phone: 33-190.

JAMES H. DREW SHOWS

Augusta, Ga., this week; then c/o Western Union, Richlands, Va.

CLUB ACTIVITIES

Pacific Coast Showmen's Association

LOS ANGELES—The clubrooms will go on its summer schedule April 15, Bob Downie, PCSA president, announced at the regular Monday night (18) meeting. On the rostrum with him for the session was H. D. (Bob) Matthews, secretary.

On and after April 15, Downie said, the clubrooms will be open from 2 p.m. until midnight, on the second and fourth Mondays of the month. On other weekdays, the rooms will be open from 2 p.m. until 8 p.m., and closed on Sunday. The clubrooms are expected to be reopened for the fall and winter late in September.

In the absence of the special committee chairmen, Sam Dolman reported on the Showmen's Day at the National Orange Show Art Andersen made a report on the give-away program, and Al Blake said that refreshments and coffee had been donated for the Orange Show function.

Charles Crouse was reported recovering at the Long Beach Naval Hospital. Meyer Schlom is doing well in a local rest home. Harry Barons is a patient in the St. John's Hospital, Santa Monica.

President Downie called upon Red Crawford, Jimmy Lynch and Danny Callahan, who were visiting the club for the first time in several weeks. Rudy Jacobi, of Rudy Bros.' Circus, said that he had visited the Siebrand Bros. Circus & Carnival in Phoenix, Ariz., on his way back to Los Angeles from a West Texan trek.

Heart of America Showmen's Club

KANSAS CITY, Mo.—The annual pot-luck dinner was held prior to the regular meeting, with 132 members of the men's and ladies' club participating. The menu belied the pot-luck title and included roast turkey and all the trimmings served by the ladies.

The regular meeting was called to order by President George Gordon. Lester K. Carter, severely injured in an auto crash March 8, has been moved to Menorah Hospital here and is getting along okay.

The banquet and ball committee is preparing the program for the

New Year's Eve party to be held at Hotel Pickwick.

Plans for a summer membership drive were discussed.

Regular meetings will resume October 18.

Showmen's League of America

CHICAGO—President Al Sweeney was in the chair for the regular Thursday (21) meeting. Other officers on hand included Jack Duffield and Bill Carsky, vice-presidents; Bernie Mendelson, treasurer, and Homer Briant, executive secretary.

Past-presidents invited to sit on the platform included Sam J. Levy Sr., Fred H. Kressman, Lou Keller and Maurice (Lefty) Ohren.

Bob Anderson is a new member. Called upon for brief talks were Joe Collier, Jim Knight, Lou Dufour, Mickey Dale, Al Kaufman, Dave Friedman and Frank McDermott.

Reported on the sick list were John Callagan, who recently underwent further surgery in John Hopkins Hospital, Baltimore; Jimmy Murray, in St. Luke's Hospital here; Jess Jordon, in Alexian Bros. Hospital here, and Earl Shipley, who was reported getting better in Veterans' Hospital, Tucson.

National Showmen's Association Ladies' Auxiliary

All officers attended the March 13 business session, at which Evelyn Batalsky was welcomed back from Florida. Ruth Robbins, Bea Prell and newcomer Selma Walters were also greeted. Dolly McCormick, who had been filling in for ailing Treasurer Claire Priddy, turned over the books to Betty Schacht, the newly named treasurer.

Ray Goldman is wearing a collar, due to an injury to her neck and spine in a recent accident. Fine Caponey is due for surgery and Ann Dinsmore is post-operative. Katherine Freed was in a recent automobile crash.

Rose Westlake, new member, is in the film, "Hollywood or Bust," and recently appeared on the Croucho Marx TV show.

Admission to the April 3 Kitty Party Night will be penny bags. Evelyn Batalsky is chairman of the

(Continued on page 98)

PARAKEETS

FINCHES AND CANARIES
BIRDS OF QUALITY—PRICED RIGHT

24 hour a day service

BIRDS SHIPPED SAME DAY AS ORDER RECEIVED. PHONE OR WIRE YOUR ORDER.

CONRICK BIRD FARM

8914 S. WESTERN AVENUE
LOS ANGELES 47, CALIF.

PL 1-6394

PL 6-0254

SIT DOWN GRAB FOR SALE

14' x 20'

Stainless Steel Griddle, finest equipment.

Can be seen in Troy, New York.

SID GOODWALD

c/o O. C. Buck Shows

1115 5th Avenue

Troy, N. Y.

WANTED MANAGER

For two Rides including brand new Allan Herschell Merry-Go-Round. Full season's work, must drive semi. Sober, reliable, must be bondable, no police record. Furnish references. Top pay with bonus. Good treatment. Uniform furnished. This is a two-ride unit playing Shopping Centers; no long hauls. All brand new equipment and the finest on the road. All replies to

FUN SPOTS, INC.

c/o Pee Wee Valley

1919 Reading Rd. Cincinnati 15, Ohio

Agents - Agents - Agents

Six Cats, Buckets, Count Store, Balloon Darts, Break the Record. Opening April 25, Ottumwa, Iowa. Will be in Ruskin until April 10.

ROY T. DUFFY

c/o Riverside Park Ruskin, Fla.

WANTED TATTOO ARTIST

Great location. Big money. WONDER LAND ARCADE

SAM J. LORD

442 So. State St. Chicago, Ill.

FOR SALE

36-Ft. Merry-Go-Round, needs work \$450.00
Kid Airplane 250.00
Come and get them.

GLASS CITY SHOWS

1488 South Ave. Toledo 9, Ohio
Phone: WA 7358

GEM CITY SHOWS

OPENING APRIL 20, PENSACOLA, FLORIDA

PAYDAY, OVER FIVE MILLION DOLLAR PAYROLL. AUSPICES ESCAMBIA SHERIFF'S SCHOOL BOY SAFETY PATROL. 2 SATURDAYS—2 SUNDAYS.

CONCESSIONS: Want for Opening and all Season—Bingo, Cookhouse, also Hanky Panks, Pitches of all types including Glass and Bird or any kind worth-while Concession.

HELP: First and Second Men on all Rides, must drive and have licenses. All Men who worked for me last year, contact me here or come on. Winter Quarters now open at Highway 90 West from Mobile at Theodore, Ala.

SHOWS: Snake, Wildlife, Side Show or any good Shows with own outfits and transportation. (Kitty & Clarence, awaiting word from you.)

RIDES: Scrambler, Round-Up, will book another Wheel or any Major Ride not conflicting.

ALL WRITE OR WIRE

THOMAS D. HICKEY, GEN. MGR. OR DON GRECO, BUS. MGR.
P. O. BOX 117, THEODORE, ALA. 1238 SO. 8TH ST., SPRINGFIELD, ILL.

JOHNNY T. TINSLEY SHOWS

"AMERICA'S MOST MODERN MIDWAY"

WANT FOR THE 1957 SEASON, OPENING MARCH 30, GREENVILLE, SOUTH CAROLINA, AND A LONG ROUTE OF 18 FAIRS, SPRING CENTENNIALS, JULY 4 AND LABOR DAY CELEBRATIONS

RIDES: Pony or Donkey, Coaster, Dodgem, Round-Up, Midget Racers.

SHOWS: Fun House, 10-in-1, Illusion, Unborn, all with own equipment.

CONCESSIONS: Photos, Long and Short Range Galleries, Custard, American Palmistry, Hi-Striker, Penny Arcade, Hoop-La, Bear, Bird and Glass Pitches, Age and Weight, Novelties.

HELP: Foremen for Rock-o-Plane and Fly-o-Plane. Second Men on all Rides, must drive. Top salaries, payday weekly, no mistreatment here, but no drunks, please.

Bunny Venus can place for "Calypso Follies," Dancers (experience not necessary).

Charzan (Fire Dancer), Teens and Renee Grant, contact. All concessioners and show personnel contracted, come on or contact at once. All Mail, Wires, Phone Calls to

JOHNNY T. TINSLEY or TED WOODWARD
OWNER AND GEN. MANAGER ASST. MGR.-GEN. AGENT
Winter Quarters—1205 New Buncombe Road, Greenville, S. C. Telephone: 3-5177.
Featuring—Jerry Martin's "Two Fearless Stars" nightly on our midway.

NEW ENGLAND AMUSEMENTS WANTS

RIDE FOREMEN for JENNY, WHEEL, OCTOPUS, TILT and KIDDIE RIDES. Salary all you are worth with bonus. Capable Concession Man, one who can build and frame concessions. Will sell Ex on Ball Games, Hanky Panks or what have you. Only one of a kind carried.

Ride Superintendent. Must know his business

Tickets if I know you. Others, write or phone Republic 6-0237.

HARRY J. KAHN, 60 Parkside St., Springfield, Mass.

DUMONT SHOWS

OPENING APRIL 7 NEAR MOBILE, ALABAMA

RIDE HELP: Want First and Second Men, must drive semis and have licenses.

CONCESSIONS: Want Hanky Panks of all kinds, Popcorn, Candy Apples, French Fries, Custard. Jimmy Davidson wants Agents.

ALL ADDRESS: LOU RILEY or JIMMY DAVIDSON
General Delivery, Mobile, Ala.

MONARCH EXPOSITION SHOWS

OPENING PACIFIC, MO., APRIL 25

Now booking Concessions and Shows for 16 Fairs and 4 Centennials, starting June 1. Can place First and Second Men on Rides.

Will buy 2 Transformers—50 kw. or larger.

E. L. WINROD BOX 177, PACIFIC, MO. Phone: Clearwater 7-2228

VIRGINIA GREATER SHOWS

Open Suffolk, Virginia, Early April

WANT exclusive on Bingo, Photos, Novelties, Custard, Age & Scales, Long and Short Range Gallery, strictly American Mitt Camp, Hi-Striker, Basket Ball, Cigarette Gallery, All Hanky Panks open. George and Pat Rector, come on in. Want good Griddle Man for Cookhouse. Want Agents for office-owned Hanky Panks. Want Side Show Manager with Acts; we have complete outfit. (Early Myers, answer.) Funhouse, Monkey Show, Motordrome, Freak Animal Show (Carl Tompkins, answer), Pony Ride, any good Grind Show. Want Diesel Light Plant Electrician: Bob Millikin, come on in. Ride Men, come on in. Winter quarters open. Mail and wires to

WM. C. (BILL) MURRAY, Box 461, Suffolk, Virginia

SUNSET AMUSEMENT CO.

WINTERQUARTERS OPEN—EXCELSIOR SPRINGS, MO.

Can place Second Men on Rides. Also Foreman for Kiddie Rides. Can place Age and Weight, Glass, Bird and Lamp Pitches exclusive. Have opening for Ball Games and Hanky Panks of all kinds.

OPENING HERE THURSDAY, APRIL 25, FOR 9 DAYS

Want to hear from Snake, Athletic, Mechanical and Motor Drome Operators, all with equipment. J. T. HUTCHENS WANTS ACTS AND USEFUL SIDE SHOW PEOPLE.

Address: 701 N. MAIN ST., EXCELSIOR SPRINGS, MO.

GRAND AMERICAN SHOWS

OPENING APRIL 25, OTTUMWA, IOWA

Want Concessions—Novelties, Jewelry, Age & Scales, Cork Gallery, Slum Spindles, Roman Targets, Basket Ball, Coke Bottle, Hi-Striker, Glass, Bird and Bear Pitches. Want Grind Shows with own equipment. Can place Hanky Pank Agents.

L. O. WEAVER, Mgr., Fairbank, Iowa

AMUSEMENTS OF AMERICA

CAN PLACE FOR GRAND OPENING—FALLS CHURCH, VA., APRIL 12 THRU 20

and long season (34 weeks), including 15 Fairs. Want Hankies of all kinds, non-conflicting Rides, high-class Grind Shows and Ride Help. All address:

JOHN VIVONA, Winter Quarters, Box 1562 Sumter, S. C.

Fourth Annual CIVIL DEFENSE EXPOSITION

Featuring Big Free Circus (Terrell Jacobs Wild Animal Circus) — \$1,000,000 Civic Exhibits — Outstanding Free Attractions.

OPENING APRIL 10, INDIANAPOLIS, IND.

Now have CONTRACTS and booking for 1957 season. Four City Parks followed by Memorial Day 500-Mile Speedway Classic. Other major city dates to follow for balance of season through Labor Day. Every date like a Fair.

RIDES—Have outstanding proposition for Ride Operators with equipment in good condition and appearance.

SHOWS—Liberal proposition for Shows with high-class equipment.

CONCESSIONS—Can place catering Concessions and Games that work for stock.

PITCHMEN—Good opportunity here.

PAUL MILLER

Day Phone: Melrose 6-6387

10-12 South New Jersey Indianapolis, Ind.

Night Phone: Melrose 2-1978

JAMES E. STRATES SHOWS

WANT SHOWS FOR OUR 1957 SEASON

OPENING WASHINGTON, D. C., APRIL 18

LIFE SHOW — FAT SHOW — WILDLIFE OR ANY GRIND SHOW

Need for Two Stage Shows, complete with wagon fronts, seats, lights and tops, good capable Showmen. What have you?

FOR SALE: 18 LUSSE SKOOTER CARS, \$100.00 EACH

Walter Stoffel, get in touch with me.

Address JAMES E. STRATES, Mgr., P. O. Box 55, Orlando, Fla.

ROCK CITY SHOWS

Playing downtown Spring Festivals, Alexandria, La., need Fish Pond, Coke Bottle, Hanky Panks of all kinds and Bear Pitch. Need Ride Help for Ferris Wheel, Merry-Go-Round and Octopus.

FOR SALE

KIDDIE RIDE

Fire Chief, factory built by Roll-A-Whirl Co., mounted on tandem wheel trailer. (11 Fire Trucks.) Quick up and down. Looks and runs like new. Large, not a toy appearance. (Sickness, reason.) AL HATCH, Lot 136, 1375 Pasadena Ave., S., St. Petersburg, Fla.

CONCESSIONS, AGENTS WANTED

Milk Can, Glass Pitch, Slum Spindle, Coke, Bear Pitch, Pan Game, Curly and Jennie, get in touch with Chuck Pittman, Jerry and Margret, formerly with Ross Manning, contact. Wire or phone 9604. No collect calls. Milton, Fla.

Peppers All State Shows

GEORGIA AMUSEMENT CO.

Will open April 20 in Toccoa, Ga. Will book legitimate Concessions of all kinds. Sell exclusive on Scale and Age. Have for sale: One Herschell-Spillman 24-horse 36-ft. Merry-Go-Round with 28-ft. stainless steel Fruchaut Trailer with good tires, and homemade Kiddie Auto Ride and Swing, all for \$5,000.00 if sold this month. Will pay cash for 1956 Spin-A-Rod H. H. SCOTT, Rt. 4, Toccoa, Ga. (I have no phone.)

ARTHUR McINTYRE

Wants for Season 1957

Following Cookhouse People who have worked for me get in touch. WRITE, no collect calls or telegrams. Have long season on large modern Show. Carral Schermhorn, call me: Robert Bob Martin, Richard Strenko, Bill Ross, Jim Riley. ARTHUR L. McINTYRE 205 Baker St. Winchester, Va.

REWARD

Will pay \$50 reward for information leading to present whereabouts of S. M. (HAPPY) WATLIN, Scale Operator. Write

CHICK NORTON BUICK CO.

BOX 28 TULSA, OKLA.

FOR SALE

Allan Herschell 10-car Auto Ride, streamline cast alum. cars. Two G12 Streamliner Trains, complete. One has electric motor, each has engine, 3 coaches, 300 ft. of portable track. 10 Merry-Go-Round Horses, and complete Drive, Clutch, etc., for Tilt.

JOE FREDERICK

2263 Newton Detroit 11, Mich.

ALAMO EXPOSITION SHOWS

WANT FOR DEL RIO, TEX., MARCH 30 TO APRIL 6

2 SATURDAYS—2 AIRMEN'S PAY DAY 2 SATURDAYS—2

SHOWS: Will book any Shows of merit with own equipment. CONCESSIONS: Want Frozen Custard, Lead Gallery, Photos, Glass Pitch, Ball Games, all Merchandise Concessions. RIDE HELP: Can use Second Men on all Rides, must drive trucks. No drunks. CAN PLACE MAN AND WIFE THAT CAN HANDLE MONKEY SHOW, MONKEYS AND TWO GROWN CHIMPS FOR SALE: One #5 Eli Wheel, with or without transportation; one 12-Car Ride-O in good shape. Will sell two Chimps, male 8 years old, female 6 years old.

Contact JACK RUBACK

2240 E. HOUSTON, SAN ANTONIO, TEX. Phone: CA 6-1812.

EAGLE PASS, TEX., SPRING FESTIVAL, April 7-14; then the BIG SPRING CELEBRATION—BATTLE OF FLOWERS—ON THE STREETS OF SAN ANTONIO, April 22-27

FOR SALE

ON APRIL 20, 1957, AT WARREN, OHIO

One electrically operated mechanical Swiss Hand-Carved Village, with Dodge Tractor and Trailmobile, to highest bidder. Reserving the right to accept or reject any and all bids. Write or call

D. J. DEL BENE

155 PINE NORTHEAST, WARREN, OHIO PHONE 2417-4

PAGE BROS.' SHOWS, NO. 1 UNIT

WANT Bingo, Custard, Popcorn, Floss, Arcade, Jewelry, Lead Gallery, Six Cats, Bear Pitch, Grind Shows, Girls for two Girl Shows, Operator for Monkey Show on semi, useful Show People in all departments. Second Men on all Rides. Winter Quarters now open.

W. E. PAGE

BOX 244, SPRINGFIELD, TENN. PHONE 1528
P.S.: Sam Fiddler, Milton Andrews and Claud who worked for Tex, call me.

"WHITEY" SLATEN WANTS

FOR S&S AMUSEMENTS formerly LEE BECHT SHOWS

OPENING MAY 12 — PLAYING SAME TERRITORY

WANT: Merry-Go-Round Foreman, Coaster Foreman and Second Men on all Rides. BOOKING: Legitimate Concessions of all kinds. Only one of a kind. No gypsies or grift. Opening at Spring Grove & Colerain Avenues, April 12 thru 21 (10 days). Address all correspondence WHITEY SLATEN, P. O. Box 92, Mt. Healthy 31, Ohio

P.S.: Attention, Tex Yoder, Joe Blelick, get in touch at once.

B & B COMBINED SHOWS

OPENING MARCH 30, MOFFETT, ARK.

(Across River from Ft. Smith, Ark.) 16,000 Soldiers to Draw From. Due to disappointment want Girl Show and any other kind of Shows with own outfits. Want Bingo, Six Cats (Armstrong, get in touch). Want Office Secretary. This show has 22 Semi-Centennials and Fairs in Oklahoma—work every week. H. M. "BOOTS" BOOTH, Mgr., Rt. 7, Box 37, Hot Springs, Ark. (Phone: National 3-3806). EDDIE LYNCH, Bus. Mgr. ROBERT "BUBBLES" CHOATE JR., Asst. Mgr.-Ride Supt., Rt. 2, Box 143, Judsonia, Ark.

—COUNT STORE AGENTS—

Want 2 or 3 capable, reliable Count Store Agents who can work cool and keep the outfit open for a good route of Montana and North Dakota Fairs and Celebrations on a 15-day show that has no other Grind Stores. Bob Robinson, contact. Also one Bucket Store Agent and Hanky Pank Agents. Also need Six Cats Agents. Show opens March 29 near Air Base at Altus, Okla.

Contact STAN REED, c/o W. U., Altus, Oklahoma

OPENING Newark, Ohio, April 22

CONCESSIONS: Age and Scales, Glass Pitch, Mug Outfit, Arcade, Fish Pond, Long Range Gallery, Ball Games, Games of all kinds—no grift.
SHOWS: Of all kinds, Matordrome, Fun House, Grind Show, Snake Show, Side Show.
WANT Ride Help, best of treatment, equipment and wages.
FOR SALE: No. 5 Wheel, M12 Train, Looper.

POWELSON AMUSEMENTS

Box 125 Coshocton, Ohio Phone 1088M

SCHAFFER'S JUST FOR FUN SHOWS

OPENING APRIL 1, DALLAS, TEXAS

Will book novel Rides and Shows not conflicting. Can use Hanky Panks of all kinds, Novelties, Ball Games, Short Range Gallery, Racing Derby (Bob Parker, get in touch with me), Frozen Custard, Penny Arcade. Playing Shopping Centers in Dallas, Texas; also big Centennial Celebration at Denton, Texas. 18 Fairs to follow.

Contact: W. A. SCHAFFER

714 SO. HASKELL (Phone: Taylor 1-0748) DALLAS, TEXAS

6 BIG NIGHTS

WITH 2 MATINEES ON SATURDAY & SUNDAY

MARINE CORPS MEMORIAL CELEBRATIONS

JUNE 11 TO 16, 1957

(Center of this booming Steel City) with large lot to park 1,000 cars.

WANT

CONCESSIONS OF ALL KINDS

Reply to: **FRED V. CATUZZA JR.**

54 Jackson Avenue Call Buffalo: WOODLAWN 6311 Lackawanna 18, N. Y.

DAVIS AMUSEMENT CO.

Ride Help who are neat, sober and dependable and who can drive. Shows: Wildlife, Snake, 5-in-1, or what have you? Concessions: Photos, Glass Pitch, Add'm Up Dart, Age and Scale, Watch-La, Parakeet Pitch, Long Range, Basket Ball, any working for stock that do not conflict. Can use a Monkey Drome.

Opening April 30 for 22-week season. Good route

Contact: P. O. Box 5356 or 6428 S.E. Clatsop St., Portland 6, Oregon.
Phone: Prospect 4-5865

AL BROWN (TRI STATE) SHOWS

Phone 4473 Madison, S. D. Box 547

OPENING MAY 20 AT MADISON, SOUTH DAKOTA

Playing South Dakota and Minnesota Celebrations until July 20, then 14 Fairs, including these outstanding events—Wabasha, Montevideo, Worthington, Morris, Wheaton and Willmar in Minnesota and Midwest's biggest Labor Day at Wagner, S. Dak.

NOW BOOKING

RIDES: Will book major Ride for Fairs. **SHOWS:** Snake, Monkey, Fun House, 10-in-1, Wildlife, Mechanical or any Show of merit. **CONCESSIONS:** Arcade, High Striker, Scale & Ace, Novelties, all Pitches, 6-Cats, Buckets, Pan Game, Pea Ball or any Hanky Pank not conflicting. **NEED SHOW PAINTER, FOR SALE:** Three 14 by 8 Concession Tops and Frames and one 16 by 10 Top and Sidewall, all in first-class condition. Also set of 7 Tilt Bull Plates and Intermediates.

MOTOR STATE EXPOSITION SHOWS

OPENING LATTER PART APRIL NEAR DETROIT

Want for long season Fairs and Celebrations—Michigan, Ohio, Indiana
Late fall Fairs in Alabama, Mississippi and Louisiana

Cookhouse for 12-ride show. Will give Ex on Glass or Pottery Pitch. Want Hanky Panks of all kinds. Can place one or two Grind Shows, Fun House. Want Hanky Agents, also Scale Agent. Ride Help: Foreman on Octopus, Rockoplane, Merry-Go-Round, Coaster, Wheel; also Second Men who drive. If you drink or chase, please do not answer. Can place Scenic Painter. All replies:

JOE FREDERICK

2263 NEWTON, DETROIT 11, MICH. No collect phone calls, please.

AGENTS WANTED

For Buckets and Six Cats. Men with me last season, contact at once.

Opening April 4, James H. Drew Shows, Richlands, Va.

Will set up April 2, Contact

FRANK DUNCAN

Wire or Phone: TWilight 3-4962, Hawkinsville, Ga., until March 29.
No collect, please.

G. & B. SHOWS

LAST CALL

LAST CALL

Opening April 19, on lot April 17, Mason City, W. Va.
Want Photos, Cork Gallery, Balloon Darts, High Striker, Concessions working for stock only. Want Girl Show with own outfit. Want Mechanic and Electrician, Man to operate new Spinaroo. Must be able to drive semi-trailer. Want Second Men on Wheel and Octopus. Drunks and lover boys not needed.

All replies to **GEO. BROAS**

627 30th St., Parkersburg, W. Va. Phone: GARfield 2-1254. No collect calls.

STOCK TICKETS
1 Roll \$ 1.50
5 Rolls 4.50
10 Rolls 8.25
25 Rolls 18.75
50 Rolls 34.00
100 Rolls 44.00
Rolls 2,000 EACH
Double Coupons
Double Prices
No C.O.D. Orders
Size: Single Tkt., 1x2

TICKETS

of every description
Wheel tickets carried in
stock for immediate ship-
ment.

THE TOLEDO TICKET CO.
Toledo 12, Ohio

Roll or Machine	Cash With Order Price	Double Coupon Double Price
2,000	6.90	13.80
4,000	7.80	15.60
6,000	8.70	17.40
8,000	9.60	19.20
10,000	10.50	21.00
30,000	15.20	30.40
100,000	33.00	66.00
500,000	133.00	266.00
1,000,000	250.00	500.00



A FITTING AND LASTING MONUMENT to departed members of the Miami Showmen's Association is this impressive grouping of animal replicas mounted on a marble base. The project has been completed at Showmen's Rest in Southern Memorial Cemetery, Miami, and the \$10,000 cost is being offset by the Donor's Bronze Plaque, toward which 200 persons are contributing. Standing at the monument, from the left, are Oscar C. Buck, president of the MSA; William B. Moore, chairman of the fund-raising committee, and Mel Dodson, chairman of the building management committee. The plaque will hang in the clubrooms. MSA members are paying \$50 per name and Ladies' Auxiliary members \$25 each.

CLUB ACTIVITIES

Continued from page 96

April 8 Secret Pal party. Bea Prell's the club and Olivet Memorial Park suggestion of a vaudeville night for next season was enthusiastically received.

Cake for the meeting's candle lighting services was provided by Molly Rosenthal, and will be donated next time by Catherine Camin. Dolly McCormick is heading for Hot Springs. Amanda Coombs also is vacationing.

Show Folks of America

SAN FRANCISCO—The regular Monday (18) meeting was called to order by President Eddie Hellwig. Also on hand were Oscar Mattley, second vice-president; Lola Cox, corresponding secretary, and Bonnie Townsend, recording secretary.

Invited to the platform were Mr. and Mrs. Jack Christensen and Teddy Texiera.

It was announced that an agreement had been reached between

the club and Olivet Memorial Park and an additional 300 graves were acquired making a total of 600. Cost for the additional property is \$13,500.

Joe LaMont was reported in Mary's Help Hospital, while Orie Blome was also reported ailing. Jean Boehm was reported out of the hospital after a long siege and walking with the aid of crutches.

Donations for the April Hi-Jinks were reported coming in from all points. Harry Myers, chairman, said ticket sales indicated it would be the biggest of the long line of events of this type.

Recent visitors to the Virginia Greater Shows' quarters in Suffolk, Va., included Leo Lane, of the show bearing his name; George Cox, of Tarboro, N. C.; Harry Heller, of Heller's Acme Shows, and local boosters Sam Stalling, postmaster; Harry P. Taylor, Larry Briggs, Obie (Skinny) Holland and Bum Bradshaw.

\$250.00

CASH REWARD

for location of

BURT EWING

(with the patch over one eye)
47 years old. Animal Man and Mechanic.
Last with Benson Bros.' Circus.

For reward, call collect.

GEORGE TURNER

Phone: Victor 3-9888
Oklahoma City, Okla.

CARNIVAL WANTED

Large Show wanted for spring date. 8-acre lot, plenty parking space. Carnivals, Circuses and other Outdoor Attractions making this territory, contact us. We own the only lot here.

AMVET Park

FRED ELKIN SR., Manager
Lexington, North Carolina

WANT TO BOOK BINGO FOR SEASON

On good, reliable Show. Will work flat privilege or percentage. Boys that have worked for me before, please contact:

ABE FRANK

319 Lake Street Pascagoula, Miss.
Phone: South 2-3950

WANTED

Foremen for Scrambler, Octopus, Wheel, Merry-Go-Round. Also want Concessions of all kinds.

MOUND CITY SHOWS
1417 Grattan St. St. Louis, Mo.

CARNIVAL WANTED

Annual American Legion Post Reunion

at Marengo, Indiana.

Date—Open; Early Preferred.

Contact **GORDON GREEN**

Marengo, Ind. Phone 38.

WANT TO BUY

GOOD USED

MERRY-GO-ROUND

Write

ELTON LILE

2808 Nelson Dr. Hopkinsville, Ky.

GOLD BOND SHOWS

NOW CONTRACTING FOR 1957

Rides — Shows — Concessions.

MICKEY STARK, Owner
P. O. Box 229 Mt. Sterling, Ill.
Winter Quarters at Fairgrounds.

Wilson Famous Shows

Opening May 20 in Canton, Ill.

Want Foremen and Second Men who drive. Concessions that work for stock. Shows with own equipment. Address:

RAY WILSON

Astoria, Ill.

THOMAS JOYLAND SHOWS

WANT FOR ENTIRE 1957 SEASON

Monkey Speedway Operator on percentage. Also Glass House Operator on percentage and Fun House Man on percentage. Good opportunity for right parties. Will book Penny Arcade, Life or Unborn Shows. Want Scenic Artist and Painter. Want Ride Help in all departments, especially want Caterpillar Foreman at once.

Winterquarters now open.

For Sale—Roll-o-Plane with transportation, good running condition, \$1,500.00.

All replies **L. I. THOMAS, Mgr., Circleville, Ohio**

FOR SALE

1952 ALLAN HERSCHELL BOAT RIDE, PERFECT CONDITION, \$2,800.00

RIDE HELP WANTED

Two Wheel Foremen and Merry-Go-Round Foreman, Tilt Foreman, Kiddie Ride Foreman; Second Men for Wheel, Merry-Go-Round, Tilt, Scooter and Screw-Ball. We open April 15. Only sober, reliable Help needed. We pay top wages to those who know their work. All men who worked for me last year report immediately.

A. J. SUNNY AMUSEMENTS

13422 PROSPECT STREET STRONGSVILLE, OHIO
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WANTED—FREAKS • TALKERS

Also Man for Wildlife Show, Coney Island, N. Y.

Summer Season 1957.

Excellent working conditions — One Spot. No jumps. State salary and enclose photo in first letter. Write or phone:

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AGENTS -- WANTED -- AGENTS FOR SUNSET AMUSEMENT COMPANY

Want Man to frame and take head of new Six Cats, Bucket Agents for new Bucket Store. P.C. Agents to take head of Pea Pool.

Call or wire: **T. J. McMANUS**

c/o SUNSET AMUSEMENT CO., 701 NO. MAIN ST., EXCELSIOR SPRINGS, MO.

MERCHANDISE TOPICS

Besides a huge line of rings, McBride Jewelry Company, 1261 Broadway, New York, carries 40 styles of disks, crosses, pendants and bracelets plus 20 types of imported expansion identification bracelets. Its stock is so ample, the firm states, that it is equipped to ship anything almost immediately. The firm reports having had a successful run on men's photo identification expansion bracelets which contain simulated leather squares at each end. McBride also carries a complete line of religious jewelry.

Three new novelty items suitable for the concession trade are being marketed by the Leonet Corporation, 1907 Park Avenue, New York. They are an Elvis Presley clip turban, a calypso clip turban and a calypso hat. The turbans contain colored prints on lined white fabric. The Presley item bears a facsimile of the singer. The other is in calypso styling. Both are adjustable to fit any head size. The Presley turban is offered at \$7.20 a dozen, while the calypso item is sold at \$6.50 a dozen. The calypso hat is a Trinidad straw sombrero, complete with sash. It retails for 98 cents. The Leonet Corporation offers them at \$7.20 a dozen.

Variety Sales Company, 1601 Race Street, Cincinnati, is offering balloons at a new low price. They are the firm's 17-inch paddle tri-color balloons in attractive red, white and blue diamond pattern. Offered for the first time at \$6.50 per gross in lots of six gross, they should prove to be outstanding money-makers, says the firm. A sample gross is \$7. Write to this firm care of Dept. BR-330 for a complete listing of other top values.

A folio containing six 10 by 14-inch prints for business purposes is

offered by Document House, P. O. Box 242, Greenwich, Conn. Business management is reported to be subscribing heavily to this newly published folio of handsome snow-parchment facsimiles of old calligraphy whose subject matter relates to business ethics. Each print spells out basic business principles, beginning with reputation, wisdom and honesty, and ending with a comment on the use of prudence in getting rich. When framed and hung in offices, reception places, etc., they help establish a firm's stature and dependability. Get the details on this new item.

A new high-quality Japanese-made midget radio, the Parrot pocket portable, is being shown by Polyrad, 7 Arcadia, Cincinnati, exclusive importer. The new super-heterodyne radio uses standard U. S. batteries, four sub-miniature tubes and provides full loudspeaker volume thru its 2½-inch dynamic speaker. The cabinet measures 5 by 3¼ by 1½ inches and is furnished with a genuine cowhide carrying case and strap. A hearing aid earphone is provided for private listening. National sales agency for the Parrot pocket portable is E. T. Conrad & Associates, 516 38th Street, N. W., Canton, O.

If you like over 200 per cent profit on every quick sale, you should contact Atlantic Import Company, 1302 Cadillac Tower, Dept. B-5, Detroit. The firm has what it calls a sensational import that sells on sight. It is a little machine that threads needles instantly, is practical, easy to use and guaranteed. This is a 75-cent retailer which may be had for \$7.20 for two dozen. If you can use larger quantities, the cost goes as low as \$2.70 per dozen. Ask this firm for complete details.

PIPES FOR PITCHMEN

By BILL BAKER

MAGICIAN . . . Fred C. Landrus, who worked in the Side Show with the George Loos Shows at the recent Washington's Birthday Celebration in Laredo, Tex., says that Harry Grossinger, the well-known pitchman and carnival showman, was a visitor. Grossinger has recovered from injuries received in a Tennessee auto accident and is now going strong in Southern Texas, according to Landrus. Now with Moore's Greater Shows, Landrus reports that Roy Sears, a capable Seattle pitchman, is with the Side Show working vent figures, whistles and Budda pads. Landrus also has a novelty store with the show.

"JUST A LINE . . . to let the boys know I am still on the road," cards Frank Lane from Cambridge, Md. Lane sends word that he recently bumped into the old Tennessee sheetwriter, George (Pug) Stacey, who was getting his share of subscriptions along the East Coast. During the course of their 'ackpot session, Stacey expressed a wish, which was seconded by Lane, to read a few pipes from Dietrick Mangum and George (Bottles) Stover.

AFTER A LONG . . . silence, Eddie Turner pipes in to let the folks know that he's still managing the Arlane Manufacturing Company, Philadelphia, supplier of slum magic, Svengali cards and wonder mice. "Have come up with a couple of new ones recently with which the boys seem to be getting money," says Eddie, who still makes a few fairs and shows each year with cards and mice, "but the Philly operation

keeps me busy most of the time. I saw in the column recently that Emil Seibold was operating a fun shop in Boston five years ago," comments Eddie. "He still is, and it's a beaut. My old buddy, Jimmy Lobangh, has informed me that he's still on the Coast pitching Svengalis. Would like to read a few pipes from other magic workers."

CLYDE FORKNER . . . the Carolina boy, and Jack (Bottles) Stover have opened the season on the leaf to fair takes, according to a note written by Stover from Staunton, Va. Stover would like to read a few pipes from Al Harvey, B. V. (Spud) Mangum, E. C. Pardee and George Stacey.

WORD HAS BEEN . . . received from Fred and Maggie Smith, who work mug and jewelry joints in and around Flint, Mich., of the January 22 death in Columbus, O., of Stanley Naldrett, a veteran gadget worker who has been well known to readers of this column for many years. Burial took place in the National Veterans' Cemetery, Grafton, W. Va. "What has happened to all the good doctors?" write the Smiths. "Seems like the pipes are getting fewer and fewer."

ANOTHER . . . personality well known to the trade passed on recently. She was Irene Roth, astrology worker, who died at her home in St. Louis of cancer of the lymph glands. According to our informant, Eugene Simone, "she will be remembered as a real trouper and her death is a great loss to the fraternity."

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Actually Answers Questions

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FORMULA WITH TITANIUM. Inside, outside, ready mixed paint in oil, white, not a reclaimed product. One gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only, \$1.35 per gallon.

RICHARD'S CHROME FINISH. Ready mixed all-purpose aluminum paint. Exterior, interior, heat resisting. Uses: Iron, steel, galvanized roofs, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every ounce guaranteed. Packed 6 gallon cans to carton. \$1.50 per gallon.

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AMAZING NEW Sani-Broiler

Serve 600 delicious HAMBURGERS, HOT DOGS, CHEESE-BURGERS, TOASTED BUNS, per hour!

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24" TAFFETA RABBIT, \$6.00
 dz. in gr. lots \$6.00
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 12" Plush Rabbit, \$7.50
 10" PLASTIC EASTER ASST. \$6.00
 38" PLUSH RABBIT, \$22.50
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No extra charge for samples.
 30 pcs. 1/2 doz. of each. \$24.85

RAYON TAFFETA SPRING SPECIALS

25" Mouse Doll, bagged . . . \$ 9.00 dz.
 28" Plush Bear 21.60 dz.
 24" Clown & Doll, bagged . . . 6.50 dz.
 42" Bozo Clown, bagged . . . 18.00 dz.
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No extra charge for samples.
 6 of each plus 1 doz. Plush Dolls \$31.30

F.O.B. N.Y.C. 25% dep., bal. C.O.D. if not rated. Send for NEW 40-pg. FREE CATALOG and closeout lists.

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THIS WEEK'S SPECIAL Men's Hand-Set Rhinestone Rings, Ladies' adjustable Rhinestone Rings, Lasting Gold Finish. Each dozen in hinged jeweler's tray. \$3.00 per doz.

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J. R. ELMERICK 1100 Bank of America Bldg. San Diego, California

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* 5-PIECE POCKET SETS 3 different color ball pens with ink to match, handy comb and plastic pocket saver.

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Individually packaged SILVER TIP REFILLS \$6.48 GR.

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MUSIC PRINTING - LEADSHEETS FOR Songwriters, 250 copies neatly printed, \$9.50. Samples. Blank Sheet Music, 50 sheets, \$1. Craftsmen Music Printers, 1919 Lawrence, Houston 8, Tex. ap6

TEN PARODIES FREE WITH THIS AD and your order for "Comedy Digest," the entertainer's gag folio, \$3. Show-Biz Comedy Service (Dept. BB-13), 1613 East 29th St., Brooklyn 29, N. Y.

23,000 PROFESSIONAL GAGS, ROUTINES, ad libs, doubles! 1,600 pages! For free comedy catalog write Robert Orben 73-11 Bell Boulevard, Flushing 64, N. Y. ap20

AGENTS & DISTRIBUTORS

A BINGO BLOWER "LIKE" A PULLMAN cigarette! AC-110 w/only \$49.50. Lipka Mfg. Co., 617 East 11th St., New York 9, New York. ap13

AGENTS SELL 3-INCH GOLD PLATED combination Knife, Tie Clasp, Money Clip. Push lined box with \$5 tag; \$8 doz. delivered; sample \$1 E. Condon, Upper Darby, Pennsylvania. ch-ap13

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Assorted Stoned Brooches \$1.75 dz. Stoned & Tailored Earrings 1.75 dz. Pierced Earrings on Display 1.25 dz. Charm Bracelets, asst. 1.50 dz. Lord's Prayer Necklaces, boxed ... 3.00 dz. Children's Jewelry, boxed, asst. ... 2.95 dz. Asst. Tie Slides, carded 1.00 dz. Rosaries, imported 1.95 dz. Cameo Sets, boxed 7.20 dz. Tie Slide Sets, asst., boxed 4.00 dz. 4 Pc. Rhinestone Sets, boxed 18.00 dz. Summer Earrings, asst. \$7.00 & 12.00 gr. Pearl Necklaces (domestic) 1.45 dz. Neck & Earrings, asst., boxed 9.00 dz. Cufflinks, carded, asst. 1.95 dz. Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.

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JOKERS FUN SHOP - FULL CREDIT ALLOWED on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. ap27

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Big year round business; steady income; big profits stamping Social Security Plates. Start at home in spare time. Send 50¢ for sample plate with your own name and Social Security number. Catalog free.

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LOOK—50 ASSORTED STATE DECALS and 50 assorted Picture Postcards, value \$7.50, now only \$1. Send 25¢ with order, pay 75¢ plus postage and COD charges. No free samples. Cards, P. O. Box 359, Colorado Springs, Colo. ap6

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BIG SNAKE DENS, \$25; ASSORTED LARGE Turtles, \$6 per doz.; Boas, Anacondas, Iguanas, Tegus, fresh stock, lowest prices. Giant Red Tail Hawks, \$15; pair tame acclimated Kinkajous, \$90 (each \$50); Scentsless Skunks, \$12; Raccoon Cubs, \$8; Opossums with Babies, \$5. Ray Singleton, Rattlesnake, Fla.

IMPORTERS OF WILD ANIMALS, INCLUDING unusual ones for show business, Birds, Reptiles. Largest suppliers Baby Calmans. Free list. Jungle & World, Inc., Box 947, Miami 48, Fla. ap6

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PLENTY SNAKES, ALLIGATORS, TERRAPINS, Horned Toads, Deodorized Skunks, Puma Cubs, Jaguarundi; African Female Lion, 4 months; Ringtail Cats, Pigtail Monkeys, Rheas, Ringtail Peafowl, Guinea Pigs, Jack Rabbits, Squirrels, Otto Martin Locke, Phone MA 5-4523, New Braunfels, Texas. ap27

SEA ELEPHANTS, CALIFORNIA SEA-LIONS, Seals. Main suppliers seos and circus entire world. Marine Enterprises, Inc., Hermosa Beach, Calif. my18

VISIT ROSS ALLEN'S REPTILE INSTITUTE, Silver Springs, Fla. Surplus Reptiles for sale. ap30

WILD ANIMALS WANTED, ALL KINDS—Lions, Bears, etc. Must be bargain; give full description in first letter. Barrowville, Callahan, Fla.

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ATTRACT CROWDS AND COIN MONEY with portable electric machine baking new greaseless doughnuts. Free recipes. Norbert Ray, 3605 S. 15th, Minneapolis 7, Minn. up

Build a Miniature Railroad

NARROW GAUGE RAIL

Government surplus. 15 tons straight and curved Railla. Also 4-wheel Trolleys to run on track. 60-inch G-E Searchlight with power plant. Government surplus.

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ILLNESS FORCES SALE—ROLLER RINK, complete. Building 70x150, Skates, Electric Pop Box, etc., \$5,500; also Portable Maple Floor, 40x105, \$600; Clamps, Skates, \$1.25 pair Camp Ford Roller Rink, Rt. 1, Tyler Tex. Ph. 28053.

MAIL POSTCARDS—RECEIVE \$1 ORDERS. You keep dollars. Free details. Harris, 9534-B Lemturner, Jacksonville 8, Fla.

MEN'S SLACKS, RETAIL \$7.95; COST \$4.25. All colors, sizes, Cosmos, 81 East 125th St., New York.

MUSIC STORE: NR MOBILE, ALA. \$18.00 volume. No compt. Downtown loc. \$21,000. Dept. 8442, Box C-159

SIGN COMPANY (ALL KINDS) S. E. New Hamp. Gross \$25,000. A-1 eqpt. & acct. Owner drafted, sacrifice for quick sale! Price \$8,800. Dept. 42484, Box C-140

DANCE STUDIO, SO. CEN. MICH. (All types of ballroom dancing.) Private & class instruction, etc. Price \$13,500. Ref. 62200. Box C-161

c/o Billboard Cincinnati 22, Ohio PORTABLE ROLLER RINK, 52'X132', VERY good Sectional Maple Floor. All first-class equipment for operating. Priced right for cash. M. C. St. John, Winona, Minn.

SACRIFICE CUSTARD STAND—DRIVE-IN, Unlondale, L. I. Ideal location; heavy traffic; 3 machines; modern equipment; ample parking facilities. Tel. Rockville Center 6-0942.

60" SEARCHLIGHTS AND PARTS, SPERRY and G.E.; unused Lights and Generators; complete line of Parts; Operating and Parts Manuals. Write for free parts and price list. Immediate shipment anywhere. Anderson Bros., 15400 Hesperian Blvd., San Lorenzo, Calif. np

COSTUMES, UNIFORMS

THEATRICAL AND PIN-UP ACCESSORIES. Strip Pants, Bras, Elastic Hose, Tights, other items. Free folder. Mail Orders only. H. Korotky, Suite 904, 1472 Broadway, New York, N. Y.

CASTING ROD Full 5' long, sturdy glass construction. Cork & aluminum handle. \$1.15 ea. 6 1/2' Spin Class Rod 2.00 ea | 7 1/2' Fly Class Rod 2.15 ea. In 1 Dozen Lots. 138-PC. BAIT CASTING SET with Glass Rod and Ocean City Reel \$2.75 ea. Assorted Lures, 1 doz. to box \$3.60 per dz. 25% dep. with order, bal. C.O.D., F.O.B. Chicago. Open Sundays Write for FREE Listing C & G SALES 1060 Milwaukee Av. Chicago 22, Ill.

Hawaiian TI PLANT LOGS Bagged in polyethylene... KEEP LONGER, SELL FASTER! Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing flash. Free promotional aids. Write for details. LAVENDER SACHET BASKETS Tightly woven bleached ratian baskets with plastic stoppers: \$79.00 per 1000, \$45.00 per 500. Dried Lavender flowers 10 lbs. \$8.50. LOWEST PRICES ANYWHERE Sherfy's 5601 University Way Seattle, Wash.

THE FIRST "NEW LOOK" PENNANTS in over 2,000 years Send for our free literature illustrating the largest line of traffic stoppers ever manufactured under one roof. Make your place stand out like a sore thumb. You get attention with Myrlo products. MYRLO CO., Dept. B 1221 Main Ave. Cleveland 13, Ohio

!SENSATIONAL PROFITS! No. 185 Full of Life! Fire! Brillancy \$3.25 Doz. Gold finish. White brilliant center. Red or Green sides. \$36.00 Gross PROVIDENCE RING COMPANY 49 Westminster St., Providence, R. I.

THIS YEAR We have a line of PLUSH and SMALL PRIZES for Fish Ponds, Balloon Darts, etc. WE WILL SHIP AND DELIVER INDIANAPOLIS STATUARY CO. 1549 Madison Ave., Indianapolis 25, Ind. Phone: Me. 7-7575 Tony Guerrini, Owner

JEWELRY CLOSEOUTS E1—Tailored Earrings, Asst. Gr. \$18.00 E2—Stone Earrings, Asst. Gr. 21.00 E3—Pierced Hoop Earrings, Gr. 8.50 E5—Stone E/Rings, Etc. Asst. Gr. 12.00 T1—Tailored Tie Sets, Bxd. Dz. 3.50 T2—Stone Tie Sets, Bxd. Dz. 4.50 T3—Asst. Tie Sets, Bxd. Dz. 5.75 T4—Tieslides, Carded, Dz. 1.25 T5—Marilyn Monroe Tie Sets Dz. 10.50 C1—Cufflinks, Carded, Dz. 1.25 O1—Odd Lot Neck & Brace Gr. 15.00 B1—Bracelets, Asst. Gr. 24.00 W1—Men's 6-Piece Watch Set 5.95 W2—Ladies' 5-Piece Watch Set 6.25 W3—Men's Stone Dial Watch 5.50 W12—Men's 10-Piece Watch Set 7.50 W15—Men's 10-Piece Watch Set 7.50 W16—6 Asst. Culf Sets, Bxd. 3.00 W24—Men's 6-Piece Watch Set 5.00 L3—Stoned Pen & Liter, Bxd. Dz. \$19.80 R3—Gents' Stone Rings, Asst. Dz. 2.75 K101—Ladies' Manicure Set, Dz. 7.20 K110—Men's Manicure Set, Dz. 7.20 R101—Pearl Rosaries, Bxd. Dz. 9.00 R102—Pearl Rosaries, Bxd. Dz. 6.25 R164—Religious Medallions, Bxd. Dz. 5.75 2—Gift Perfume Set, Bxd. Dz. 14.40 6—"Your Grace" Perfume, Bxd. Dz. 21.00 2160—Stone Neck & Ears, Bxd. Dz. 7.50 2164—Stone Neck & Ears, Bxd. Dz. 9.00 2256—3-Piece Pearl Set, Bxd. Dz. 12.00 BF101—Ladies' Wallets, Dz. 4.50 BF123—Ladies' Wallets, Dz. 3.60 BF445—Ladies' Wallets, Dz. 6.50 BF124—Men's Wallets, Dz. 3.60 BF446—Ladies' Wallets, Bxd. Dz. 15.00 BF447—Men's Wallets, Bxd. Dz. 11.25

NEW ENGLAND JEWELRY BUYERS 124 Empire St., Dept. 8 Providence, R. I.

To Order Your Market Place Ad USE THIS HANDY FORM TODAY 1 Type or print your copy in this space: 2 Check the heading under which you want your ad placed: Acts, Songs, Parodies; Agents and Distributors; Animals, Birds, Pets; Business Opportunities; Costumes, Uniforms, Wardrobes; Food and Drink Concession Supplies; Formulas; For Sale—Secondhand Goods; For Sale—Secondhand Show Property; Help Wanted; Instructions, Books, Cartoons; Magical Apparatus; Miscellaneous; Musical Instruments, Accessories; Partners Wanted; Personals; Photo Supplies and Developing; Printing; Salesmen Wanted; Scenery, Banners; Tattooing Supplies; Wanted to Buy 3 Indicate below the type of ad you wish: REGULAR-CLASSIFIED AD—20¢ a word. Minimum \$4. DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14. (14 agate lines to the inch) 4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established. The Billboard 2160 Patterson St. Cincinnati 22, Ohio Please insert the above ad in..... Issue I enclose remittance of \$..... Name..... Address..... City..... State.....

PANEL & BRA SETS, SEQUINED, \$7.50; Girl Show and Clown Costumes and Accessories, Derbies, Top Hats, Rhinestones, Plumes, Cheap. Free Hsts. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone: UNion 3-9509.

TIBER CIRCUS TRUNKS, 26" - 28", LIKE new, \$25; also Comic Policeman Helmets, \$3, black color. Wm. Lesser, 1210 Jefferson, Chicago.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. m24

NEVER UNCRATED - "STAR" GRILLES. Popcorn Machines, Steamro Jr., French Fryers. Also Automatic Freez-King automatic. Mills Shake Machine. Star, P. O. Box 1305, Sta. "C," Canton 8, O. (Car Trays.)

FOR SALE-SECONDHAND SHOW PROPERTY

ALLAN HERSHELL 3-ABREAST, 7 YEARS old, reconditioned. All accessories. Best offer. Amplifier, 2 Speakers, powerful, \$75. Selling due to death. Buelah Slenk, 4142 E. Albany, Chicago 32, Ill.

BALLOONS, BANNERS, "TRAFFIC STOPPERS." One hundred foot string, 6 beautiful colors, durable Durafilm (128-18 inch), only \$4 per string 100's. Minimum order 4 strings. Post paid. Send 10¢ for catalogue, completely illustrated. All Types-Banners. Star Co., P. O. Box 1305, Sta. "C," Canton 8, Ohio. Flash up your business; it pays.

BUILD KIDDIE RIDES FROM TESTED Plans; Auto, Airplane; \$100 Chairplane, Slipping Rocket, Little Pet, \$5 each; Water Boats, \$8; Pony Carts, \$8; Cane Ferris Wheel, \$10. Free catalog. Brill, Box 875, Peoria, Illinois.

CAROUSEL-PARKER, 32 FT., 24 JUMPING Horses; single phase push button fluid drive. Sacrifice! Evans, 1516 Rim View Drive, Caldwell, Idaho. mh30

FOR SALE-KIDDIE RIDE, FIRE CHIEF factory built by Roll-A-Wheel Co. Mounted on tandem wheel trailer. (11 Fire Trucks.) Quick up and down. Looks and runs like new. Large, not a toy appearance. (Sickness reason.) Al Hatch, Lot 136, 1375 Passadena Ave., S., St. Petersburg, Fla.

FOR SALE-PINTO UNCLE SAM OR Ocean Wave Kiddie Ride. Takes small space. Priced to move, \$500. Bingham's Kiddie Rides, Ocean City, N. J. ap6

FOR SALE-SPINEROO, WILL SACRIFICE, used seven months. Other business. B. A. Burnham, Lower Maple Ave., Elmira, N. Y.

FOR SALE USED

12 Unit Grayhound racing game installed in a 24-foot all aluminum factory built Trailer. Unit is in excellent working condition and can be set up to operate in less than 1 hour. A bargain at \$2,200.00 original cost \$6,500.00. Write for information to

H. Nevins Shows

69 Oak Street New Rochelle, N. Y. Unit can be towed by car with helper springs.

FOR SALE-32 FT. FERRIS WHEEL, 1955 Smith and Smith. Operated same park two years. Contact Mrs. W. H. Goulding, Little Valley, N. Y. ap20

FOR SALE-125' AERIAL RIGGING, SINGLE pole, complete; one 36' high aluminum Trapeze Rigging. Snyder, 6121 S.W. 40 St., W. Hollywood, Fla. mh23

KIDDIE MERRY-GO-ROUND MOUNTED ON Ford truck, complete with music, price \$1,250; Allan Hershell Little Dipper Coaster, \$4,500. Can be financed. King Amusement Co., P. O. Box 308, Mt. Clemens, Mich. ap6

KIDDIE RIDES, T.P. BOAT, MERRY-GO-ROUND, 2 Horses with Record Player and Rocket Ship, reasonable. Ed Seaman, 823 No. 24th, Paducah, Ky.

LITTLE ATOM World's Smallest Pistol COMPLETE WITH RAMMAGE AND YOUR CHOICE OF LEATHER HOLSTER OR CAPS

LITTLE ATOM World's Smallest Pistol. Dealer's \$12.00 DOZ. Cost... \$1.95 ea. Actually shoots caps with terrific report... sells on sight with a bang! DISPLAY CARD MOVES 'EM FAST

G & S Mfg. Co. Dept. B. NASHVILLE, TENNESSEE

You Can't Beat BRODY for Merchandise We Carry a Complete Line of ELECTRICAL APPLIANCES-Household Goods-GLASSWARE-Clocks-LAMPS-Assorted Novelties-BABY DOLLS-Boudoir Dolls-PUSH ANIMALS-Plastic Goods-CARNIVAL GOODS-Premium Goods-SPECIAL AUCTION GOODS-Small Novelties for Give-Aways. 84-PAGE CATALOG AVAILABLE FREE SEND for Your Copy Today.

M. K. BRODY 1116 S. Halsted St., Chicago 7, Ill. L. D. Phone: MOnroe 6-9520 In Business in Chicago for 37 Years

MECHANICAL WALKING ELEPHANT

Can carry ten children as a kiddie ride or can be used for publicity or advertising. \$5,800.

S. Rothberg

703 Bernley Bldg., Phila. 7, Pa. Phone: LOcust 7-1068

POPCORN CONCESSION TRUCK, NASHVILLE Floss Machine with 4-ft. Stand, A-1, \$200; Peerless Gasoline Popper, Trunk model, \$40 Food Supply Co., Winona, Minn.

PORTABLE GRANDSTAND PLATFORMS for Chairs to seat approximately 3,000, excellent condition. 13 Tiers and two Kickers; 8' Risers. Require 288' for set-up on straightaway but will conform to other requirements. Excellent price. Will set up if desired. Coronati Amusements, Inc., Park Ridge, N. J. ap13

SMALL MERRY-GO-ROUND AND 24-SEAT Jones Mix Up. Cash talks, no letters. Anderson Bros., Ph. 1365J, Boone, Iowa.

SUPER COLOSSAL CIRCUS-USED AS A premium by a major co. Retail value \$50 ea. Circus Tent, 9 ft. sq., 7 ft. high; 2 Side Shows, 5 ft. x 2 ft. (games w ea.); 48 wonderful give-away prizes, 12 Balloons, 12 colorful Pennants. Circus music record and guide. Your cost: \$5 ea. FOB Brooklyn, Packing; 2 ctns. (knock down), wt. 21 lbs. Allison's, 215 Hinsdale St., Brooklyn 7, N. Y.

TENT POLES, BOXING RING, CHAIR Grandstands, Coach Harness, Western Saddle. Coronati Amusements, Inc., Park Ridge, N. J. ap6

TENT STAKES "FORD AXLES," 1,500 stock, \$1 each. F.O.B. Dallas. G. B. Willard, 1321 2nd Ave., Dallas, Tex. je15

TRAINS-ALL SIZES, GAUGES, TYPES; new, used, custom built. Photographs, details, \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. ap6

TRAIN WITH TRAILER, CAPACITY 30. Smith & Smith Portable Jeep; Boat, Kiddie Rides, Hi-Striker, Wales Grove, 1300 N. W. 39th St., Miami, Fla. Tel. NE 5-2170.

2 ART SHOOTING GALLERIES-6 GUNS, 1 Three-Gun Counter, 2 Cartridge Dispensers. Cartridges and miscellaneous repair parts. Hub Roller Skating Rink, 4510 N. Harlem Ave., Chicago 31, Ill.

4 KID RIDES, ELEPHANT SWING, DRY Boat, Pony and Cart, Baby Ferris Wheel, good Ride Truck Dr. M. C. Galinger, 439 N. 9th St., Terre Haute, Ind. Phone C-6955.

11 ANTIQUE SLOT MACHINES 11 The Old Single Dial Jobs Some Perfect - Some Not Vintages 1890 - 1910 SEE or WRITE BOBBY of WEST PRINCETON Box 102 Princeton, Illinois

4,400 STADIUM CHAIRS, THEATRE Chairs, Lockers, Benches, Tables, Tents, Folding Chairs, Bleachers. Lone Star Seating Co., Box 1734, Dallas 1, Tex.

MAGICAL APPARATUS

NEW 152 PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology. 50¢ wholesale. Sub-miniature graphophone for mentalist easily concealed. Brochure prices on request. Nelson Enterprises, 336 South High, Columbus, O. mh30

MISCELLANEOUS

HANDWRITING ANALYSTS. WANT TO work Fairs? Get "Tricks of the Trade." My 15 years' experience at Fairs, Canadian National Exhibition, etc., \$1. Larry Schroeder, Certified Handwriting Analyst, Box 811, Appleton, Wis.

OLD MUSICAL AND MECHANICAL ITEMS. Antique Nickelodeons, Orchestrons, Circus Calliopes, Barrel Organs, Hurdy Gurdys, Mechanical Musical Toys, rare Music Boxes, Amusement Items, Flip Picture Machines, Organs, Player Pianos and Rolls. If it plays music we have it. We buy and sell. Send photos, description and price. Park View Antique Shop, 3159 Los Feliz Blvd., Los Angeles 39, Calif. Phone Normandy 5-0188.

YOUR NAME IN HEADLINES ON STANDARD newspaper page, 3 different, \$1. Not over 36 letters each. Headline blanks, \$30 per thousand. Andrew Quirk, Box 1351, Hartford Conn. ap13

MUSICAL INSTRUMENTS, ACCESSORIES

VEGA TENOR BANJOS, \$65, \$75, \$150; Deagan Orchestra Bells, \$100; Celeste, \$375; Timbali Drums, \$65, \$100; Bass Drums, \$35 to \$75 E. Dobos, 713 Oak St., Cincinnati, Ohio.

PERSONAL

USE OUR ADDRESS PERMANENTLY. Confidential Mail Receiving, Forwarding System, \$3 monthly. D. Heyl, 6209 Carter Ave., Baltimore, Md. mh30

PHOTO SUPPLIES DEVELOPING-PRINTING

FOR SALE-ONE 3 1/2 X 5" & ONE 2 1/2 X 3 1/4" D.P. Cameras Perfect condition. Liberty Studios, 462 W. Broad St., Savannah, Ga. ATTENTION! DIRECT POSITIVE OPERATORS! Easel-Back Cardboard Frames, acetate front, assorted colors, imitation leather. For 2 1/2 x 3 1/4 photos, doz. 96¢; for 3x4, doz. \$1.15; 3 1/2 x 5, doz. \$1.20; 5x7, doz. \$2.10; 8x10, doz. \$2.90. Pocket Mirror Frames for 1 1/2 x 2 photos, 100 @ \$7; Leatherette Photo Cases for two 1 1/2 x 2 pictures, 100 @ \$4; Gunned Back Mounts for 1 1/2 x 2, 2x2 1/2, 2 1/2 x 3 1/4, 3x4 and 3 1/2 x 5 pictures, 100 @ \$1.25; and 1,000 @ \$8.50; Lord Baltimore Metal Frames, gold finish for 2 1/2 x 3 1/4 photos, doz. \$2.40; for 3x4 1/2, doz. \$3; for 3 1/2 x 5, doz. \$3.60; for 5x7, doz. \$4.60; for 8x10, doz. \$6. Special sale on attractive Book Style Frames for 5x7 photos, with acetate fronts, for \$1 picture, doz. \$3.60. Same for 2 photos, doz. \$4. This is sold only subject to prior sale, as they cannot be replaced today at this price. INTERNATIONAL SALES CO. 414 E. Baltimore St., Baltimore 2, Md.

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-1fn

STILL THE BEST STREET CAMERA made. The Victor Portable Direct Positive Camera gets results; order now. Benson Camera Co., 166 1/2 Bowery, New York, N. Y. ap13

PRINTING

ALWAYS SPEEDIEST! SERVICE, QUALITY. Window Cards, three colors, 14x22 size, \$8 hundred; larger 17x26 size, \$12.50. Cards for all amusement occasions, many illustrated. Also Bumper Cards, Bumper Stickers. Tribune Press, Dept. W-57, Earl Park, Indiana. mh30

ATTRACTIVE BUSINESS CARDS, \$2.95 per 1,000; 100 letterheads, \$1; 100 6 1/2 envelopes, \$1 postpaid. Taylor, 5103 Forty Third Ave., Hyattsville, Md. mh30

NEARGRAVURE - EMBOSSO LETTERHEADS. "Aristocrat of Show Stationery." Sparkling! Dynamic! Special engravings in gold and colors for midways, circuses, orchestras, magicians. Assortment samples \$5. Be surprised. Solldays Colorprint, Knox, Ind. ap6

TARGETS FOR SHORT RANGE GALLERY, \$5 per thousand. Samples on request. Admiral Printing Co., 420 E. Balto St., Baltimore 2, Maryland.

125 LETTERHEADS AND ENVELOPES printed with same four lines copy. \$3.50 postpaid. Free catalog. John Peper, Box 822, Chattanooga, Tenn.

200 8 1/2 X 11 LETTERHEADS AND 200 6 1/2 envelopes, \$3.75; black or blue ink Mailto Press, 767-B 1st St., Flint 5, Mich. mh30

SALESMEN WANTED

AD MATCHES SELL AMAZING DESIGNS-10, 20, 30, 50 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start with experience; men, women; full, part time; buy nothing; sales kit furnished. Match Corp., Dept. D-147, Chicago 32, Ill. mh30

"CAR VALET" NEEDED IN EVERY CAR. Big profits, sell Fairs, Markets, Auto Shows. Send \$1 samples, full instructions. Refundable. Car Valet, 1600 San Pablo Ave., Oakland 12, Calif. ch-ap6

GOLDMINE OF 600 MONEY MAKERS-Free copy. Specialty Salesman Magazine, Desk 22-B, 307 North Michigan, Chicago 1, Ill. ch-1fn

INDEPENDENT CLASSICAL RECORD MANUFACTURER, custom pressings, desires resident salesmen for quality line very highly advertised for leading territories in the country. Good commission, franchise territory. Write Box C-158, c/o Billboard, Cincinnati 22, O.

\$300 FIRST WEEK OR MONEY BACK-NEW Glow Ad Clock, unlike any in world. Electric Ad Clock Co., 227-231 W. Illinois, Chicago 10, Ill. ap

SCENERY & BANNERS

ILLUSTRATED BANNERS-BIGGER THAN life, for Girl Shows, Carnivals, Rodeos, etc. Complete, easy to follow instructions show you how in minutes. No special ability required. Send \$3 for complete instructions today. (Painter) Ed Taper, Box 368, Black Eagle, Mont. ap6

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES - WORLD'S finest; best designs, colors and supplies. Free catalog. Owen Jensen, 120 West 83rd St., Los Angeles, Calif. ap6

NEW MALLEABLE TATTOOING MACHINES. Artistic designs. Complete outfits. Bright colors, concentrated black ink. Catalog free. Mill Zeis, 728 Lesley, Rockford, Ill. jyl3

NEW SANITARY METAL INK STAND, passes health inspection all cities. Send \$4 each. Jensen, 120 West 83rd St., Los Angeles 3, Calif. ap6

WANTED TO BUY

MARIONETTES, HAND PUPPETS, USED workable Stage Illusions. Write: C. L. Mohler, 512 Maple St., Coffeyville, Kan.

HELP WANTED

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20c a word-Minimum \$4. CASH WITH COPY.

Forms Close Thursdays for the Following Week's Issue

BAND-5 TO 7 PIECES WITH ACCORDION, 16 weeks ML Resort Hotel for dinner and dance. No bar. Must be seasoned musicians. Give complete information together with salary expected. Room and board furnished. Box 840, 1474 Broadway, N. Y. ch-ap13

BANJO - RHYTHM, SOLOS, VOCALS: other two-beat Dixie Men, write and tell all. Entertaining! Important. Jig Adams, Montmartre Motel, Las Vegas. ap27

EXOTIC STRIPS-STEADY, EASTERN PA. Evenings only. Three 15-minute turns. Photo, full details, first letter. Box C-162, c/o Billboard, Cincinnati 22, O.

EXPERIENCED ARCADE MANAGER

Good salary, plus percentage. References required. Write: BOX 323, c/o Billboard Pub. Co. 390 Arcade Bldg., St. Louis 1, Mo.

THEATRE GROUP INTERESTED IN DOING a summer of repertory at an adult resort. Phone evenings EN 2-3426, New York, N. Y. mh30

TROMBONE-2-BEAT COMMERCIAL TRAVELING orch. Work 50 weeks per year. Guaranteed salary, sleeper-bus, no characters. Openings for others, contact, Bob Calame, 2107 N. 18th St., Omaha, Neb. ap6

WANTED-ACCORDION MAN, ALSO SAX-Clarinet, must be good reader. Write or wire immediately. Viking Accordion Band, 214 N. 2 Ave. W. Albert Lea, Minn.

WANTED-SOCIAL DIRECTOR FOR NEW England Summer Resort. Must be good M.C., direct amateur shows, plan programs, dances, etc. No liquor, no wolves. Would consider refined male or female applicant, age 30-40 years preferred. No resort exp. necessary but good showman. Excellent wages. Write very fully and send photo. Box C-154 c/o Billboard, Cincinnati 22, Ohio mh30

AT LIBERTY ADVERTISEMENTS

5c a Word Minimum \$1 Remittance in full must accompany all ads for publication in this column. No charge accounts. Forms Close Thursdays for the Following Week's Issue

ACTS & MANAGERS

ADVANCE AGENT, YEARS EXPERIENCE. Car, sober, reliable. Past booker for all Outdoor and Indoor Attractions. Must be A-1 Attraction. Available immediately. Write to H. Burns, care Billboard, 1564 Broadway, New York City, N. Y.

MISCELLANEOUS

AMERICA'S OUTSTANDING FEMALE impersonators. Chuckie Fontaine, risque songs; Jamie K. exotic dancer; Carolyn Whitney, girl acrobatic; oriental. Prefer Southwestern States. Rail show. Contract for season. Fontaine, 245 West 69th St., New York City, Apt. 3B. LYceum 5-7555.

ARRANGER. ANY STYLE. BOB VAN, 2501 Lowry Ave. N. E., Minneapolis, Minn. ap20

AT LIBERTY - FIRST-CLASS CHEF "Buck." Ten years with Cavalcade. Sober. Make it worth my time. I will make it worth yours. Stay full season to right party. State salary. Write or wire: Ben Buck, 1521 South Washington, Mobile, Ala. ap27

HAVE RABBIT. WILL TRAVEL - HARRY Albaker, "the only dead magician alive." Free, Invisible Photograph. Write: 1728 E. 32nd St., Lorain, O. ap27

OUTSTANDING HORROR STAGE SHOW featuring well-known hypnotist. This Attraction can pack your theatre with screaming patrons. Excellent exploitation campaign. Will consider sober booker who can furnish references and finance self. Contact Spook Party, 318 McKay Ave., San Antonio, Texas. mh30

MUSICIANS

A-1 ORGANIST AVAILABLE FOR lounge, dining room, rink, etc. Write or wire Organist, c/o Ek Club, Lakeland, Fla. ap13

A-1 RINK ORGANIST AVAILABLE-GOOD beat, pleasing style; year-round operation preferred. Any location. Box C-155, c/o Billboard, Cincinnati 22, O. mh30

ACCORDIONIST - READ, FAKE, EXPERIENCED with Tenor Band, also Organ, Guitar, Accordion Combo. Victor Colin, General Delivery Ft. Walton Beach, Fla.

AVAILABLE GIRL TENOR SAX, CLARINET. Prefer location Musicians, c/o Williams, Apt. 41D, 508 W. 114th St., New York City. Monument 2-7621. ap6

COLORED ORCHESTRA - AVAILABLE now. 3 to 7 piece all type music. Go anywhere. Room 201, 808 Indiana Ave., Indianapolis 2, Ind. ME1rose 5-6951. ap6

DRUMMER - GOOD BEAT, READ ANYTHING, play any style well. Good appearance, no habits. Age 29. Lots of experience, very co-operative; also do lots of funny comedy novelties, sing. All offers answered. Billy Evans, 120 Galvez, Jackson, Miss.

ELECTRIC GUITAR-LEAD OR RHYTHM. Read, fake, sing, also play piano. White. Prefer combo on location or as a single. Jack Martin, 2260 N.W. 27th Ave., Miami 37, Florida. ap6

FINE BASS MAN, 29. SOBER AND PERSONABLE. Double trombone; jazz, Latin and hotel experience. Consider work with entertaining combo or novelty vocal group. Available April 1. Pat Cooke, P. O. Box 1119, Fairhope, Ala. Waverly 87861. mh30

GUITAR - MODERN, LEAD, RHYTHM. Ten years top combos. Vocals, Solo, Harmony; double Bass. Musician, Apt 114, Harmon Hotel, Minneapolis, Minn.

SOLO GUITARIST - VOCALS, TRAVEL. Join immediately; small combo, band experience in all lines. Write or wire Howard Samuel, 1118 North State, Chicago, Ill. mh30

TRIO-INSTRUMENTAL, VOCALS, ENTERTAINING and dance; lounge or hotel. For additional information contact: Box C-156, c/o Billboard, Cincinnati 22, O. mh30

TRUMPET MAN, TENOR MAN, DOUBLING Alto and Clarinet, and Drummer desire work together. Combo, section and show experience. Read and fake well. Ages 21-23. Reply: Musicians 204 Fenley Ave., Louisville, Ky.

TRUMPET PLAYER - CAN READ MUSIC and fake, is available to travel. Tommy Esposito, 267 Wooster St., New Haven, Conn. Phone: UN 51273 mh30

PARKS & FAIRS

AT LIBERTY-PAMAHASICA. PARKS, Resorts, useful Gentleman with Birds, Animals. Pamahasica's Studio, 3504 N. 8th St., Philadelphia 40, Pa. SA 2-5536 mh30

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21 Ind. ap6

BARANEKS KENNELCAFE OF STARS - Beautiful, outstanding display of trick and dancing dogs for Fairs, Parks, Celebrations. Unusual, well flashed Props, Tinted Dogs, Striking Wardrobe. Now booking early spring and summer dates. Baraneks, 390 Arcade Bldg., St. Louis, Mo. mh30

HERE IS THE TOUGHEST ASSIGNMENT - Stunt Man can get Sensational high diving as featured by Fox MovieTone. You name your date and Capt. Mac will appear personally to put on a performance that will be long remembered. For particulars address: Capt. Mac, 456 Lampher Place, Warren, O. Tel. 45337. ap13

RAY'S CIRCUS REVUE NOW SOLICITING offers for season 1957. You can't go wrong with this combination. Magnolia, O. Route 21. je15

SENSATIONAL & NOVELTY ACTS OF every description, Animal Acts & Girl Revue. Address: 2015 Oliver St., Fort Wayne, Ind. Phone H 1196.

4-PC. PEARL SET included FREE Boxed necklace, bracelet and earrings FREE with any order of \$25.00 or more from WEINMAN'S Limited time only.

MEN'S WOMEN'S New Styles BENRUS ELGIN WALTHAM GRUEN BULOVA WATCHES LIKE NEW!

Choice Lot 6 FOR \$49 All famous makes - complete with expansion bands. Reconditioned and guaranteed like new! (Sample, \$9.95)

10 Assortment, Men's FOR Elgin, Waltham, Complete with Expansion Bands \$69.50 (Sample \$8.95)

\$6.45 Each SPECIAL LOT-Men's Elgin, Waltham Watches Reconditioned and Guaranteed. Expansion Bands included. 5-Day Money-Back Guarantee.

25% with order, bal. C.O.D. Send Money order or certified check to avoid delay in shipment.

You Always GET A BETTER DEAL AT WEINMAN'S 182 S. Main St., Memphis, Tenn.

EARRINGS CLOSEOUTS

Regular \$6.75 per dozen and over for \$3.75 per dozen. Semi-tailored clip, drop and pierced. Beautiful Merchandise, not one dog.

ALSO Scatter Pins, Necklaces and Bracelets, better grade, \$3.75 per dozen. 20% with order, balance C.O.D.

PRINCESS FASHIONS, Inc. Dept. B 1 Washington Ave., Providence, R. I.

IF YOU ARE INTERESTED IN JOB LOTS CLOSEOUTS BE SURE TO CONTACT US IMMEDIATELY. WISCONSIN DELUXE COMPANY 1902 No. Third Street Milwaukee 12, Wisconsin

FREE! WHOLESALE CATALOG

Big Sales for Salesmen, Agents, Distributors. Write today for our BIG, FREE Catalog containing nationally advertised products at unbelievable LOW PRICES. Deal direct with widely known wholesale house handling complete lines of JEWELRY • NOVELTIES • RINGS • ENGRAVING • MDSE • CARNIVAL MDSE. Sterling Jewelers 1975 EAST MAIN ST. COLUMBUS 5, OHIO

Watch Makers' Special Used Men's and Ladies' Wrist Watches, also Pocket Watches, As is - 5 for \$10 Wholesale only. 25% with order, balance C.O.D. Immediate delivery. JOSEPH BROS. S.S. Webbs Ave. Chicago 3, Ill.

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

- Aberle, Wm. (Stutters)
- Ackley, Jimmy
- Adams, W. J. (Candy)
- Admiral, Irving
- Akins, Mrs. Mildred
- Alfieri, Emanuel (Alfieri Amuse. Co.)
- Allen, Charley (From Gladys Supply Co.)
- Allen, Leander T.
- Allen, Robt. E.
- Aiston, Robt. L.
- Amarantes, Raymond
- Arrowood, Runt
- Austins, The (Adagio)
- Baker, Walter (Buddy)
- Barlow, Wm.
- Baron, Hank & Lucy
- Barrett, L. H. & Mrs. (Betty & Red)
- Beall, Adeline
- Beamer, Robt.
- Beckett, J. F.
- Bell Troupe
- Bovens, Homer Lee
- Brady, P. (U. S. Shows)
- Branch, Melvin
- Braunstein, Ben F.
- Brill, Beth
- Brokus, Joan
- Brown or Brony (from Hanasak)
- Burdge, Michaela A.
- Burke, Jack (of Detroit)
- Burkhart, Carl
- Burns, G. N. & Mrs.
- Burns, Wm. Edw.
- Butler, Michael
- Bybee, James Henry
- Camelion, Wm.
- Cane, Candy
- Carroll, Curley D.
- Carter, Zeno
- Chapman, Earl
- Church, C. C.
- Clark, James M.
- Clark, Mrs. Maxine
- Clifford, Henry P.
- Coffey, Col. H. G.
- Cohen, Phil (Humpty)
- Collins, Jimmy
- Collins, R. E. (Slim)
- Conklin, Lola
- Cooper, Bozo
- Corey, Jose. E.
- Costa, Bob
- Cox Jr., Geo. C.
- Crabtree, Jimmie
- Crummens, Harry
- Crocker, Jimmy
- Cusson, Robt.
- Davis, Chas.
- Davis, Happy (Clown)
- Davis, Julie
- Davis, Kenny
- DeLock, David
- DeLock, Wm. K.
- De Marco, Bert
- Demarco, Dewey
- Demis, Teddy
- Devine, Alice P.
- DeWald, Frieda
- Dixon, Robbie (Trumpet Player)
- Do Boy
- Dobbs, L. M. & Mrs.
- Donell, Geo. (Mike)
- Donell, Jack (Skip)
- Donnelly, Russell
- Dorner, Armond
- Dorrian, James
- Dorso, Danny
- Douglas, Larry Joint (Mug Joint)
- Drake, Bob
- Duchene, Lewy
- Dunham, John W.
- Elam, Jack
- English, Cuz
- Epperly, Dallas V
- Ewing, B. (Caster)
- Ewing, L. C.
- Faccchio, Jos. G.
- Fetta, Louis T. A. A
- Fitch, Troy M. & Mrs.
- Fitzgerald, D. Mrs.
- Forster, August X.
- Frank, Tama
- Frazier Jr., Raymond
- French, Marian Olive
- Frix, Dave
- Gable, Jos.
- Gallagher, F.
- Gallagher, John J.
- Gehrzt, Mrs.
- Charlotte M
- Geltner, Tony
- Gibson, Ben
- Glyse, Nick Evano
- Glanzner, Wm. E.
- Gloth, Mrs. Gene
- Goe, Mrs. Jacklan T
- Goodrich, White
- Goodwin, L. D.
- Gordon, Dixie
- Graham, John L.
- Grant, R. H.
- Groetzinger, Harry
- Hackett, E. J.
- Hala, J. A.
- Hall, Lewis
- Hall, Ward
- Hallen, Vic.
- Hangsterfer, Allan F.
- Hannafus, Robt.
- Harbin, Frank
- Harris, Curley
- Harris, Walter (Pocket Book)
- Holaman, T. C.
- Holland, E. C.
- Hopping, Donald
- Horn, Brownie & Ida
- Howell, James Earl
- Hoyte, Frank
- Hoyt, Carle Donald
- Hult, W. T.
- Hymes, A.
- Isaac, Carl F.
- Jacobi, Rudy
- Jacobson, Jacob
- James, Al
- James, Terry
- Jamison, John A. & Mrs.
- Janney, Geo. W.
- Jefferies, Col. (Side Show)
- Jernigan, Will (Mits Mouse)
- Johnson, Howard
- Jones, Bill
- Jones, Jimmie C.
- Jordan, Dick
- Jordan, Jess
- Joseph, Geo.
- Joseph, Pete
- Kean, Frank G.
- Kidd, H. P.
- King, James E. & Mrs.
- Klein, Seymour
- Knirk, John
- Korman, Carroll
- Kosterman, Ralph H.
- Krueger, Robert L.
- Lamore, J. (Miracle Cleaner)
- Lane, Betty
- Lebau, Henrietta
- Lemon, J. E.
- Leto, Jimmie
- Lott, Walter
- McAlister, Tate
- McCarthy, Pat
- McClain, O. C.
- McClure, Mrs. R.
- McGill, C. (Jack)
- McIntosh, Will
- McMahon, Forest E.
- Mahoney, Mrs. Dona L.
- Makovka, Alexander
- Malman, Marvin
- Maitlin, Sam
- Mannuzza, Tom
- Marchette, Rebel
- Marlin, Clyde
- Martin, La Vern
- Martin, Robert E.
- Mason, John E.
- Mathers, Mrs. Frances
- Meinerth, Fred & Viola
- Menzel, Adolph Paul
- Meyerling, Robert A.
- Miller, Bruce
- Miller, Don
- Miller, Louis
- Miller, Paul & Ruth
- Millsap, M. J.
- Mitchell, B. S. & Mrs.
- Mitchell, George
- Molner, Peter M.
- Monroe, Jack
- Moore, Alfred H.
- Moran, Jim E.
- Morgan, George
- Morris, Everett
- Moyer, Le Roy
- Munroe, Jack & Mrs.
- Murphy, W. C.
- Nabor, Daisy
- Nanney, Hershah M.
- Nickolas, Frances
- Nix, Chester & Mrs.
- O'Connor, J. (The O'Neal, Mrs. Fat Boy)
- Oddi, Joseph
- Orlando, Cecil & Mrs.
- Ortiz, Norma J.
- Parlase, Tony
- Patterson, Betty (Prod.-Mgr. Modern Theater)
- Pearman, Mike
- Peyton, Elmer B.
- Phillips, Charles J.
- Pickard, Francis
- Pierce, Carl
- Pona, James P.
- Poole, James Walter
- Powell, George A.
- Priece, Wesley R.
- Priest Sr., William B.
- Rader, Kenneth
- Rates, Barbara
- Ratley, C. (Fat Boy Zoological Assemblies)
- Ray, Talla
- Rayburn, Howard
- Raynell (Girl Show operator)
- Reed, James
- Rendelle, Gean
- Riordan, John A.
- Roach, C. A.
- Roark, Betty
- Robinson, Broadbent
- Rooney, Pat
- Sanders, Alfred J.
- Sargee, W. C.
- Schier, Myron Dale
- Schreiber, Fred
- Schuman, Arnold J.
- Sebrre, Earl
- Seth, John
- Shafer, Frank
- Shaffer, William
- Shapiro, Henry
- Sharp, Max
- Shaw, Geo. & Mary
- Sheehan, Jimmie (Mars Magician)
- Sheets, Raymond
- Shilton, Walter J.
- Shinert, Fred N.
- Skeet (Colored Trumpet Player)
- Smith, John H.
- Smith, Willie Love
- Smith, Wm. A.
- Snead, Marty
- Snellings, Wm. L.
- Solis, Fred (Tex)
- Spires, Albert H.
- Stack, Dick
- Stacy, W. A. (Bingo)
- Stevenson, Leo & Mrs.
- Stewart, Ralph
- Stonecipher, Mrs. Alice
- Stryon, Danny
- Stuiber, H. G.
- Sugar Brown, Chief
- Sutton, E. L.
- Taylor, Bill
- Taylor, Carl Kirk
- Templeton, Ralph E.
- Tennex, Joseph
- Thompson, George (Bill)
- Tignor, Ed
- Timberlake, Billie
- Tripp, Willie
- Trivette, Clyde
- Edward
- Uwanawich, Steve
- Valley, Max S.
- Vanderveen, Richard
- Vess, Eddie & Virginia
- Waddell, William
- Wagner, Jack
- Wald, Frank
- Warner, Johnny
- Wascher, Frank E.
- Wayne, Jimmy
- Weber, Herbie & Mrs. (The Latinos)
- West, George
- Westfall, William
- Weston, Ray
- Whaley, Robert (Rusty)
- Whitby, Lee Maynard
- White, Marianne
- White, Joe T. (World's Fattest Man Exhibit)
- White W
- Williams, Bill (Oscar)
- Williams, R. L.
- Winner, Grace
- Withrow, Willard
- Woodall, Billy

Woods, Louis | Wright, John & Ella
Wright, Buddy | Young, Marilyn

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- Harmon, D.
- Haviland, Hal
- Kaslov, Louis
- Marvel, David
- Miller, Michael
- Miller, Eugene
- Morrison, Al
- Nealson, Louise
- Plunkett, Corky
- Roumaine, Julia
- Sutton, Vivian Van R.
- Valdemar, Odette
- Weinstein, H.
- Wolfson, A.
- Wright, Wilbert (Will)

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- Charles, Michael
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- Duane, Clyde
- Dude, Fritz
- Keyes, Al
- Lane, Mr. & Mrs. Thomas
- Morro, Mrs. Lucille
- Markis, Frank
- Platt, John J.
- Pease, Lucius D.
- Ratcliff, Curtis
- Solomon, Sol
- Smith, Mrs. Paulina
- Wilson, Linzy
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- Bacon, William
- Barber, Lou
- Barnett, Chester (Bobo)
- Black, Joe
- Bollinger, Anne
- Bonta, W. H.
- Bradburn, Robert E.
- Bybee, James H.
- Camara, Raymond
- Cannon, Tom
- Carl, Robert
- Chambers, J. M.
- Chambers, Louise
- Chidester, William (deceased)
- Chisholm, Mrs. Sally
- Clark, Granville L.
- Clark, V. S. Jack
- Cooper, Mrs. Earl
- Creighton, E. E.
- Crowell, Mrs. Johanna C.
- Cummings, Romer
- Del Mar, Robt
- Demitchell, Otto
- Denike, Harold
- Dion, Ted
- Dixon, Helen
- Dyers, W. R.
- Eagle, Mr. & Mrs. Chief Ed
- Finley, Evelyn
- Flynn, Jack L.
- Forster, Mrs. Mary
- Fry, Mrs. Harvey
- Gallup, Jack
- Gates, O. A.
- Girouard, Anthony
- Hagen-Wallace Circus
- Harrell, Earl
- Henson, Bill
- Hightower, H. D.
- Impeduglia, Vito or Lucille
- Ishower, Mr. & Mrs. G.
- Jacoby, George L.
- Jones, Ethelbert L.
- Kernes, Jim
- Kiely, John Michael
- Kline, Bob
- Krieger, Albert
- Lonzo, Joe
- LaTouche, Mr. & Mrs. Galen
- Legan, Eldon
- Lorenz, Alfred
- McCravy, W. H.
- McLendon, Leon
- McMillan, R. J.
- Marshall, E. H.
- Marton, J. M.
- Maser, Robert (Bob)
- Medlin, Mrs. James
- Pfeister, George
- Reagan, Mrs. Rex
- Ridings, Charley
- Rose, Louis
- Rosenfeld, Sol
- Saylor, Clifford
- Scott, John H.
- Sellers, Jack
- Shanley, James H.
- Shepard, Mrs. Mary
- Silva, Bill
- Sitko, William
- Sitar, Miss Hedy Jo
- Starnes, Lucky
- Stephens, Otto
- Steward, Raymond
- Texas, Ted
- Topps, George (Tattooer)
- Towers, Tonie
- Tracy, Pat
- Turman, Mrs. Clara
- Vance, Marie
- Walden, Cotton
- Ward, Francis
- Welch, Mr. & Mrs. John
- Wells, Sam
- Wetherbee, Harold H.
- Wheeler, Willard
- Widaman, Ed
- Zucco, Joseph

Beatty Staff

Continued from page 92

superintendent; Bob Whatley, squadron; Joe Brace, carpenter; Tommy Thompson, boss painter; Dick Anderson, programs, and Carthel Williams, cookhouse.

Berk in New Post

Neil Berk fills a newly created post on the show's advance staff. He formerly was with the Mills show and carnivals. As executive agent in charge of contracting, Berk will work with contractors Harry Kackley and Al Miaco.

Promotional managers on the show now are Bob Allen, Fred Baron, Jack Bishop, J. R. Fremont, George Gobel, P. Guilano, Robert Houseman, Lee Tanguay, Allen Tobell and Ben Yearty.

Press department lists Arthur E. Bitter, general press representative; Fred Burke, storyman; Melvin Andrews, radio and TV, and Elsie Kitzban, contracting press.

Manager of the bill car will be Joe Gunnels.

Hunt Is Ready

Continued from page 92

after which the Hunts begin their season tour on the 30th in Middlesex, N. J. By the 25th, Hunt acts are expected to have arrived at the park and rehearsals will be held mornings on the park lot.

Three pieces of rolling stock have been added, to bring the total to 58, of which 28 will be show-owned. The helicopter will be available at the park, where the show will use a five-piece calypso band for Side Show music. A Mickey Sullivan six-piece band has been signed for the season, starting with the park date.

Also offered during the season will be the Marion France slide for life free act. This will be an iron jaw slide down a cable from the center pole to the front of the midway.

Booking is pretty solid thru August. Show has started advertising in Hartford, Conn., inviting inquiries by auspices.

Barnes-Carruthers

Continued from page 83

pear in the show, Levy indicated. Negotiations to secure a name currently are under way.

"Westorama" already has been booked for the nation's top circuit of fairs. It will open at Ionia (Mich.) Free Fair and in succession will play Illinois State Fair, Springfield; Wisconsin State Fair, Milwaukee; Minnesota State Fair, St. Paul; Topeka Free Fair; Kansas State Fair, Hutchinson; Oklahoma State Fair, Oklahoma City; Alabama State Fair, Birmingham, and Louisiana State Fair, Shreveport.

The Barnes-Carruthers office plans to put strong promotional effort behind the show. Special king-sized painted signs are to be made available for use on the back of fair grandstands, and other selling aids also are to be provided.

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COMING EVENTS

Alabama
Birmingham—Better Homes Expo, April 20-May 5. Patrick J. O'Toole.

Arizona
Douglas—Cochise Co. Settlers Day & Rodeo, March 30-31.
Nogales—Fiestas de Mayor, May 3-5.
Phoenix—Flower Show, March 30-31.
Phoenix—Parade of Homes and Home Show, April 5-14. Assn. of Home Builders.
Phoenix—Spring Horse Show, April 13-14.
Tucson—Livestock and Quarter Horse Show, April 6-7.
Yuma—Flower Show, April 6-7.

Arkansas
Deer Arc—Prairie Co. Livestock Show, April 19. B. E. Wray.

California
Los Angeles—Better Living Show, March 15-30. Paul Waters, 15564 Gulf Blvd., St. Peterburg, Fla.
Los Angeles—Los Angeles Sportsmen's Vacation, Boat & Trailer Show (Pais-Pacific Aud.), April 4-14. H. Werner Buck.
Mesa—Maricopa Co. Fair Assn., March 27-31. Harry M. Johnson.
Napa—Napa Valley Horse Show, May 5. Clinton Eckels, 1016 Redwood Road.
Oakdale—Oakdale Rodeo, April 14. Constance Buckman.
Oakland—Spring Home & Garden Show, May 4-12. John I. Hennessy, Hotel Claremont, Berkeley.
San Diego—Home Show (Electric Bldg., Balboa Park), May 18-26.
San Diego—Spring Fair (Electric Bldg., Balboa Park), April 23-28.
San Francisco—Grand Nat'l Jr. Livestock Expo (Cow Palace), April 13-17. Nye Wilson.
Yuma—Yuma Co. Fair Assn., April 10-14. Frank Deason.

Georgia
Savannah—Jr. Chamber of Commerce Kiddie Fair, March 29-April 14.
Thomasville—VPW Spring Fair, April 15-20.

Idaho
Meridian—Meridian Dairy & Stock Show, May 29-June 1.

Illinois
Chicago—All-Wisconsin Resort and Travel Show, April 24-28.
Peoria—Peoria Sports, Boat, Home & Vacation Show (Robertson Field House), March 26-31. Sidney J. Page.

Iowa
Des Moines—Iowa Sports, Boat & Vacation Show (Memorial Aud.), April 20-25.
Ottawa—Iowa-Missouri Outdoor America Show (Coliseum), March 23-30.

Laurence Hamley.
Sioux City—Siouxland Expo, & Sports Show (Municipal Aud.), April 12-14. Marr Cox.
Waterloo—Northeast Ia. Sports & Vacation Show (Hippodrome Aud.), April 4-7. Arlen N. Frerking.

Kansas
Dodge City—Boot Hill Celebration, April 30-May 4.
Wichita—Kansas Sport, Boat & Travel Show (Forum), April 3-7. Bob Mays.

Kentucky
Louisville—Kentuckiana Home and Improvement Show (Armory), April 7-14. Joseph Brooks.

Louisiana
Alexandria—La. Market Poultry Show, April 3-4. L. L. Walters.
Baton Rouge—La. Rabbit Short Course & Show, April 27-28. D. C. Davis.
Baton Rouge—State Livestock & Poultry Show, March 25-29. M. A. Edmund.
Bunkie—Academy Parish Poultry Festival, April 1-2. G. St. Roman.
Gonzales—East Ascension Strawberry Festival, April 26-28. L. B. Wakefield.
Hammond—Southeastern La. Dairy Festival & Livestock Show, May 2-4. Carroll Trahan.
New Orleans—La. Iris Garden Show, March 31. Mrs. A. Cherris.
New Roads—Baton Rouge-Pointe Coupee Boat Festival, May 25-26. Leon Moutereau Jr.
Pineville—La. Garden Club Show, March 27-28. Mrs. L. J. Pullager.
Shreveport—Holiday in Dixie Spring Festival, April 24-28. Able C. Goldberg.
Tallulah—Chamber of Commerce Spring Fair, April 8-14.

Massachusetts
Fall River—Greater Fall River Home & Sports Show, May 14-19. John W. Duly, 56 N. Main St.
Springfield—Greater Springfield Home & Sports Show, April 9-14. John W. Duly. Sheraton Kimball Hotel.
Tombfield—Sportsmen's and Boat Show (Fairgrounds), April 18-21. Danvers Fish & Game Club.

Michigan
East Tawas—Home & Sports Show, May 10-12. Jack Davis, Box 12, Bay City.
West Branch—Better Homes Show, April 12-13. Jack Davis, Box 12, Bay City.

Minnesota
Minneapolis—Northwest Sports, Travel & Boat Show (Municipal Aud.), April 5-14. P. W. Kahler.

Mississippi
Sardis—Northwest Dist. Livestock Show, March 25-28. Lee H. Thompson.
West Point—Northwest Dist. Livestock Show, March 28-30. E. E. Wooten.

Nebraska
Lincoln—Midwest Ceramic Show (State Fair Expo. Bldg.), May 4-5. James Brownson.
Lincoln—Sports & Vacation Show (Fairgrounds Expo Bldg.), March 28-31. Jack Hutchins, P. O. Box 1966.

New Jersey
Atlantic City—Garden State Home Show (Convention Hall), March 28-30.

New York
New York—International Antiques Exhibition & Sale (Coliseum), March 30-April 7.
New York—International Flower Show (Coliseum), March 31-April 6.
New York—Natl. Home Builders' Expo (Coliseum), May 4-12.
New York—U. S. World Trade Fair (Coliseum), April 14-27. Charles Sittow.
Syracuse—North-Eastern Sports Show (Fairgrounds), April 5-14. Bill Hartman.
Syracuse—Central New York Builders & Garden Show, March 28-April 2.

North Carolina
Charlotte—Carolina Home & Flower Show (Coliseum), March 27-31. Paul Waters.

Ohio
Cleveland—American and Canadian Sportsmen's Vacation & Boat Show (Auditorium), March 22-31. A. W. Newman.
Columbus—Columbus Home Show (Fairgrounds), April 5-12. Builders' Exchange.
Coshoccon—Home Show (Armory), April 25-27. Richard J. Griley.
Dayton—Sports, Hobby & Vacation Show (Fairgrounds Coliseum), April 5-7. Ward Colby, 133 Warren St.

Oklahoma
Ardmore—Ardmore Rodeo, April 10-13. J. P. Taylor.
Oklahoma City—Greater Okla. Home Show, March 24-31. Gus Fields, Biltmore Hotel.
Tulsa—Home Show (Fairgrounds), April 11-14. Charles McKinney, 1935 Hunt Bldg.
Tulsa—Antique Show (Cain's Ballroom), April 13-16. Bill Penning, 3316 E. 33d St.
Tulsa—Dog Show (Fairgrounds), April 27-28. Mrs. John R. Charles, 7315 E. 31st.
Tulsa—Charity Horse Show (Fairgrounds), May 11-25. Mary Glass, P. O. Box 4042.
Wagonka—Snake Hunt, April 26-28.

Oregon
Gresham—Multnomah Co. Spring Garden Show, May 1-5. Duane Hennessy, P. O. Box 406.

Pennsylvania
Harrisburg—Pennsylvania Recreation & Sportsmen's Show (Farm Show Bldg.), March 28-30. J. Allisand.

South Dakota
Sioux Falls—S. D. Sportsmen's Show (Coliseum), April 29-May 1. David A. White.

Tennessee
Cosby—Smelly Ramp Celebration, April 28.
Franklin—Rotary Club Rodeo & Spring Festival, April 28-May 4.
Humboldt—Strawberry Festival, April 29-May 4.
Knoxville—East Tenn. Home Show, March 26-31. Paul Waters, 1729 W. Cumberland.
Knoxville—Tenn. Valley Sports Show, April 8-14. W. Claude Fox.

Texas
Dallas—National Home Show, April 28-May 5. Brownlow R. Hall.
Dallas—Southwest Sports, Boat & Vacation Show, March 22-31.
El Paso—Flower Show (Coliseum), April 27-28. Mrs. Thomas.
Houston—Houston Boat, Sports & Travel Show (Coliseum), April 6-14. Bill Brown, Montagu Hotel.
Wichita Falls—Diamond Jubilee, May 11-18. J. A. McDonald, P. O. Box 991, Iowa Park.
San Antonio—San Antonio Home Show (Bexar Co. Coliseum), April 7-14. Irving Wayne, Home Builders' Assn.

Utah
Delta—Millard Co. Jr. Livestock Show, May 23-24.

UNDER THE MARQUEE

Continued from page 93

roller skating, and Guenety's, acrobatic. At the Atlantic Palace, Patricia D'Or, juggler; Carola Corington, tumbler, and Biella, illusion. At the Hollaenderbyen, Three Romanos, bike act.

Cirque Amar Bros. in Southern France has Klant's Bears; Shaller Brothers, trampoline; Woodrow, juggler; Contis, flying trapeze; Rossi and Rossi, bar act; Betty Strom, aerial; Apollo Trio, hand-to-hand, and Chefalo, illusion.

Bey Kelley is in Chicago ahead of "Cat on a Hot Tin Roof." . . . Joe McMahon, agent for Hagen Bros., is in Chicago for a few days. . . . Justus Edwards, Polack press agent, is in Indianapolis and soon will hop to the Northwest. . . . Polack animal acts layed over at the Cameo Hawthorn-Melody Farm near Chicago, home of the Hawthorne Wild Animal Fantasy, Polack act.

Clown Dan (Pappy) Kerr will work the Cincinnati Shrine show and then go to Galveston, Tex., to start an indefinite engagement at the Pleasure Pier.

Roland Butler, clarifying a recent newspaper item, states that he firmly believes properly managed circuses, both indoor and out, are here to stay and that he referred only to Ringling-Barnum when he said he thought that it was "all washed up, both indoors and out," because of management policies, public indifference and TV.

Mary Jane Miller writes from the Circus Hall of Fame that Pageant Week in Sarasota, Fla., was a busy one. Kim Copeland, son of

Dolly and Tex, was on a trapeze float in the children's parade. Hall visitors included Pop Haussman, Helen Dunn, Van Sturgis, Bob Wicks, the Gordon Peppates, Ed Ruppert, the H. W. Hatsings, the James Stoves, the Aerial Earls, 'ose and Fay Alexander, the Red Doyles.

Fan Bill Griffith, of Appleton, Wis., is making plans for a circus unit to troupe in Wisconsin territory at Christmas time.

Erma Sparton reports that Orlo (Wach) Sparton, manager of the Sparton family, has returned from a 20-day stay in a hospital, where he underwent surgery on both eyes. His vision will be okay but the act will be inactive until he fully recovers. He would enjoy having mail at his home on Chef Menteur Street, New Orleans.

Raymond Melzora tells that he is preparing to return to the road with a new comedy act in which he uses a portable flying trapeze rigging he has completed. Saginaw, Mich., newspaper recently carried a story and photos about the rigging. The outfit is loaded up with comedy gadgets and with lights, brakes and other auto equipment. It is to be used for appearances at gas stations and he's working on a publicity plan to apply for a auto license for the rigging.

The 1957 convention of the Cody Family Association, descendants of Buffalo Bill Cody, is scheduled to be in Marietta, O., August 10-11.

Clayton Beebe's Flyers, now in rehearsal at Ringling-Barnum Sarasota, Fla., quarters, recently made a short-subject film for distribution in Latin America and Europe. Made while the act appeared in Cuba, the film shows 11-year-old Dolly Lopez performing a double somersault to the catcher.

Fay and Bill Snyder, of Snyder's Trained Boxers, are breaking in an act of six white llamas in Miami. To be known as the Royal Inca Llamas, it will be combined with the Boxers act. . . . Miss Lona and Her Pets have been booked by the Kurt Oranto agency for two Quebec nitery dates, La Tour Arcue, Québec City, and the Casa Loma, Montreal.

Kay Aegan, Owatonna, Minn., was a recent visitor with Mack and Valla McCall in Florida. The McCalls have been showing their husky dogs and pony at winter dates in Kentucky, Virginia, the Carolinas, Florida and Georgia.

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Illinois Assembly Asks for 1c Cigarette Tax Increase

SPRINGFIELD, Ill.—A bill providing for a 1-cent increase in the State's cigarette tax, for bonus payments to Korean war veterans, is providing a dilemma to cigarette vending machine operators throughout the State.

Most, while favoring the payment of the bonus, feel the funds should be raised from a general source, and not be imposed on a specific industry.

Illinois already imposes a 3-cent-a-pack tax on cigarettes, along with a 3 per cent State sales tax. Most cities and towns also provide for an additional machine licensing tax, which usually runs about \$100 to \$150 per individual vending machine. Next to gasoline, cigarettes are the highest taxed single item in the State.

A look at cigarette vending machine prices shows the problem that will confront operators if the bill is to be passed.

Penny Profit

Most vending machine operators have their prices set at 25 cents for regulars, 30 cents for filters and 27 or 28 cents a pack for kings. Commissions vary according to volume anywhere from 1 cent to 2½ cents a pack. The operators' profit margin tho, is pretty well pegged at a penny a pack.

With profit margin already cut to bare minimum, operators were unanimous in saying that it would be impossible to absorb the tax increase if it were to pass.

This would leave operators with but two alternatives. They can either raise prices or lower commissions.

There seemed to be two schools of thought on this. Some operators

avored a commission cut as opposed to a price increase, since they felt that vending machines were already at a disadvantage pricewise compared to retail stores.

Cut Commissions

Jack Celner, Celner Venders, Chicago, declared that he didn't feel the public would accept a raise in vending machine prices, and felt a commission cut was the only answer. Celner sells his regulars for 25 cents, kings for 26 cents and filters for 27 cents. He says after expenses he nets about a 1-cent-a-pack profit.

"If retail establishments go along and raise their prices," Celner

added, "we could hike ours, and leave commissions at status quo. But until they do, we'll have to leave our prices as they are."

Cut Price

Other operators took the other road, saying that commissions were already low, and that locations wouldn't take any less than they're getting now. A price increase they felt was the only answer.

This presents a new problem. Since most operators report that kings comprise only about 5 per cent of their sales, the increase to be effective would have to be for either filters (about 40 per cent of

(Continued on page 107)

CVI Steps Up Calif. Cig. Tax Bill Fight

LOS ANGELES — Operators were urged to intensify the campaign against the proposed 3-cent-per-pack tax on cigarettes at a breakfast meeting of the Cigarette Vendors' Institute of California, Inc., Wednesday (13) in the Ambassador Hotel Regency Room.

The levy is being sought as part of the California Teachers' Association to raise \$74 million to increase teachers' salaries and increase educational facilities.

"We are not against the schools or education," George Seedman, of Rowe Service Company, said in presenting a report from Sacramento where he had spent six days investigating the proposed assessment. "There is no reason for taxing cigarettes or any industry to pay for educational needs."

Seedman, who was introduced by Arch Riddell, CVI secretary, told the group that three bills, all introduced by Assemblyman Ernest Geddes, of Claremont, Los Angeles County, were under consideration. Assembly Bill 3045, referred to the committee on education, seeks to increase teachers' salaries. It can become operative only if the Legislature enacts laws providing new revenues. AB 3046 calls for the 3-cent-per-pack tax on cigarettes, but provides no stamp reporting system. The third bill, AB 3047, would increase the beer gallonage tax.

Tax Unfair

"If California enacts a cigarette tax at this session of the Legislature, you will never get it off," Seedman warned. "This tax will also make a lot of work for tobacco men and the tax is not fair to smokers, dealers or anyone. The tax will not stay at its original level, that I can assure you. I want you people (operators) to write let-

ters, talk to your representatives to fight this tax. Assure him that we are for increased educational facilities. We are only against the method of raising this money. Education is everyone's responsibility."

Frank Collins, of the Tobacco Tax Council, advised that 13 States are contemplating cigarette taxes. These States include Montana, where the assessment may be raised from 4 cents to 5 or 6 cents, and Idaho and Wyoming up from 2 cents. Collins stated that other Legislatures are watching the action of the California Legislature on the tax.

A general discussion followed the reports. Several of 35 operators and suppliers present offered suggestions and help in establishing better contacts with the legislators.

The California Legislature reconvened March 4 and is scheduled for adjournment June 12.

CAVA Details Service Proposal for Mfrs.

LOS ANGELES — Four proposals were sent by the California Automatic Vendors' Association to some of the leading vending machine manufacturers last week:

1. Each manufacturer make available two men in this area for service on equipment sold.
2. Each manufacturer provide parts and service when needed.
3. Each manufacturer subsidize part of the cost of service on equipment sold and operator subsidize part of the service cost.
4. On new equipment purchases, the manufacturer issue a warranty on parts and service for one year with reconditioned equipment to also carry a warranty.

B. J. (Bob) Grenier, CAVA president, in announcing the proposals, said: "The small independent vending machine operator is becoming more and more dependent upon the vending machine manufacturer for parts and service as venders become more and more complex. This is especially true in connection with fresh brew coffee and hot food machines (not the hot can variety)."

The association has been working on the project of having factory trained personnel in the area for a year. Rowe Manufacturing Company and Apco, Inc., Grenier explained, have made arrangements to provide ready accessibility of parts and service in this section.

Space Tight For ABCB's Convention

WASHINGTON—To date 180 industry suppliers have registered for space for the International Soft Drink Industry to be held at the Washington National Guard Armory November 11-14.

The exposition will be held in conjunction with the 39th annual meeting of the American Bottlers of Carbonated Beverages.

The heavy early demand for space has claimed 90 per cent of the available exhibit booths. The companies which have thus far been considered are in the first four groups established by ABCB as a method of making booth allocations on a fair basis.

These groups include companies which have exhibited and maintained associate membership for more than 15 years; 11 to 15 years; six to 10 years, and five years or less. Group five companies, which have neither exhibited nor maintained associate membership, will receive space allocations in the near future.

Fedam Names 3 New Reps

ELMWOOD PARK, Ill.—Fedam Company announced the appointment of three more factory representatives to handle its hot food vending machine line.

Sim Fouracre, of S. A. Fouracre, Northboro, Mass., was assigned the six New England States: Massachusetts, Maine, Vermont, New Hampshire, Rhode Island and Connecticut.

Al Glazerman, Amco, Inc., Cleveland Heights, O., will represent the firm in Ohio, West Virginia and the Western sections of New York and Pennsylvania.

Charles Perry, Charles I. Perry & Company, San Francisco, will handle sales in California.

L. Leverone Death Shock To Community

CHICAGO — The death of Louis Leverone, former chairman and president of Automatic Canteen Company, on March 15 came as a blow, not only to the vending industry, but to the Chicago community as a whole.

Louis E. Leverone was a man of extensive business, philanthropic and civic interests during his long career.

When the Canteen organization was conceived in 1929, Leverone, then vice-president and general manager of Stein, Hall & Company, Inc., was one of its original backers.

In 1942 Leverone withdrew from the starch business and joined the executive board of Automatic Canteen, subsequently to be elected president.

At the same time he started Nationwide Food Service, Inc., which expanded to such a point that in 1950 Leverone withdrew from vending entirely to assume chairmanship and presidency of the firm.

Among his other business interests, Leverone was also chairman of the board of Holiday Coffee Company, chairman of Frontier Airlines, and director of the Michigan. *(Continued on page 107)*

NVA Finalizes Chi Convention Dates: May 2-5

CHICAGO—National Vendors' Association has announced that plans have been completed by the convention committee for the annual convention and show to be held at the Conrad Hilton Hotel, here, May 2 to 5.

This year's show will be known as Vending Superama of 1957. The first official business meetings will begin at 11 a.m. May 3. The committee has also scheduled a party for the evening of May 3, sponsored by member manufacturers.

Additional meetings will be held Saturday, May 4, followed by a buffet-dinner-dance sponsored by Leaf Brands, Inc. The convention will close Sunday, May 5, with a farewell brunch at 11:30 a.m.

Plan Vending Seminars for Pepsi Bottlers

CHICAGO — Pepsi-Cola Company announced plans to conduct a series of service management seminars in major market areas throughout the country in co-operation with Pepsi-Cola's major vending machine suppliers. The sessions will be open to key bottling personnel.

Henry E. McGovern, vice-president in charge of equipment, said the program has already been enthusiastically received by personnel in New York City, Baltimore and Atlanta.

While actual dates have not been finalized, current plans call for seminars to be held in the following cities over the next two months: St. Louis; Columbus, O.; Dallas; Denver; Durham, N. C., and San Francisco.

Three-Day Program

Each of the seminars will consist of a three-day program, including individual sessions conducted by representatives of the following companies: Vendorlater Manufacturing Company, Choice Vend Manufacturing Company, Sure Vend Manufacturing Company and Ideal Dispenser, Inc.

In addition, Pepsi's regional product control representative will conduct a session on product control, and National Rejectors will conduct a session devoted to use and maintenance of coin selector equipment.

A cocktail party and dinner will be held at the conclusion of the program.

D. C. to Retain Cigarette Tax

WASHINGTON—Extension of excise tax rates on cigarettes became virtually certain when the House approved a bill to allow current levies to run another year.

The bill, which also extends the 52 per cent tax on corporate incomes, and the excises on liquor and automobiles will now go to the Senate. The Senate must act on the measure before April 1, when the rates are scheduled to be dropped. Action favoring extension is expected.

This is the fourth year that the current levies, set during the Korean war, have been extended.

Frigid Fruit Announces New Reps; Op Finance

YAKIMA, Wash.—Frigid Fruit Company, manufacturers of apple vending equipment, has announced a reformulation of its sales policy along with the appointment of three new sales representatives.

Ernest Brennan, San Francisco, has been named to handle sales for the Northern California and Reno, Nev., area. Ned Williams, Cambridge, Mass., will cover the New England States, and Willard R. Vogel, Indianapolis, will represent the firm in Indiana.

M. H. McMechan, president, said the reformulation of the sales policy now provides for delivery of Frigid Fruit machines within a week or 10 days after receipt of orders. Shipments of machines over the past month have been to Ohio,

Wisconsin, Missouri, Southern California, Kansas, Washington and Alaska.

First Acceptance Corporation, Minneapolis, handles the financing for all machines. The interest rate is 6 per cent with single machine orders, and requires a 25 per cent down payment and an 18-month financing plan. Two or more machine purchases can be financed for 24 months.

McMechan added that all representatives would have fully qualified servicing personnel adjunct to their sales function. The firm is also planning the appointment of additional sales representatives throughout the country who will be announced within the next few months.

COINMEN YOU KNOW

Chicago

By NICK BIRO

Joe Robbins, Empire Coin Machine Exchange sales manager was

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- ROWE 8-COLUMN CANDY, 120 capacity... 60.00
- DUGRENIER "W" CIGARETTE, 9-column, king-size... 65.00
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- UNEEDA 6-COLUMN CIGARETTE, king-size... 45.00

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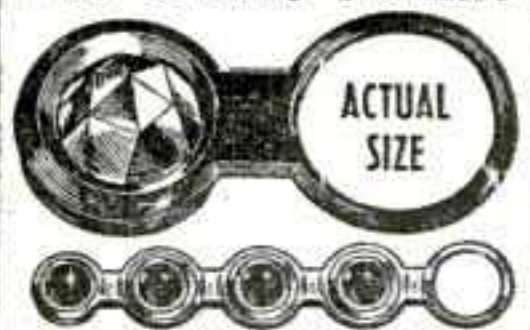
- Silver King, 1c or 5c... \$ 8.50
- Acorn, 1c or 5c... 10.00
- N. W. Model 49, 1c or 5c... 12.50
- Master, 1c and 5c Comb... 8.50
- 3 Col. Hot Nut... 22.50
- Asco Hot Nut... 7.50
- N. W. Model 39... 7.50
- N. W. Model 33, Ball Gum... 7.50
- Du Grenier 6-Col., 1c Tab... 14.50
- Model V, Ball Gum & Charm... 8.50
- Mills 6-Col., 1c Tab... 17.50
- N. W. 10-Col., 1c Tab Gum... 19.50
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- Ball Point Pen, NEW... Write
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having lunch with F. T. Seay, Casablanca, Morocco. Seay is with Electro-Material, music distributors. . . Bill DeSelm returned from Kankakee, where he attended the funeral of his uncle, Harry B. DeSelm, last week. Harry DeSelm was editor of the Kankakee Republican News. . . Gordon Stout, head of the South Dakota music operators' association and officer in Music Operators of America, stopped off in the Windy City after returning with his family from a trip to Florida. Stout, very active in local baseball, was taking a look at some players with a New York Giants farm club.

We're glad to report that Paul Golden, La Rue Novelty, has returned from New York, where he underwent a successful eye operation. Paul reports his sight is back to normal. The operation—a cornea transplant—falls in the classification of medical rarities that only recently became possible to perform.

First Coin Machine Exchange has not one but two lovely receptionists. They are Evelyn Rome and Betty Haglund. . . Joe Kline and Wally Finke tell us they were feted with 20 pounds of smoked fish and 15 dozen eggs recently by a couple of operator visitors. . . Al Thoeke, United Manufacturing is taking a breather after hi-trip thru the Western states, but only for a while. He leaves again Monday. . . His running mate, Johnny Casola is travelling thru New Orleans and environs. . . Ben Coven is still getting congratulations from operators who attended the Wurlitzer Centennial Club celebration he hosted at the Covenant Club.

Irvin F. Blumenfield, Baltimore secretary of National Coin Machine Distributors' Association visited with Al Schlessinger to discuss plans for the forthcoming annual meeting of the Association on May 19.

New York

By AARON STERNFIELD

Pauline Podell and Francis Kreh, Argo Amusement Company, have bought the route of John Sullivan and have joined the Associated Amusement Machine Operators of New York.

Perry Lowengrub has bought a Brooklyn route from Boyle & Connors. The new firm is Perry's Enterprises. . . Other new AAMONY members are Ben Gottlieb, Majestic Operating, and Jean Parker.

Murray Kaye, Atlantic - New York, reports that interest is heavy in the new Williams Crossfire gun game. . . Ray Gilladeau, Ray's Amusement, Monticello, N. Y., was a recent visitor to 10th Avenue. . . George Dorian, Elizabeth, N. J., and Hank Peteet, Wurlitzer factory service head, visited Joe Young at Young Distributing last week. . . Harry Siskind celebrated his 25th wedding anniversary Sunday (24) with a party at the Town and Country Club. Several coin machine people were present.

Lou Boorstein, chairman of the Coin Machine Division of the United Jewish Appeal, has called a committee meeting for Wednesday (27) at the Henry Hudson Hotel. The victory dinner, honoring Meyer Parkoff, will be May 15 at the Sheraton-Astor Hotel.

Mac Polay is back from his Florida vacation. . . Ray Knoss, Arrow Music, leaves next week for a South American cruise. . . Lou Boorstein, Leslie Distributors, went

to Pittsburgh Sunday (24) to meet with Tim Tormey, manager of Leslie's Pittsburgh branch, at a party celebrating the office being named Coral distributor.

Los Angeles

By SAM ABBOTT

Frank Schultz, Rock-Ola phonograph field service supervisor, left Los Angeles after a stay of ten days during which he and Jimmy Wilkins of Paul A. Laymon, Inc., contacted music operators in the field. Schultz said that the visit was to find just what operators wanted in a phonograph. This is Schultz' third visit to the Coast. He was in San Francisco several months ago to conduct a service school.

Lloyd Crutts, who operates in the Los Angeles area from his home in Sherman Oaks, in town to purchase and cart away immediately a Bally Bowling Lane. . . D. D. McClurg of the Trevellian Enterprises in San Barbara made his first trip to Los Angeles in a long time.

Lawrence Raya, Colton music operator, in town to shop for phonographs. . . Irving Gayer veteran coinman, came down from San Bernardino to look over the stocks of phonographs and bowlers. . . Mr. and Mrs. Nick Beaver of the Cactus Amusement Company in Lancaster in town for a brief visit. . . Jack Badgwell of Victorville a Coin Row buyer last week. . . Jack Leonard, Badger sales Company parts department marked his 20th year in the industry. He started with Rock-Ola in Chicago in 1937. Leonard has been with Badger Sales for 11 years.

Jack Guion of Avalon on Catalina Island in town to buy arcade and music equipment at Badger. . . Bill and Cecil Harrison were spotted at the William Leuenhagen Company, where they base their operations. They are working on a new hi-fi installation using LP's. . . Al Silberman of Badger Sales vending machine department is back on the job following a stay in the hospital for major surgery. . . Dave Yates of Badger Sales parts department taking time out to recover from the mumps.

Boston

By CAMERON DEWAR

Business is humming at Redd Distributors (Wurlitzer) and the reason seems to be the offer of an RCA color TV set with every purchase of two Wurlitzer 2000 phonographs. Sales chief Bob Jones, who has been doing a tour of the Connecticut area, said the 14-foot bowling lane is going strong. . . Lloyd Barber Jr., Valley Automatic Sales Company, Westfield, recently bought three 50-cent chute phonographs and says business has picked up already.

(Continued on page 106)



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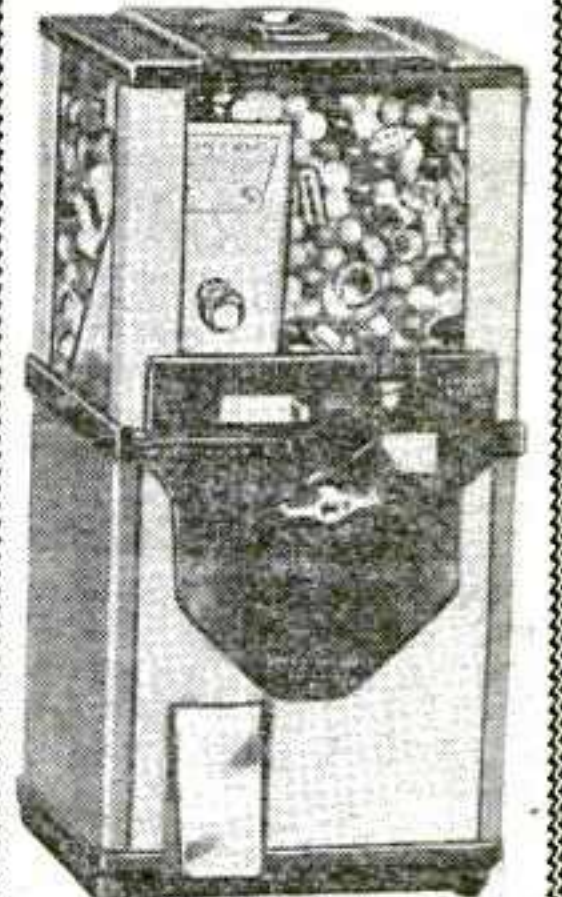
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- PENNY-NICKEL COMBINATION
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A VICTOR EXCLUSIVE NEW ELVIS BUTTONS 6 NEW Designs and Many NEW Colors \$62.50



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TWENTY-FIVE (25) GIMMICK MIX

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1,000 to 4,000 lots... 9.50 per 1,000

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**SAVE MORE MONEY—
MAKE MORE MONEY**

Subscribe to The Billboard TODAY!

COINMEN YOU KNOW

Continued from page 105

Anthony Grazio, Globe Vending Company, Quincy, is back with a tan from a Cuban business and pleasure trip. Tony, an enthusiastic sailor, recently sold his boat

and is on the lookout for another. . . Russ Maudsley in from Holyoke last week buying music.

Ed Ravreby, Associated Amusements, was a guest last week of the Western Massachusetts Operators' Association in West Springfield. He says music is beginning to take an upsurge and the big bowling alley is really showing its heels to other pieces.

Israel Spector, of Capitol Music Company, has been expanding into the vending field lately and is now running 10 machines with ice cream, sandwiches, soft drinks and coffee. He has 10 different types of machines in spots all the way between the Hub and Worcester, which tie in with his music route.

Barney Blatt, Atlas Distributors, back from Florida. Brother Louis, holding the fort, reports the new 200-selection juke box is proving attractive to operators. . . Marshall Caras, sales manager at Trimount Automatic Sales Corporation, enthusiastic about the reception of the new pinball games. He says the spring-like weather is having a good effect on business. . . Dave Baker, of Melo-Tone Vending Company and member of MOA's Exhibit Committee, has signed up Continental Vending Company, Westbury, L. I., for a three-booth corner at the May convention. He has also gotten National Vending Company, St. Louis, to take space and expects a full line of cigarette operators to be showing at the Chicago parley.

Among out-of-town operators observed along coin row last week were Guy Durgin, Presque Isle, Me.; Joe Ferris, Madison, Me.; Al York, Middlebury, Conn.; Walter Grazik, Greenfield; Gene Sweeney, Buzzard's Bay; Dennis Dolvin, Springfield, and Joe Viana, Fitchburg.

Los Angeles

By SAM ABBOTT

Jack Neel, G. F. Cooper Music in Riverside, made a trip thru his territory, which includes Indio. . . Clarence Nickels, of Bill Volner Service, El Centro, in town to attend one of the Cigarette Vendors Institute of California meetings on the proposed 3-cent-per-package tax on cigarettes.

Ronnie Malandra, manager of the Gittelson Brothers' miniature golf courses, is directing the re-finishing of Arcade equipment at the spots in preparation for a predicted heavy summer business. He spends much time at the Simon Distributing Company, his main source of supply. . . Norman Schue, who operates a Kiddieland in West Covina, on coin row shopping for parts and supplies. . . Maury Richardson, Candy Vendors, Inc., Oakland, in town for a visit with his brother, Don, manager of R. M. Richardson Company. The local vending firm recently moved into new and larger quarters.

Preston Coombs, bulk vender, is taking a breather and having time to attend Western Vending Machine Operators' Association meetings. . . Randolph Leland, perhaps the oldest bulk vender from

J. SCHOENBACH
Distributor For
Oak Manufacturing Co., Inc.
1645 BEDFORD AVE., BROOKLYN 25, N. Y.
President 2-2900
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point of service here, is associated with Stan Rousso. . . Aubrey Stemler is offering a general line of automatic merchandisers.

Phoenix

By BOB LATIMER

Good news for operators in all coin machine fields was the recent decision of major resort hotels and lodges in the Phoenix area to go into year around operation. Prime spots such as the Safari Hotel, Camelback Inn, Jokakes Inn, Casablanca, which were formerly closed for the hot summer season now plan to stay open for summer months with reduced rates as an attraction. . . Mike Calegari, who formerly specialized in vending machines, has purchased the phonograph route of Harold Switzer in the Phoenix-Mesa-Tempe area.

Herbert Roggow, Las Vegas, N. M., has recently converted exclusively to dime play and has maintained a 60-40 commission split with all locations to boot. He reports take substantially up with only a slight decrease in number of plays.

Jackson, Miss.

By ELTON WHISENHUNT

Clarence Spain, owner of Spain Amusement Company, Tunica, Miss., says he is converting to dime play "come cotton chopping time." That's spring to the uninitiated. . . Frank Steed, partner in Steed & Hearn Music Company, also plans to make the conversion within a few months. These operators, and others, report the recent month or more of rain has hurt business badly. They expect it to pick up, with the conversion to dime play helping overcome the loss.

Joe Lavene, Lavene Music Company, Clarksdale, in the heart of the Delta, is expanding his interests. Besides his music route, he also has farming interests. He recently bought 320 acres of rich Delta farming land, bringing his total to 840.

Danny Diamond, son of Mrs. John Diamond, owner of Diamond Music Company, Clarksdale, is back from the Army. He's managing the music and game route.

**LEADING
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Wurlitzer Model
1800 \$795.00

Wurlitzer Model
1700 \$639.00

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. . . Manuel Nassa, Nassa Music Company, welcomed his son, Billy, 22, back from Mississippi State College recently. Billy, a football star in college, is helping with the route. . . O. H. Johnson, Johnson Music Company, Cleveland, reports he is converting his route to dime play entirely.

George Sammons, president of Sammons-Pennington Company, Memphis, Seeburg distributors, took a swing thru

MARBLES

The season will soon be here!
Order now before the rush.

**AGATE—GLASS
ASSORTED COLORS**

Barrel of 50,000, size 9/16 . . . \$45.00
Barrel of 40,000, size 5/8 35.00
Keg of 21,000, size 9/16 21.00
Keg of 17,000, size 5/8 19.00

Shipments made at once F.O.B. factory.
Freight or truck.

ELVIS PRESLEY

BUTTONS
3 Colors
6 designs
\$62.50



per carton of 5,000, F.O.B. factory.

FOR EASTER

Chic 'n' Egg Charms.
\$45.00 per carton of 5,000.
F.O.B. factory.

FULL CASH WITH ORDERS

ROY TORR
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**MANDELL GUARANTEED
USED MACHINES**

N.W. Model 49, 1¢ or 5¢ \$12.00
N.W. Deluxe 1¢ & 5¢ Comb. 12.00
N.W. -39 1¢ Perc. 7.95
N.W. -33 1¢ Perc. B.G. 4.50
Columbus 5¢ Bulk 6.50
Silver King 1¢ B.G. or Mds. 7.45
ABT Guns 30.00
Acorn, 1¢ or 5¢ 8.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen \$.71
Pistachio Nuts, Large Tulip48
Pistachio Nuts, Vendor's Mix59
Pistachio Nuts, Sheik47
Cashew Whole64
Cashew Butts61
Peanuts, Jumbo45
Spanish32
Mixed Nuts57
Tabby-Lets, 550 ct.30
Rainbow Peanuts32
Boston Baked Beans32
Jelly Beans28
Licorice Gems28
Leaflets, 550 ct.40
M & M, 550 ct.58
Hershey-ets43

Rain Blo Ball Gum, 60 ct. \$.28
Rain Blo Ball Gum, 140 ct., 170 ct., 210 ct.30
Rain Blo Ball Gum, 100 ct.32
200 lb. minimum, prepaid on all Rain Blo Ball Gum.
Adams Gum, all flavors, 100 ct.45
Wrigley's Gum, all flavors, 100 ct.45
Beech-Nut, 100 ct.45
Hershey's Chocolate, 200 ct. 1.49
Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms, Everything for the operator.
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STAMP FOLDERS, Lowest Prices. Write

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**CHARMS MINIATURE CIGARETTE LIGHTERS—
THEY WORK!!**
For vending with 210 Ball Gum. Many designs available. 12 to the box assorted. Lighters are \$2.16 a dozen for 10 dozen or more prepaid. Write for quantity prices.
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BRACELETS • NECKLACES • BELTS
NAMES • ADDRESSES • PHONE NUMBERS
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Guggenheim inc.
\$3.25 per M F.O.B. N.Y.C. assorted colors FREE ADVERTISING LABELS
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vends Ball Gum and Picture Card both for 1¢
Perfectly legal in every city in the U. S. A., the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same fool-proof coin mechanism proved best on the famous Acorn Vendors.
oak's famous ACORN all purpose vendor
The all-time favorite of the vending business. Vends all 1¢ and 5¢ bulk merchandise. Tamper-proof with a pick-proof lock, fills from top through wide globe opening—dispenses from bottom. Guaranteed mechanically perfect—the one machine with virtually no depreciation—today's Acorn looks the same as the original!
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Occupation

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For full information on our complete line of profit-making venders write to—
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The availability of quality merchandise which most people buy at frequent intervals; inexpensive, trouble-free machines which can be economically and quickly serviced, and a fair margin of profit.

5c
HOROSCOPE SCALE
TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.
\$25.00
DOWN
BALANCE \$10.00 PER MONTH
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the Mississippi Delta recently calling on music and game operators. Sammons is being urged to get Mississippi operators converted to dime play like he did in Arkansas.

Lee Trett, Delta Music Company, Cleveland, is a ham radio operator. The Billboard's scout found him busy talking to Hong Kong. . . Johnny Allegrazza, Ace Music Company, Shaw, Miss., built a big new warehouse and shop building to give his customers better service. . . Paul Maucelli, Paul's Novelty Company, Greenville, added a number of pieces to

his route, making it one of largest in the area.

Chester Richardson, owner of Richardson Amusement Company, Greenville, also operates carnival rides. He was getting his equipment painted and in shape to hit the road come spring.

Pete Manos, owner of P.M. Music Company, Greenville, is happy over his new 1957 Ford Rancho truck. . . Eddie Barnes, owner of Eddie's Music Service, says he is converting all his music route to 45 r.p.m. . . Across the Mississippi River from Greenville is Lake Village, Ark., where Billy Bledsoe, owner of Chicot Music Company,

lives. Bledsoe says he is giving dime play much thought.

J. T. Long, owner of Long Music Company, Hollandale, Miss., says he expects a good year because of the government's new soil bank program. Operators in the Central and North Mississippi area have been hurt badly, however, by several weeks of rain, he said.

Milwaukee
By BENN OLLMAN
Walter Fischbach, veteran sales-
(Continued on page 118)

VICTOR
Standard
TOPPER
1c
Ball Gum
VENDOR
\$13.25 Each
\$12.75 Each
100 or More
1/2 deposit
on all orders

Lowest prices on Victor filled capsule items. Time Payment Plan.

ELVIS PRESLEY
BUTTONS
3 Colors
6 Designs
\$62.50

per carton of 5,000, F.O.B. factory.

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CANCER FUND

ELECTRIC MONEY MAKER!
Famous ACME
ELECTRIC
MACHINE

Sample . . . \$24.35
2 to 11 . . . 19.50
12 to 49 . . . 18.25
Bracket . . . 1.00
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1/2 deposit, bal.
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Vibration is the law of life. The medical profession has placed its sanction on the employment of electric and vibratory treatment for many ailments. The Acme Electric produces an electric vibratory current which can be increased at will . . . indicated by pointer on dial.

Also one of the best amusement devices. Uses only one dry battery usually good for 1,500 to 3,000 plays.

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Distributors of Advance Vending Machines.
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President 2-2900

III. Assembly
• Continued from page 104

sales) or for regulars (about 55 per cent of sales).

With filters selling at 30 cents for most operators, an increase here is unlikely. Regulars, at 25 cents, seem to be the logical bet. But the mechanical impossibility of stuffing four pennies into a pack prohibits 1-cent hike. Operators would have to raise prices 2 cents. And many wonder whether customers would swallow such an increase.

Mrs. Perry Rose, Robot Sales, Maywood, emphasized this point, saying that she would probably have to raise her price, but wondered if this 'wouldn't affect sales. Robot sells their regulars for 25 cents, kings for 28 cents and filters for 30 cents.

"Psychologically, there's more than a 2-cent difference between a quarter and 27 cents," she said. "A 27-cent price means that customers can no longer insert a quarter and buy a pack of cigarettes. They'll have to put in 30 cents and receive 3 cents change. And that extra 2 cents over a quarter seems to really impress people." Other operators from around the State echoed the same sentiments.

AT BIG SAVINGS

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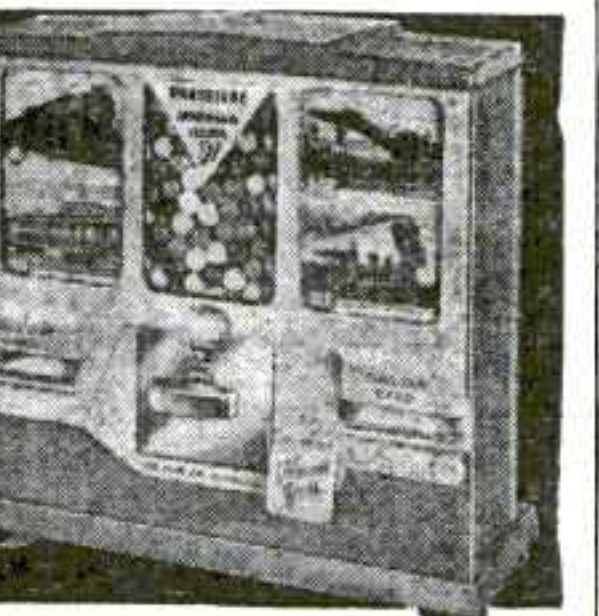
BUBBLE • CHICLE
CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 ct. . . . 27c lb
Chicle Ball Gum, 130 ct. . . . 35c lb
Chloro-Vend Ball Gum . . . 40c lb
Chloro-Vend Chicks, 320 ct. . . 40c lb
Chicle Chicks, 320 & 520 ct. . 36c lb
Bubble Chicks, 320 & 520 ct. . 27c lb
Tab (short stick), 100 ct. . . 38c box
5-Stick Gum, 100 packs . . . \$1.90

F.O.B. Factory. 150 Lb. Lots
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ATLAS MASTER
Penny-Nickel
BALL GUM-CHARM
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Penny-nickel mechanism . . . one turn for a penny, five turns for a nickel. This means 30% more business because of the nickel play. The Atlas-Master exclusive coin mechanism will not jam, skip, nor take washers.

EXCLUSIVE NAT'L SALES AGENT
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PENNY KING COMPANY
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GIVE TO DAMON RUNYON
CANCER FUND

Bond Issue

The proposal for the increase was introduced into the Illinois Senate by Senator Paul Broyles, Republican, Mount Vernon, thru bills numbered 269-271.

In the Illinois House, Representative Clyde Choat, Democrat from Anna, introduced three companion bills, numbered 436-438.

The bills call for a 75 million dollar bond issue which would be used to pay service benefits to some 295,000 ex-servicemen. The additional penny tax would yield an estimated \$10,200,000 per year to retire the bonds over a 10-year period.

The bond issue would become effective only after referendum approval at the November, 1958, election, with the tax scheduled to start January 1, 1959.

L. Leverone
• Continued from page 104

gan Avenue National Bank of Chicago.

Civic Affairs

As a civic leader, he served as a member of the National Heart Council by appointment of President Eisenhower; was a former member of the University of Illinois Citizens Committee, and was active in Dartmouth Alumni and Phi Gamma Delta fraternity affairs, as well as being a working member of other philanthropic organizations.

He also served as aviation advisor to Gov. William G. Stratton of Illinois, was a past president of the National Aeronautics Association, and was scheduled to make a trip to Palermo, Italy, in June of this year as an official U. S. delegate to the General Conference of Federation Aeronautique Internationale.

He is survived by his widow, Florence.

OPERATORS!
A NEW ITEM WITH BIG PROFITS

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A MONTH
PER LOCATION

SMALL INVESTMENT . . .
RETURNED IN 6 MONTHS

Place on consignment in Drug, Supermarkets, Hardware Stores, etc.

BestTest Tubes with Exclusive 1 year, 100% Guarantee & 100% exchange privilege assure bigger profits.

FEATURES . . .

- MOST ATTRACTIVE AND BEST DESIGNED SET ON THE MARKET
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GET YOUR SHARE OF THIS
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Occupation

RCIA Re-Institutes Juke Box Union Officers in Local 888

Game Union Claims Independence; International Claims Jurisdiction

NEW YORK—The haze on the union situation here lifted somewhat this week, but not quite enough to tell who's on first. Currently, both the game and juke box locals are functioning, altho in the case of the game union, a question of jurisdiction is still in doubt.

It all started last week when the Retail Clerks' International Association suspended officers of eight New York locals and instituted a trusteeship called Local 888 to administer these locals.

Among the locals involved were Local 1690, the juke box employees union, and Local 433, which covers game employees. Officers of 1690 were Drew Calland, Barney Schlang and Harold Henry. Jim Cagiano heads Local 433.

Officers of 1690, who had been ousted by the parent union, are now back in good standing after an audit of the books and a hearing had disclosed no evidence of misconduct.

However, William McGuire, assistant to the president of the RCIA, told The Billboard that Calland, Schlang and Henry would function under the Local 888 charter rather than the 1690 charter.

He explained that Local 888 is still under a trusteeship and exists

only temporarily. But, he added, the temporary status of Local 888 could exist for quite a while.

MONY Statement

Al Denver, head of the Music Operators of New York, the association which represents the operators in collective bargaining with the union, said that MONY would honor its contract and would

recognize Local 888 as the representative of juke box employees.

A difference of opinion exists in regard to the coin machine union. Last week, the International suspended the charter of Local 433 and declared it to be in Local 888 under trusteeship.

Local 433, however, refused to *(Continued on page 124)*

How Much to Hear A Juke Box Tune?

Music Operators Explore Wider Range of Prices for Disk Play With Mixed Results

• *Continued from page 1*

still other areas, operators who have experimented briefly with either don't feel either will prove worthwhile.

Dallas

In Dallas, the 50-cent coin chute seems to be scoring some success with one operating firm reporting a 23 to 26 per cent increase in collections. Oddly enough, teen-agers, who ordinarily would not be expected to plunk down 50 cents at a crack, are so far the best 50-cent depositors.

Both dual pricing and the 50-cent chute are slowly but steadily winning acceptance in the teeming industrial centers of Northern Indiana. Significantly, Lake County, which includes such cities as Gary, Hammond, East Chicago and Whiting, is the only one of the State's 92 counties solidly on dime play, which it has been on several years.

Operators in the county indicate a strong preference for charging 25 cents for two EP's (four tunes); one operator, however, formerly on a dual pricing arrangement charging 15 cents for an EP, has changed to a dime, three EP's for a quarter and reports that "business has perked up" since he did. "People are skeptical when you ask for 15 cents for just one side of a record. At 10 cents, they'll take it and think it's a bargain."

Detroit

In Detroit, reaction on 50-cent coin chutes is pretty evenly divided, with one group of operators saying that it does increase

income, another charging that it does not help. Still another group—the largest—say it's too early to tell.

In the same city, one operator who uses dual pricing extensively on EP's further complicates his pricing system. His machines are set up for EP's to play at two for a quarter, the more popular EP's at three for a quarter, as well as dime for a single EP.

In Miami, as dime play is becoming well established, EP's are disappearing from juke boxes. The 50-cent coin chute has not attracted much interest, either. One explanation offered: A quarter is more likely to be handy than a *(Continued on page 116)*

McILHENNY, HUB OP, STRICKEN

BOSTON — John A. McIlhenny, long associated with the Wurlitzer organization as district sales manager in the Eastern area has been confined to the Veterans' Hospital Jamaica Plain, here.

McIlhenny, who also represented Wurlitzer in Florida and South Carolina, also was associated with Redd Distributors and Trimount Automatic Sales Corporation, in this city. The veteran coin man has had a second stroke and his condition is poor.

He would be greatly cheered by cards and any other remembrances from his wide group of friends and acquaintances. Si Redd and Irwin Margold would be happy to hear from anyone on the matter.

United Names Bob Bever to National Sales

CHICAGO—United Manufacturing Company last week appointed Bob Bever as a national sales representative. Bever joins John Casola and Al Thielke on the United road staff.

Bever comes here from Salt Lake City, where he was formerly associated with Dan Stewart Company for seven years as sales manager. Prior to this he was with Al Nowells, Western Distributors, Salt Lake City, as a salesman for AMI phonographs.

Bever is experienced in every branch of the coin machine business.

Coven Hosts Wurlitzer Centennial Club Fete

CHICAGO—About 100 operators, wives and guests attended a Wurlitzer Centennial Club celebration hosted by Mr. and Mrs. Ben Coven, of Coven Music Corporation, March 10, at the Covenant Club, here.

The affair was kicked off with a cocktail party at 5:30 p.m., followed by dinner and dancing. The music was furnished by Eddie Holstein, local juke box operator, who also heads his own group comprised of Bert Bender, piano; Har-

ry Love, violin; and Carol Blake, vocalist.

Entertainment was also furnished along with favors for all the ladies, and a picture of the event for each guest.

Representing Wurlitzer were Mr. and Mrs. Bert Davidson.

The operators, all members of the Centennial Club, came from Northern Indiana, Northern Illinois, Southern Michigan and Chicago.

The Centennial Club got its *(Continued on page 115)*

Kill Proposed Tax Increase In Tennessee

Committee Action Tables Bill to Double Juke Tax

NASHVILLE — Rep. William Van Hersh of Memphis got a bill which proposed to more than double the tax on juke boxes in Tennessee tabled in the House Ways and Means Committee, which in effect killed it.

The bill, sponsored by 13 East Tennessee Republicans, would have increased the tax on music machines from \$41.25 to \$86.25.

It would also have placed strict regulations on music operators and made them liable to a penalty of \$150 if any section of the lengthy law were not complied with.

The proposed bill, House Bill 628, would have increased the State and county tax from \$10 each *(Continued on page 121)*

Boston Ops Discuss Hosp. Plan, ASCAP

BOSTON—Proposals for a hospitalization plan and an arbitration agreement set-up were advanced at the monthly meeting of the Music Operators' Association of Massachusetts at the Hotel Beaconsfield, Brookline this week.

The membership heard an outline of a group hospitalization plan by the Hardware Mutuals Insurance Company. It would be for members only, at reduced rates and would apply to self-employed operators or those employing help. The rate would approximate that of a company having at least 100 employees. *(Continued on page 115)*

Truancy Bill Dies Aborning

ALBANY, N. Y.—A measure introduced in the New York State Legislature by Sen. William Conklin of Brooklyn, which would have posed a threat to juke box and game operators thruout the State, was apparently killed before it got off the ground.

The bill, aimed at preventing school truancy, would make it a crime for two or more juveniles to congregate in public places under certain conditions.

Responsibility would be placed on any tavern, soda shop or ballroom operator who "knowingly" *(Continued on page 121)*

Arkansas \$25 Wall Box Tax Proposal Dies

LITTLE ROCK—The Arkansas Legislature failed to pass a proposed revenue bill which would have taxed all phonograph wall boxes \$25 each. The legislature's session ended and the bill died in the House.

The bill was never brought to a vote. It was House Bill No. 497, introduced by Representative Van Dalsen of Perry.

Sen. Charles F. Smith, of West Memphis, Ark., said in the closing days of the session only *(Continued on page 119)*

Name Tronick New Partner: Robinson Co.

LOS ANGELES—In a surprise move that startled Coin Row, Hank Tronick, for nearly 11 years Minthorne Music general manager, became a partner in the C. A. Robinson Company, and Ray R. Powers, more recently M.A.C. Vendors manager, joined the Robinson firm which plans to expand its route-selling activities and diversify its various lines.



TRONICK

The participation of Tronick in the company, it is understood, gives a three-way partnership in *(Continued on page 118)*



BEN COVEN, WURLITZER CENTENNIAL CLUB CELEBRATION host chatting with: (from left to right) Sid Parris, Coven Music Corporation representative; Mrs. Mary Cilette, and Mr. and Mrs. Hughes.

THE "G-200"

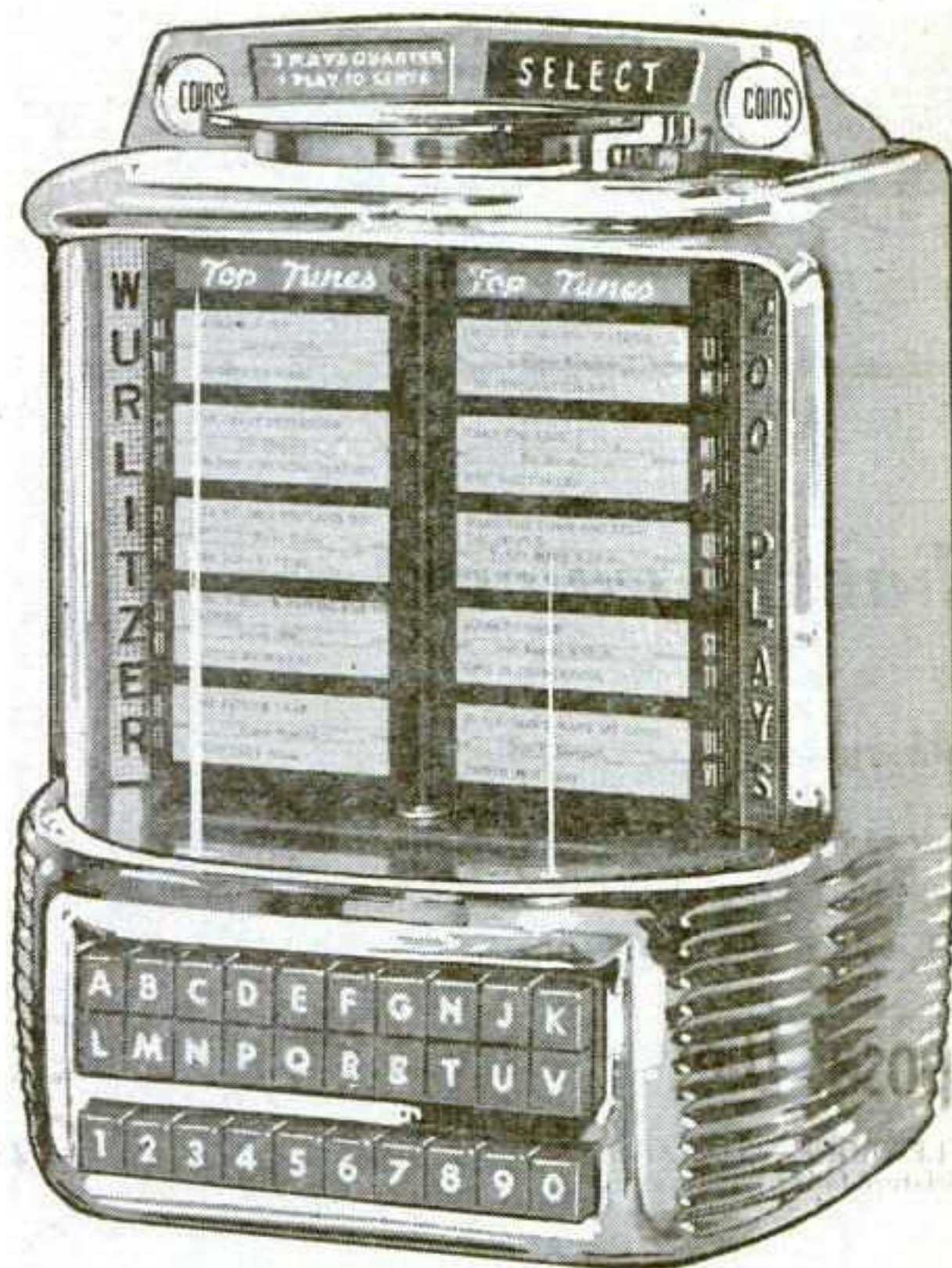
- Instant eye-level visibility of all 200 titles
- Fastest record changer
- Widest choice of colors
- Exclusive multi-horn high fidelity
- Complete accessibility

AMI . . . music that makes more money for you . . . originator of the automatic selective juke box in 1927 —ahead then, ahead now.

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Grand Rapids 2, Michigan

Only this Great Model 5210 WURLITZER WALL BOX

**GIVES YOU
ALL THESE
PLAY PROMOTING
FEATURES**



DOUBLE COIN ENTRY
For 5-10-25c coins.
Extra customer convenience

"TWO-NICKEL" FEATURE
permits 10c play with 5c coins

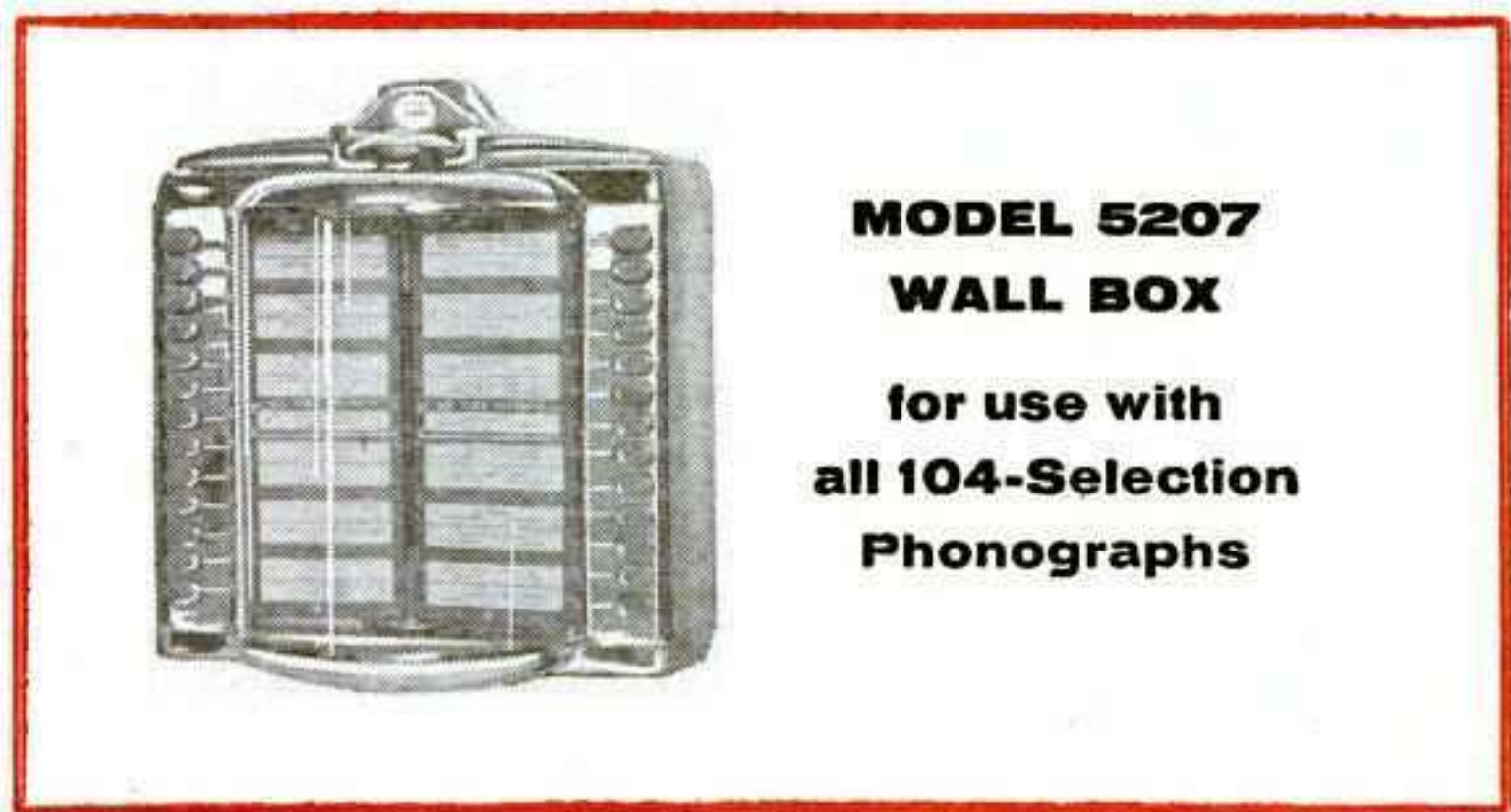
200 SELECTIONS

CHROME PLATED DIE-CAST CASE
holds its beauty permanently

**TOP AND BOTTOM ILLUMINATED
TITLE STRIPS**
make selecting double easy

SUPER-SIZE COIN BOX
reduces number of collection calls

TOP-OPERATED PROGRAM PAGES
over center spring keeps each page
flat for easy reading



**MODEL 5207
WALL BOX**

for use with
all 104-Selection
Phonographs

BUY THEM FROM YOUR WURLITZER DISTRIBUTOR

WURLITZER • NORTH TONAWANDA, NEW YORK

Established 1856

MUSIC OPERATOR FORUM



The Music Operator Forum is a weekly Billboard feature devoted to presenting the views of music operators throughout the country on current operating problems. If you have a question to put to the Forum, or any suggestions for topics which you may want surveyed, address your letter to Forum Editor, Coin Machine Division, The Billboard, 188 West Randolph, Chicago 1.

What Operators Say:

THE QUESTION:

Many operators have found thru experience that certain types of locations offer a better potential for a successful operation than others. Do you find this to be true? What type of location do you prefer to do business with and why?

THE ANSWERS:

Cafes

Carl J. Lambert, Stockton, Calif.: "I prefer a 24-hour location to any type. Of course, you cannot always choose your location. In fact, we are very glad to pick up any new type of locations. The more hours that a location is open, tho, the more you make." . . . M. Morosnick, Winnipeg, Manitoba: "We get more money with cafes and restaurants that are usually open 24 hours a day." . . . Bill Williamson, Huntsville, Tex.: "I prefer cafes because they are easier to please and they stay open longer than other locations."

A Minnesota operator who asked his name be withheld: "Yes, usually a tavern will do the best. Music does quite a bit better if dancing is permitted. Any place still depends on the personality of the boss and bartenders." . . . Bryan Bros. Music Company, Boyne City, Mich.: "Bars are where people spend their money on coin-operated amusement equipment." . . . An Indiana operator who asked his name be withheld: "A tavern which does not have a live combo on Saturday night."

Miscellaneous

Harold Rogers, Macon, Mo.: "I think snack bars and kid spots offer more because in addition to a good phonograph play, the pinball games will do well in places like these." . . . Don D. Little, Sioux City, Ia.: "Private clubs are open longer hours and have the type people who will spend more money."

COIN MUSIC-FORUM ANALYSIS

Juke Profits Tops: 24-Hr. Cafes & Bars

- Majority of juke boxes are still in taverns, but 24-hour cafes are just as good for profits
- Operators find extra hours give more play; prefer beer halls to swank lounges, less TV

This is the first of a two-part series on the type of locations operators place juke boxes in, and why.

The old adage—time is money—was never truer than it is for the juke box business today. For while music is the commodity the operator sells, time is the measuring stick for his profits.

The customer pays his coins to hear the music of his choice. But in the final analysis, time becomes the determining factor for how much music can be played from the phonograph.

Just how important time is to the operators' profit picture was brought home in this week's forum.

When asked where the greatest number of their juke boxes were located the majority, 69 per cent, answered taverns, cocktail lounges and bars. Restaurants and cafes were a poor second with only 23 per cent, and the remaining 8 per cent indicated ice cream parlors and snack bars.

However, when it came to picking the most profitable spots, taverns, lounges and bars seemed pretty well split with restaurants and cafes, with the votes going 41 per cent and 45 per cent respectively. A poor third and fourth were ice cream parlors with 9 per cent and private clubs with 5 per cent of the votes.

Longer Hours

Main reason for the popularity of the restaurants and cafes had to do with their longer hours—more time available for play. Operators generally indicated that the 24-hour cafe was the most fertile source for a juke box operation. A general restaurant, one with limited hours, was not in this category.

The 24-hour cafe was credited with more transient trade, hence a wider market for phonograph play. Also, the length of time it remained open placed it ahead of other limited-hour spots, which might nevertheless receive greater play while they did remain open.

Operators generally recognized the fact that while the cafes did not take in the same peak volume play that was evidenced in some taverns or clubs, they did, over the long pull, maintain a steadier record of receipts.

Operators also emphasized the inherent economic stability of cafes and restaurants as opposed to taverns and lounges. One Midwest operator stated that he could count on the cafes

far from undesirable. "A good tavern location is bread and butter for an operator," he stated. "But it has to be a good spot."

And what is a good spot? Operators were almost unanimous in picking the smaller neighborhood beer joints over the plushier lounges. The class establishments often as not have live music on big nights, and the greatest potential of the phonograph is lost.

A Boyne City, Mich., operator brought up the point that the "common people who congregate in local taverns and bars are your biggest market. People in high-class locations don't seem to spend as much money in coin-operated equipment."

Youth

Youth was also stressed as a desirability for any location. The younger people seem more interested in hearing music, even if they don't dance to it. The older crowd seems to watch their pennies more and doesn't crave the constant entertainment of a phonograph.

Regarding private clubs, the opinion seemed to be that the spot varied with the individual location. A lively club, with good spenders, dancing to the phonograph, and little TV emphasis was hailed as prime by all operators.

However, these were not the rule. The majority seemed to find that clubs used the juke box merely as a convenience piece. Often as not, people were more interested in some club activity, conversation or TV rather than listening to music.

Teen spots, snack shops, soda bars and the like were also deemed choice by operators, but they were not steady enough to rank high in the listing of most profitable. Also they faced the same argument that was voiced against cafes—not enough of them available to really count.

One thing in their favor, tho—a good teen spot was usually not only a good juke box spot, but it afforded a likely location for other amusement games, and by diversification, an operator could often make the location a good source of revenue.

Of the total new stops operators added to their routes during 1956—taverns along with cafes seemed to be the heavy favorites, together comprising 90 per cent of the additions.

Reasons for this have already been elaborated upon. Both for profit potential and availability these spots seem to be the bellwether of the juke box business.

Forum Votes

1. In which of the following types of locations do you have the greatest number of your juke boxes? 69% taverns, bars and cocktail lounges; 23% restaurants and cafes; 8% ice cream parlors and snack bars; 0% private clubs.
2. Which of the following locations are the most profitable individually? 41% taverns, bars and cocktail lounges; 45% restaurants and cafes; 9% ice cream parlors and teen spots; 8% private clubs.
3. Of the total new stops added to your route in 1956, how many were: 43% taverns, bars and cocktail lounges; 47% restaurants and cafes; 7% ice cream parlors and snack bars; 3% private clubs.
4. During 1957, from which of the following types of location do you expect to add the greatest number of new stops? 58% taverns, bars and cocktail lounges; 25% restaurants and cafes; 17% ice cream parlors and snack bars; 0% private clubs.

to stay in business longer, insuring him of a steady business operation. "We lose money whenever a spot changes hands," he said.

Another point revolved around the arch-enemy of the juke box—TV play. The 24-hour cafes don't seem to be so dependent on the TV sets as do taverns, lounges and clubs.

People come into a cafe to grab a snack or cup of coffee and seldom linger for long periods of time. There seems to be little interest in watching a long TV program as there is in a tavern, where customers will linger over drink after drink, watching hour-long spectacles and the like.

Also eating seems to lend itself more to music than watching television, whereas in a tavern, unless dancing is allowed, the greater interest potential of the TV set seems to take over.

Taverns

Why then don't operators have more juke boxes in cafes than taverns? The answer lies in availability. One operator from a small Southwestern town stated that there just weren't enough 24-hour cafes to go around. While he preferred them for a location, he placed the majority of his phonographs in taverns. These, he stressed, were

Signs are the trend will continue during 1957, with taverns coming in for an even larger share of the new locations at the expense of restaurants and cafes.

Fully 58 per cent of the operators indicated that their greatest number of new stops would probably be from taverns. This exceeds the 1956 figure of 43 per cent who said that most of their new stops actually did come from taverns.

Only 25 per cent of the operators feel that the majority of their new stops in 1957 will come from restaurants and cafes, with the remaining 17 per cent banking on ice cream parlors.

Reasons for the anticipated increase in number of taverns at the expense of cafes seem to hinge around the availability factor. While operators would gladly settle for more new 24-hour cafe locations, there just doesn't seem to be as many of them available. Consequently operators are taking the realistic approach of adding more of what there is, rather than counting on what might be more desirable but not as plentiful.

Next week's Forum will be devoted to an analysis of the reaction of different types of locations to such subjects as dime play, EP's, 200's and the ever-present television problem.

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.

(For 10-week period ending with issue of March 23, 1957)

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

MUSIC MACHINES

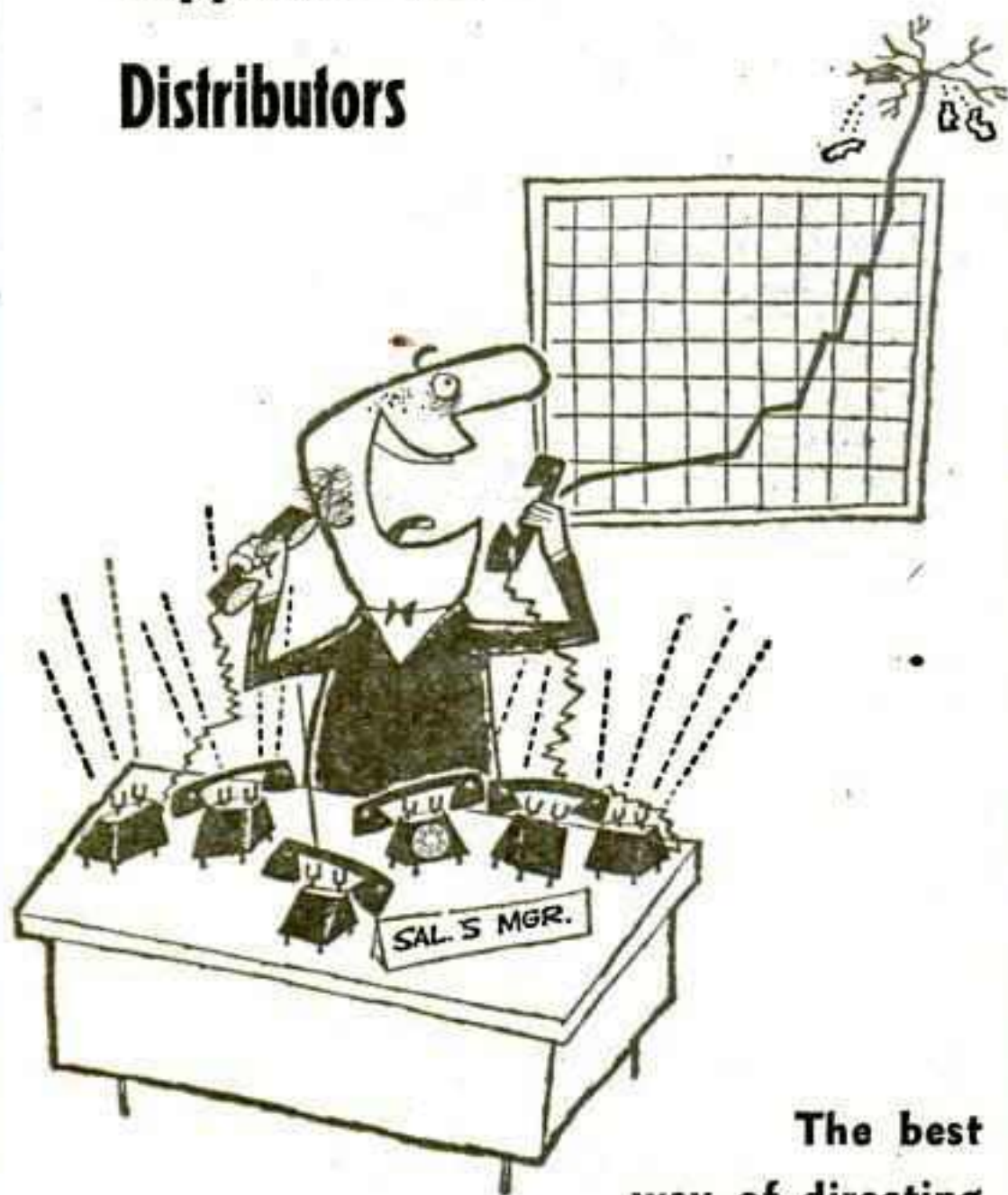
	High	Low	Mean Avg.
AMI			
Model A (46) 40 sel., 78 RPM.....	\$100.00	\$ 75.00	\$100.00
Model B (48) 40 sel., 78 RPM.....	125.00	75.00	125.00
Model C-40.....	210.00	100.00	109.50
Model C (50) 40 sel., 78 RPM.....	195.00	100.00	150.00
Model D-80 (51) 40 sel., 78 RPM.....	350.00	125.00	285.00
Model E-40 (53) 40 sel., 78 RPM.....	365.00	285.00	295.00
Model E-80 (53) 80 sel., 45 RPM.....	425.00	295.00	400.00
Model E-120 (53) 120 sel., 45 RPM.....	475.00	375.00	439.00
Model F-80 (54) 80 sel., 45 RPM.....	750.00	375.00	650.00
Model F-120 (54) 120 sel., 45 RPM.....	695.00	569.00	650.00
ROCK-OLA			
1428 (48) 20 sel., 78 RPM.....	\$ 89.00	\$ 89.00	\$ 89.00
1432 (50-51) 50 sel., 78 RPM.....	200.00	135.00	169.00
1434 (50-51) 50 sel., 78 RPM.....	225.00	124.50	219.00
1434 Fireball.....	195.00	175.00	195.00
1436 A- (53) 120 sel., 45 RPM.....	295.00	169.50	195.00
1434 (54) 120 sel., 45 RPM.....	450.00	395.00	449.00
1446 Hi-Fi 120 sel., 45 RPM.....	550.00	495.00	495.00
SEEBURG			
148 ML (48) Remote 20 sel., 78 RPM.....	\$ 89.00	\$ 89.00	\$ 89.00
HM-100-A Hideaway.....	275.00	189.00	245.00
M-100-A (49) 100 sel., 45 RPM.....	250.00	100.00	225.00
M-100-B (51) 100 sel., 45 RPM.....	495.00	375.00	425.00
M-100-C (53) 100 sel., 45 RPM.....	575.00	475.00	539.00
M100G (54) 100 sel., 45 RPM.....	695.00	595.00	665.00
M-100-R.....	775.00	675.00	765.00
M-100-W.....	745.00	575.00	649.00
HF-100-G.....	775.00	645.00	775.00
WURLITZER			
1100 (47) 24 sel., 78 RPM.....	\$125.00	\$ 89.00	\$ 89.00
T217 Hideaway (50) 48 sel., 45 or 78 RPM.....	119.00	119.00	119.00
1250 (50) 48 sel., 45 or 78 RPM.....	165.00	69.00	145.00
1400 (51) 48 sel., 45 or 78 RPM.....	195.00	125.00	174.50
1500 (52) 104 sel., 45-78 RPM Mix.....	395.00	195.00	249.50
1650 (53) 48 sel., 45 RPM.....	350.00	249.50	259.00
1700 (54) 104 sel., 45 RPM.....	675.00	395.00	625.00
1800 (2/55).....	830.00	625.00	795.00
PINBALL GAMES			
BALLY			
Atlantic City (5/52).....	\$ 65.00	\$ 49.50	\$ 49.50
Beach Beauty (1/55).....	375.00	300.00	335.00
Beach Club (2/53).....	75.00	25.00	60.00
Beauty (11/52).....	65.00	35.00	60.00
Big Time (1/55).....	235.00	175.00	225.00
Bright Lights (5/51).....	49.50	35.00	49.50
Bright Spot (11/51).....	60.00	49.50	50.00
Broadway (12/55).....	395.00	195.00	375.00
Dude Ranch (9/51).....	65.00	60.00	60.00
Frolic (10/52).....	135.00	40.00	90.00
Gayety (3/55).....	195.00	75.00	110.00
Gaytime (6/55).....	225.00	160.00	195.00
Hi-Fi (6/54).....	235.00	50.00	130.00
Ice Frolics (1/54).....	75.00	50.00	50.00
Miami Beach (9/55).....	245.00	175.00	225.00
Nite Club (3/56).....	475.00	400.00	435.00
Palm Beach (7/52).....	105.00	35.00	65.00
Palm Springs (11/52).....	85.00	40.00	60.00
Surf Club (3/54).....	75.00	65.00	65.00
Variety (9/54).....	135.00	80.00	125.00
Yacht Club (6/53).....	85.00	35.00	60.00
CHICAGO COIN			
Basket Ball Champ (10/49).....	\$195.00	\$145.00	\$145.00
Home Run.....	125.00	110.00	125.00

	High	Low	Mean Avg.
EVANS			
Saddle & Turf Club Model (10/53).....	\$275.00	\$175.00	\$225.00
Saddle & Turf (10/53).....	225.00	195.00	195.00
GENCO			
Invader (3/54).....	\$145.00	\$145.00	\$145.00
GOTTLIEB			
Arabian Knights (11/53).....	\$125.00	\$110.00	\$125.00
Chinatown (10/52).....	75.00	45.00	75.00
Classy Bowler (7/56).....	255.00	245.00	255.00
Crossroads (5/52).....	75.00	45.00	60.00
Cyclone (4/51).....	75.00	50.00	64.50
Daisy Mae (7/54).....	175.00	150.00	150.00
Derby Day (4/56).....	230.00	215.00	225.00
Diamond Lill (12/54).....	199.50	139.00	175.00
Dragonette (6/54).....	195.00	135.00	185.00
Duette (3/55).....	225.00	205.00	225.00
Flying High (2/53).....	85.00	85.00	85.00
Four Belles (10/54).....	195.00	145.00	165.00
Four Stars (6/52).....	85.00	40.00	75.00
Frontiersman (11/55).....	200.00	125.00	175.00
Gold Star (8/54).....	200.00	150.00	150.00
Grand Slam (4/53).....	95.00	95.00	95.00
Green Pastures (1/54).....	125.00	125.00	125.00
Guys & Dolls (5/53).....	135.00	45.00	95.00
Gypsy Queen (2/55).....	175.00	135.00	165.00
Happy Days (7/52).....	95.00	95.00	95.00
Harbor Lites (2/56).....	210.00	150.00	195.00
Hawaiian Beauty (5/54).....	135.00	99.50	135.00
Jubilee (5/55).....	375.00	325.00	375.00
Major League (W) (2/54).....	150.00	145.00	145.00
Knockout (12/50).....	49.50	45.00	49.50
Lady Luck (9/54).....	190.00	134.50	155.00
Lady Robin Hood (1/48).....	175.00	114.50	130.00
Marathon (10/55).....	265.00	265.00	265.00
Marble Queen (6/53).....	100.00	89.50	100.00
Mystic Marvel (3/54).....	155.00	110.00	135.00
Pin Wheel (10/53).....	120.00	85.00	110.00
Poker Face (8/53).....	100.00	75.00	100.00
Queen of Hearts (12/52).....	110.00	85.00	110.00
Quinette (3/53).....	99.00	60.00	95.00
Score-Board (3/56).....	305.00	265.00	275.00
Select-A-Card (4/50).....	375.00	295.00	375.00
Shindig (9/53).....	115.00	115.00	115.00
Skill Pool (8/52).....	75.00	50.00	75.00
Sluggin' Champ (4/55).....	195.00	170.00	195.00
Southern Belle (6/55).....	175.00	155.00	175.00
Stage Coach (11/54).....	175.00	135.00	149.50
Toreador (6/56).....	315.00	295.00	305.00
Tournament (8/55).....	275.00	235.00	245.00
Twin Bill (1/55).....	175.00	135.00	175.00
Wild West (8/51).....	325.00	225.00	275.00
Wishing Well (9/55).....	185.00	165.00	165.00
UNITED			
ABC (2/52).....	\$425.00	\$365.00	\$395.00
Cabana (3/53).....	45.00	25.00	45.00
Caravan (1/56).....	310.00	295.00	310.00
Circus (8/52).....	50.00	50.00	50.00
Havana (2/54).....	175.00	40.00	125.00
Hawaii (6/54).....	75.00	39.50	75.00
Leader (10/51).....	110.00	50.00	95.00
Manhattan (4/55).....	345.00	110.00	249.50
Mexico (3/54).....	195.00	70.00	135.00
Pixie (9/55).....	195.00	150.00	195.00
Rio (11/53).....	175.00	75.00	105.00
Singapore (10/54).....	195.00	65.00	110.00
Stardust (4/56).....	275.00	225.00	275.00
Starlet (11/55).....	295.00	225.00	250.00
Stars (6/52).....	45.00	45.00	45.00
Tahiti (8/53).....	49.50	39.50	39.50
Triple Play (8/55).....	495.00	190.00	315.00
Tropicana (1/55).....	295.00	100.00	185.00
Tropics (7/55).....	65.00	49.50	65.00
Zingo (10/51).....	65.00	65.00	65.00
WILLIAMS			
Army & Navy (10/55).....	\$ 75.00	\$ 45.00	\$ 75.00
Big Ben (9/54).....	145.00	135.00	135.00
C. O. D. (9/53).....	175.00	75.00	115.00
Colors (11/54).....	195.00	129.50	169.50
Dealer '21' (2/54).....	125.00	65.00	110.00
Deluxe Baseball.....	135.00	85.00	125.00
Disk Jockey (11/52).....	85.00	39.00	85.00
Four Corners (11/52).....	90.00	59.50	90.00
Grand Champion (8/53).....	95.00	45.00	95.00
Gun Club (11/53).....	95.00	39.50	75.00
Hayburner (6/51).....	75.00	25.00	75.00
Jalopy (8/51).....	90.00	90.00	90.00
Jolly Joker (10/55).....	140.00	95.00	95.00
King of Swat.....	275.00	225.00	250.00
Jubilee (5/55).....	375.00	325.00	375.00
Major League (2/54).....	150.00	145.00	145.00
Nine Sisters (1/54).....	110.00	50.00	110.00
Palisade (7/53).....	95.00	49.00	90.00
Peter Pan (4/55).....	165.00	125.00	155.00
Quarterback (10/49).....	295.00	215.00	275.00
Race the Clock (1/55).....	225.00	225.00	225.00
Rainbow 5 Ball (11/48).....	150.00	100.00	110.00

	High	Low	Mean Avg.
Regatta (10/55).....	195.00	135.00	175.00
Screamo (4/54).....	110.00	75.00	110.00
Sea Jockeys (11/51).....	75.00	40.00	65.00
Singapore (10/54).....	250.00	125.00	195.00
Sky Way (9/54).....	140.00	70.00	140.00
Spitfire (2/55).....	175.00	100.00	135.00
Star Pool (10/54).....	125.00	95.00	100.00
Times Square (4/53).....	85.00	50.00	85.00
Twenty Grand (12/52).....	85.00	35.00	85.00
Wonderland (5/55).....	180.00	125.00	180.00
SHUFFLE GAMES			
Ace Bowler (CC) (9/50).....	\$150.00	\$110.00	\$150.00
Advance Bowler (CC) (5/53).....	105.00	75.00	95.00
American Bank (American Shuffleboard) (5/52).....	199.50	95.00	100.00
Arrow (CC).....	265.00	215.00	225.00
Banner (U) (8/54).....	155.00	125.00	145.00
Bikini (K) (6/54).....	150.00	95.00	130.00
Bonus Bowler (K) (3/54).....	265.00	95.00	95.00
Bonus Score Bowler (CC) (4/55).....	275.00	195.00	225.00
Capital Deluxe Shuffle Games.....	435.00	225.00	365.00
Capitol (U) (6/55).....	275.00	215.00	225.00
Carnival (K) (5/53).....	195.00	50.00	55.00
Cascade (U) (2/53).....	175.00	50.00	75.00
Champion (B) (5/54).....	300.00	125.00	195.00
Chief (U) (11/53).....	110.00	95.00	95.00
Classic (U) (6/53).....	140.00	50.00	89.50
Clipper (U) (5/55).....	265.00	149.50	225.00
Clipper Deluxe (U) (5/55).....	265.00	175.00	195.00
Clover Shuffle (U) (1/53).....	125.00	39.50	75.00
Comet Targette (U) (11/54).....	150.00	110.00	150.00
Criss-Cross (CC) (11/53).....	150.00	75.00	125.00
Criss-Cross Targette Deluxe (CC) (1/55).....	275.00	125.00	150.00
Criss-Cross Targette Regular (CC) (1/55).....	125.00	100.00	125.00
Crown (CC) (4/53).....	110.00	75.00	110.00
Diamond (K) (5/53).....	165.00	155.00	160.00
Domino (K) (5/53).....	75.00	60.00	65.00
Double Score (CC) (3/53).....	75.00	65.00	70.00
Feature (CC) (7/54).....	145.00	95.00	125.00
Fireball (CC) (11/54).....	195.00	85.00	180

MEMO TO:

**Manufacturers,
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The best way of directing attention to your products and getting response is to advertise in

The Billboard's NVA CONVENTION ISSUE

Dated—May 4

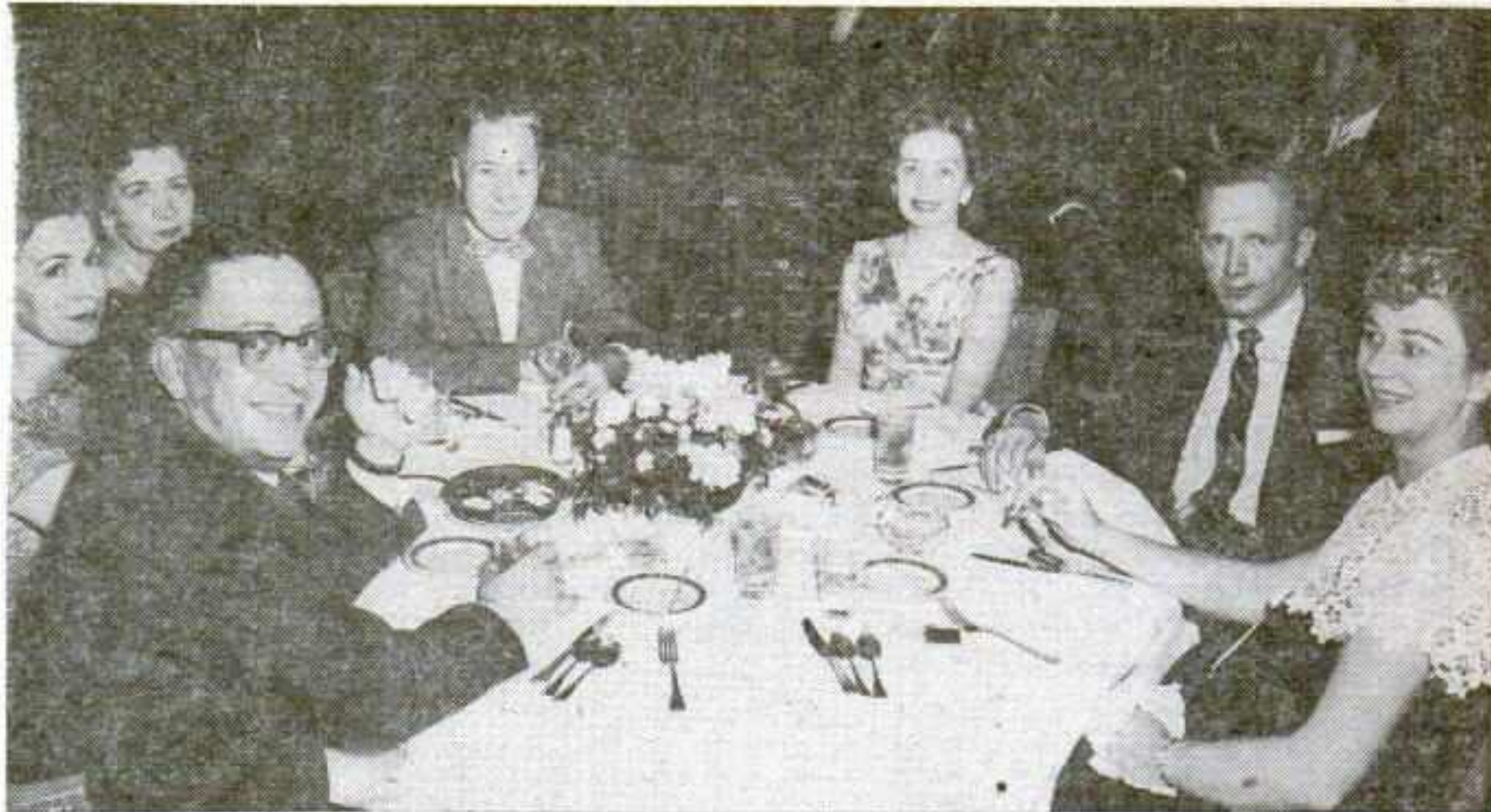
Advertising Deadline—April 24

● A Date to Remember

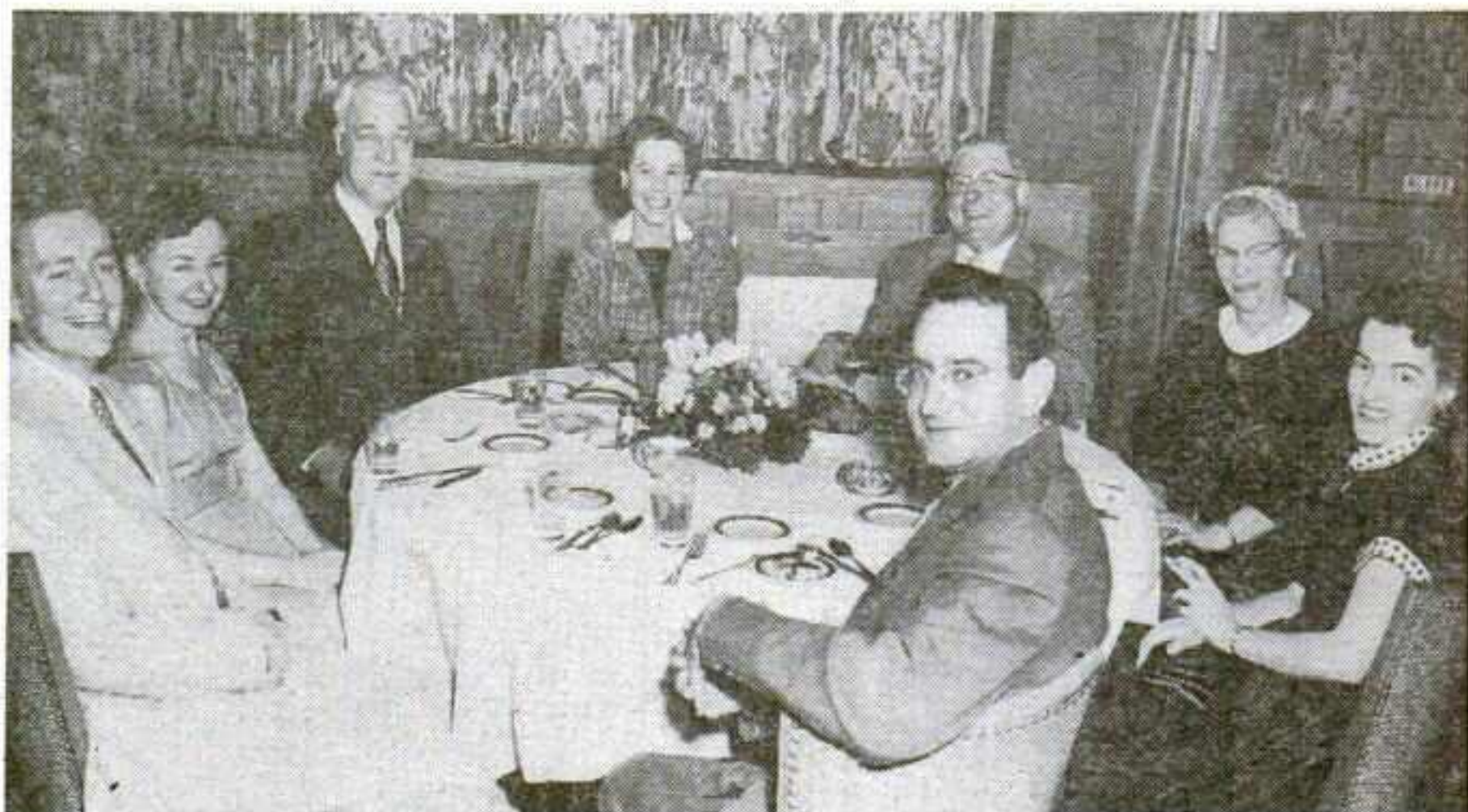
National Venders' Association Convention will be held at the Conrad Hilton Hotel, Chicago, on May 2 thru May 5.

CONTACT THE NEAREST BILLBOARD OFFICE LISTED BELOW FOR FURTHER DETAILS AND ADVERTISING RATES

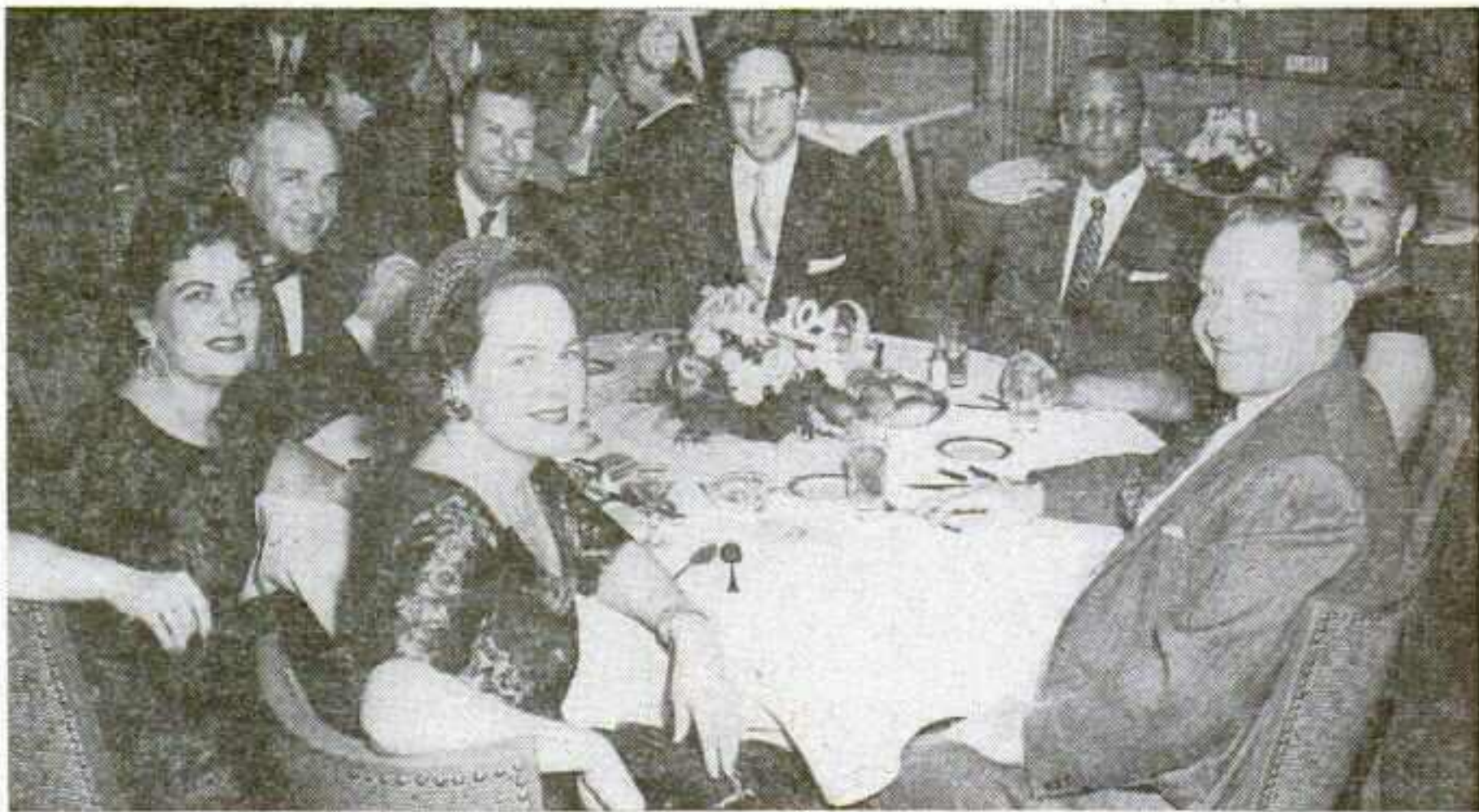
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|---|--|---|
| Chicago 1, Ill.
188 West Randolph St.
Central 6-8761 | Cincinnati 22, Ohio
2160 Patterson St.
DUmbar 1-6450 | New York 36, N. Y.
1564 Broadway
PLaza 7-2800 |
| Hollywood 28, Calif.
6000 Sunset Blvd.
HOLlywood 9-5831 | St. Louis 1, Mo.
390 Arcade Bldg.
CHestnut 1-0443 | |



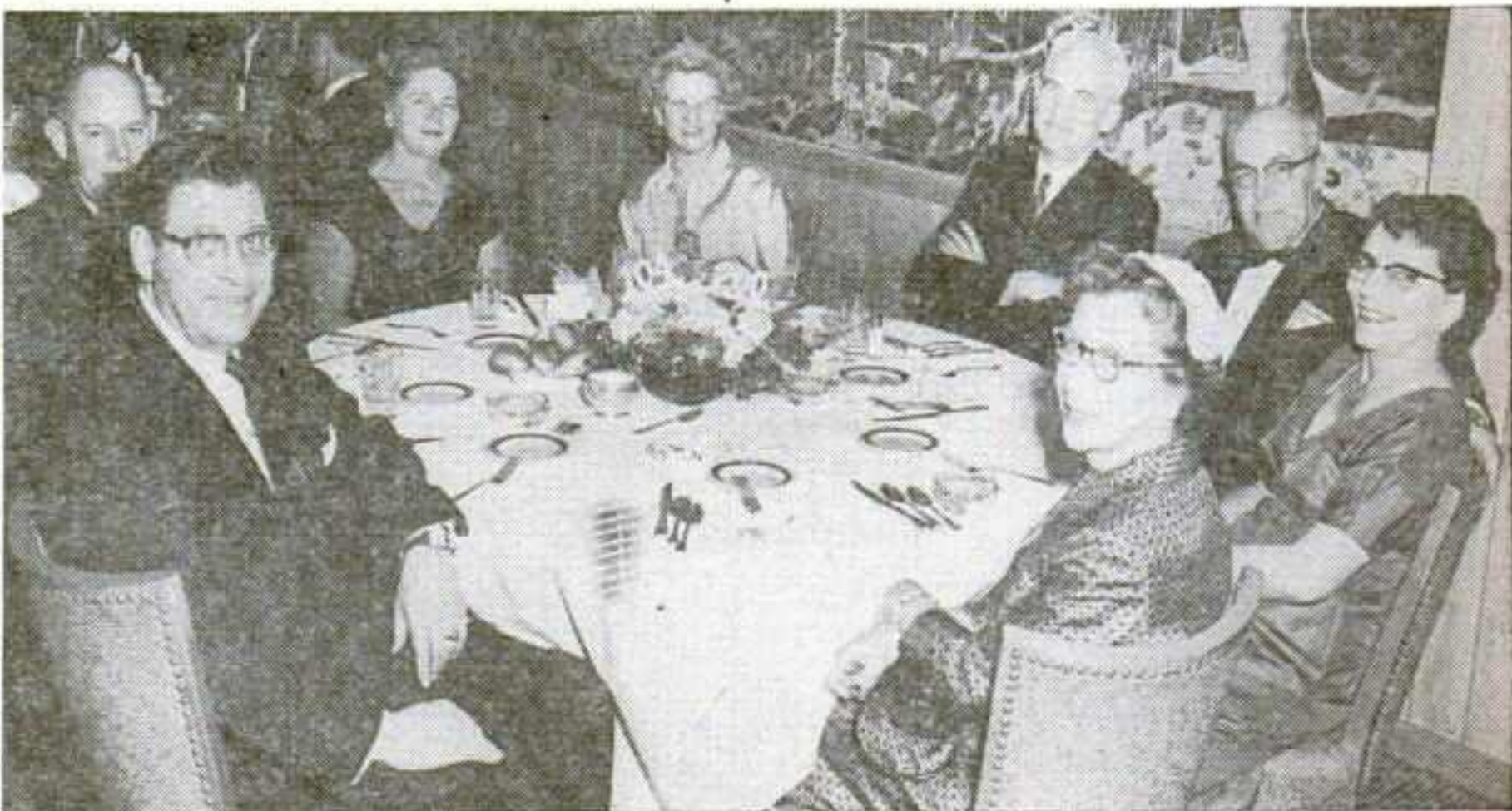
ATTENDING THE WURLITZER CENTENNIAL CLUB celebration at the Covenant Club: (left to right) Mr. and Mrs. Leo Remillard; Mr. and Mrs. Al Evans; Barbara Kane; Fred Wertz, and Mrs. Ed Foale.



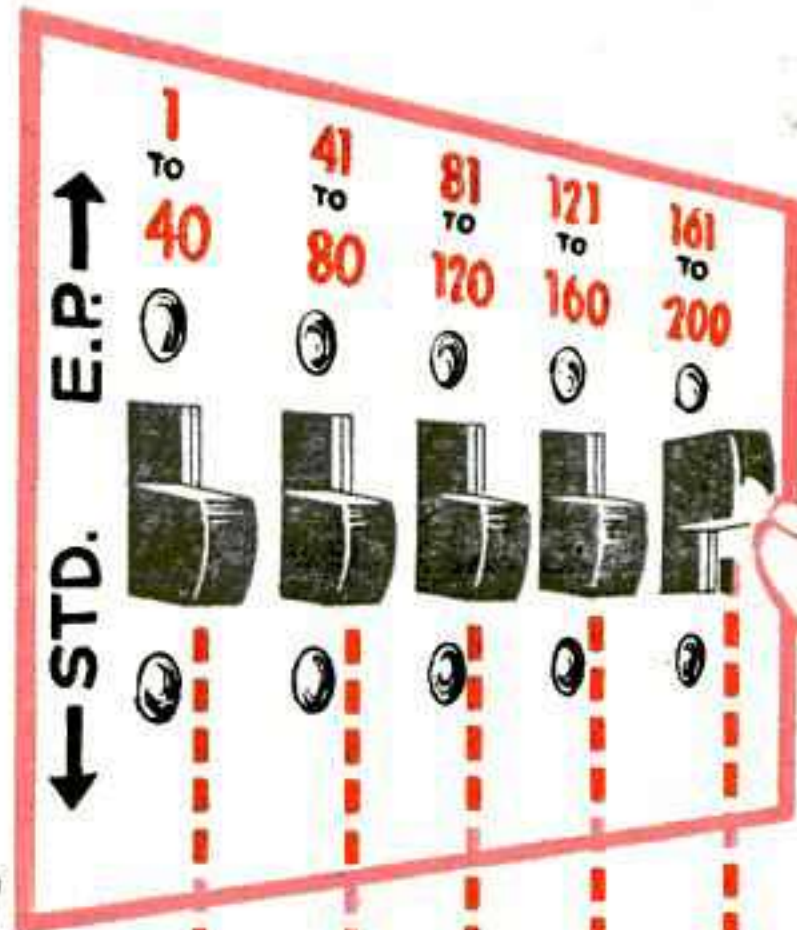
ENJOYING BEFORE DINNER COCKTAILS at the Centennial Club celebration, (reading from left): Charles Lindelof and date; Mr. and Mrs. Anderson; Mr. and Mrs. Robert Lindelof, and Mr. and Mrs. Leonard Pettinson.



GUESTS OF MR. AND MRS. BEN COVEN at the Centennial Club celebration, (from left): Mrs. J. Filitti; Mrs. B. Poss; Joe Filitti; Lou Casola; Coven; Mr. and Mrs. Henry Louie, and Barney Poss.



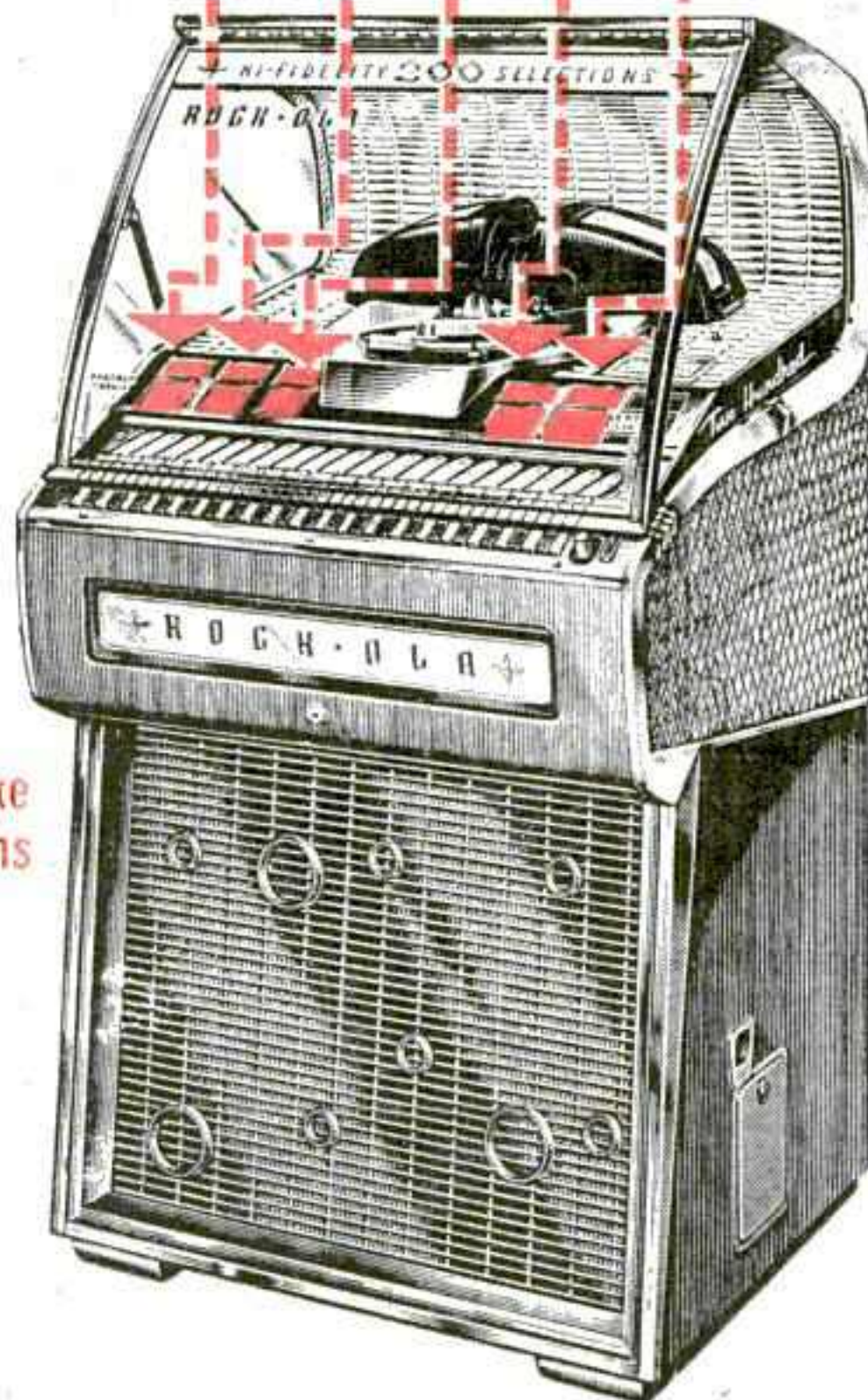
ENJOYING THE CENTENNIAL CLUB CELEBRATION at the Covenant Club (from left): Sam Chambers; Mr. and Mrs. Andy Hesck; Mr. and Mrs. Paul Brown; Mr. and Mrs. Les Montooth, and Mrs. Sam Chambers.



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1957 Game Market Boosted By Well-Balanced Production

But Shuffles, New Model In-Line Pins Absent; Long-Bowlers Seen as Factor

CHICAGO—For the first time in years shuffle games are absent from manufacturers' production lines and no new in-line pin models have been introduced since last December. But overall new game output is well balanced.

Manufacturers are spreading out production among five different categories of games; quite a change from this time last year, when nearly every manufacturer was concentrating on pool game runs.

Just 14 new game models have been introduced so far this year, compared to 18 in just the first two months of 1956, but 14 of those 18 games of last year were pool units.

This year's new models include two guns, two pools, two long-bowlers, three target-bowlers, four five-ball pins and a voice-recorder machine.

Conspicuously absent are shuffles and in-lines, regarded as standard location pieces thru the years. However, some production runs on late 1956 model in-lines are still being made.

Of these two types, shuffles seem to be on the way out, but nobody can say for sure. They've been

counted out a few times before, only to bounce back with new vigor. Now, however, they appear to be replaced by the new type bowling game played with balls instead of pucks. But even before the coming of the new bowlers, the shuffles showed a demise. Only four shuffles appeared thru 1956, compared to 23 in 1955 and 30 in 1954.

(Continued on page 117)

Bally Preems 18-Foot-Long Bowling Game

CHICAGO — A new 18-foot-long model was added last week to the Bally Manufacturing Company ABC Bowling Lanes line. The game is available in three different lengths, 18, 14 and 11 feet.

While the 14-foot-long bowler continues most popular, with the 11-foot model a close second, Bill O'Donnell, Bally general sales manager, reports an increasing demand for the king-size unit. The 18-foot model is built in four sections.

O'Donnell said that the 18-footers are especially popular in bowling alleys, clubrooms and larger taverns. "Where space is available, increased earnings of the 18-foot model certainly justify the investment," he said.

All three models feature ball-bowling, regulation scoring, 18-inch high playfield. All are built in assembled sections to simplify installation.

CIAA Elects Officers at Tues. Meet

CHICAGO—The Chicago Independent Amusement Association is scheduled to elect its 1957 slate of officers and directors at its meeting Tuesday night (26) at the Pine Room of the Congress Hotel.

The nominating committee last week completed its list of nominations which was to be presented to the members at the meeting. Operators generally expressed the belief that the 1956 officers would be re-elected.

CIAA announced in a bulletin going out to all its members last week that it will oppose a bill introduced in the Illinois Legislature which would impose a 1 per cent tax on gross receipts from coin machine operations. (The Billboard, March 9.)

Boston Notes License Spurt, Up Over 1956

BOSTON — The Boston Licensing Board, despite a statement last January that it intended to take a stern view of game licenses, has been issuing more and more licenses.

About 450 licenses were issued in 1956. On January 15 last the board reported it had issued only 350 and intended to stop there. However, after it was brought to the board's attention that an Arcade had 63 machines in operation and licenses for only 20, an application for 39 more licenses for that location were promptly granted.

As of last week, the records of the Licensing Board show 455 licenses have been issued thus far in 1957. Last week the board re-

(Continued on page 120)

News Flash: 2 Ark. Game Bills Get Ax

LITTLE ROCK — Two bills which would have severely restricted game operators in Arkansas, one which would have outlawed pinballs and the other which would have increased privilege tax on all amusement games from \$40 to \$85, failed to pass the Legislature. Since the Legislature has adjourned, both bills are now dead. Details in next week's issue.

PIN OP SAYS: ALWAYS INSULT THE CUSTOMER

QUINCY, Ill. — Lawrence Farha, game operator here, has increased play 35 per cent in five weeks on one of his pinballs by "insulting" his customers.

Farha rigged up an old tape recorder—cost him \$40—and placed it inside an equally dated pinball machine. Nothing unusual happens until the player tilts the machine. Then a voice from inside wails, "Tilt! Cheater, cheater, cheater!"

The recording runs for about 12 seconds and can be changed to any such rendition desired. The idea not only increased receipts for Farha, but attracted new customers to the location as well.

NO ACTION ON ILL. TAX BILL; IT'S IN COMMITTEE

SPRINGFIELD, Ill.—There's been no action taken as yet on the Occupation Tax Act introduced in the Illinois Senate January 15 which would bind coin machine operators and other small businessmen with a stiff 1 per cent monthly tax on gross receipts.

The measure, Senate Bill 26, has been referred to the Committee on Revenue and Taxation, headed by Sen. Russell W. Arrington (Rep., Evanston).

Arrington, contacted Wednesday (20), said he has had no request for a committee hearing of the bill and no word from the sponsor of the bill, Sen. James O. Monroe (Dem., Collinsville), in that regard. Arrington added that he was personally against the bill, altho he indicated that he was not familiar with the body of the measure.

The bill would slap a 1 per cent levy on "the sale of service, accommodations and amusements furnished" in the State. Such gross cash receipts would be covered beginning January 1, 1958, and extend thru 1959. Returns would be required to be filed on a monthly basis. (The Billboard, March 9.)

At least one State operator group, the Chicago Independent Amusement Association, Chicago game operator body, has indicated it will actively oppose the bill in the State Legislature.

2 Tenn. Game Bills Killed in Committee

Van Hersh Succeeds in Fight to Defeat Stiff Tax, Anti-Free-Play Pin Measures

NASHVILLE — Rep. William Van Hersh, of Memphis, led the fight against two bills aimed at crippling pinballs in Tennessee and increasing tax on all amusement games from \$56.25 to \$85 and saw both killed in committee last week.

The bills, tabled in the House Ways and Means Committee, are now dead for this session of the Legislature but may be revived again in 1959.

One was a proposed amendment to the present pinball law which changed the wording of a section to make it unlawful for players of pinball machines to receive free replays. The bill would have made a replay a "thing of value," which may have killed pinballs in Tennessee. Some legislators said courts could construe the pinball under the law as a gambling device. That

would have outlawed the pinballs, and the bill would have at least laid groundwork for a court case aimed at banning them in the State. The least damage it could have done would be to prohibit free plays.

Teen Bill Pending

A bill making it a violation for teen-agers under 18 to play pin-

(Continued on page 115)

Wm. Helriegel Dies; Longtime Philly Distrib

PHILADELPHIA — William Helriegel, in the coin machine business here since 1918 and head of Keystone Panoram Company, distributors, died March 18. Funeral services were scheduled for Friday (22) in Philadelphia.

Helriegel was the son of William Helriegel Sr., who founded the Keystone firm in 1896 as an operator, and entered the jobbing field with his son in 1918. The firm has been a leading distributor of Mills Industries products beginning in 1926, and is a distributor for Burt Mills coffee machines.

Helriegel's son, William Helriegel III, is currently affiliated with the Keystone Panoram firm.

Helriegel was at one time the commander of the largest American Legion post in the world at Germantown, Pa.

Federal Officials Ask Sanction to Sell Denver Pins

DENVER—A week after the Midwest Music Company filed a \$54,886 damage suit against five federal officials for profits lost when Internal Revenue Service agents seized 16 of their pinball machines from tavern operators, the federal government asked a Denver District Court for permission to sell the machines.

The court order to permit an

(Continued on page 124)

Ill. High Ct. Rules Free-Play Pins Okay

SPRINGFIELD, Ill.—Pinballs which award free plays but not money, and which entail skill in play, were ruled "not illegal" by the Illinois Supreme Court Wednesday (20).

This ruling takes such pinballs out of the gambling device category of a 1953 statute and reverses a decision of the Second District Appellate Court.

The Supreme Court ruled: "We are of the opinion that a free play is neither money, the equivalent of money, nor a valuable thing. It is

unrealistic to hold that the possibility of winning a greater or lesser amount of amusement is gambling because if it were most amusement games would be barred by the statute."

The Appellate Court had found that amusement is a thing of value, and that free plays tended to make the games gambling devices.

The case in question involved a Bally Dude Ranch in-line pinball, seized in 1954 at a Rock Island Country tavern. After the machine was ruled a gambling device an appeal was filed by Elmer, Warren C. and Robert H. Hallgren.

In the high court rule, Justices Charles H. Davis, Rockford, and Harry B. Hershey, Taylorville, filed a dissenting opinion. The majority opinion was written by Justice Joseph Daily, Peoria.

The dissenting opinion, written by Justice Davis, stated that skill rather than an element of chance prevails in play of such a game.

However, the court ruled: "The evidence in this case establishes, and we have seen the game demonstrated, that some skill is involved." The court termed the game in question a typical pinball machine. It said no evidence was noted that any money was won or lost on the game.

Savannah Vetoes Plea to Revise Coin Game Ban

SAVANNAH, Ga.—State Sen. Ralph L. Crawford's plea for revision of Savannah's ordinance which in effect bans all types of coin games, has been rejected by the mayor and aldermen.

Crawford termed the ordinance "so broad it prohibits the use of nearly every type of coin-operated machine."

The ordinance was reportedly designed to outlaw pinball games. The senator said he had no ob-

(Continued on page 123)

Katz Joins West Side Dist. as Sales Manager

NEW YORK—Charlie Katz, a veteran of more than 30 years in the coin machine industry, has joined the staff of West Side Distributors, manufacturer of conversions for the coin machine industry.

Katz will take over as national sales manager, reporting to Harry Berger, West Side president.

He entered the coin machine business as a Brooklyn game operator in 1926, running a route for five years. In the early 1930's he joined the sales staff of Scientific Machines, then headed by the late Max Levine.

Katz remained with Scientific

for 18 years off and on, also selling for other game manufacturers. As a salesman, he represented some of the leading manufacturers in the industry, including Exhibit Supply, Gottlieb and Bally.

He was also Midwest regional sales manager for the Buckley Manufacturing Company, and, in 1953, was vice-president of National Kiddie Rides. For the following two years he covered the South and Southwest for the Deco Manufacturing Company, maker of kiddie rides.

Recently he has been covering

(Continued on page 116)

Boston Ops

Continued from page 108

Members are to receive details of the plan in the mail and it is expected that the association will adopt the plan.

Sidney Levine, counsel for Music Operators of America urged that members set up their own arbitration group here in Massachusetts in view of the coming ASCAP legislation. He felt it would facilitate dealing with problems that might arise on the home ground. Levine said MOA will shortly

issue an announcement on the matter to all of its members. MOAM is taking the matter of arbitration under consideration.

Boston Attorney Arthur Sherman was appointed as temporary legal counsel of MOAM replacing Jacob Levy. Sherman will go into action immediately on the arbitration plan and other matters pending with the group.

It was reported to the membership that 10-cent play is finally forging ahead in the Bay State territory. While the Hub itself is still slow, but gaining, the suburban sections were said to be about 75 per cent converted to a dime. President David Baker credited this upswing to 200-selection and 50-cent coin chutes. He predicted that the city itself would fall in line within a short time and urged operators to make every effort to swing into line with 10-cent play.

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

March 26—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.

March 26—Music Operators of New York, quarterly meeting, 258 West 57th Street, New York.

March 30-31—Music Guild of Nebraska, quarterly meeting Madison Hotel, Norfolk, Neb.

April 1—West Virginia Music Operators, quarterly meeting, State offices, Charleston, W. Va.

April 1—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, ballroom floor, Detroit.

April 1—Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.

April 2—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

April 2—Washington Music Merchants' Association, monthly meeting, Seattle.

April 3—Summit County Music Operators' Association, monthly meeting, Akron.

April 3—Music Operators' Society of St. Jos. Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.

April 4—Cleveland Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Room 278, Cleveland.

April 4—California Music Merchants' Association, Sacramento Division, monthly meeting, headquarters, Sacramento.

April 4—California Music Merchants' Association, Los Angeles Division, monthly meeting, headquarters, Los Angeles.

April 8—Wisconsin Music Merchants' Association, monthly meeting, Sheboygan.

April 9—Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton-Gibson, Cincinnati.

April 9—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.

April 10—New York State Operators' Guild, monthly meeting, Governor Clinton Hotel, Kingston, N. Y.

April 11—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline.

April 15—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

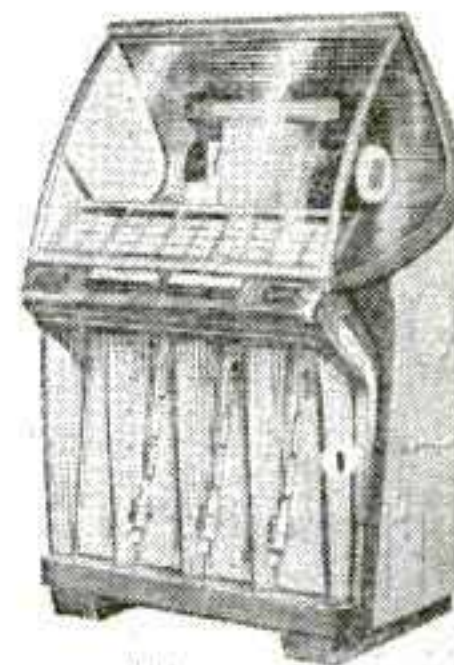
April 17—Automatic Equipment & Owners' Association of Indiana, monthly meeting, association headquarters, Gary, Ind.

April 29—Central States Phonograph Operators' Association, monthly meeting, 805 Main Street, Peoria, Ill.

April 29—Central States Phonograph Operators' Association, monthly meeting, 805 Main Street, Peoria, Ill.

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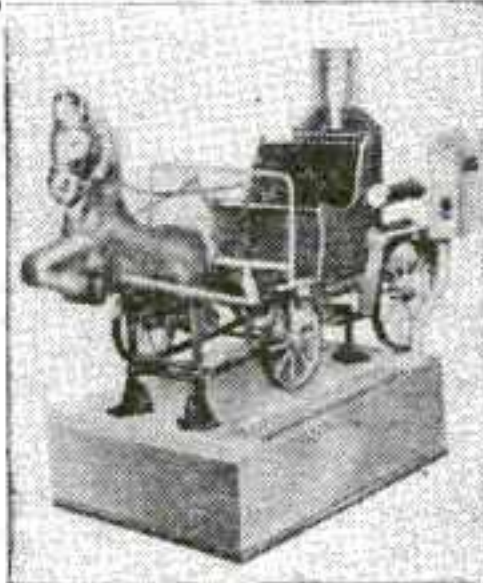
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- Merry-Go-Rounds 295.00
- Standard Metal Typer (late model) 250.00
- Sidewalk Engineer 125.00
- Exhibit Space Gun 50.00

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Say You Saw It in The Billboard

Two Tenn. Game Bills Killed

Continued from page 114

balls passed both Houses and was sent to Gov. Frank G. Clement for his signature. (The Billboard, March 23.)

The other bill, which Representative Van Hersh also got tabled in committee, would have increased taxes on pinballs, coin-operated baseball games, golf, football, guns and all other amusement games. Sponsored by 13 East Tennessee Republicans, it would have upped the county and State tax from \$15 to \$25, with half the revenue collected going to educational purposes. City tax, under the tax structure, would also be automatically increased from \$15 to \$25. The federal tax would remain at \$10. City recording fee is 25 cents and State and county 50 cents each.

Representative Van Hersh, a Memphis insurance man, said a Memphis music and game operator was responsible for him fighting the two bills. The operator is Jack Canipe Jr., newly elected president of the Memphis Music Association. "Canipe goes to the same church I do," Representative Van Hersh said. "One Sunday night after church we got to talking about the proposed bills. He took me to his business and proved to me from his books that the laws would run him out of business.

Calls Tax Exorbitant
"I was convinced especially that the tax increase on operators would

be exorbitant. The two bills had been referred to the House Ways and Means Committee and were pending there. When I went back to Nashville the next day I got busy and talked to most of the members of the Ways and Means Committee. I got 16 of the 25 on the committee to vote against the bill. Rep. J. Alan Hanover of Memphis moved to table the bill and it carried. He also got a motion carried to table the other bill declaring pinballs a thing of value.

"To get a bill untabled and back to the House floor for a vote requires two-thirds of the members of the committee. I had 16 of the 25, which meant it was impossible for supporters of the bill to bring it to a vote on the floor.

"This killed the bill, because the last two weeks of the Legislature was just ahead. And in the last two weeks only the Steering Committee, composed of both House and Senate members, send only the most important bills to both Houses for action. Any bill tabled will not even be considered by the Steering Committee. I told the chief sponsor of the bill about the number of representatives opposed to it.

"He said he would forget about trying to get the bill passed. In fact, he even voted along with the 16 I had lined up to table the bill." (Representative Van Hersh referred to Rep. Omar Robison of Knoxville.)

Coven Hosts

Continued from page 108

name in August of 1956, when in celebration of Wurlitzer's 100th anniversary, all operators who had purchased 15 or more phonographs were invited to attend a three-day fete in Buffalo. At that time, some 40 operators from the Chicago area attended.

Since then other operator names

have been added to the group. Coven stated that the recent celebration was a result of the success of last fall's meeting. "I've had numerous requests from many of the operators who attended for a similar get-together," he said.

"We feel this party gave them an opportunity to meet one another not only socially, but to discuss many operating problems of mutual interest. We hope to make these celebrations an annual event, so that operators will have a chance to renew old acquaintances and exchange ideas."

Continued from page 111

	High	Low	Mean Avg.
Thunderbolt (CC).....	275.00	155.00	225.00
Triple Score Bowler (CC) (6/53).....	95.00	50.00	80.00
Triple Strike Bowler (CC).....	275.00	150.00	235.00

ARCADE EQUIPMENT

Codes: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Mint; Mst—Mastoscope; K—Kooovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams; Wa—Walling.

ABT Challenger (5/46)...	\$ 30.00	\$ 25.00	\$ 30.00
Air Football.....	225.00	195.00	225.00
Air Hockey.....	325.00	250.00	325.00
Air Raider (K) ('48).....	150.00	125.00	150.00
All Star Baseball (W).....	295.00	135.00	175.00
Anti Aircraft.....	99.50	95.00	99.50
Atomic Bombers (M).....	125.00	95.00	125.00
Auto Photo (AP).....	1495.00	1495.00	1495.00
Balloonamat (Capitol P) (1/55).....	345.00	345.00	345.00
Baseball, 2 Player (G).....	175.00	125.00	145.00
Basketball (G).....	195.00	185.00	195.00
Basketball (CC).....	195.00	155.00	195.00
Basketball Champ (CC).....	195.00	195.00	195.00
Bat-A-Score (Ev) (8/48).....	145.00	105.00	145.00
Bat-A-Score Sr. (Ev) (8/48).....	145.00	105.00	105.00
Bert Lane Merry-Go-Round	350.00	315.00	325.00
Big Inning (B) (47).....	125.00	85.00	85.00
Big Top (G) (6/54).....	395.00	315.00	335.00
Bingo Roll.....	150.00	125.00	150.00
Bonus Deluxe (U).....	275.00	245.00	275.00
Bonus Gun (U) (1/55).....	350.00	250.00	275.00
Broncho Horse (Ex) (10/47).....	375.00	375.00	375.00
Card Vendor (Ex).....	\$ 50.00	\$ 50.00	\$ 50.00
Carnival Deluxe (U).....	210.00	150.00	205.00
Carnival Gun (U) (10/54).....	350.00	195.00	225.00
Champion Baseball (G).....	295.00	225.00	275.00
Champion Hockey ('46).....	125.00	125.00	125.00
Coon Gun (S).....	175.00	125.00	175.00
Coon Hunt (S) (2/54).....	175.00	85.00	150.00
Dale Gun (Ex).....	95.00	25.00	50.00
Defender (B) ('40).....	125.00	50.00	125.00
Derby, 4 Player (CC) (3/52).....	150.00	99.50	145.00
Drivemobile (M) (7/54).....	165.00	95.00	160.00
500-Shooting Gallery (Ex) (3/55).....	275.00	175.00	250.00
Flash Hockey (Coinex) (9/46).....	225.00	150.00	225.00
Flying Saucer (M) (6/50).....	110.00	99.50	99.50
Football (M).....	275.00	85.00	195.00

	High	Low	Mean Avg.
Goalee (CC) (1/46).....	99.50	75.00	95.00
Gun Patrol (Ex) (5/51).....	115.00	110.00	115.00
Harvard Metal Typer.....	125.00	125.00	125.00
Hi-Ball (Ex) (2/38).....	95.00	95.00	95.00
Hockey (CC).....	385.00	75.00	275.00
Jet (B).....	125.00	100.00	100.00
Jet Fighter (W) (10/54).....	225.00	125.00	225.00
Jet Gun (Ex) (12/51).....	120.00	105.00	110.00
Jungle Gun (U) (7/54).....	195.00	135.00	175.00
Kicker & Catchers.....	25.00	18.00	20.00
K O Fighter.....	355.00	325.00	325.00
Lite League (W) (2/54).....	75.00	75.00	75.00
Lord's Prayer (M) (6/56).....	395.00	395.00	395.00
Mauser Pistol (Ex).....	89.50	89.50	89.50
Midget Movies (CC).....	145.00	75.00	125.00
Midget Skee-ball (CC).....	175.00	145.00	145.00
Moon Rides (B) (5/54).....	250.00	225.00	250.00
Panoram (Mills).....	325.00	325.00	325.00
Pennant Baseball (W).....	125.00	89.00	125.00
Photomatic (M) (1/50).....	350.00	295.00	350.00
Photomatic Deluxe (M) (2/36).....	175.00	125.00	150.00
Pistol Pete (CC).....	75.00	70.00	70.00
Pistol Target Skill.....	15.00	15.00	15.00
Pitch'n & Bat'm (S).....	175.00	100.00	175.00
Polar Hunt (W).....	265.00	245.00	245.00
Pop Up.....	25.00	14.50	20.00
Ranger (K).....	325.00	245.00	245.00
Rifle Gallery (G) (6/54).....	175.00	150.00	175.00
Royal Mustang Horse.....	375.00	375.00	375.00
Safari (W) (2/54).....	365.00	225.00	313.00
Set Shot Basketball (Munves) (6/52).....	275.00	150.00	275.00
Shoe Brush Up.....	95.00	95.00	95.00
Shoot the Bear (S).....	175.00	69.50	85.00
Shooting Gallery (Ex) (6/54).....	175.00	110.00	120.00
Sidewalk Engineer (W) (5/55).....	175.00	150.00	165.00
Silver Bullets (Ex) (11/49).....	125.00	75.00	75.00
Silver Gloves (M).....	225.00	145.00	225.00
Six Shooter (Ex).....	110.00	110.00	110.00
Sky Fighter (M) (9/53).....	130.00	99.50	110.00
Sky Gunner (G) (9/53).....	145.00	75.00	125.00
Sky Gunner (CC).....	250.00	95.00	125.00
Sky Rocket (G) (5/55).....	295.00	275.00	295.00
Space Gun (Ex).....	110.00	75.00	95.00
Space Ranger (Deco).....	295.00	224.50	295.00
Space Ship.....	350.00	200.00	295.00
Sportland (Ex) (11/51).....	225.00	145.00	175.00
Sportsman (K) (11/54).....	195.00	150.00	195.00
Standard Metal Typer.....	325.00	199.00	275.00
Star Series (W) (4/49).....	89.50	79.50	89.50
Star Shooting Gallery (Ex) (9/54).....	195.00	150.00	185.00

	High	Low	Mean Avg.
Submarine (K) (1/42).....	125.00	125.00	125.00
Super Home Run (CC) (3/54).....	250.00	125.00	225.00
Super Jet (CC) (4/53).....	295.00	224.50	225.00
Super Slugger (U) (7/55).....	295.00	265.00	295.00
Telequiz (1/49) (T).....	95.00	75.00	95.00
Treasure Cove (Ex) (6/55).....	325.00	275.00	295.00
Undersea Raider (2/46).....	125.00	120.00	125.00
Zingo (U) (1/51).....	65.00	45.00	65.00

VENDING MACHINES

Acorn, 5c or 1c.....	\$ 10.00	\$ 8.50	\$ 10.00
Columbus 1c Bulk.....	6.50	6.50	6.50
Du Grenier (7 Col.).....	50.00	45.00	45.00
Du Grenier (9 Col.).....	65.00	65.00	65.00
Du Grenier Tab Gum (4 Col.).....	10.95	10.95	10.95
Du Grenier Tab Gum (6 Col.).....	14.50	14.50	14.50
Du Grenier Model W (9 Col.).....	85.00	45.00	85.00
Eastern Electric C-8.....	155.00	40.00	110.00
Electro (8 Col.).....	95.00	95.00	95.00
Keeney Electric (9 Col.).....	135.00	135.00	135.00
Master 1c & 5c Bulk.....	8.50	8.50	8.50
Mills Candy (5 Col.).....	65.00	65.00	65.00
Mills Tab Gum (6 Col.).....	17.50	17.50	17.50
National 930.....	95.00	95.00	95.00
National 950.....	110.00	110.00	110.00
Northwestern 39, 1c.....	7.95	7.50	7.50
Northwestern 33 Ball Gum.....	7.50	6.50	7.50
Northwestern 49, 1c.....	12.50	8.50	12.50
Northwestern Deluxe, 1c & 5c.....	12.00	12.00	12.00
Northwestern Jet, 5c.....	10.00	7.50	10.00
Northwestern (10 col.) Tab Gum.....	19.50	19.50	19.50
P X (8 Col.).....	95.00	85.00	85.00
P X Electric.....	95.00	75.00	85.00
Rowe Candy (8 Col.).....	60.00	60.00	60.00
Rowe Crusader (8 Col.).....	150.00	85.00	130.00
Rowe Diplomat Electric (8 Col.).....	105.00	95.00	95.00
Rowe President (8 Col.).....	135.00	90.00	135.00
Silver King, 1c.....	8.50	7.45	8.50
Silver King 1c Ball Gum.....	8.50	7.45	7.45
Silver King 1c Mdse.....	8.50	7.45	7.45
Silver King, 5c.....	8.50	8.50	8.50
Stoner Candy (6 Col.).....	80.00	70.00	80.00
Stoner Candy (8 Col.).....	185.00	110.00	125.00
Uneeda Cigarette (6 Col.).....	45.00	45.00	45.00
Uneeda Candy (6 Col.).....	65.00	45.00	65.00

How Much to Hear Juke Tune?

Continued from page 108

50-cent piece and few people are going to ask for change just to put in the larger coin. About half the operators in Salt Lake City who use EP's in number charge 15 cents for a single EP, two for a quarter. The other half either do not use EP's or use only several per machine

for which they charge a dime, just as for singles. There is very little enthusiasm for the 50-cent chute largely because it is felt dimes and quarters are to be found in pockets far more often than the 50-cent piece. In Denver, the general effect of multiple pricing has been good.

Most operators who have new machines equipped with the 50-cent chutes report machine collections up 20 to 30 per cent, altho how much of this increase can be attributed to the new machine itself and how much to the jumbo chute is not clear. One Denver operator who has 25 per cent of his machines on 50-cent play, recommends that it be used wherever teen-age or college-age customers congregate, instead of exclusively adult locations.

Despite the fact that most operators feel conversion chutes for 50-cent play for used equipment or new machines without factory-equipped chutes are too expensive and involve an additional service load, more than a dozen operators plan to buy the kits for large parts of their routes. Few operators in Denver use EP's, but those who do, use dual pricing, charging 15 cents for an EP. An interesting combination, however, developed by one operator of both 50-cent play and EP's (Continued on page 119)

Katz Joins

Continued from page 114 the country for the Bert Lane ride line and has been sales manager for All-Tech Industries in Miami, a ride manufacturer. Katz leaves this week for a 10-week sales trip which will take him to every section of the country. He will push West Side's bowling conversion kit and appoint distributors to handle the premium deal which Berger has set up with the Westinghouse Electric Corporation.

Wanted For Export

WURLITZER 1500
WURLITZER 1500A
WURLITZER 1700
WURLITZER 1800
ROCK-OLA 1438



SEEBURG 100-selection wall boxes are available at \$57.50. Chrome covers . . . new selection buttons and new instruction plates . . . backed by Davis 6-point Guarantee—(Canadian and American operators, wire or write for special volume prices).

Cable Address: "DAVDIS." 1/3 deposit required. Private Western Union wire.

Our Only Address in Europe

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 403 AVE. LOUISE
BRUSSELS
 PHONE 47.66.63

All currencies accepted: Francs, pounds sterling, guilders, lire, marks, etc.

WORLD EXPORT
WESTERN EXPORT
Distributing
 Exclusive Seeburg Factory Distributor

Davis
 738 Erie Boulevard East
 Syracuse 3, N. Y., U.S.A., Ph. GRanite 5-1631

PUT NEW LIFE INTO YOUR OLD POOL GAMES WITH...

ROTATION PLAYFIELD Regular Size

Also available in Jumbo Size

4-HOLE BUMPERLESS RACK POOL TOP } \$29.50 each

Regular Size (1 Hole in Each Corner)

Above Tops Include Rack, Oversize Cue Ball and Instruction Card

Rotation Balls, 1 to 10Set \$18.50
 Kelly Bottle and PeasSet 2.25

POOL SUPPLIES

Cue Sticks \$1.50	Anti-Warp Adjusters, set of two \$8.95
Chalk, Gross 3.50	Billiard Rail Brush, doz. 4.00
Plastic Cups, red, white, yellow .50	Cue Repair Kit 4.98
Plastic Bumpers, red or white .50	Write for complete list of parts.

MID-STATE CO. 2369 Milwaukee, Chicago 47, Illinois. Dickons 3-3444

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$15.

729

Payment enclosed Bill me

Occupation or Title _____

Company _____

Name _____

Address _____

City _____ Zone _____ State _____

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

SEEBURG
M-100A MH-100A
CONVERSION
to 33 1/2 RPM to 45 RPM
\$24.50 • **\$69.50**
F.O.B. Los Angeles.
CALCOIN CORP.
11167 West Pico Blvd.
Los Angeles 64, Calif.

1957 Game Market Boosted
• Continued from page 114

In-line pinballs are currently taking a backseat to production of long-bowlers at the Bally and United factories, but they are expected to turn up again in steady output once the demand for new bowlers simmers down. There remains a chance, however, that in-line production may be cut back due to a forthcoming decision on federal taxes by the U. S. Supreme Court. If in-line pins are placed definitely in the \$250 tax category, their future would not be bright. No date for a decision has yet been set.

any new type game, as they have often done in the past, the new long-bowlers are getting the most attention this year. United, Bally, Chicago Coin and Keeney are all in production on these units.

Gottlieb continues to concentrate solely on five-ball pin output, with Williams also steady in this market. Williams and Genco are each producing new gun games.

No new target-bowlers (games played with balls and score holes as targets) have been introduced since last month, but Chicago Coin, Genco and Keeney all bowed games of this type during the first two months of the year. It is doubtful whether new models in this field will be introduced, what with the new long-bowlers taking the edge off of target-bowler appeal.

While manufacturers have not all leaped onto the bandwagon of

ADVERTISERS
know exactly what
THE BILLBOARD
delivers because The Billboard is a member of the Audit Bureau of Circulations.

COIN MARKET PLACE
CLASSIFIED ADVERTISING
The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.
RATE: 20¢ a word—Minimum \$4.00.
CASH WITH ORDER

DISPLAY CLASSIFIED ADS
Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.
RATES: \$1.00 a line—\$14.00 per inch.
CASH WITH ORDER
Unless credit has been established.

In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:
THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

Business Opportunities

SALESMEN WANTED

An excellent opportunity for men to make substantial sums of money on each sale of our Lunch-O-Mat, the complete vending cafeteria, adaptable for all types of locations. This can be handled as an additional line in conjunction with what you now sell. Salesmen calling on industrial caterers, vendors, etc., would be most adaptable. Areas available: Texas, Louisiana, Mississippi, Georgia, Florida, North & South Carolina, Alabama, Tennessee, Missouri. Commissions with qualifications to

EASTERN ELECTRIC, INC.
79 Prospect Street
New Bedford, Massachusetts

TUBE TESTER MACHINE OPERATORS!
Now you can buy Tubes jointly with other operators and get them at lower cost. Take advantage of mass tube purchases... savings passed on to you. Only new, top name brands; minimum order 100 tubes per type. Write for full details. Direct Electronics, Inc., Box A-67, Wantagh, N. Y. ch-np

Parts, Supplies & Services

Special Introductory Offer
HAMPTON HOUSE INSTANT COFFEE
Perfect for vending.
Write for details to:

Hampton House Vending Coffee
180-10 Brinkerhoff Ave. Jamaica 33, N. Y.

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Vedco Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust 7-1448. ch-mh30

Positions Wanted

JOB WANTED — AM EXPERIENCED IN servicing all types of music and amusements, also collections of routes. Don Stepp, 2803 Harrison, Kansas City, Mo.

15 YEARS' EXPERIENCE PINS, JUKES, Slots, also Arcade. Will locate anywhere. Can give full reference. Wm. Sutton, 286 South St., Meadville, Pa.

Used Coin-Operated Equipment

U-Select-It 5c candy or gum, Coffee, Royal "17" and Mercury Cigarette Machines. Write for information & price.

TEXAS ASSOCIATED ENTERPRISES
P. O. Box 1068 Amarillo, Texas

FOR SALE—SET OF DIGGERS, COMPLETE, on trailer. W. H. Perry, Box 2792 or Phone Mutual 2-7076, Midland, Tex.

SHIPMAN DUPLEX STAMP MACHINES, \$10 each; Triplex, \$29.50 each, like new. Folders, direct factory prices. We buy. U.S.P., Waterbury 5, Conn. mh30

SWEEDEN FROZEN CUSTARD OR SOFT Ice Cream Machines (6), single head, guaranteed brand new. Must sell, \$275 each. L. Male, 812 So. 25th St., Allentown, Pa.

VENDORS

A few new Mills Fresh Brew Machines available, very reasonable. Prefer to sell in Eastern States only. Retiring from business.

BOX M-191
c/o Billboard Cincinnati 22, Ohio

VENDING MACHINES—PARTS, ALL SUPPLIES: Ball Gum, all sizes; 1 Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts all in vacuum pack or bulk; Panned Candies; 1 Hersheys, 320 or 520 ct. Candy Coated Gum Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. mh30

3 MILLS LOWBOY SCALES, \$35 EACH. Ready for location. Lind Music, 969 So. 55th St., Omaha 6, Neb.

5 HOROSCOPE 'BIRTH-SCOPE' VENDORS FOR SALE

New and in original cartons. Complete with readings.
WILL SELL FOR BEST OFFER
Send or phone offer to:
SOUTHERN AMUSEMENT COMPANY
628 Madison Memphis, Tenn. Jackson 5-3609

10 BRAND NEW PHILADELPHIA TOBOGAN Skee-ball Alley's with lights on top, \$5,000; 2 Seeburg Bear Guns, \$90 each; 10 Pokerinos with formica on top, \$35 each. Must be sold on account of new law. Israel Feit, Woodbine, N. J.

15 SCIENTIFIC POKER TABLES, LATE models, excellent condition. Robert Perlman, 33 Crescent St., Long Island City, New York. Astoria 4-2319.

50—3 and 5-COLUMN ONE AND FIVE-CENT Vendors, \$12.50 each. Columbia Arcade person weighing Scales, \$45. John Hoff, 1920 Rose St., Baltimore 13, Md.

50 JOLLY JOKERS LIKE NEW \$125.00

United Amusement Company
218 Leal—San Antonio, Texas

Wanted to Buy

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. ap20

USED VENDING MACHINES WANTED— 49¢, Acorns, Toppers, Silver Kings, Counter Games. Send us your list. Rake, 609C Spring Garden St., Philadelphia 23, Pennsylvania. ch-tfn

Guns May Click

There is a good chance that gun games may show another resurgence this spring, provided that the two new models now on the market make a good showing. If they do, other new models may follow thru the spring and summer.

The five-ball pin game market, steady thru the years of all categories, shows little change, with new models introduced at a steady pace, and used models high in demand and holding their price.

Pool games are no longer a big item as far as production of new games is concerned, but several firms, including Fischer Sales & Manufacturing Company, Tipton, Mo.; Valley Manufacturing Company, Bay City, Mich., and Marvel Manufacturing Company, Chicago, have new six-pocket models out that are doing well. The six-pocket version is played with 15 balls and a cue ball, permitting play of any standard pool game. Other types of pool games on location are reported still bringing in fair grosses for operators. Little room is left, however, for major expansion of sales in this field.

Considering that the Arcade season is just around the corner, there is an absence of new models in the Arcade machine line. A new model voice-recorder machine was introduced by International Mutoscope, New York, last month, but no other new novelty type machines have yet shown up on the market. Exhibit Supply Company, Chicago, is expected to introduce new models in this field in the near future, however.

SAN ANTONIO—It was a quiet wedding several weeks ago for Frank Wilkinson Jr., local coin machine operator, to Faye Pelt. His father is also a well-known local coin machine operator, heading United Amusement Company.

ARCADES

NEW Machines for the NEW Season.
"Squalls" Water Polo Write
Wm. Crossfire Write
Genco Circus Gallery Write
Exhibit Jungle Gun, Rifle, New Write
Genco State Fair, New Write
Genco Davy Crockett, New Write
Muto, Lord's Prayer Vendor, New Write
Williams Peppy the Clown, New Write
Sidewalk Engineer, New Write
Wm. Roll-A-Ball, 6-Pl. Skee-ball, New Write
Genco Quarterback Football, New \$275.00
Air Football, New 295.00
Wms. Jet Fighter, New 275.00
Troiter Horse, Genuine Leather Saddle, New 395.00
Roovers Name Plate Machine, New Write
Standard Metal Typewriter, New Write
Harvard Metal Typewriter, Fl. Samples Write
Graphoscope, Coin Telescope, New Write
Voice Recorder, 2 Speed, New Write
Bally Motor Bike, New Write
Drive-In Movies, New Write
Auto Test, Jr., New Write
Auto Test, New Write
Machines reconditioned. Munves way look and work like new.
Jr. Jet Kiddie Ride \$150.00
X07 Rocket, Nylco 400.00
Space Ship 275.00
Atomic Jet 250.00
Jet Saucer (Mars Ride) 250.00
Pony Express 195.00
Prepare for the new season now. Complete line of parts, cards, scrolls, medals, mutoscopes, chemicals, coin chutes and changers, counters, etc. World's most complete stock of parts and supplies.
Illustrated 28-p. catalog free on request.

MIKE MUNVES
577 Tenth Ave. lot 42nd St.
New York 36, N.Y. Bryant 9-6577

BEAT THESE PRICES IF YOU CAN!
Renewed—Reconditioned
PHONOGRAPHS
SEEBURG 100 BL \$375.00 SEEBURG 100 C \$475.00
SEEBURG 100 G 575.00 SEEBURG 100 R 725.00
These Phonographs are now on location. They are not trade-ins. We are the original owners. Can make immediate shipment within 24 hours of your order. Thoroughly cleaned—tip-top condition. Ready for you to put on your location and make money for you.
Letters From Satisfied Operators Upon Request
In Business Since 1933 ... Ask Any Successful Operator
Gaycoin Distributors
4866 Woodward Ave. Temple 2-7300 Detroit 1, Mich.

EXCLUSIVE FACTORY DISTRIBUTORS
AMI-CHICAGO COIN-GENCO-EXHIBIT

5 BALLS

Southern Belle	\$185.00	Un. Vogue (Like New)	\$350.00
Twin Bill	150.00	Un. Venus	175.00
Stagecoach	165.00	Un. Comet	150.00
Lady Luck	125.00	Un. Targette	125.00
Rose Bowl	65.00	Genco State Fair	375.00
Cross Roads	70.00	Genco Champion Baseball	275.00
Times Square	75.00	Genco Quarter Back (New)	250.00
Blondie	250.00	Wms. King of Swat	265.00
Shindig	90.00	Wms. 4 Bagger	345.00
Niagara	65.00	Genco Sky Rocket	250.00
Poker Face	90.00	Genco 2-Player Skee Bowl	375.00

SPECIALS
MIAMI SHUFFLES \$ 79.50
AMI E-120 445.00

ATTENTION, EXPORT BUYERS
Write for prices on all types of Bowlers. We can fill your orders promptly with the finest quality merchandise.

1/2 DEPOSIT WITH ORDER, BALANCE C.O.D. OR SIGHT DRAFT

MONROE
COIN MACHINE EXCHANGE INC.
2423 Payne Ave. Cleveland 14, Ohio Superior 1-4600

You Pay LESS for MORE Quality and BEST Service at WORLD WIDE!

Exclusive Distributor—FISCHER'S "SIX-POCKET" POOL
in ILLINOIS—INDIANA—MICHIGAN—IOWA
IMMEDIATE DELIVERY! PRICED RIGHT—CALL NOW!

NOW DELIVERING
Bally
A.B.C. BOWLING LANES
United
BOWLING ALLEY

WANT TO BUY
ALL TYPES
5-BALL GAMES—
BINGO GAMES
WILL PAY HIGHEST PRICES!

ARCADE EQUIPMENT

Wms. DLX. 4-BAGGER	\$325	Wms. POLAR HUNT	\$245
Wms. KING OF SWAT	245	Genco 2-PL. BASKETBALL	175
United STAR SLUGGER	295	Genco QUARTERBACK	225
United SUPER SLUGGER	275	C.C. STEAM SHOVEL	145
Wms. CRANE	Write	C.C. HOCKEY	245
Wms. SAFARI GUN	225	Exh. SPORTLAND	145

BINGO GAMES

NITE CLUB	\$425	GAYETY	\$110
BROADWAY	375	BIG TIME	210
BEACH BEAUTY	325	VARIETY	125
MIAMI BEACH	210	SURF CLUB	75
GAYTIME	175	BRAZIL	425

SHUFFLE GAMES

Genco SKILL BALL	\$295	United CAPITOL	\$225
Wms. ROLL-A-BALL	345	United CLIPPER	195
C.C. HOLLYWOOD	225	United LIGHTNING	175
Bally GOLD MEDAL	195	United COMET	115
Bally MAGIC	145	United TARGETTE	105

WORLD WIDE DISTRIBUTORS
Chicago 47
2330 N. Western Ave. Phone: EVERglade 4-2300

COINMEN YOU KNOW

Continued from page 107

man for United, Inc., Wurlitzer distributing firm here, died in his sleep Saturday night (16) at his home. He was 65, had been the local sales representative for United, Inc., for the past seven years.

Ralph Krause, veteran disk salesman and theater manager,

"QUALITY IS REMEMBERED LONG AFTER PRICE IS FORGOTTEN"

SHUFFLE ALLEYS	ARCADE EQUIPMENT
United Rainbow .. \$125.00	Atomic Bomber .. \$125.00
Ace .. 150.00	Auto Photo .. 1,495.00
Speedy .. 150.00	Bally Big Inning .. 85.00
Mercury .. 175.00	Bally Defender .. 125.00
11th Frame .. 175.00	Balloonomat, F.S. .. 245.00
Lightning .. 185.00	2 Pl. Basketball .. 195.00
Clipper .. 210.00	Boomerang .. 75.00
Capitol .. 225.00	Coon Hunt .. 85.00
Super Bonus .. 245.00	C.C. Hockey .. 75.00
Pool Alley .. 295.00	Champion Hockey .. 125.00
Select Play .. 375.00	Chester Pollard .. 85.00
Regulation .. 395.00	Foot Ball .. 85.00
Handicap .. 425.00	C.C. 2-Man Hockey .. 385.00
5th Inning .. 125.00	Dale Gun .. 50.00
Bally Blue Ribbon .. 250.00	Evans Bat-A-Score .. 145.00
Gold Medal .. 250.00	Flash Hockey .. 225.00
ABC .. 395.00	Ex. Hi Ball .. 95.00
C.C. Miami Shuffle .. 195.00	Genco Quarterback .. 285.00
DRINK VENDORS	Genco Champion .. 275.00
Spacarb 3-Drink .. \$295.00	Baseball .. 125.00
3D50 .. 395.00	Harvard Metal .. 75.00
Spacarb 4-Drink .. 395.00	Typar .. 75.00
4D51 .. 395.00	Hayburners .. 75.00
Bert Mills Coffee, Model 500 .. 295.00	Wms. Jet Filter .. 225.00
Bert Mills Coffee #302, with hot chocolate attach. .. 195.00	K.O. Filter, F.S. .. 325.00
Bert Mills Coffee M-54 .. 365.00	Keeney Air Raider .. 150.00
Atlas Col-Snac Ice Cream Vender, 6 flavors, with changemaker .. 175.00	Keeney Submarine .. 125.00
Hebel Ice Cream, 5 flavors .. 395.00	Lite A League .. 75.00
Rowe Milk Machine, 2 sel. .. 365.00	Liberator .. 75.00
RIDES	Knobby Peaks .. 25.00
Big Bronco .. \$325.00	Midget Movies .. 125.00
Bally Space Ship .. 275.00	3-D Movies .. 110.00
Drive Yourself .. 525.00	
Fire Engine .. 395.00	
Lane Miss America .. 295.00	
Lane Carousel .. 325.00	
Palomino Horses .. 295.00	
Round the World .. 425.00	
See Saw .. 225.00	
Texas Merry-Go-Round .. 325.00	



CLEVELAND COIN MACHINE EXCHANGE Inc
2029 PROSPECT AVE., CLEVELAND 15, OHIO
All Phones: Tower 1-6715

has been appointed Northern territory salesman for Mercury Records. . . Operators stopping in for Mercury wax included Andy Waterman, Wisconsin Dells, and Casper Reda and Less Reder, of Milwaukee.

Ken Kulow, of Kendou, Inc., reports that business has been holding up well despite the absence of his partner, Doug Opitz, who is enjoying a Florida vacation. Traffic at the Avenue Arcade has shown a good increase in recent weeks. "We haven't had much luck trying to locate new types of equipment for the Arcade," says Kulow. On the Kendou, Inc., music routes, adds Kulow, dime music continues to gain strength.

Stu Glassman, Radio Doctors disk buyer, reports heavy traffic of juke box operators at his one-stopper. Coinmen stopping by included Bibs De Rusha, Fond du Lac; Bob Harding, Milwaukee; Roy Subrod, Burlington, and Chuck Hartman, Watertown.

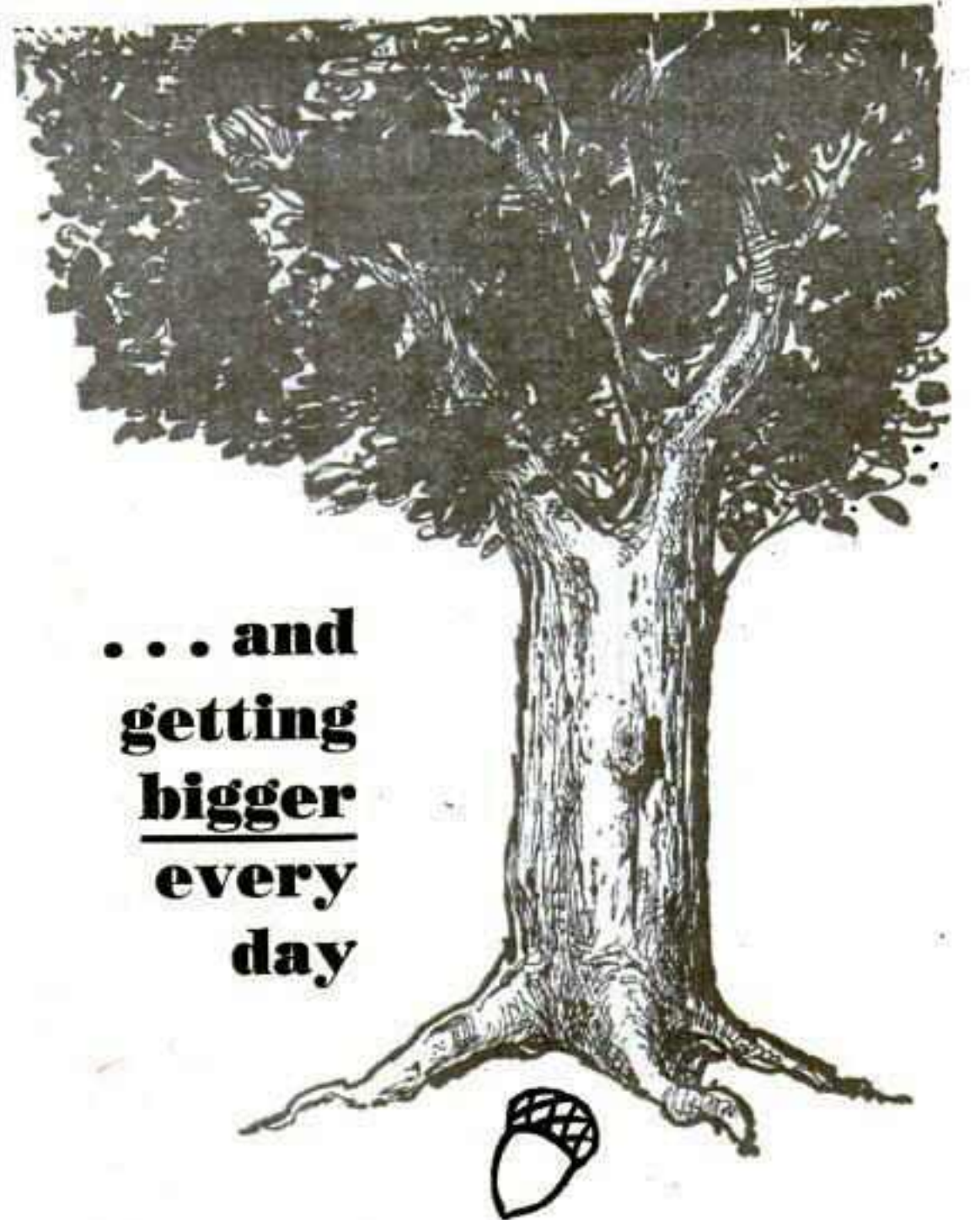
Laz Glassman, owner of Radio Doctors, is leaving this weekend for a Florida vacation of several weeks. . . Frank Bartnik, Banaco Music, flew to Cleveland over the St. Patrick's Day weekend in his own plane. He visited with fellow music operator Al Witalis, of Western Music, Cleveland.

According to Sam Hastings, of Hastings Distributing Company (Continued on page 122)

Name Tronick

Continued from page 108

cluding, in addition to Robinson, Al Bettelman, who joined Robinson during his operating days in 1936. Powers is not a shareholder. Upon resigning the top post at Minthorne, Tronick was away on an extended vacation. He and Powers assumed their duties last week. To take care of the personnel expansion, the Robinson building was remodeled in the managerial department.



... and getting bigger every day

Of course, we're referring to the fast-growing Export Market for Coin-Operated Equipment . . . an ideal parallel to the Oak and the Acorn.

And now comes the waste-free approach to the Export Sales Sources that comprise a \$30,000,000 Annual Volume:

- points the way to \$12,519,910 in JUKE BOX SALES*
- points the way to \$8,838,865 in PHONO RECORD SALES*
- points the way to \$5,576,479 in AMUSEMENT GAMES & VENDING MACHINE SALES*

*Authentic figures released by the U. S. Department of Commerce for the first 11 months in 1956, when projected for balance of year, exceed \$30,000,000 . . . and "getting bigger every day."

BILLBOARD INTERNATIONAL, the new bimonthly magazine, circulates over 6,000 copies in 100 foreign countries.

Printed in 4 languages—English, French, German and Spanish—it reaches Manufacturers, Distributors, Exporters, Importers, Buyers, Sellers and Users of Phonograph Records, Juke Boxes, Amusement Games and Vending Machines. Here is the direct sales link to an Export Dollar Volume of \$30,000,000!

The second issue of BILLBOARD INTERNATIONAL will be the May number. Closing date for advertising copy—run in any or all of the four available languages—is April 5, 1957. Any of The Billboard offices will supply full details.

The Billboard
International
CHICAGO 188 W. Randolph St. Central 6-8761
NEW YORK 1564 Broadway Plaza 7-2800
HOLLYWOOD 6000 Sunset Blvd. Hollywood 9-5831
ST. LOUIS 390 Arcade Bldg. Chestnut 1-0443

Exclusive Distributor for REGULATION 6 POCKET POOL
in Maine, New Hampshire, Rhode Island, Massachusetts, Connecticut, Vermont
ALL MAKES—ALL MODELS—WITH OR WITHOUT SLATE

BOWLING ALLEY CLOSEOUTS!	MUSIC
50 BALLY DELUXE ABC .. \$395	WURLITZER 1800
BALLY MAGIC .. 100	WURLITZER 2000
BALLY MYSTIC .. 100	SEEBURG V 200
BALLY GOLD MEDAL .. 240	WURLITZER 1900
BALLY JET BOWLER .. 125	WURLITZER 1700
BALLY ROCKET .. 125	WRITE—WIRE—CALL
UNITED SUPER BONUS DELUXE .. 195	WURLITZER 1650 .. \$285
UNITED CLIPPER DELUXE .. 195	WURLITZER 1500 .. \$210
UNITED LIGHTNING DELUXE .. 195	WURLITZER 1400 .. 175
	WURLITZER 1500A .. 310

Over 200 of all Makes and Models of SHUFFLE ALLEYS
Reconditioned Like New. CALL COLLECT!

NEW ENGLAND OPERATORS:
We have in stock:
BALLY 14' & 11' BOWLING LANES
BALLY KEY WEST

ARCAD & MISC.
CAPITOL MIDGET MOVIES .. \$ 95
NATIONAL SHUFFLE BOARD, 22 Ft. .. 195

25 EXHIBIT RINGER BALL—Brand New
Terrific Money Maker. CALL COLLECT!
Brand-New Bally BALLS-A-POPPIN.
Write—Wire—Call.

HIGHEST CASH PRICES \$\$\$
WE'LL PAY TOP DOLLAR for your ENTIRE INVENTORY.
BALLY & UNITED BINGOS

KIDDIE RIDES	BOATS (Miss America, Bally, etc.)
50 BALLY CHAMPION HORSES .. \$450	10 BOATS (Miss America, Bally, etc.) .. \$300
40 SPACE SHIPS (Bally, Deco, etc.) .. 300	10 Small HORSES (Rabbit, Deer, etc.) .. 300
25 MERRY-GO-ROUNDS .. 400	10 SEE SAWS .. 250

Redd DISTRIBUTING CO.
298 Lincoln St., Allston 34, Mass.
ALgonquin 4-4040
Exclusive distributors for WURLITZER—BALLY—EXHIBIT—CHICAGO COIN

WE WILL SHIP ANYWHERE

WANTED!

Experienced Service Man on 5-Ball and Bingo Games to work in final inspection for major factory.

Write Box #883
c/o The Billboard, 188 West Randolph
Chicago 1, Illinois

Valley

Now Delivering
6-POCKET POOLS

The Tables of
"Cadillac Quality"
... built to insure years
of profitable operating!

Write, Wire, Phone
for Details Today!



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333 Morton Ave., Bay City, Mich.
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Ark. \$25 Tax

• Continued from page 108

most important bills get consideration.

"Interest is lost in some bills for certain reasons," Smith said, "and that apparently happened in this case. Or there are certain bad features of a bill that results it in dying without a vote."

Ops Oppose

It was known also that the Legislature bowed to the facts as presented by music operators over the State who termed the bill outrageous and informed legislators that, if passed, the bill would tax wall boxes in Arkansas out of existence.

Leading the fight against the bill were Robert Kirspele, partner in Kirspele-Hollenberg Music Company, Little Rock, president of the Little Rock Operators' Association, and Henry Hitchcock, Jonesboro Music Company, Jonesboro, Ark., president of Arkansas-Missouri Operators' Association.

Operators over the State rallied together in protest to the unfair and confiscatory bill shortly after it was introduced last month. The storm of protest kept the bill on the calendar and prevented the sponsor from bringing it to a vote, fearing it would be defeated by an overwhelming majority. He chose to leave the bill on the calendar and it died there.

Other leading operators who worked against the bill were:

John Bremer Jr., partner in John-Frank, Inc., Marked Tree, Ark., vice-president of Arkansas-Missouri Operators' Association; Elmer Wonnack, Wonnack Music Company, Jonesboro, secretary-treasurer of the same association, and these Little Rock operators:

Harold Dunaway, partner in Twin City Amusement Company, vice-president of the Little Rock Operators' Association; Dan Levine, Levine Music Company, past president of the association; C. W. Holmes, Holmes Amusement Company; Andrew Cassinelli, Little Rock Amusement Company; C. E. Craig, Arcade Amusement Company; Dutch Yancey, Arkansas Music Company; Cecil Hill, partner in Twin City Amusement Company, and Jeep Thomas, Thomas Amusement Company.

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How Much to Hear Juke Tune?

• Continued from page 116

has proved worthwhile. He offers EPs for a dime on most of his 50-cent equipment with EP's showing a heavy play, indicating the use of the 50-cent piece to play five EP sides.

In both Milwaukee and Chicago, most sources indicated they felt the 50-cent chute would play a role in increasing income. In both cases, it was believed to be too early to tell for sure just how important it would be. In the Beer City, most operators using the jumbo coin chute are tying it into dime play, offering one play for a dime, five for a quarter, and 10 for 50 cents.

EP's have apparently made little headway in either city, but where they are programmed, they are set mainly at two EP's for 25 cents

Boston

In Boston, where a tough battle has developed in introducing and maintaining dime play, the 50-cent coin chute is regarded as being used as an important tool in making the dime-a-tune pattern stick.

The number of plays given for 50 cents by Boston operators range from seven to 10. A number of operators are advertising seven or eight plays for 50 cents and giving eight to 10, a gimmick that reportedly delights the customers who believe they're getting something for nothing.

A check shows that EP's in Bos-

ton are disappearing from the scene with only about 5 per cent of the numbers programmed on the average machine being EP's.

Significantly, however, operators who are not sold on extensive use of EP's, as in Boston, do not use dual pricing—dime for a single, 15 cents for an EP. For example, in Boston, operators using EP's, charge only 15 cents for two EP's.

This figures out to about 3.8 cents per tune.

Again, in Memphis, where the use of EP's is very low, operators charge the same price for an EP as for a single, a dime. The 50-cent coin chute seems to have caught on among operators who see in it a means of hiking collections.

A series on the experimentation among juke box operators on multiple pricing with both the 50-cent coin chute and dual pricing will begin next week.

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Boston Notes

Continued from page 114

voked the licenses of two locations after an agent of the New England Watch and Ward Society testified he had received cash payments for unused free plays in the two spots.

Pinball machine operators can apply for, and receive a license, if the machine has been examined by the Bureau of Standards and found to contain no counters or meters for totaling free unused games.

Distributors and operators have contended that, even with the meters, the pinballs are not gambling devices, but the Bureau of Standards has ruled that since there is no other discernible purpose for the meters, it must be presumed that their sole utility is for a check on payoffs.

Distributors promised recently to co-operate 100 per cent with the licensing and law enforcement authorities, and have protested thru their attorneys that they have no intention that their machines should be used for anything except amusement.

It is considered unlikely that the State ban will pass the Legislature. There are about 1,000 pinballs in the State, with a few areas like Springfield which has outlawed them.

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Truancy Bill

• Continued from page 108

allowed minors to congregate while they were truant.

New York coin machine operators feared the bill, if passed, would, under certain conditions, make it illegal for youngsters to meet in a luncheonette or soda shop where juke boxes are played.

The measure was killed in the House and it is not likely to be brought to the floor of the Senate.

Kill Proposed Tennessee Tax

• Continued from page 108

to \$25 each. Under the tax structure, the city tax would have come in for the same increase also.

The federal tax would have remained at \$10. County and State recording fees are 50 cents each and city fee 25 cents.

Representative Van Hersh said he was convinced the tax was exorbitant and would have been a burden on music operators after talking with Jack Canipe Jr., president of Memphis Music Association.

Canipe is a partner in the Canipe Music Company with his mother, Mrs. Jack Canipe Sr., and uncle, Guy Canipe. Jack's late father was a coin machine pioneer in the United States.

Opposite Effect

"The bill, if passed, would have had the opposite effect that what it was intended for," Van Hersh said. "It was intended to raise revenue for the State, with half going to educational purposes. But this would have put some operators out of business and the State would have lost revenue."

Van Hersh said he talked to most members of the House Ways and Means Committee and convinced them that the bill was confiscatory and would hurt rather than help the State. He said he got 16 representatives lined up to vote against the bill in committee.

Rep. J. Alan Hanover of Memphis, a member of the committee, moved to table the bill. The motion was seconded and carried.

To get the bill returned to the House floor for a vote would re-

quire a two-thirds majority of the committee. Since 16 voted to table the bill, it was impossible for the bill's sponsors to get a required two thirds. This, in effect, killed the bill.

Van Hersh said it was dead for certain during this session of the Legislature because during the last two weeks all bills are considered by the Steering Committee, which is composed of chairmen of all committees.

Under the proposed bill, an innocent mistake, such as having license on the wrong phonograph, would be a violation of that law and the operator would be subject to a \$150 penalty.

The bill also authorized State tax agents to confiscate the machines if they found them without a license sticker, or had the wrong sticker on it (instead of a machine where the sticker fit the machine by serial number).

Operators over the State were generally jubilant over defeat of the bill. That several such bills got introduced this year spurred talk among operators of a central State committee for future.

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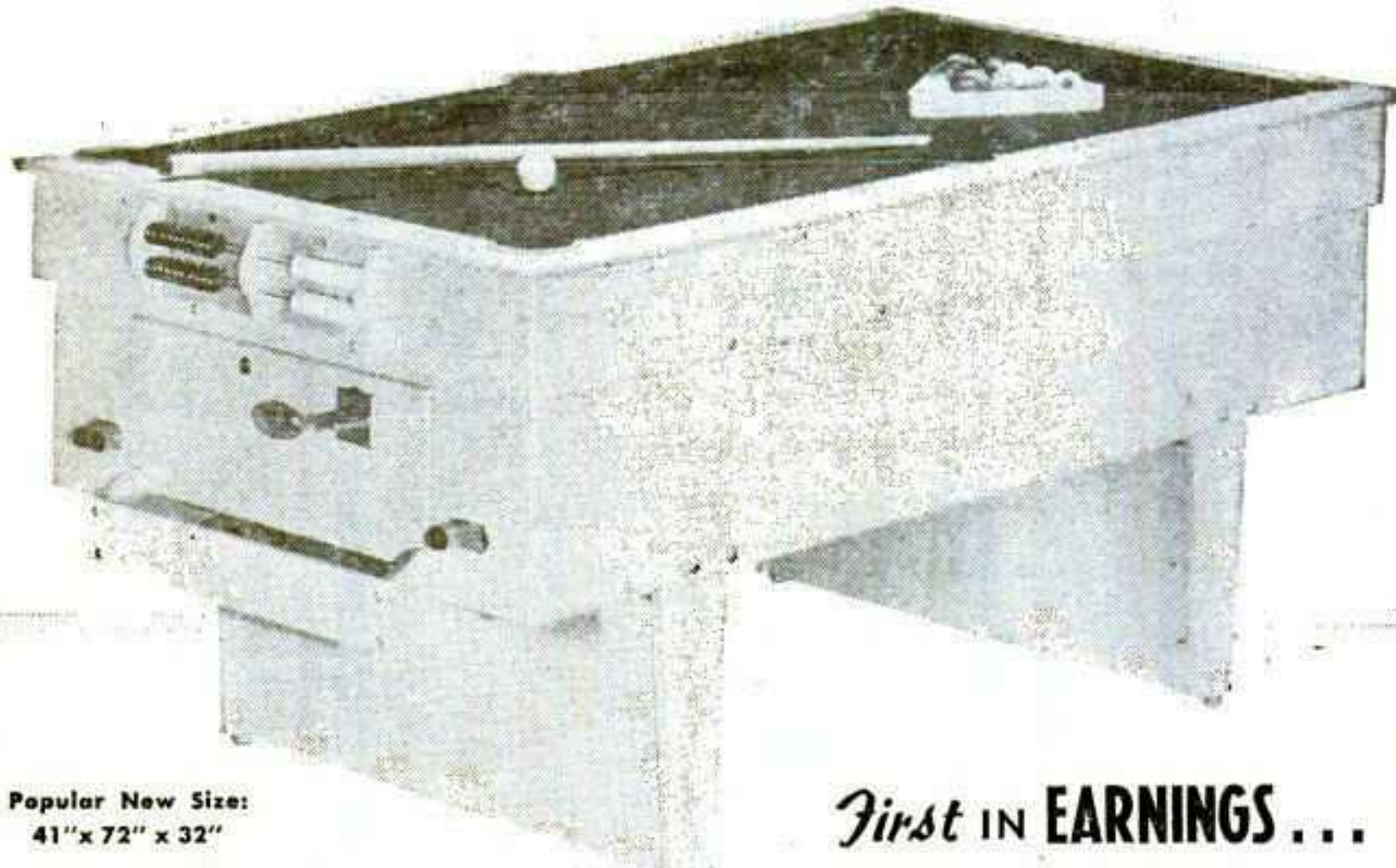
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COINMEN YOU KNOW

Continued from page 118

pany, business is holding up strong this spring. Music takes have shown an average of 20 per cent increases in each case where a switchover to dime play has been instituted. "We're doing a better selling

job on our locations now," explains Hastings. "We're not so hesitant about asking to change over to dime play any more, and the location owners are becoming more dime conscious."

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Rock-Ola Fireball	275
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Seeburg 100-G	675
Seeburg 100-R	765

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Savannah Vetoes

Continued from page 114

jection to the ban on pinballs, but feels the law should be "revamped to exclude those machines which have not been used for gambling." He said that other types are for entertainment and are not gambling machines.

Crawford's interest was aroused when a local man's beer license was revoked because a coin-operated baseball machine was found operating in the place. The matter is pending in Police Court and before city council.

According to a statement by the aldermen, Crawford's request for revision was denied because "any relaxation of the ban on pinball machines would start back a move to make one exception after another, creating confusion and additional difficulties in the policing of the ordinance."

READY FOR LOCATION BINGOS

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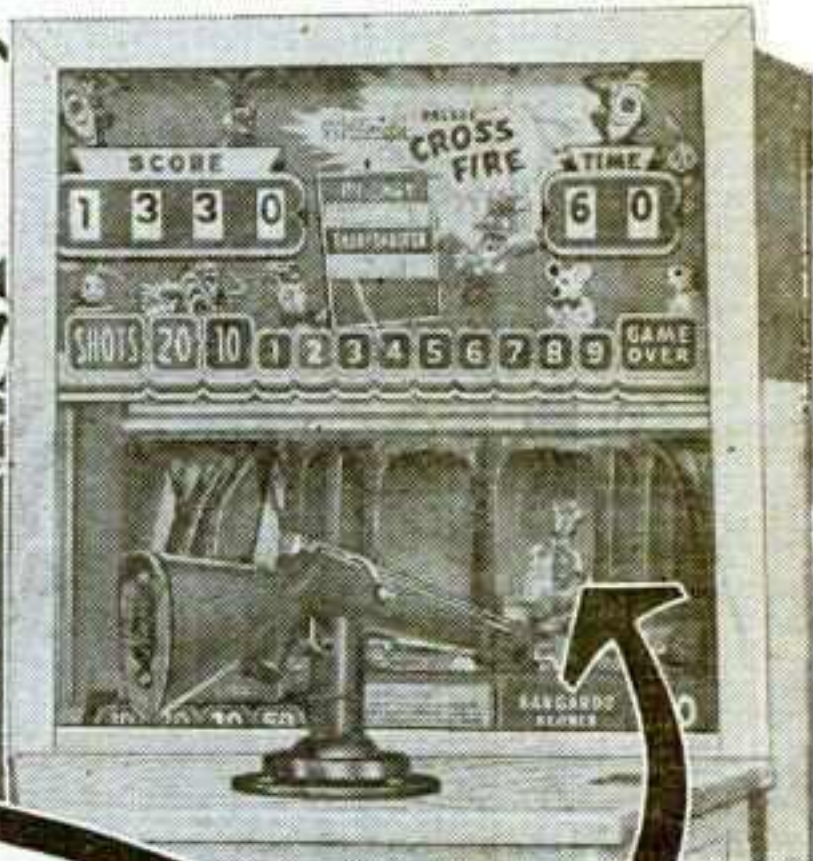
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SHOTS**

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RCIA Re-Institutes
 • *Continued from page 108*
 accept the RCIA action, and its membership voted to leave the parent organization and become Local 465, an independent. Before joining RCIA two years ago, the coin machine union had been Local 465.
McQuire Statement
 McQuire said that as far as he is concerned, Local 433 is now part of Local 888, and Local 465 does not exist.
 Cagiano takes a different viewpoint. His version is that the RCIA no longer has any connection with the coin machine union and that the local, as an independent, represents labor as the collective bargaining agent with the Amusement Machine Operators of New York.
 Theodore Blatt, AAMONY counsel, commented, "This appears to be purely an inter-union dispute and the Associated Amusement Machine Operators of New York, which represents management, does not intend to take sides."
 "Our view is to remain impartial and eventually we expect to deal with whichever legitimate union has jurisdiction in the coin machine field."

Federal Officials
 • *Continued from page 114*
 auction sale of the 16 Midwest machines and another five seized from Modern Games Inc., of Dupont, Colo., was asked by U. S. Attorney Donald E. Kelley.
 In the petitions, filed Monday (1), Kelley said his agents acted "lawfully" in taking the machines, allegedly being used as gambling devices. He also said the machines did not bear the federal gambling stamp.
 The Midwest Music Company owners, Leighton G. and G. Doyle Wycaver, have claimed in their damage suit that the machines were seized illegally because they are not slot machines or gambling devices.
 Attorney Kelley also asked the court to enter a judgment against any person or firm claiming the machines for the costs incurred by the federal government in confiscating the machines.
 The Midwest Music Company and the Modern Games, Inc., machines were among 52 seized last May 28 from 12 Denver area taverns on charges they were being used for gambling. A number of the seized machines have been

destroyed under administrative proceedings because of having a value of less than \$1,000 and those actions were not contested by the operators.

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Check THESE FEATURES:
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 • When 300 is bowled—"Perfect Score" lites up at upper right of backglass.
Operators: Keeney's True-Score Bowler has 6 different adjustments on strikes controlled by a Knob. Operator can adjust game for easier strikes as required by individual locations.
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FAST BALL RETURN—NO WAITING!
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Install KEENEY'S TRUE-SCORE
THE BOWLER THAT EARNS MORE!

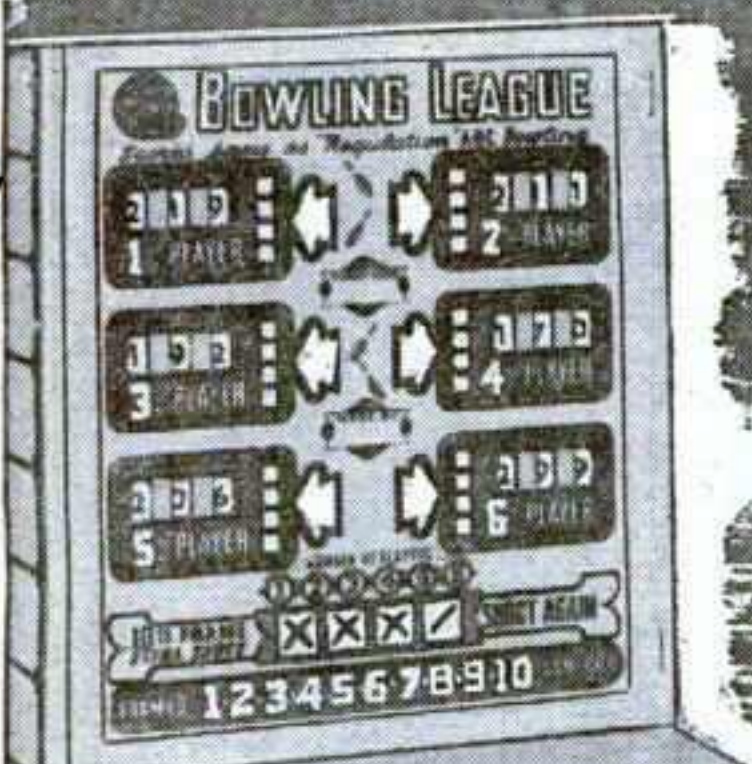
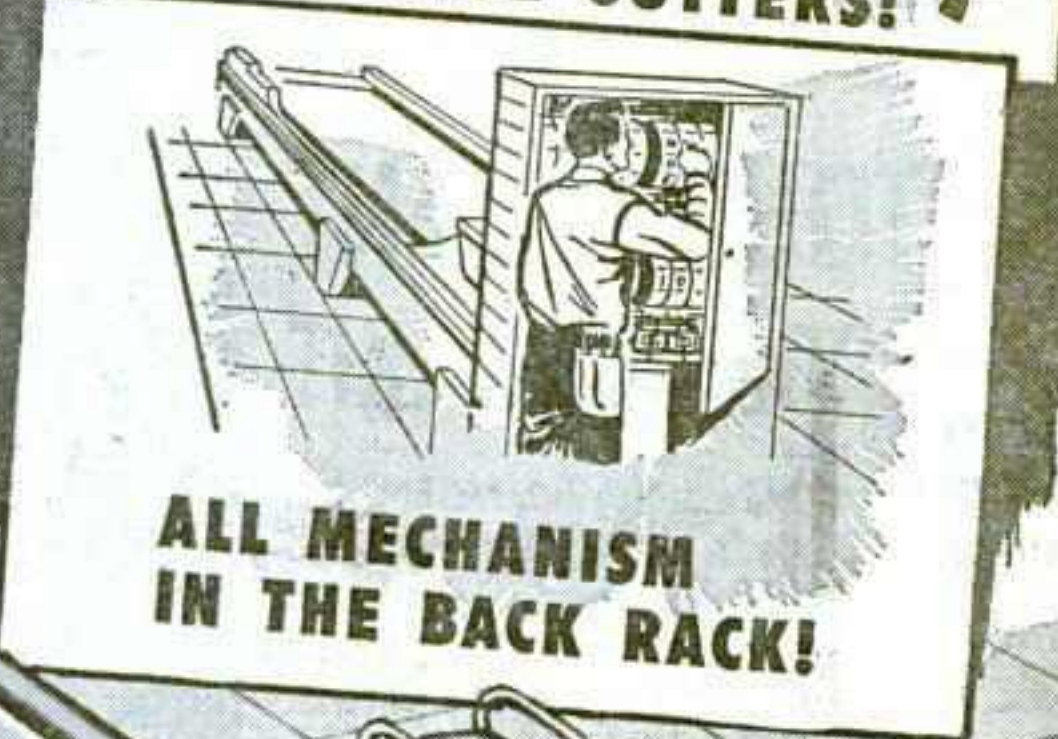
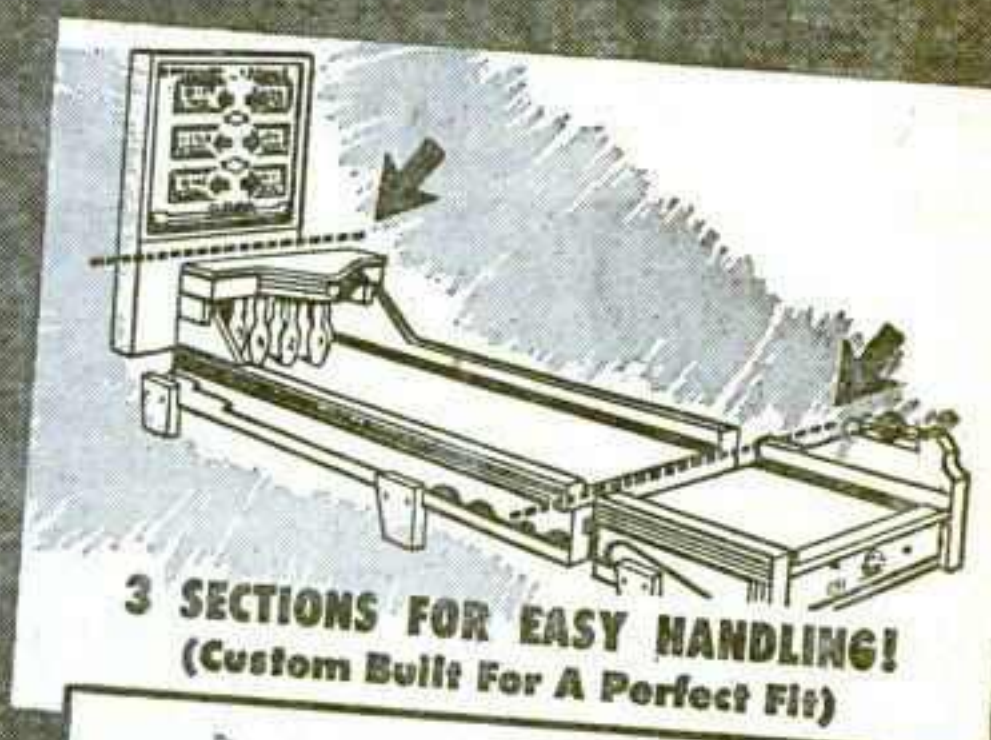
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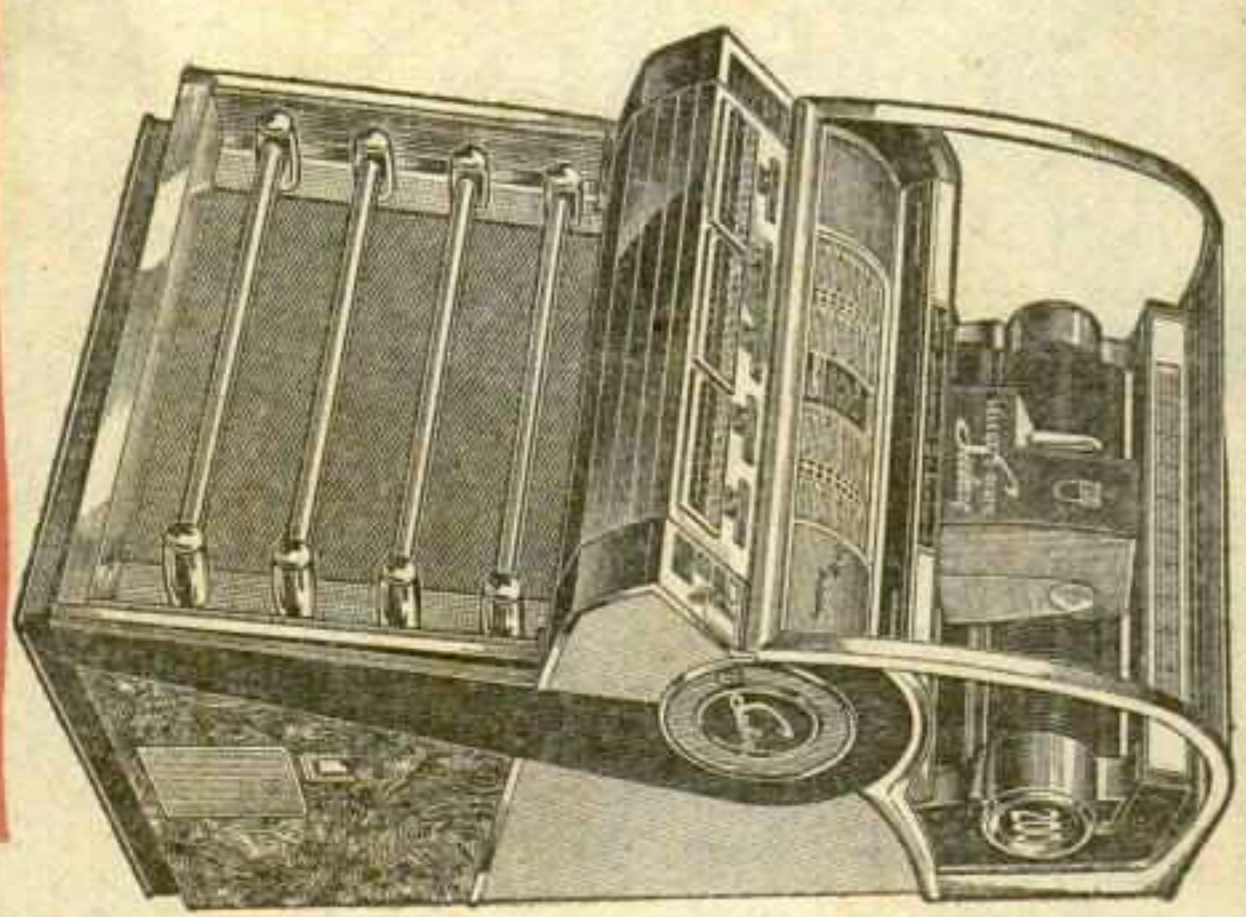
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