operators held the opinion that the final result of such operator membership is to restrict competition, rather than to reduce labor conditions which keep competition healthy, as in the case of associations.

Some operators today are at the crossroads in deciding whether or not to join unions, the survey indicated. Just as most persons in the operating business who are union members are located in key metropolitan areas, so most operators to-day shaping union membership are in major cities.

In point of fact, union formats into the juke box operating business have been slight in terms of number of operating companies. No more than 10 per cent of the total number of operating companies have union members, according to best estimates.

But it is a term of the commercial communities in which union membership has concentrated up to now, union activity has been prominent. The survey indicates that in a big city where a union is active, it would be virtually impossible to operate without union membership.

Analysis of survey results confirm the facts that the union movement in the juke box operating business has touched only one operating company in 10. Exactly 87 per cent of the polled operators do not see reason for organizing (Continued on page 89)

Both Employ "EE" & "ER"

WASHINGTON — The "employer-employee" union membership category, in which many juke box operators would be classified, is pretty much unexplored and is a "greenfield" area, according to spokesmen of the Labor Department and the National Labor Relations Board.

Although no one knows for sure what percentage of the employees in this area are "employer-employees," classification, mentioned as possible by the Labor Department, has truck drivers, some cigar makers, some "intermediate" trade workers, and some "intermediate" trade workers. The classification refers to self-employed individuals, both employers and employees. Even where an operator may have one or two employees, if he himself performs the work of an employee, he is both employer and employee.
Operators Against Juke Unionization

Survey Shows Majority Question Any Sound Benefits & See Restrictions

By BOB DIETMEIER

CHICAGO — Unions will find baby sitters a more promising group to organize than juke box operators if results of a pilot survey are representative of industry outlook.

The overwhelming majority of operators participating in the survey sharply questioned whether unions are capable of helping solve the problems of the operating business.

Altogether, a company held the key role they play in the U. S. economy a large percentage of operators questioned. The degree deep convictions that they have not right

operators hold the opinion that the real result of such operator membership is to restrict competition, rather than produce the business conditions which keep company competitive, as is the case of association.

Some operators today are at the crossroads in deciding whether or not to join unions, the survey indicated. Just as most persons in the operating business who have union members are located in key metropolitan areas, so are most operators today weighing union membership are in major cities.

In point of fact, union inroads into the juke box operating business have been slight in terms of number of working companies. More than 10 per cent of the total number of working companies have union members, according to best estimates.

But it is a fact that in the few metropolitan areas in which unions have concentrated up to now, union activity is impressive. The survey indicated that in a big city where a union is active, it would be virtually impossible to operate without union membership.

Analysis of survey results confirm the fact that the union movement in the juke box operating business has touched only one operating concern in 10, exactly 87 per cent of the polled operators do (Continued on page 20).

NEWS OF THE WEEK

Cliner Report Warns Web's On Tying Programs to Time

In its final report on study of TV, the Ciller House Anti-Trust Subcommittee program web networks against tying the sale of the own programs with the sale of time. If such can be proved, the report warns, the networks will be liable to legal action. (Continued on page 2)

Film Distributors See Costs Steal for Regional Buyers

Regional TV sponsors will, by and large, not be paying more for filmed programs next season than they did this year, according to the major networks. The networks are executors on synchronization price levels.

Report Claims BMI Has Excessive Power; Asks Investigation

The Ciller Report on the BMI-ASCAP rivalry claims BMI has the power to control music on air, and recommendations an investigation of "all phases" of BMI activities in this field by the Department of Justice. (Continued on page 21)

Columbia Records Kicks Off Big Jazz Merchandising Promotion

Columbia Records initiates big jazz merchandise program for May and June. Designed to help tide dealers over a critical period, the program offers consumer top albums at bargain rates. Purchase of one at the regular price of $3.98 allows the buyer to obtain two at 50 cents off. (Continued on page 21)

Diversified Sphere of American Music At Peak Influence

Mounting Awareness by Tin Pan Alley of Grass Roots Futures

By PAUL Ackerman

NEW YORK—A common and ironic observation of the past several years is that the musical categories of pop, country and rhythm and blues are merging; that the once clear boundaries are disappearing. This, of course, is an oversimplification. The outstanding fact of today's American music repertoire is that it has never been as clear as in the past to deflect grass roots influences; it has never been as clear as in the past to define the sources. This report will be of utmost value. The diversity of current domestic repertoire for exceeds any other period within the memory of the disk and music publishing business.

The varied repertoire contains the following broad streams: (1) Pop material of the traditional style which has never been derived from non-American grounds; (5) folk and folk-flavored songs, therefore c.w. has been long-time American residents, etc. (See chart)

Bursting Confines

For purposes of chart compilation, it is true that this is only a part--and probably a minor category of the story. The major part of the story is the discovery that pop, country and rhythm and blues have both shown virility that they have burst their narrow confines. As contributions to musical American they are merging, country in its rockabilly mane and blues and its modification, sell and roll, (3) pop offers by country and western; (4) Country music in its various forms, including sound records of country, rhythm and blues. Here in the rockabilly manne is that the once clear boundaries are disappearing. This, of course, is an oversimplification. The outstanding fact of today's American music repertoire is that it has never been as clear as in the past to define the sources. This report will be of utmost value. The diversity of current domestic repertoire for exceeds any other period within the memory of the disk and music publishing business.

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Sponsors May Drop "Panic"

NEW YORK—Details of Weaver’s Program Service have been made public.

The sponsors are now being informed that the program, which has been on the air for several months, will no longer be carried.

The sponsors are being asked to consider other programs for their advertising needs.

BBDO Names H. Traviesas

NEW YORK—BBDO, the advertising agency, has named H. Traviesas as its new advertising manager.

Traviesas has been with the agency for several years and has held various positions.

The agency has been experiencing a period of growth and expansion.

Weaver Program Service

NEW YORK—Weaver’s Program Service is offering sponsors new packages.

The packages will include both traditional and non-traditional formats.

The service has been in operation for several years and has a wide range of clients.

The service is designed to meet the needs of a variety of sponsors.

Sponsors' names vary and the service is offered on an individual basis.

Lewis Marcy Joins Pat Weaver Operations

NEW YORK—Lewis Marcy, director of sales development and national accounts for NBC, has joined Pat Weaver’s Program Service.

Marcy has been with NBC for several years and has had an important role in rebuilding the NBC daytime sales position.

Pat Weaver's Program Service is offering sponsors a variety of new packages, including the "Winner Take All" and "Dollar a Second."
Ford Buys 'Crisis' Half

NEW YORK—Ford last week announced the purchase of the half-interest of "Crisis," NBC-TV Monday 10-11 p.m. The half-interest, along with the property, will feature a number of hour dramatic film stanzas to be used in a variety of time periods. Richard Lewis will do the work, a new deal for him, under act of attorney, said Thompson.

Leaver to Cut Some to Pay For Others

NEW YORK—Leaver Bros. will cut back on two of its current programs and begin the search for some of the other new series properties. Thus J. Leaver & Bros., which has been making available an alternate hour of its "Law Video Theater," NBC-TV, will drop "The Great Detective," WEDNESDAY, and will reduce its Leaver offers to an extent, rushing to make a number of other new series properties available to advertisers.

Cochran and News Battle at 11 p.m.

NEW YORK—For Cochran and the "Late News" have fought an uphill battle to promote in the 11-11:30 p.m. slot. The battle has raged for months, with both sides using every weapon in their arsenal to gain the upper hand. The battle has been fierce, with each side employing every trick in the book to gain an advantage. The outcome is uncertain, with both sides employing every weapon in their arsenal to gain the upper hand. The battle has been fierce, with each side employing every trick in the book to gain an advantage. The outcome is uncertain, with both sides employing every weapon in their arsenal to gain the upper hand.
$24,000,000 in gross billings have rolled into NBC daytime television during the past two months. During a single week ending April 15—the advertiser swing to NBC daytime hit two million a day. Six new sales, two renewals. Total for the week: ten million!

General Foods, Chesebrough-Pond and S.O.S. joined the rapidly expanding list of national advertisers who are discovering the new values of NBC daytime. P & G and Standard Brands extended their daytime purchases. Miles and Alberto-Culver not
only renewed their existing schedules, but made important additional purchases.

What's behind it all? The simple fact that advertisers go where the audience goes. And, as Nielsen, Trendex and ARB all show, millions of daytime viewers have been switching to NBC. In one year NBC daytime audiences have increased 34%.

As Variety headlined it, "There Just Seems No Ending to That NBC-TV Day Push"!

**NBC Television Network**

*Nielsen Mar. II '56-'57, 11 am-1 pm, 2-30-5-30 pm*
### The Billboard Continuing

#### COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

Based on March TV audience measurements of AMERICAN RESEARCH BUREAU

#### Comedy, Variety & Music Shows

<table>
<thead>
<tr>
<th>Show Name</th>
<th>Network</th>
<th>Sponsor</th>
<th>Worldwide Cost Per Thousand Men Viewers / Commercial Minute</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lawrence Welk (Dodge)</td>
<td>ABC</td>
<td></td>
<td>$1.04</td>
</tr>
<tr>
<td>Ed Sullivan (Lincoln-Mercer, CBS)</td>
<td>ABC</td>
<td></td>
<td>$3.04</td>
</tr>
<tr>
<td>Godfrey's Talent Scouts (Toni, Lever, CBS)</td>
<td>CBS</td>
<td></td>
<td>$2.96</td>
</tr>
<tr>
<td>Kleenex, RCA, Sunbeam, Gold Seal, NBC</td>
<td></td>
<td></td>
<td>$2.93</td>
</tr>
<tr>
<td>Red Skelton (Pet Milk, S. C. Johnson, CBS)</td>
<td>NBC</td>
<td></td>
<td>$2.98</td>
</tr>
</tbody>
</table>

#### Quiz and Panel Audience Participation Shows

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<td>NBC</td>
<td></td>
<td>$2.98</td>
</tr>
<tr>
<td>Steve Allen (Jergens, Revlon, Brown &amp; Williamson, NBC)</td>
<td></td>
<td></td>
<td>$2.61</td>
</tr>
</tbody>
</table>

### COMING COST PER THOUSAND ANALYSES:

**WHEELS ROLL**

#### NBC Stations

**Progressing On Pubserv**

**NEW YORK — NBC stations are reporting progress on their impact advertising campaigns. The network calls for stations to use their facilities to promote the company, either by pushing a public service effort with no commercial lulls or by scheduling announcements.**

**WABC, New York, New York, used announcement situation and in-show features in more than 65 shows to plug the TV special (The American Red Cross). The stations has launched an eye-catching promotion involving a one-year-long project with the New York Police Department, supporting the Police Academy by developing the photos of "most wanted" criminals and covering the department's activities.**

**WABC, Hartford/New Britain, Conn., reported the following: 169 announcements and nine film runs in one month at 39 stations, 59 announcements which brought in more than $2,000,000 of eye-glasses at its Eyes for the Needy project, 103 announcements for $5,500,000 in one month at 50 stations, $102,000 for the Red Cross and a current campaign soliciting Connecticut towns.**

**WABC, Buffalo, has put its support behind the FBI's nationwide “Operation Smuter” described by the March of Dimes, 50 stations, with its own in-show feature developed by the Federal Bureau of Investigation.
Cigarette & Tobacco Sponsors

**Cost per Thousand HOMES per Alternating Commercial Minute**

1. R. J. REYNOLDS (I've Got a Secret, CBS)
   - $1.13
2. P. LORILAND ($64,000 Challenge, CBS)
   - $1.11
3. B. R. REYNOLDS (People Are Funny, NBC)
   - $1.20
4. PROCTER & GAMBLE (I Love Lucy, CBS)
   - $1.19
5. PHILIP MORRIS (Playhouse 90, CBS)
   - $1.18
6. R. J. REYNOLDS (Phil Silvers, CBS)
   - $1.16
7. AMERICAN TOBACCO (Private Secretaries, CBS)
   - $1.15
8. LIEBIG & MYERS (Jackie Gleason, CBS)
   - $1.14
9. BROWN & WILLIAMSON (The Lineup, CBS)
   - $1.13
10. AMERICAN TOBACCO (Navy Log, ABC)
    - $1.92

**Cost per Thousand MEN Viewers per Alternating Commercial Minute**

1. P. LORILAND ($64,000 Challenge, CBS)
   - $2.13
2. R. J. REYNOLDS (I've Got a Secret, CBS)
   - $2.12
3. LIEBIG & MYERS (Gunsmoke, CBS)
   - $2.10
4. PHILIP MORRIS (Playhouse 90, CBS)
   - $2.09
5. R. J. REYNOLDS (Phil Silvers, CBS)
   - $2.09
6. AMERICAN TOBACCO (Private Secretaries, CBS)
   - $2.08
7. P. LORILAND (Jackie Gleason, CBS)
   - $2.08
8. BROWN & WILLIAMSON (The Lineup, CBS)
   - $2.07
9. LIEBIG & MYERS (Malcolm Lee, NBC)
   - $3.16
10. LIEBIG & MYERS (Dragnet, NBC)
    - $3.16

**Cost per Thousand WOMEN Viewers per Alternating Commercial Minute**

1. R. J. REYNOLDS (I've Got a Secret, CBS)
   - $1.19
2. P. LORILAND ($64,000 Challenge, CBS)
   - $1.00
3. LIEBIG & MYERS (Gunsmoke, CBS)
   - $1.02
4. PHILIP MORRIS (Playhouse 90, CBS)
   - $1.02
5. R. J. REYNOLDS (Phil Silvers, CBS)
   - $1.00
6. AMERICAN TOBACCO (Private Secretaries, CBS)
   - $1.00
7. BROWN & WILLIAMSON (The Lineup, CBS)
   - $1.00
8. LIEBIG & MYERS (Dragnet, NBC)
   - $0.88
9. R. J. REYNOLDS (Phil Silvers, CBS)
   - $0.59
10. BROWN & WILLIAMSON (Steve Allen, NBC)
    - $0.61

**Cost per Thousand CHILDREN Viewers per Alternating Commercial Minute**

1. R. J. REYNOLDS (People Are Funny, NBC)
   - $2.73
2. R. J. REYNOLDS (I've Got a Secret, CBS)
   - $2.71
3. R. J. REYNOLDS (Bob Cummings, CBS)
   - $2.77
4. P. LORILAND (Jackie Gleason, CBS)
   - $2.87
5. AMERICAN TOBACCO (Private Secretaries, CBS)
   - $2.90
6. LIEBIG & MYERS (Dragnet, NBC)
   - $2.94
7. PROCTER & GAMBLE (I Love Lucy, CBS)
   - $2.91
8. AMERICAN TOBACCO (Phil Silvers, CBS)
   - $2.93
9. R. J. REYNOLDS (Phil Silvers, CBS)
   - $2.95
10. BROWN & WILLIAMSON (The Lineup, CBS)
    - $2.99

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IF YOU HAD A MILLION

(THE MILLIONAIRE)

SOLD in the past 6 days on WCBS-TV, New York
SOLD in the past 6 days to WGN-TV, Chicago
SOLD in the past 6 days to WFAA-TV, Dallas
SOLD in the past 6 days to KTLA, Los Angeles
SOLD in the past 6 days to CKLW-TV, Detroit-Windsor
SOLD in the past 6 days to KHQ-TV, Spokane
SOLD in the past 6 days to KLFY-TV, Lafayette, La.
SOLD in 8 Southern markets
to BLUE PLATE FOODS, New Orleans

Flash!

Million-dollar March Nielsen of 38.0 just scored by the first runs of THE MILLIONAIRE... 51.3% share of audience! 2nd highest rating of any drama series on television!

You'll feel like a million when you knock off the biggest ratings in your market with IF YOU HAD A MILLION — the "money" show of the season. Call your MCA TV representative today!

A DON FEDDERSON PRODUCTION OF 39 HALF-HOUR FILM HITS IMMEDIATELY AVAILABLE TO REGIONAL AND LOCAL ADVERTISERS
how to rate high with the small fry

Stations are finding that they have the kids transfixed whenever they show Bugs Bunny, Porky Pig, and the rest of the Warner Bros. cartoon gang. The ratings prove it — a healthy average of 15.6 in all markets rated by ARB so far. Here are the figures: KRTB, Denver, 10.7; KDUB-TV, Lubbock, 17.3; WABD, New York, 12.9; KPHO-TV, Phoenix, 12.0; KIIN-TV, Portland, Ore., 24.8; KUTV, Salt Lake City, 22.9; KENS-TV, San Antonio, 10.8; KFSD-TV, San Diego, 13.9; KRON-TV, San Francisco, 8.8; KFDX-TV, Wichita Falls, 22.1.

Sponsors all over the country are lining up to buy participations in these Warner Bros. cartoons — among them Post Cereals, Bosco, Kellogg's, Flav-R-Straws and Seven-Up, to name a few. To tie down the lively young audience in your area with Warner Bros. cartoons, write or phone
O. Henry as Small-Market Regional: Seg

HOLLYWOOD—Faillous Starch Company last week launched "O. Henry Flashhouse" in 49 mid-western markets as what shapes up as an unusual "small market" regional.

One of the 43 cities, spread over 14 States, purchased by the company are only five in major cities, the remaining spread are on the boundary market classification. According to Groen Kann, this brings total sales of "Flashhouse" to 187 markets. Syndication of the series started approximately a year ago.

In the meantime Percy Joel, Cron and Thomas Mitchell, stars of the show, returned from a 40-day trip, a few Southwest States, then visited Atlanta, St. Louis, Birmingham, Muskoge and ratings since "O. Henry Flashhouse," making a minimum of three appearances a day.

MCA Contracts ' Crusader' Point

NEW YORK — MCA-TV contracts a statement in last week's negotiations, are going on between the William Rue agency, and its former client, Col- lege Palance, it was stated that they canceled "The Crusader" last week. The show went off the air 10:30 p.m. because the show "was found objectionable.

MCA-TV disagrees and points out that the property's last Nielsen was good. It also points out that the show's ratings since "O. Henry Flashhouse," have been extremely satisfactory.

NO RISE IN SIGHT

Distributions See Syndicated Films' Prices Leveling Off

By GENE PLOTNICK

NEW YORK—The prices paid by major-television sponsors for syndicated film programs will probably level off next season, in the opinion of Mel Schell, president of Trendex. For the time being, the tax incentives expired this week, and the premium structure is expected that the price would continue to rise.

All but one of those involved acknowledged that in the current market, prices for the major syndicated programs were generally higher than expected a year ago.

The main reason given for the new high levels reached this season was the same: competition. By and large, the regional stations wanted with plenty of action and impact, which required expensive production shooting.

The rise was regarded in most quarters as an inflationary result, and major production managers saw this season as a decision to allow for an increased budget for the three Westermost stations.

In markets in which it would sponsor the Wendell Kelsey show Los Angeles, San Francisco, San Diego and San, Calif.; Portland, Ore., and Spokane the show was dropped.

Hammer's been via the 'first buyer of the nation,' the network's 11,500,000, while 35 marches throughout the West Coast and the Midwest, since a couple of the West Coast markets Miles and Hammer's will continue.

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MORE LIGHT ON DAYTIME

*Monday-Friday average, Second March Report NTI
Out of the 38 sponsored network quarter hours between 7 a.m. and 6 p.m. CBS Television wins the biggest audiences in 29...
the second ranking network wins in 5...
the third network in 4
### Syndicated Film Adventure Shows

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show &amp; Duration</th>
<th>Mike Per 100 Households Tilted In</th>
<th>Avg.</th>
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<th>Show &amp; Duration</th>
<th>Mike Per 100 Households Tilted In</th>
<th>Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>The Falcon (NBC)</td>
<td>98</td>
<td>2.6</td>
<td>7.</td>
<td>Star Performance</td>
<td>91</td>
<td>2.9</td>
</tr>
<tr>
<td>2.</td>
<td>Superman (Flamingo)</td>
<td>94</td>
<td>2.5</td>
<td>4.</td>
<td>Stage 7 (TPA)</td>
<td>94</td>
<td>2.5</td>
</tr>
<tr>
<td>3.</td>
<td>Captain Midnight (Screen Gems)</td>
<td>90</td>
<td>2.5</td>
<td>8.</td>
<td>Star and the Story</td>
<td>86</td>
<td>2.4</td>
</tr>
<tr>
<td>4.</td>
<td>The Falcon (NBC)</td>
<td>87</td>
<td>2.5</td>
<td>5.</td>
<td>Dr. Christian (Ziv)</td>
<td>87</td>
<td>2.5</td>
</tr>
<tr>
<td>5.</td>
<td>Superman (Flamingo)</td>
<td>83</td>
<td>2.4</td>
<td>3.</td>
<td>Star Performance</td>
<td>83</td>
<td>2.4</td>
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<td>2.4</td>
<td>6.</td>
<td>Star Performance</td>
<td>82</td>
<td>2.4</td>
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<tr>
<td>7.</td>
<td>Superman (Flamingo)</td>
<td>81</td>
<td>2.3</td>
<td>7.</td>
<td>Star Performance</td>
<td>81</td>
<td>2.3</td>
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<tr>
<td>8.</td>
<td>Superman (Flamingo)</td>
<td>77</td>
<td>2.3</td>
<td>8.</td>
<td>Star Performance</td>
<td>77</td>
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<td>9.</td>
<td>Superman (Flamingo)</td>
<td>74</td>
<td>2.3</td>
<td>9.</td>
<td>Star Performance</td>
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<td>2.3</td>
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<td>1.</td>
<td>Dr. Hudson's Secret Journal (ABC)</td>
<td>77</td>
<td>2.8</td>
<td>8.</td>
<td>Dr. Christian (Ebis)</td>
<td>77</td>
<td>2.6</td>
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<tr>
<td>2.</td>
<td>Stage 7 (TPA)</td>
<td>76</td>
<td>2.6</td>
<td>7.</td>
<td>Star Performance</td>
<td>76</td>
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<td>4.</td>
<td>Superman (Flamingo)</td>
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### Mennen Ups

**ABC-TV Buy; Show Not Set**

**NEW YORK — The Mennen Company, which recently bought the rights to the famous "Global Gray" advertising slogan, has agreed to purchase the copyrights of "I'M A MAN WITH SUCCESS." Plans are being made to use the slogan in an advertising campaign in the near future.**

The sponsor has twice dropped the more famous "I'M A MAN WITH SUCCESS." However, the slogan has been used in television commercials and the slogan will be used in the future.

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### TV Commercials in Production

A Guide to TV Spot & Program Plans

**Of Competing Sponsors by Industry**

<table>
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<tr>
<th>Industry</th>
<th>Shows</th>
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<td>Appliances</td>
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**Sponsors, Product & Agency (Show, if any No. (Seconds) (C-Type Commercial) (Producer**

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<tr>
<th>Sponsor</th>
<th>Product &amp; Agency</th>
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<th>Producer</th>
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"Whirlhybirds," as Nabisco has in eight markets, was well received. Schroeter said. A big reason was the merchandising with which it was kicked off. But a drawback to merchandising a show is that it costs the sponsor more money. Schroeter suggested that all parties involved with the show (station & distributor) benefit from the merchandising, and accordingly it should be done on a co-operative basis.

Cookie Preferences
As to why Nabisco, a national sponsor, is so heavily in syndication, Schroeter pointed out the great regional differences in cookie preferences. On "Sky King," which Nabisco has on a spot basis in 105 markets, Nabisco has 21 different product schedules. Its other syndicated shows, such as "Whirlhybirds," uses to reach the adult audience.

Schroeter was one of four speakers at last Wednesday's (26) round table luncheon of the Radio & TV Executives Society. The subject was "Syndicated Film Programming: Going Thataway!"

"It is of concern to the vice-president of the Ted Bates agency, said his agency buys syndicating shows strictly as spot carriés. He is not interested in the identity or merchandisability of the show, since the agency's philosophy is to buy the greatest circulation possible per dollar. He acknowledged that syndicated shows have been a loss for national advertisers, but Bates does not have any of them as clients.

Bates will buy a syndicated program in a particular market when it can get a full-week clearance in the market or when it can't prime time announcements of sufficient length. It will resort to syndicated shows in those situations particularly when the advertiser in question has more than one brand. In the main, it buys its syndicated shows from the station rather than the distributor.

Douglas concluded that the syndicated shows the agency has bought for this purpose have done an excellent job of reaching the right audience.

Regional advertisers, who act, in a sense, the backbone of syndicated programmed, were not represented at the round table. The other two speakers were a station manager (Charles Vanda, WCAU-TV, Philadelphia) and a distributor sales manager (John Mitchell, Screen Gems).

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Mitchell said he was bullish about the future of syndicated film even tho it was so highly speculative a venture. He gave four reasons for his optimism. The opening of more stations will make more time available. Local and regional advertisers continue to need this kind of show. The foreign market promises a great opportunity for rerun on these shows. And the large production-distribution companies now in the business require a completely vertical operation, which includes syndication.

Song Ad Productions
To Get New Quarters
HOLLYWOOD—Song Ad Productions, makers of commercials, is moving to new quarters on the KTLA lot around June 1. It will occupy the second floor of KTLA's office building, where it will have offices and art and animation departments. It will have use of KTLA's studios and facilities and Paramount sound stages.

Theodore Prod. Joins
Trek to West Coast
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CBS to Synd.
Gleason Show
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Nowadays, everyone calls this "bleeding whites"

Time was when this phenomenon went by a variety of names— all describing an overloading condition in which white areas appeared to flow irreguarly into black areas.

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It's a brand new language, compartmented in a Bell System book called "Television Signal Analysis." Network technicians and Bell System men teamed up to write it. Their purpose: to give precise definitions to a uniform set of terms. That way, when describing picture quality, they'd all be talking about the same thing.

This co-operative effort pays off dozens of times a day. It gives the TV industry one more assurance that the signals carried over Bell System lines will be of high quality.

Rita Hayworth Pix

NEW YORK—Bruce Balaban's TV-Movie News service is offering two more short free films, both of them about Columbia's Hayworth picture, "Five Down Bed Be," the sequel to "Portrait of Rita." "Calypso," they were filmed in lo xerox, they ran about five minutes each.

Roper Mitchell and Jack Lenman, the creators of these shorts, as they do in the feature picture. This raises a total of four such films Balaban has offered on this basis, the other two being in connection with "Zazak" and "Heaven Knows, Mr. Allison.

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Rites Luncheon Topic

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From start to finish, SAN FRANCISCO BEAT has everything it takes to capture attention. A suspense-laden close-up of the San Francisco Police Department in action, it is filmed on-the-spot against the colorful background of one of the world's most fascinating cities. As THE LINE-UP on the CBS Television Network, the series has consistently ranked up in the Top Ten national Trendex listings.

And as CBS Television Film Sales' SAN FRANCISCO BEAT it shapes up just as well or better! Sponsored by such big-time advertisers as Piel Brothers, National Biscuit Company, General Electric, Bristol-Myers, and Sealy Mattress Company, it's copping king-size ratings in Lansing (50.3), Columbus (25.8), Indianapolis (28.5), Grand Rapids-Kalamazoo (31.8).

SAN FRANCISCO BEAT even outpulps THE LINE-UP in such major markets as New Orleans, Omaha and Muncie. Future prospects are great too: 78 half-hours already in the can and two more years of production guaranteed. Authentically produced by expert Desilu, trigger-taut SAN FRANCISCO BEAT is a sure-fire show for advertisers who seek bigger and bigger audiences and solid sales returns. Call for a complete investigation of all the evidence—yours for the asking at...

CBS Television Film Sales, Inc.
"...THE BEST FILM PROGRAMS FOR ALL STATIONS"

New York, Chicago, Los Angeles, Dallas, San Francisco, Boston, Detroit, St. Louis and Atlanta. S. W. Caldwell Ltd., Canada.
BIRMINGHAM

2 TV STATIONS—110,800 TV HOUSEHOLDS

WJCT Channel 13—Through all of Alabama except the northern counties.

WNBC Channel 5—By arrangement with NBC, Honolulu, Ws.

A Chicago firm will handle sales

BOSTON

4 TV STATIONS—782,000 TV HOUSEHOLDS

WBOQ Channel 4—By arrangement with CBS.

WQED Channel 14—By arrangement with CBS.

WJSU Channel 25—Through all of New Hampshire.

WFHB Channel 16—Through all of Vermont.

Cleveland

5 TV STATIONS—1,211,000 TV HOUSEHOLDS

WIXN Channel 11—Through all of northeastern Ohio.

WTTV Channel 11—Through all of northeastern Ohio.

WUPK Channel 29—Through all of northern Ohio.

WCDX Channel 16—By arrangement with WCBS.

WJRT Channel 14—By arrangement with WABC.

CHICAGO

4 TV STATIONS—782,000 TV HOUSEHOLDS

WBBM Channel 7—By arrangement with CBS.

WGN Channel 9—By arrangement with ABC.

WLS Channel 7, by arrangement with NBC.

WFLD Channel 32—By arrangement with ABC.

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Census Notes

Millions in TV
Back in 1954

WASHINGTON—Films producing and distributing film programs primarily for television were estimated in 1954 numbered 254 and had gross sales of $201,000,000. Firms primarily engaged in renting films to TV numbers, 84, and had gross sales of $135,000,000. The Department of Commerce produced these figures in its 1954 Census of Business, the latest of its kind since 1948.

Of the 254 TV film producer-distributor firms tallied by census, 30 made over $500,000 a year and took in $4,100,000 in 1954. This was the largest in a series of statistics as defined by government specification. Also they accounted for 62.5 percent of the total TV advertising income of $6,900,000, while 31 firms making $300,000 and under accounted for $5,200,000. Of the 84 firms primarily engaged in renting film programming for television in 1954, 40 were found in New York, 10 in Chicago, 8 in Los Angeles, and in the next groups, the 20 in the $500,000 and over income set, and the next group, the 8 in the $300,000 and under income set, respectively, 20 in the $300,000 and under income set, respectively. The symbol "&" points out programs originating in the metropolitan areas of Los Angeles, Chicago, and New York.

WM Readeys New ‘Roommates’ Pic

HOLLYWOOD—The William Morris Agency announced today that it had signed a long-term series called “Roommates” for its new star, Gene Baylos and romantic star Ray Danton. The story revolves around two roommates who share a bed, one working by day, the other working all night.

The symbol $ is for film series booked on a national basis. The symbol “□” indicates a UPN movie. The symbol “□” is placed on programs originating in an average market yet renting ratings of 10 or better in the market area. The commer

Outsells all syndicated shows!

SAM FRANCISCO—highest rated syndicated program (720, Pulver, 2,267) entering George Gobel, Goodyear, Zachary Eaton, Jackie Gleason, Laos Video Theatre.

TWO Cities—highest rated syndicated programs in Minneapolis St. Paul (10.9, Pulver, 1,106) orating Warner Brothers, Father Knows Best, West Point, etc. Outsells all competition in Minneapolis, St. Louis, Los Angeles, Portland, Oregon, etc.

Stage 7’s dramatic Tony award that can do a fine rating, selling the show in your market, as it already is doing in more than a hundred others. Check out Stage 7 for your market today. Wads, wide or phone collect for a show.


STAGE

Vagabond

"No bad boy. V for Vagabond"

"I say, V for Vagabond!"

Digitally printed by

OFFICIAL FILMS, INC., 225 West 45th St., New York 36, N. Y., Phone F-2300.
**NETWORK REVIEW**

**The Billboard Scoreboard**

‘Man’s Game Pitches Delightful Hour of Fun’

By CHARLOTTE SUMMERS

NBC-TV, Tuesday, April 24, 9:30-10 p.m., EDT

Nothing could convert viewers to opera lovers more quietly and permanently than the NBC Opera Company telecasts, which have the unique power of filling long sitting terms with superb clarity, harmony and excitement.

The concept for a new production was a fine production of "La Traviata" is one of the most brilliant of all the longest operas. The Camille romance had not been heard in the U.S. for nearly a hundred years and was reestablished with a hint of age. Elena Malve's terrific vocal and dramatic powers made it impossible to dislike the mystery of why she isn't seen more often.

Except for too much clutching of chair backs, the cast moved gracefully and the production seemed well staged, which was designed for camera clarity. The close-up were more numerous and had great impact, as much a tribute to the technical skills and acting talents as to the director's decision. It was a perfect finale to a rewarding season of opera.

BobBernstein

*Studio One (Net)*

CBS-TV, Monday, April 23, 10:30-11:30 p.m., EDT

Houston Foote's TV adaptation of his novel "The Traveling Lady," was essentially the same type of Southern folksy tale that NBC once did with "Pilcher Television Playhouse." The central theme is a case of a young girl with a confused love and a wayward knight, this time around to the end of the summer season.

"Lady" was a confusing piece, either because its motivations were too subtle to grasp or because its motivations were too obvious. The story seems to have a sweet little wife of life.

The replacement for Will Rogers Jr. is a pleasant ambassador from the Elissa Wilshire trilogy, Jimmy Dean, whose piano and accordion playing and the themes of his new characters are closely related to the"Man Against Clime" and "The Texan." It concerns itself with the story of a Texas rabbi to save an immigrant woman.

The Ernie Ford show for Ford. The Ernie Ford show, Thursday, 8-9 p.m., EST

It may have been more a matter of one of "Playhouse's" characters giving her strong backing. The studio audience was not entirely assured, but it seemed to have a little sweet wife of life.

There was a gimmick to Austin's "Man Against Clime." That was his supposed death at sea. As Good said it, that sea was the culminating event, and the loop shots of a little boat in a tank gave added verisimilitude.

---

**Hawkeye and the Last of The Mohicans (Synd.)**

ABC-Friday, April 20, 10:15-11:15 p.m., EDT

This episode suffered from too much plot. Hawkeye and his Indian allies arrive at the town of Hopeville to find the populace being terrorized by a band of Indian raiders. The story concerned their efforts to find an inflaming agent for their cause. The story was not very successful.

All the devices seemed to be aimed at making this a show that could make these costume series most effective. Furthermore, all this fancy plotting will not reconcile an essentially kid show to the adult audiences when the characterization is so thin and the action so weak.

Stan Franciso's Frank and Jim Hutton's Bill are the best. However, the rest of the cast is not a really impressive but tasteful.

"Hawkeye" is a good property. But it can be mined by an ambitious script writer trying to develop an exciting script.

---

**Jeannie Dean Show (Net)**

Starring, Jeannie Dean, Producer, Curtiz Gay, Sponsor, participating, NBC-TV, Tuesday, 9-9:30 p.m., EDT

This episode was rated "an excellent show" and "it has a lot of promise." Still, the show didn't pull in the audience.

The "Canyon de Chelly" has been an exciting show, but the one in this episode was not as well directed. As compared to the previous one, this one was more like a Western.

---

**Secret Storm (Net)**

CBS-TV, Wednesday, April 25, 4:15-4:30 p.m., EDT

"Secret Storm" is a serial that began on CBS on February 25. It is a serial that must be watched in order to understand the story. The show is about a family who has been through a lot of ups and downs.

---

**NETWORK REVIEW**

**Luster in All Faces of Women in Black**

By BOB SPIELMAN

The Billboard, Tuesday, April 24, 9-10 p.m., EDT

"Four Women in Black," the first telecast of the series, was turned out by Filmmaker Producers for CBS, proved once again that it is not possible to create a tasteful story. What's more, it was given a new adaptation for television in Arizona—and the combination made for one of Playhouse's best shows of the season.

The story is one that makes it pretty clear when a Western is really adult. It concerns itself with the treachery of four men from Santa Fe to Tucson, Ariz., and the version of a hellion (Ralph Bower) into a human being as he undevoutly becomes the leader of the expedition.

Much of the story concerns itself with the store doahoverkings it took to survive the journey, and before the picture is over the women feel the humidity-sweating and dust-besotted caravans into the desert. The women are African and a Apache along the ways turn into a band of men (un). Interest is maintained at a high level, and the stand- off Western has not really been done before.

Helen Hayes gave a fine, sensitive performance as the leading lady. Kitty Jurado and Lena Milian were the other two principal characters. Both were strong backing.

Barney Girard wrote, directed and produced the telecast, and producing and performing were all outstanding.

Top 16-mm. Films Receive 'Golden Reel' Accolades

**Continued from page 1**

Economics: "Your Share in Tomorrow," Modern Talking Picture Unit, Brandon Films Productions and International Film Institute.


Religion and Education: "Bedrock Man," Broadcasting and Film Commission of the National Council of Churches, Producer, Nasutro Studios.


Medical Sciences: "Dynamics of the Tuberculosis," Pfizer Laboratories, Producer, Kansas University School of Medicine.

---

**THE BILLBOARD**

**APRIL 20, 1957**

**NETWORK REVIEW**

**Luster in All Faces of Women in Black**

By BOB SPIELMAN

"Four Women in Black," the first telecast of the series, was turned out by Filmmaker Producers for CBS, proved once again that it is not possible to create a tasteful story. What's more, it was given a new adaptation for television in Arizona—and the combination made for one of Playhouse's best shows of the season.

The story is one that makes it pretty clear when a Western is really adult. It concerns itself with the treachery of four men from Santa Fe to Tucson, Ariz., and the version of a hellion (Ralph Bower) into a human being as he undevoutly becomes the leader of the expedition.

Much of the story concerns itself with the store doahoverkings it took to survive the journey, and before the picture is over the women feel the humidity-sweating and dust-besotted caravans into the desert. The women are African and a Apache along the ways turn into a band of men (un). Interest is maintained at a high level, and the stand- off Western has not really been done before.

Helen Hayes gave a fine, sensitive performance as the leading lady. Kitty Jurado and Lena Milian were the other two principal characters. Both were strong backing.

Barney Girard wrote, directed and produced the telecast, and producing and performing were all outstanding.
American Music's Peak Influence

Continued from page 1

are not currently disappearing, but are certain to be increased as a result of a long-term shift in the composition of the music and the contributions to it. The sources of supply—the writers and publishers—remain essentially the same but have been increased by the recent growth of film music and the increased number of songs written for the stage and dance bands.

New Awareness

On the Broadway and concert stage, the trend toward specialization is accelerating. Theater and concert patrons are demanding more and more specific types of music, and the result is a growth in the number of professional musicians and composers who specialize in these genres. This trend is also evident in the recording industry, where there is a growing awareness of the need to cater to specific market segments. As a result, record companies are increasingly focusing on niche markets and releasing albums that are tailored to specific tastes.

Cellar Staff Report Sees BMI 'Power Opportunity'

Antitrust Subcommittee Mulls Charges
With No Endorsement Yet Reached

By MILDRED HALL

WASHINGTON — Albeit it is a truism that the BMI structure and activities have given rise to some antitrust "power" for "exclusive dealing in music on the air," it is generally recognized that the Federal Trade Commission (FTC) is likely to be the body that will determine whether the anti-trust laws have been violated. If, as the Justice Department feels they have, the report recommends that a suit "should be filed promptly seeking among other things, divestiture of broadcast ownership of BMI.

The staff's preliminary conclusion claim that "evidence" given the Celler Committee's "indication" anti-trust violations already exists. However, the document gives a darker picture of the future potential of BMI actions than present restraints. The report itself states that the high cost of record and roll, and the monopoly and the consent decree that forey this division point to BMI and the broad market.

Cable Jazz Program Spots Top Talent

May-June 'Jazz Buy' Bargain Deal Is Traffic Hypo With Full Dealer Profit

NEW YORK — Columbia Records, as in May and June is highlighted by an outstanding jazz merchandising campaign, titled "Jazz Buy Columbia," offering the consumer a top selection of top name artists for the record buying public. The consumer has the privilege of buying any one of a group of 44 jazz best-sellers for the low price of $1.08, plus local sales tax and shipping. These are in the diamond category with the artist level, a change of attitude in the jazz field, a move in the popular and country categories.

WARIJINK JUNETE A81114

NEW YORK—The date of the annual "Fred Waring Day" music contact men has been set for this year, Tuesday, June 11. The place, as usual, is Waring's Shawnee Inn at Shawnee-on-Delaware, Pa.

Men wish who may attend have been urged to send in his acceptance to the arm's length donation by May 17. These are to be limited to the "Fred Waring Music Corporation. The fee will be used to handle all acceptances, plus Waring's birthday gift.

Prefer men who would like to go up the day before the date, or have time to see the artists, and dinner reservations. The price for Monday dinner and Tuesday breakfast accommodations for two nights is $15. Reservations may be made thru Bernice Pollock, Meals Music and Executive Secretary, 154 Waring Blvd., New York, N.Y.

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City Wax

K-Mag

Calympo Tie In

NEW YORK — A special 45 record, carrying the Vix label, is the tie-in feature of the upcoming May issue of Glamour magazine.

The disk, recorded by Vik artist Geoffrey, is a nine-inch eight-page piece on a novel Limbo-Calympo dance, which is made up of a number of rhythms, and each side is devoted to a separate rhythm party. Holder, who adapted the dance for this movie, instructs the listener on one side of the album to the Calympo rhythm while the other side is a special musical number that he wrote. Glamour readers are given the disk for 50 cents with a coupon clipped from the book. The disk, which has been handled thru the RCA Victor Custom records division with Dore Records. Holder, meanwhile, is holding forth with his own show at the Brooklyn Academy. After his closing there the first week in May, the radio station will be broadcasting as "substantial power" to control the price of music in the future. In the future, the report's conclusion is that a "substantial power" to control the price of music in the future. In the future, the report's conclusion is that a "substantial power" to control the price of music in the future.
Ruling in AFM Case Cues for New Fights

HOLLYWOOD — In a unanimous decision last week (24), the California District Court of Appeals here ruled that California courts have the power to assess $125 million in law suits filed against the American Federation of Musicians and the Music Performance Fund.

The court issued a writ of mandate and ordered the Superior Court to compel Judge John J. Ford to hold new hearings on a request by the California Gas & Electric Company for an injunction to prevent the reassignment of a receiver for the fund, and the imposition of sanctions to assure further payment to the fund.

Holding of the Court of Appeals will pave the way for the receivership, since the ruling dismisses the chief impediment to the action, namely, the contention by the defense that trustee Samuel Rosenbaum was "an indispensable party" who had not accepted service in California.

The court ruled in its 46-page opinion that the "only impediment to executive for the approval of the appointment of a receiver for the fund, and the imposition of sanctions to assure further payment to the fund."

Headed for Higher Courts

"In the view of the court," the technology and dispositions in the cause, the court said, "the control that the Trust Fund is "judicially held by the American Federation of Musicians."

Type of musical

"No other action is expected within the membership meeting in the Little Auditorium in June, when a new weekly "Top 40" survey from Robin Seymour, is conducting a national panelist, and Dexter is a top-rank talent."

In those days, they were strictly top rangers.

In 1950, the program moved to WOR, and in April, the "Top 40" survey was issued by ABC. The show now is carried by 150 stations.

NIPPON WAX Eruption

(Continued on page 52)

Cap Sets Up C.O.W.; Realigns Intl. Dept.

HOLLYWOOD — The realignment of Capitol Records' international division this week, the succeeding of a new president of the Capitol of the World division, and the hiring of new artists, has increased the firm's activity in the field with the signing of four new artists.

Added were T. Tommy, a WSM radio announcer, Don Reno and Red Murray, of the Grand Ole Opry; and Whitey Knight, of Hollywood. Vueier is in line to make a series of television appearances, starting today in Chicago. Vueier is in line to make a series of television appearances, starting today in Chicago. Vueier is in line to make a series of television appearances, starting today in Chicago. Vueier is in line to make a series of television appearances, starting today in Chicago.

A veteran jazz concert promoter who is presently dicker ing a deal for the New York Stock Exchange, Norman will report to M..x Callison, national sales manager for Capitol Records Distribution Corporation. To facilitate the operation of the C.O.W. division and the international department, personnel will be housed in new quarters at the Capitol building.

Sales of C.O.W. albums will continue to be handled by C.O.W., its branch offices, and sales representation is added to additional potential value with special effort in heavily populated foreign language market segments, the Sunset Strip product will be added as it has in the past under the supervision of Dexter, with the company to add a completely new C.O.W. line of foreign language albums. International sales personnel may be added to the already substantial staff.

The success of the Capitol of the World Series has prompted the company to hire a new man, Robert L. Dunn. Some of the international albums, such as "In Harmony, In Love," "Our World," "My Georgia," "La Femmes" and "Ko, he-doo" sold many domestic albums, Dunn said. Since the debut of the Capitol of the World line some three months ago, Dunn has issued approximately 70 albums in some 70 territories of which, said P-pin, "have exceeded sales of 10,000."

A host of the makers for the outand success: Capitol of the World," according to Dunn, "is that the label has achieved the same level of success in a shorter period of time than has been seen in the past."

But, "Capitol of the World" has not been without problems, such as 160 stations, and the usual troubles of an all-'girl crew.

"We've been receiving a lot of phone calls asking if it was an all-'girl crew," said P-pin, "and we're pleased to say that it was."

The Willowridge office, which is booking her, expects it to be an all-girl crew.

FREE CONCERTS

COPENHAGEN —DECLARES Sam is boosting sales of modules in U.S.A. records, here, by offering free phono concerts, in exchange for their records, such as "In Harmony, In Love," "Our World," "My Georgia," "La Femmes" and "Ko, he-doo" sold many domestic albums, Dunn said. Since the debut of the Capitol of the World line some three months ago, Dunn has issued approximately 70 albums in some 70 territories of which, said P-pin, "have exceeded sales of 10,000."

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**No Red Seal In Victor’s May Product**

NEW YORK—To avoid com-
plaints from Victor concerning ma-
time motion (The Billboard, April 27), RCA Victor is excluding intro Red Seal disks from its May regular package release.

Excluding the Save-On-Discs specials, the month’s issue will be 11 LP’s (and three EP equivalents) and three EPA extended play disks.

The S-O-R disks, which sell at $5.95 to coupon holders in the shops, are: Pippo—The Big Sausage on Broadway, with Ray Bolio, organ jazz; Red Norvo and His Hi-Fi Five, Classical—Ponchielli’s Classical Symphony and Sym-
phony No. 7, with Malko and the Philharmonia orchestra.

In the regular line, there will be four packages by country artists: Barefoot Ballads, by Houser and Teller; Max Hayner and Honklen, by pianist Del Wood, ‘Jim Ed. Brown and Stroke and a sacred set by the Statemen Quartet.

Portraits include piano albums by Barbara Carroll and Hank Snow and an English album by the Mar-
keteers, Erminee Holmes, and an Italian set sung by Enjra Nilla Pizzi. Celine Dion will record two new

*one* disc, titled “Sainted-Figaro Concert Jazz” and the other, also a jazz set, “Rogers and Hart, with a new once tagged “Collaboration.”

Among the featured EPA’s is the “Ease Austin Story.”

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**Decca Pushes ‘World’ Disk**

NEW YORK—Decca has un-
leashed a sensational national promo-
ner on the single disk of “How Far From The World in Eighty Days.” The single pairs Victor Young’s instrumen-
tal version of the theme from the sound track LP, with a vocal by the Three Deans, the single reportedly started to build after the pic’s Academy Award Nomination.

Key personnel of the disney and advertising world will be put on the road all next week and display streamers and other special mail-
dings to be determined. The disk will be in charge of packaging for the three-week period.

Willis will specialize in the fields of creative illustration, styl-
ing, design, cover art and all Decca and Decca line notes.

Men will be in an expected series which will increase the tempo of Decca’s album division, Mac, since joining the label, rec-
en completely the editorial end of using various Decca LP version of Cecile B. DeMille’s the upcoming de luxe- two -pocket department for the past five years, would be the first move of a pic producer to divest

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**Wexler Sets Cabot Label Sked for 57**

NEW YORK—Cabot Records new label recently set up by

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**Decca’s Golf Tournament**

NEW YORK — The Disc Industry Scholarship Committee (DISC) first annual golf tournament was directly held in the East, expanding to national scope in subsequent years. However, the committee decided to go all-out and do one National Tournament the first year. Now, it appears that the tournament may be a two-year event, as this past entry was received from Robert Wyman, president, of Hobart Sales Company, Tokyo. Wyman is a recording artist who covers both civilian and U.S. military record outlets in the Far East.

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**Robertson’s ‘Hummingbird’ Suit Settled**

NEW YORK—Suit brought by Robertson against front of the jinglebird line for manipulation of his song “Hummingbird,” in a Ford Motor Company com-
mercialingle, has been settled by arbitration. Robertson claimed that his 1947 contract with Songs Protective Association was null and void because the company failed to get his consent before hearing the song.

The arbitrators, Jay Corny, ap-
pointed by Robertson, Jerry Wes-
ler of Atlantic Records, and Jack

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**Avakian Sets 2 Pop LP & A&R Appointments**

NEW YORK—Columbia has appointed Recording Di-
rector, pop album a.c. it was announced by Robert Avakian, Columbia Records direc-
tor of pop album a.c. Pela as assistant recording direc-
tor of pop album a.&r. Los Angeles, and a sacred set by the Statesmen Quartet. “Even with Chappell we felt our

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**Don Bell Joins KIAO**

DES MOINES — Don Bell, former local disc jockey is leaving KNTV and KNTV-TV to join the Deejay in a new one-week stint on the air on the 30 hours weekly on 1110KIAO in Des Moines. Bell will be "on the air" each of the 30 hours.

Bell, who was with KNTV almost 111 years, said his transfer to KIAO is the result of a difference in policy,

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**ENTRY FROM NIPPON YETI**

**Avakian Appoints Robert Prince as assistant recording direc-
tor of pop album a.&r. Prince was former-ocnon and roll-
Plan Musical One-Shotters For Radio-TV

NEW YORK—One-shot musicals should be lined up on an important part of the programming schedule of both network radio and TV this spring.

Creative directors of NBC, ABC, and CBS are expecting that new musicals will be lined up at the rate of one every day or so, and are looking for musicals that will be suitable for TV and radio. The one-shot shows will be produced by many of the same people who have produced successful musical shows in the past.

One-shot musicals are those that are designed to be performed once and then discarded. They are usually produced for a specific occasion, such as a special holiday, a public event, or a television network's programming schedule.

Columbia Jazz

* Continued from page 21

repeated interest on the part of the consumer, new releases will be made available during the second half of the program. Thus, out of the total of 44 albums, stone or eight items will not be shipped.

The jazz packages include Louis Armstrong Plays W. C. Fields, "The Varsity Club is Jazz," material from the New York City Symphony, and The Second String. A full line of pop albums and single releases by some of the nation's top artists is currently being cut by MacFarland.

Report... Going on... Going on...

Bingle

Last fall, former manager and controller of the Rama, George Wolfson, signed just last week around the staff of Gone Records and Real Gone's "Teen-agers With Slay Music," the new label's "H A M M E R " label. In his new position, Wolfson will be responsible for the new label's marketing, promotion, and distribution.

True Love Gone

Sensationally recorded by

O BETTY MADIGAN
O CALL

The Enchanters on Coal

Mills Music, Inc., New York City

Attention

Watch for the Face in the Crowd

MAMA GUITAR

RAMSISK MUSIC CORP.

Wanted

Negro men and women with some experience in show business to train as

Radio Disc Jockeys

Largest group of Negro radio stations in the South want Negro men and women as rhythm and blues and spiritual personality disc jockeys.

The OK Group, with radio stations in New Orleans, Houston, Memphis, Lake Charles and Baton Rouge, is looking for Negro men and women who want to become personality disc jockeys in the rhythm and blues and spiritual field. The OK Group has a good reputation in the industry, and is looking for applicants who are interested in the field and are willing to work hard to achieve success.

Write STANLEY W. RAY, JR.

THE OK GROUP

505 Baronne St.

New Orleans 12, La.
Jack's Greatest Instrumental — A Smash

Jack PLEIS

THAT'S LIFE
GOODNIGHT WALTZ

Decca 30303

A NEW WORLD OF SOUND
ANNOUNCING

J

BUY

COLUMBIA

THE "GREATEST" PROMOTION OF ALL!
Clear the counters for instant action! Fans everywhere have been waiting for just such a chance as this, the greatest jazz promotion ever... Jazz BUY Columbia!

Your biggest selling events come from
**JAZZ FOR EVERYONE**

4 SPECTACULAR JAZZ ALBUMS

Available as part of the "greatest" buy of all:

**Jazz BUY Columbia**

Promotion runs from May 11 to June 29

**ELLENGTON**
- The Music of Duke Ellington Played by, Duke Ellington CL 558
- Blue Light CL 603
- Masterpieces by Ellington CL 625
- Hi-Fi, Ellington Uptempo CL 630
- Liberian Suite and A Tone Parallel to Harlem CL 951

**ARMSTRONG**
- Louis Armstrong Plays W. C. Handy CL 840
- Satin Plays Fats CL 836
- Ambassador Satch CL 840

**GARNER**
- Earl Garner CL 835
- Earl Garner Gems CL 839
- Earl Garner Count CL 617
- Earl Garner Plays for Dancing CL 607
- Converst for the See CL 825
- The Mod Happy Flano CL 815

**JAY & KAI**
- Trombone for Two—J. J. Johnson and Kai Winding CL 875
- Jay & Kai—J. J. Johnson and Kai Winding CL 952
- Otell CL 892
- Jay & Kai—J. J. Johnson and Kai Winding CL 955
- The Trombone Sound—Kai Winding and His Septet CL 820

**BRUBECK**
- Jazz Goes to College CL 565
- Dave Brubeck at Newport 1954 CL 590
- Brubeck Plays CL 626
- Brubeck Plays CL 659
- Brubeck Plays Brubeck CL 878

**ELGART**
- Sophisticated Swing CL 539
- Just One More Dance CL 603
- The Band of the Year CL 619
- The Dancing Sound CL 664
- The Elgart Threat CL 873
- The Elgart Sound CL 931
- Dance to Hits from Frank Loesser's Musical "The Most Happy Fella" CL 961

**NEWPORT JAZZ FESTIVAL**
- Louis Armstrong and Eddie Condon at Newport CL 892
- Dave Brubeck and Jay & Kai at Newport CL 978
- Duke Ellington and the Buck Clayton Orchestra at Newport CL 995
- Ellington at Newport CL 994

**BERNSTEIN**
- What Is Jazz? CL 913

**NEW RELEASES**
- *Trombone Panorama—The Kai Winding Septet CL 990*
- *Jazz Impressions of the U. S. A.—The Dave Brubeck Quartet CL 973*
- *Star Eyes—The Nat Harte CL 980*
- *It's Time—The Johnny Esten Quintet CL 994*
- *Jean Little—The Eydie and Gigi Gryce CL 993*
- *Jay & Kai—J. J. Johnson and Kai Winding CL 972*
- *Drum Suite—ART BLAKEY and the Jazz Messengers CL 1003*
- *One O'Clock Jump—Count Basie CL 997*  "Available in June"

**SELL A 12" LP RECORD FOR $98**

With every one you sell at the regular price of $3.98, your customers save $2.00 on every second record!
THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising
News & Sales Tips

Lack of Space Can't Kill Sales

By RALPH FREAS

GERMANTOWN, Pa. — A frequently heard boast from record-music dealers is, "I haven't any space." They can cite any number of dealers who have more space than they and they regard more display area as a nuisance for more merchandising skills.

One exception to the above is Leon Jaffe, owner-manager of the Chelten Record Shop in suburban Philadelphia. His shop is a perfect cube, measuring 14 feet in length, depth and height. In that tiny area he displays and sells LP's, EP's, singles, accessories and several phonograph lines. His annual volume is substantial enough that many dealers who operate from stores two and three times larger.

Planning is part of the Chelten Record Shop's success. From the floor to a height of seven feet, all three walls are covered with peg-boards. The peg-board supports a variety of wall fixtures which may be easily removed and changed. All floor fixtures are mounted on casters so they can be moved away from the walls or shuffled around to change the display.

The shop's inventory is kept on shelves above the seven-foot level. The shelves are mounted on all four walls. Inventory on faster moving items is kept beneath the floor fixtures when they are easily accessible. Only when Leon Jaffe spends a special stock buying trip does he keep stock outside the shop. Then he stacks it in an office rented in a nearby bank building.

"I'm never confused about how much stock I have," Leon points out. "All I have to do is look around the store and I know exactly what's on hand in every color. Another advantage is that I have so little space that I rarely overbuy. I don't have any room for mistakes.

Probably the most startling fact about the shop is the efficient operation it provides a contrasting texture. Within minutes the window is covered with a gravelly colored material cover, several "Funny Face" balloons and a turntable catching window. Materials, provided by Verve records, are influential to RCA-Victor's promotion plans for portable radios. RCA-Victor is carrying out the theme, including six "Funny Face" balloons, pictures of famous world landmarks. Each poster carries copy on a different RCA-Victor portable or transistor radio.

No, the space factor doesn't bother Leon Jaffe. He doesn't have enough to worry about.

The Traffic Factor

The Chelten Record Shop has been doing business at the same spot for the past five years and it's a good spot. It is only several feet away from the busy traffic intersection of Chelten Avenue and the intersection of Chelten Avenue and the Pennsylvania Turnpike.

Whereas space is not an important factor to Leon Jaffe, he lays great stress upon other factors. Among these he has free delivery of records from the distributor within 24 hours, he prefers to make his own pick-ups. This gives him an edge on his competitors, especially when the latest pop hits.

The Chelten shop is a notch above many dealers in the area. Leon Jaffe's operation is the lively delivery of records from the distributor.
When your customers see your ads in your local newspapers and our supporting National Advertising they'll jump at the chance to trade in their old records for new RCA Victor Hi-Fi L.P.s

HERE'S HOW TO MAKE THEM JUMP YOUR WAY:

1 Run RCA Victor's specially-prepared trade-in mat advertisements in your local paper. Three sizes available. Use some of the special radio spot commercials. See your RCA Victor distributor today. He has an exciting deal to tell you about.

2 Ask him for RCA Victor's dramatic three-dimensional trade-in window display and colorful in-store streamer. Install both right away!

3 Be prepared for crowds of customers. Your distributor has a Red Seal stocking program for you that represents one of the bargains of the year.

4 Alert your customers to this trade-in opportunity—by mail, by phone, in person. Start talking it up without delay!

MAKE YOUR STORE HEADQUARTERS FOR RCA YOUR CUSTOMERS HAVE NEVER SEEN SUCH
ONE MONTH ONLY!
TRADE IN YOUR OLD ALBUMS ON NEW RCA VICTOR CLASSICAL HI-FI L. P.s LIKE THESE:

Any old Albums that cost you $2 or more each...any brand...any speed...are now worth $1 toward the purchase of any RCA Victor Classical Long Play Album!

Here's your chance of a lifetime to build the Long Play classical record library of your dreams! A golden opportunity to start, or modernize, your collection of the world's greatest music, performed by the world's greatest artists - with fresh New Orthophonic High Fidelity recordings! Trade in your out-of-date record albums on any RCA Victor classical L.P.s.

DEALER IMPRINT

VICTOR'S GIANT RED SEAL TRADE-IN EVENT!
SAVINGS...YOU'VE NEVER SEEN SUCH SALES!

VICTOR
RADIO CORPORATION OF AMERICA
**Best Selling Pop Albums**

1. CALYPSO—Harry Belafonte
   RCA Victor LPM 1248
2. AN EVENING WITH HARRY BELAFONTE
   RCA Victor LPM 1402
3. HYMNS—Tennessee Ernie Ford
   Capitol T 759
4. LOVE IS THE THING—(Nat) Cole
   Capitol W 924
5. OKLAHOMA!—Sound Track
   Capitol SAO 955
6. MY FAIR LADY—Original Cast
   Columbia OL 5090
7. THE KING AND I—Sound Track
   Capitol W 740
8. MY FAIR LADY—Percy Faith
   Columbia OL 5150
9. THE EDDY DUCHIN STORY—Sound Track
   Decca DL 8389
10. AROUND THE WORLD IN 80 DAYS—Sound Track
    Decca DL 9046

**Pop Albums Coming up Strong**

- **Spirituals**
  Tennessee Ernie Ford
  Decca DL T 518
- **Pat Boone**
  Pat Boone
  Dot DL 39050
- **Casa Loma in Hi-Fi**
  Glen Gray
  Capitol W 747
- **Rock, Pretty Baby**
  Sound Track
  Decca DL 8429
- **The Platters, Vol. II**
  The Platters
  Mercury MC 20516
- **Rockin'**
  Frankie Laine
  Columbia CL 975

**Spotlight on Sound**

LIEBERT TAKES A HOLIDAY (1-12")—Dick Liebert, Westminster

This is a hi-fi organ horn. The choice of material is perfect for displaying the wide range of Wurlitzer effects, and the clarity of reproduction in all registers is impressive. For demonstration, don't miss the chimes in "You Look Like Someone," the xylophone in "Valse LIEBERT TAKES A HOLIDAY (1-2")—Dick Liebert. Westminster

**Jazz Albums**

JAY AND KAI (1-12")—J. Johnson and Kai Winding, Columbia CL 973

Still another strong album, with broad appeal, from the two tone-combos. Smart tunes and arrangements and pleasant, tasteful imitations of jazz, pop and rock and roll. The kids made Presley and Pat Boone best selling album artists, and they may very well do the same for Saldias. Watch this one.

**Reviews and Ratings of New Albums**

**Popular Classical**

VIVALDI: CONCERTOS NO. 8 IN C AND FLAT MAJOR "PLA FENESTRA DEI MAR"... E IN C MAJOR (+) PLACED... 7 IN D MINOR (+) PACE
   RCA Victor EPA-607
   Pace PL 1002
   Decca DL 6190

A package of proven success, recorded in New York. Page's versatility in tone color, volume, or intensity causes a powerful value for the entire market, and makes him valuable, versatile, and a source, here, in major movie and TV exposure. All dealers should score this.

**Jazz**

**Special Merit Jazz Album**

ZOOT (1-12")—Zoot Sims Quintet. Argo LP 608.

In spite of the plethora of recently released single albums, this is a tasteful, tasteful instrumental blend of different styles. With ideal assistance from J. Williams, G. Johnson and K. Totah, Zoot is at his earlier, emotional best. There are many tenor men who play the Lester Young line, but few have the ingenuity, talent and sensitive dignity of Sims. To show it is to sell it.

**Sacred Albums**

BE STILL AND KNOW (1-12")—James Berry. World Records W 4010-LP

An exceptionally fine sacred package. Berry, who toured the States with the Westminster Choir, has vocal equipment of unusual timbre and technique. He is completely unhampered on Wicks three-manual organ played by John Roe. Effectiveness of the ensembles is sentimental and sonorous sound. Includes "God Is Our Refuge and Strength," "Song of Penitence," by John Roe. Effectiveness of the ensembles is sentimental and sonorous sound. Includes "God Is Our Refuge and Strength," "Song of Penitence,"...
LUBOFF

When Norman Luboff leads his choir on a musical exploration of the West Indies, the findings are bound to be registered in naturally, the best-sellers lists! Singles from this album have already got into heavy action; the album itself looks like a "hot" item.

CALYPSO HOLIDAY: twelve authentic calypso melodies of the West Indies. The Norman Luboff Choir CL 1900. Extended Play B 10001, B 10002, B 10003

BERGEN

Polly singing the songs of Helen Morgan is just plain terrific! The whole country will see her play the role of Helen on the CBS Television spectacular based on Helen's life on May 16th. Watch for immediate public response as this album hits the charts!

POLLY BERGEN SINGS SONGS OF HELEN MORGAN: twelve of the haunting songs so closely associated with the memory of Helen Morgan. Polly Bergen with Luther Henderson and Orchestra CL 994

From the world's largest selling catalog of popular albums

COLUMBIA RECORDS
A DIVISION OF CBS
® "Columbia" © Marcus Reg.
AMERICA'S CONTRIBUTION

RUSTY DRAPER

SINGS
A NEW HIT TAILOR MADE FOR HIM
FREIGHT TRAIN

MERCURY 71102

WITH COMPLETE NEW LYRICS!

This Will Be Rusty's Biggest Hit!

Mercury Records
REG. U.S. PAT. OFF.
MUSIC FROM MICHAEL TODD'S AROUND THE WORLD IN 80 DAYS

DECCA gives you a SMASH HIT SINGLE with a Side 1-Side 2 Punch!

Bing Crosby SINGS

AROUND THE WORLD

orchestra directed by BUDDY COLE

Victor Young conducts MAIN THEME

AROUND THE WORLD IN 80 DAYS

9-30262

a New World of Sound...

DECCA Records
**Reviews and Ratings of New Jazz Albums**

**Continued from page 33**

**SONGS THEY SING BEHIND THE GREEN DOOR**

Next in our list of recommended albums is RCA Victor LPM 1437, "The Somerset," by H. & J. They are well known for their regular series of ballads, which are sung with quiet and restrained jazz. For those who enjoy the quiet and relaxed atmosphere of a ballad, this album is a must.

**FOLK**

The Calypso Carnival (1-12")

This album, produced by RCA Victor, contains some of the most popular calypso songs of the day. It is a great addition to any collection and is sure to please fans of this genre.

**AFRICAN SONGS AND SPOKEN WITNESS**

This album, produced by RCA Victor, contains some of the most moving and powerful African songs and spoken word pieces. It is a great addition to any collection and is sure to inspire and entertain.

**WALT DISNEY PRESENTS THE MASKED TARZAN**

This album, produced by RCA Victor, contains some of the most popular songs from the famous cartoon series "The Masked Tarzan." It is a great addition to any collection and is sure to please fans of this genre.

**HAPPY AND HONKY TONK**

This album, produced by RCA Victor, contains some of the most popular honky tonk songs of the day. It is a great addition to any collection and is sure to please fans of this genre.

**MUSIQUE DES SOUVENIRS**

This album, produced by RCA Victor, contains some of the most moving and powerful music from the famous movie "Musique des Souvenirs." It is a great addition to any collection and is sure to inspire and entertain.

**THE SACRED SONGS OF FRANK BOYCE**

This album, produced by RCA Victor, contains some of the most sacred and moving songs of the day. It is a great addition to any collection and is sure to inspire and entertain.

**COUNTRY & WESTERN**

The Barefoot Ballads (1-12")

This album, produced by RCA Victor, contains some of the most popular country and western songs of the day. It is a great addition to any collection and is sure to please fans of this genre.

**SKYLARK**

This album, produced by RCA Victor, contains some of the most popular songs of the day. It is a great addition to any collection and is sure to please fans of this genre.

**REVIEWS AND RATINGS OF NEW CLASSICAL RELEASES**

**Continued from page 32**

**BACH: CONCERTOS Nos. 1-5**

These concertos, produced by RCA Victor, are some of the most popular and well-known works of the great composer. They are a must for any collection of classical music.

**SUMMER DAYS, SUMMER NIGHTS**

This album, produced by RCA Victor, contains some of the most popular and well-known songs of the day. It is a great addition to any collection and is sure to please fans of this genre.

**THE YOUNG BLOODS**

This album, produced by RCA Victor, contains some of the most popular and well-known songs of the day. It is a great addition to any collection and is sure to please fans of this genre.

**RHYTHM AND BLUES**

This album, produced by RCA Victor, contains some of the most popular and well-known songs of the day. It is a great addition to any collection and is sure to please fans of this genre.

**LITE ARTWORK**

This album, produced by RCA Victor, contains some of the most popular and well-known songs of the day. It is a great addition to any collection and is sure to please fans of this genre.

**MOONLIGHT**

This album, produced by RCA Victor, contains some of the most popular and well-known songs of the day. It is a great addition to any collection and is sure to please fans of this genre.

**SOUND OF SOUL**

This album, produced by RCA Victor, contains some of the most popular and well-known songs of the day. It is a great addition to any collection and is sure to please fans of this genre.
a message of importance to

every record dealer

that

wants more profits

In busy New York City’s Grand Central Terminal, the Doubleday Record Shop prominently displays the best selling Pop Albums poster as a sales reminder to passing potential customers.

In a message of importance to every record dealer that wants more profits,

Dear Record Dealers:

Over $320,000,000 worth of records were sold in 1956. And one of the top executives of one of the major record companies is quite optimistic about the future. He says that 400 or 500 millions of dollars of annual record sales doesn’t have to be a ceiling either.

Speaking of record dealers, this executive says that “record retailers have generally become more showmanship minded,” and that “one of the healthiest factors in the whole business is that dealers have learned modern merchandising techniques and are now pitching for that consumer dollar.”

One of the ways you can make more sales and more profits is to sell more records to your present customers and, at the same time, find and sell new customers. And here’s an easy way to merchandise your record stock and pitch for that consumer dollar:

**The Billboard’s Sales Booster Kit**

will sell more records to customers in your store . . . for it contains big, colorful posters of the Honor Roll of Hits, Best Selling Jazz, Best Selling Popular and Best Selling Classical Albums. You post these around your store as gentle reminders to your customers of additional records they wanted but forgot to buy.

**The Billboard’s Sales Booster Kit**

will bring new customers into your store, for in addition to the posters of best selling albums and singles, it also contains colorful reprints on new releases, complete with pictures of the artists that recorded them. Stick these posters and reprints in your window and watch the people stop . . . and then come in to buy.

Don’t take our word for it. Enter a trial subscription now. Two kits a month for the next three months . . . a $6 value at regular prices . . . will start your sales moving upward and the cost is only $3.

Just display these colorful posters on your walls and in your windows. They’ll be the best silent salesman you ever had.

**Merchandising Division, The Billboard, 2160 Patterson St., Cincinnati 22, Ohio**

Okay, I’ll try your Sales Booster Kits!

Send me the next six kits (two a month for three months) at your trial offer rate of $3 (regular $6 value):

☐ My check for $3 is enclosed  ☐ Bill me

(name of person entering order)  (name of store)

(store address)  (city and zone)  (state)
LIVE LETTERS
IN THE SAND

from the sound track of the
20th Century Fox Picture ... "Bernardine"

20th Century Fox Pictures
presents
PAT BOONE
starring in
BERNARDINE
**Best Sellers in Stores**

For survey week ending April 24

$29.99-

1. ALL SHOOK UP (BMI)-E. Presley... 1 5
2. LITTLE DARLIN' (BMI)-Diamonds... 2 8
3. ROUND AND ROUND (BMI)-... 3 9
4. PARTY DOLL (BMI)-B. Knorr... 4 10
5. GONE (BMI)-F. Husky... 6 7
6. SCHOOL DAY (BMI)-C. Berry... 8 3
7. COME GO WITH ME (BMI)-... 10 2
8. I'M WALKIN' (BMI)-F. Domino... 10 7
9. WHY, BABY, WHY (BMI)-F. Boone... 9 7
10. SO RARE (ASCAP)-J. Dorsey... 14 3
11. MAMA LOOKA BOBOO (BMI)-... 13 6
12. BUTTERFLY (BMI)-A. Williams... 16 10
13. BUTTERFLY (BMI)-C. Grade... 11 11
14. PARTY DOLL (BMI)-S. Lawrence... 15 8
15. MARIANNE (BMI)-T. Gilkyson... 17 10
16. WALKIN' AFTER MIDNIGHT (BMI)-... 10 2
17. MARIANNE (BMI)-T. Gilkyson... 20 11
18. I'M SORRY (BMI)-F. Laine... 16 10
19. HE'S MINE (BMI)-M. Robbins... 12 12
20. I'M THINKING ABOUT YOU (BMI)-... 9 7

**Most Played in Juke Boxes**

For survey week ending April 24

$29.99-

1. ALL SHOOK UP (BMI)-E. Presley... 1 4
2. LITTLE DARLIN' (BMI)-Diamonds... 2 6
3. ROUND AND ROUND (BMI)-... 4 7
4. PARTY DOLL (BMI)-B. Knorr... 3 9
5. GONE (BMI)-F. Husky... 4 5
6. HE'S MINE (BMI)-Mercury 71032
7. BUTTERFLY (BMI)-A. Williams... 5 9
8. I'M WALKIN' (BMI)-F. Domino... 6 7
9. WHY, BABY, WHY (BMI)-F. Boone... 7 6
10. PLEDGE OF LOVE (BMI)-... 8 10
11. MAMA LOOKA BOBOO (BMI)-... 9 7
12. BUTTERFLY (BMI)-C. Grade... 10 11
13. PARTY DOLL (BMI)-S. Lawrence... 11 12
14. MARIANNE (BMI)-T. Gilkyson... 12 12
15. I'M SORRY (BMI)-F. Laine... 13 15
16. HE'S MINE (BMI)-M. Robbins... 14 14
17. WALKIN' AFTER MIDNIGHT (BMI)-... 14 14
18. MARIANNE (BMI)-T. Gilkyson... 19 11
19. I'M THINKING ABOUT YOU (BMI)-... 20 10
20. I'M SORRY (BMI)-F. Laine... 21 9

**Most Played by Jockeys**

For survey week ending April 24

$29.99-

1. ALL SHOOK UP (BMI)-E. Presley... 1 4
2. ROUND AND ROUND (BMI)-... 2 10
3. LITTLE DARLIN' (BMI)-Diamonds... 3 9
4. GONE (BMI)-F. Husky... 5 8
5. BUTTERFLY (BMI)-A. Williams... 6 9
6. WHY, BABY, WHY (BMI)-F. Boone... 8 7
7. COME GO WITH ME (BMI)-... 9 7
8. PARTY DOLL (BMI)-S. Lawrence... 10 8
9. BUTTERFLY (BMI)-C. Grade... 11 9
10. LOVE IS A GOLDEN RING (BMI)-... 12 9

**Most Played by Jockeys**

For survey week ending April 24

$29.99-

1. ALL SHOOK UP (BMI)-E. Presley... 1 4
2. ROUND AND ROUND (BMI)-... 2 10
3. LITTLE DARLIN' (BMI)-Diamonds... 3 9
4. GONE (BMI)-F. Husky... 5 8
5. BUTTERFLY (BMI)-A. Williams... 6 9
6. WHY, BABY, WHY (BMI)-F. Boone... 8 7
7. COME GO WITH ME (BMI)-... 9 7
8. PARTY DOLL (BMI)-S. Lawrence... 10 8
9. BUTTERFLY (BMI)-C. Grade... 11 9
10. LOVE IS A GOLDEN RING (BMI)-... 12 9
NIGHT TRAIN

SKIFFLE GROUP VOCAL BY NANCY WISKEY

CHIC #1008
A Spring Smash!

CAN'T WAIT FOR SUMMER

Steve Lawrence

DICK JACOBS
and his
Skiffle Band

Southern Music Pub. Corp.
Murray Deutch
General Professional Manager
1619 Broadway, New York, N. Y.

CORAL 9-61834-61834
**THE TOP 100**

For survey week ending April 24

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.

**POP SONGS**

1. **ALL SHOOK UP**, B. Presley, Victor...
2. **LITTLE DARLIN'**, Columbia...
3. **ROUND AND ROUND**, F. Corea...
4. **PARTY DANCE**, A. Wilkows, Columbia...
5. **COME ON**, E. Hicks, Capitol...

6. **BUTTERFLY**, A. Wilkows, Columbia...
7. **SOMETHING**, C. Berry, Chess...
8. **BUTTERFLY**, C. Giroux, Chess...
9. **COME ON**, E. Hicks, Capitol...
10. **SOMETHING**, C. Berry, Chess...

11. **SOMETHING**, C. Berry, Chess...
12. **BUTTERFLY**, A. Wilkows, Columbia...
13. **SOMETHING**, C. Berry, Chess...
14. **BUTTERFLY**, A. Wilkows, Columbia...
15. **SOMETHING**, C. Berry, Chess...
16. **BUTTERFLY**, A. Wilkows, Columbia...
17. **SOMETHING**, C. Berry, Chess...
18. **BUTTERFLY**, A. Wilkows, Columbia...
19. **SOMETHING**, C. Berry, Chess...
20. **BUTTERFLY**, A. Wilkows, Columbia...

21. **SOMETHING**, C. Berry, Chess...
22. **BUTTERFLY**, A. Wilkows, Columbia...
23. **SOMETHING**, C. Berry, Chess...
24. **BUTTERFLY**, A. Wilkows, Columbia...
25. **SOMETHING**, C. Berry, Chess...
26. **BUTTERFLY**, A. Wilkows, Columbia...
27. **SOMETHING**, C. Berry, Chess...
28. **BUTTERFLY**, A. Wilkows, Columbia...
29. **SOMETHING**, C. Berry, Chess...
30. **BUTTERFLY**, A. Wilkows, Columbia...

31. **SOMETHING**, C. Berry, Chess...
32. **BUTTERFLY**, A. Wilkows, Columbia...
33. **SOMETHING**, C. Berry, Chess...
34. **BUTTERFLY**, A. Wilkows, Columbia...
35. **SOMETHING**, C. Berry, Chess...
36. **BUTTERFLY**, A. Wilkows, Columbia...
37. **SOMETHING**, C. Berry, Chess...
38. **BUTTERFLY**, A. Wilkows, Columbia...
39. **SOMETHING**, C. Berry, Chess...
40. **BUTTERFLY**, A. Wilkows, Columbia...

41. **SOMETHING**, C. Berry, Chess...
42. **BUTTERFLY**, A. Wilkows, Columbia...
43. **SOMETHING**, C. Berry, Chess...
44. **BUTTERFLY**, A. Wilkows, Columbia...
45. **SOMETHING**, C. Berry, Chess...
46. **BUTTERFLY**, A. Wilkows, Columbia...
47. **SOMETHING**, C. Berry, Chess...
48. **BUTTERFLY**, A. Wilkows, Columbia...
49. **SOMETHING**, C. Berry, Chess...
50. **BUTTERFLY**, A. Wilkows, Columbia...

51. **SOMETHING**, C. Berry, Chess...
52. **BUTTERFLY**, A. Wilkows, Columbia...
53. **SOMETHING**, C. Berry, Chess...
54. **BUTTERFLY**, A. Wilkows, Columbia...
55. **SOMETHING**, C. Berry, Chess...
56. **BUTTERFLY**, A. Wilkows, Columbia...
57. **SOMETHING**, C. Berry, Chess...
58. **BUTTERFLY**, A. Wilkows, Columbia...
59. **SOMETHING**, C. Berry, Chess...
60. **BUTTERFLY**, A. Wilkows, Columbia...

61. **SOMETHING**, C. Berry, Chess...
62. **BUTTERFLY**, A. Wilkows, Columbia...
63. **SOMETHING**, C. Berry, Chess...
64. **BUTTERFLY**, A. Wilkows, Columbia...
65. **SOMETHING**, C. Berry, Chess...
66. **BUTTERFLY**, A. Wilkows, Columbia...
67. **SOMETHING**, C. Berry, Chess...
68. **BUTTERFLY**, A. Wilkows, Columbia...
69. **SOMETHING**, C. Berry, Chess...
70. **BUTTERFLY**, A. Wilkows, Columbia...

71. **SOMETHING**, C. Berry, Chess...
72. **BUTTERFLY**, A. Wilkows, Columbia...
73. **SOMETHING**, C. Berry, Chess...
74. **BUTTERFLY**, A. Wilkows, Columbia...
75. **SOMETHING**, C. Berry, Chess...
76. **BUTTERFLY**, A. Wilkows, Columbia...
77. **SOMETHING**, C. Berry, Chess...
78. **BUTTERFLY**, A. Wilkows, Columbia...
79. **SOMETHING**, C. Berry, Chess...
80. **BUTTERFLY**, A. Wilkows, Columbia...

81. **SOMETHING**, C. Berry, Chess...
82. **BUTTERFLY**, A. Wilkows, Columbia...
83. **SOMETHING**, C. Berry, Chess...
84. **BUTTERFLY**, A. Wilkows, Columbia...
85. **SOMETHING**, C. Berry, Chess...
86. **BUTTERFLY**, A. Wilkows, Columbia...
87. **SOMETHING**, C. Berry, Chess...
88. **BUTTERFLY**, A. Wilkows, Columbia...
89. **SOMETHING**, C. Berry, Chess...
90. **BUTTERFLY**, A. Wilkows, Columbia...

91. **SOMETHING**, C. Berry, Chess...
92. **BUTTERFLY**, A. Wilkows, Columbia...
93. **SOMETHING**, C. Berry, Chess...
94. **BUTTERFLY**, A. Wilkows, Columbia...
95. **SOMETHING**, C. Berry, Chess...
96. **BUTTERFLY**, A. Wilkows, Columbia...
97. **SOMETHING**, C. Berry, Chess...
98. **BUTTERFLY**, A. Wilkows, Columbia...
99. **SOMETHING**, C. Berry, Chess...
100. **BUTTERFLY**, A. Wilkows, Columbia...

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**ATTENTION DISTRIBUTORS!** Few Territories Still Available

**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 Boys.
Teresa Brewer

Empty Arms
b/w
THE RICKY-TICK SONG
CORAL 61805

Don Cornell

Mama Guitar
b/w
A FACE IN THE CROWD
CORAL 61819
The Billboard's Music Popularity Charts...POP RECORDS

APRIL 29, 1957

CMDJA Preps
- Continued from page 22
his own five-day-a-week CBS-TV country music network show made its debut via WTOP-TV, Washington.

Cracker Jim Brooker has taken up the reins dropped by Guy and has been scouring around for a possible sponsor for the network TV spec. He is reportedly negotiating at the moment with American Chicle and the Ted Bates Agency. Whether the network spectacular idea is sold or not, the Friday night country music rally at the Auditorium is a go.

Assisting Smith and Brooker in handling the arrangements for the show and the two-day meeting at Del Stalling, of Kansas City, Nat. semi-king, of WCXY, Chillicothe, is national president of the CMDJA. Vernon Banks, Auditorium booker, is handling the local publicity on the event.

Nippon Eruption
- Continued from page 22
which are the basic causes of action in the law suits. Furthermore, AFM delegates to the C.A.N. meet against support of the Trust Fund against the registration suit filed by Dr. Louis J. Levine, of New York, led by Morgan, Lewis, Bock, Baer, Maxon, and Sandefur.

Another affidavit of the interveners in the record business here, is the establishment by Nippon Victor of a concert management service. The company has been scouring around for possible sponsors for the network TV spec. He is reportedly negotiating at the moment with American Chicle and the Ted Bates Agency. Whether the network spectacular idea is sold or not, the Friday night country music rally at the Auditorium is a go.

AFM Case
- Continued from page 22

Golf Journey
- Continued from page 23
Boyd Jr. and Mrs. Kitty Long, New York; Art Stadler, Wellesburg, W. Va.; Leonard Bock, Yonkers, N.Y.; Phil Markham, Baltimore; Gus Statton, Tustin, Cal.; Les Lowther, Milwaukee; Robert C. Des Moines; Gerald J. Lewis, St. Louis; Robert Lottman, New York; Michael Mulqueen, Sr., and Michael Mulqueen Jr., both Walden, N.Y.

Also William Oetz, New York; Ed. Bardy, Philadelphia; Taylor Dawson, Detroit; Ben Spaulding, Jr., Phoenix; Ralph, Ariz.; and Roger Kiley, Lafayette, Ind.

George Miller, president of the MCA, also entered this week with Arnold H. de La Vie, vice-president of the same organization.

Promotion Report

Joe Mathews, promotion chief for Capitol Records, is making a special mailing to disk jockeys about the tournament. William Card, secretary of the National Association of Music Merchants (NAMM), is similarly getting a mailing out to members. Disc treasure, Murray Lofth, is also getting descriptive material and entry blanks to non-professional jocks. National Membership Chairman Hrach de La Vie is also getting out mailings to regional membership chairmen who will start membership drives in their areas. Disc tributors are being covered by all the major record companies, via special mailings, and will cooperate in membership drives.

Twenty-five per cent of all jockeys received by the non-professional music publishers National Membership Committee are being asked to go into a scholarship fund to aid deserving talent in furthering their careers in the music field. The membership committee is headed by Martin Block, who suggested the idea of scholarships. Other committee chairs include Dick Mantell, Columbus Records, publicity; Charles Hall, Columbia company, has initiated a new type of standard packaging, especially designed for material that is staple, but doesn't turn over as rapidly as more popular titles. It's similar to the ABC-Paramount and Savoy Series.

Included are the Classics Quartets, played by the Curtis Institute of Music, and the Chamber Strings by Dp. Clarinet Quintet, two Sextets, Piano Trio, Horn Trio, Clarinet Trio, etc. Several Brahms orchestral works will be included, among them Symphony No. 1, conducted by Scherchen. Only the ABC Classical Lab Series, there will be the third volume of Berlioz Overtures, conducted by Sir Adrian Boult.

Seven albums of Spanish Piano Music, played by Jose Espanade, also will be included in the regular-price line, plus two sets of guitar music, of Bach and Dowland, played by the Segovia pupil, Julian Bream.

The gradual Westermn trend to more "dramatic" packaging, peaks up steam in this month's release, with more color covers involved. One set, "Wedding Music," played by organist Robert Owens, is designed as a gift set.

Dr. Kurt Last, artist and executive head of the company, will take part in New York City's Westminster engineers for three days in a show of their latest, and possibly in Paris and London. He intends to concentrate on stereophonic recording for the outlet's Soundtape line, as well as for regular discs. In Vienna, he will tape several large series of material with conductor Hermann Scherchen.


SOARING SPRINGTIME SELLERS

From ABC-Paramount

#9818 BABY, SHE'S GONE c/w YOU CAN BET YOUR BOTTOM DOLLAR
#9792 JUST BECAUSE c/w WHY
#9811 I LOVE MY GIRL c/w WHY DON'T YOU FALL IN LOVE?
#9800 PLEDGE OF LOVE c/w I PLAYED THE FIELD
#9780 I'LL TAKE ROMANCE c/w FIRST IMPRESSION
#9809 ON THE OUTSIDE (LOOKIN' IN) c/w RAMSHACKLE DADDY BILL HORE
#9812 EASY PICKIN' c/w THE CHICKEN
#9801 MY IDEA OF HEAVEN c/w NATURAL, NATURAL BABY
#9872 ONLY ONE LOVE c/w IF I POSSESSED A PRINTING PRESS
#9807 AIN'T THAT LOVE c/w THE BEGINNING OF LOVE
#9795 DO I LOVE YOU (BECAUSE YOU'RE BEAUTIFUL) c/w WHERE IS CINDERELLA? (MARCH)
#9804 REMEMBER ME TO YOU c/w STREET OF MEMORIES

#9798 YOU, ME AND US c/w MY HONEY'S LOVIN' ARMS
#9813 SUCH A FOOL c/w (I'VE GOT) THE TEXAS BLUES
#9814 IT'S NOTHING TO ME c/w HOW STILL THE NIGHT
ROUND-UP
WORLD'S MOST UNIQUE RIDE
FRANK HRUBETZ & CO.
2880 S. 23r St., Salem, Ore.

KIDDIE RIDE SALE
Up and Running—See Them
2 Flying Dinosaurs—Last ride made.
STAGE COACHES—Only 1,978 made.
Bicycle—2 Horses.
PORTABLE MERRY-GO-ROUND,
2 Horses and 16 seats.

EXPANDS OPERATION
3 Clemens Kiddielands
For Shopping Centers
CINCINNATI — Fun Spots, Inc., an amusement equipment company organized by Ralph Bodry, former manager of the world's largest manufacturer of amusement rides, Alexander Hamilton, is expected to be completed in time for the kiddie spot's formal opening the first weekend in May.

CSRA Races Debut At Springfield, O.
SPRINGFIELD, O.—A near-capacity crowd viewed the inaugural here Sunday (21) of midget auto racing as the Central States Racing Association's season got under way with perfect weather prevailing.

KIDDEE SKY FIGHTER
REAL MONEY GETTER.

NEW MIDWAY ATTRACTIONS!
CRAZY HOUSE

THE SPINARCO
Sensational new 4-Dimension ride美景
TUBS-O-FUN RIDE
VERY POPULAR 48-PASSENGER KIDDIE-ADULT RIDE
AN OUTSTANDING RIDE AT LOW COST.

HAMILTON AMUSEMENT COMPANY
Portage Des Sioux, Mo. (Highway 94, 21/2 Miles Northwest of St. Louis, Mo.) Phone: Skyline 3-2381
The Billboard's Music Popularity Charts...POP RECORDS

APRIL 29, 1957

CMDJA Preps
- Continued from page 22
his own five-day-a-week CBS-TV country music show made its debut at WТОP-TV, Washington. Craneker Jim Brooker has taken over the reins dropped by Gay and has been scouring around for a possible sponsor for the network TV spec. He is reportedly negotiating at the moment with American Chicle and the Ted Bates Agency. Whether the network spectacular idea is sold or not, the Friday night country music rally at the Auditorium is a sure-shot.

Nippon Eruption
- Continued from page 22
which are the basic causes of action in the suit. Furthermore, AFM delegates to the C.A.M. meet to vote against resolutions of support to President James C. Petrillo, against support of the Trust Fund and against a resolution aimed at subduing "deserters of the AFM."

AFM Case
- Continued from page 22
Auditorium is a sure-shot. Local 47 membership will instruct its delegates at its May 27 meeting, with the likelihood that these delegates will move to introduce resolutions similar to that sought by deposed Vice-President Cecil Reed. If this course of action is followed by the AFM federation, local musicians are reported ready to ask for congressional action and all musicians are reported ready to ask for congressional action and all musicians are reported ready to ask for congressional action.

Golf Tourney
- Continued from page 23
Vernon national president of the CMDJA.

Son King, of WCKY, Cincinnati, is Del Stallard, of Kansas City. Nelson, king of the network has been scouring around for a possible sponsor for the network TV spec. He is reportedly negotiating at the moment with American Chicle and the Ted Bates Agency. Whether the network spectacular idea is sold or not, the Friday night country music rally at the Auditorium is a sure-shot.

Assisting Smith and Brooker in handling the arrangements for the show, and the two-day meeting at the Auditorium is a sure-shot. A prominent figure is cutting down on membership drives.

M. R. Taylor, of WCKY, is the establishment by Nippon Victor of a concert management service. The company has a 30 million yen capitalization and will book personalities in Japan of exclusive RCA-Victor artists. First stops on the slate is Erroll Klatt, who according to local sources had a smash about a year ago here with "Honky Tonk," a transcription of a popular children's song, titled "The Badger at the Shoo Temple." A report indicated that "Víctor rated in a fabulous sum of money, by this disk."

Coast-Gotham
- Continued from page 21
Gotham stand from April 26 thru May 11. Plans calls for each member of the a.m. staff to call the New York post for a period of one with complete autonomy to record and select material for all Capitol artists. Rotation system was put into effect with the recent promotion of Arty Winwell to the firm's public relations office.

Virginia Gilimore is scheduled to helm the New York rooms from May 27 thru June 21, with Dave Cavanaugh

SAVE MONEY
ORDER YOUR BILLBOARD Subscription TODAY
The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to the Billboard for one full year ($2.00), plus an additional $1.00 for a second set.

JACK SCOTT

BABY, SHE'S GONE c/w BABY, SHE'S GONE c/w YOU CAN BET YOUR BOTTOM DOLLAR

JUST BECAUSE c/w WHY

LLOYD PRICE

I LOVE MY GIRL c/w WHY DON'T YOU FALL IN LOVE?

COZY MORLEY

PLEDGE OF LOVE c/w I PLAYED THE FIELD

JACKSON JANIS

I'LL TAKE ROMANCE c/w FIRST IMPRESSION

EYDIE GORME

ON THE OUTSIDE (LOOKIN' IN) c/w RAMSHACKLE DADDY

BILL HAYES

EASY PICKIN' c/w THE CHICKEN

THE TAZMEN

MY IDEA OF HEAVEN c/w NATURAL, NATURAL BABY

LOU BARTEL

ONLY ONE LOVE c/w IF I POSSESSED A PRINTING PRESS

GEORGE HAMILTON IV

AIN'T THAT LOVE c/w THE BEGINNING OF LOVE

MICKI MARLO

DO I LOVE YOU (BECAUSE YOU'RE BEAUTIFUL) c/w WHERE IS CINDERELLA? (MARCH)

SHELLEY LEVIN

REMEMBER ME TO YOU c/w STREET OF MEMORIES

SKIP FLETCHER

YOU, ME AND US c/w MY HONEY'S LOVIN' ARMS

BETTY MARTIN

SUCH A FOOL c/w (I'VE GOT) THE TEXAS BLUES

STEVE SCHULTE

IT'S NOTHING TO ME c/w HOW STILL THE NIGHT

RED KIRK

(Distributed in Canada by Scornin of Canada, Ltd.)
ROUND-UP
WORLD'S MOST UNIQUE RIDE
FRANK HRUBETZ & CO.
825 S. 25th St. Schen, Ore.
Phone: FAX 741

GIVE TO DAMON RUNYON CANCER FUND

SMITH and SMITH INC.
KIDS FOR 1957

ADULT FERRIS WHEEL
ADULT CHARIOPE
KID SPACE PLANE
TRAILER-MOUNTED AUTO RIDE
ATOMIC JET FIGHTER
SPEED BOAT RIDE
KID CHARIOPE

NEW YORK — An opening cir-

us promotion was settled as a

sure thing for next year—and

possibly for the next two years—for Palais-

(T. J.) Amusement Park.

A strong Hamil-Morton Cir-

us, using Hunt Bros. Circus

equipment and animal acts, com-

bined with the opening of a

park for the Easter period, has

given the circus its surest opening

season in many years.

Irving Rothenbuhl and George A.

Hamid signed an agreement

Tuesday night (23) to present a

circus promotion for the next

year. The agreement has a
two-year option and plans are for

a longer engagement than this

year.

In addition, Hamid had re-

ceived inquiries from two other
parks interested in the possibility

of applying the circus promotion

for their 1956 openings, and while

he has one only Hamilt-Morton

Circus, that limitation did not pre-

vent him from projecting similar

plans for other parks. Main ele-

ments would be the problems of

seating and seating, he noted.

Palais will be of necessity re-

quire some 5,000 seats in a larger

tent than the one provided by the

Hunt show this year, it was said,

and the circus family is being

urged to get a bigger one for

1956 in order to get in on the park

date. This three-day show during

the holiday week has produced more

turnaway afternoon crowds," and the

light evening business took up

appreciably.

Tuesday night provided the

first mild after-dark weather since

the opening on April 12, and it

was rewarded with a near-

full house. Ideas for the 1956 circus are

to hold it for a complete month

rather than 16 days, as is the case

now.

Acts which missed the preview

show and which have been ap-

pearing regularly are Cowden's

Chimps, in the circus, and Tel

Tegren and Patsio, high outdoor

free acts.

CSRA Races Debut
At Springfield, O.

SPRINGFIELD, 0.—A near-

capacity crowd watched the mar-

tinal large show (21) of midget

auto racing as the Central States

Racing Association's season got

under way with perfect weather-

prevailing.

The field was composed of 41

cars, of which 25 were Offen-

bachers. CSRA midgets are set

for a number of Ohio fairs this year,

part of the organization's 39-state

speed circuit.

EXPANSION OPERATION
3 Clemens Kiddieland. For Shopping Centers

CINCINNATI — Fun Spots, Inc., an amusement company or-

ganized by Fred A. Clemens, op-

erator of Fun Wee Valley kiddie-

lands here, opened another in-

stallation recently at Cincinnati's

new Swifton Shopping Center.

The company has a 10-year lease on the side road,

located on the main mall of the huge center.

Altho weather has been bad,

play has been heavy and has ex-

ceeded expectations, said Clemens,

despite a lack of publicity and ad-

vertising which has been held

back because of delay in getting the spot

in operation. Formal opening will

take place soon.

All new equipment is offered, including a

three-abreast Allan Herschell Merry-Go-Round,

San Antonio Zeus Ferris Wheel, Schiff

boat ride and Teeter-Copter, the last

named manufactured by Clem-

ens' subsidiary company, Fun

Wee Manufacturing Company.

The Merry-Go-Round is equipped

with safety step stairs built to

the specifications of Fun Spots. John

Vance has been named manager of

the Swifton unit.

Fun Clemens at installation at the

Newport (Ky.) Shopping Center, he

has lined up an Allan Herschell

three-abreast Merry-Go Round,

Kiddie Rocket, Boat and Aster-

na, a C-12 miniature train and a Sfchiff

Catcher. The Catcher was delivered

by air recently at Greater Clev-

land Airport. Riddle Aire Lines

flew the car from Miami to

Mt. Clemens, Mich., and it was in

operation at noon Saturday (20),

18 hours after leaving Miami.
THE FINAL CURTAIN

DeFOREST—James, 70, former vaudeville and burlesque performer who at one time was a co-owner with Dan Sherman of the
time of his death. April 15 in West Davenport, N. Y. A brother of
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Show will include many tradi-
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30-June 1, Richmond, Va., and
the Arena; New Haven, Conn.,
May 1-16.

GARBRICK RIDES

42 Foot Wheel
36 Foot Wheel

FLYING SAUCER

Chair Swing

TRAILER MOUNTED KIDDIE RIDES

GARBRICK MFG.
Lewis W. & Lewis A. Garbrick
Canton, Ohio

FUNLAND PARK
St. Augustine Beach, Fla.

 Wanted—Counter or any other Ride
that won't conflict with my 5 rides.
Can use Waltons, Fonto, Provi-
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119 East Greater Street
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PHILADELPHIA TOBOGGAN CO.
642 DUVAL STREET
PHILADELPHIA 44, PENNSYLVANIA

WORLD'S FAIR TOWN

$600.00
P.O. Phila. (secured)

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SEND TODAY

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Candy Floss Machine

A Style and Size for Every Need
For Write full particulars

CLASSWSON MACHINE CO., INC.
F. O. Box 5 
Flint, Mich.

NO ice shaver

SNOW BALL

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THE ORIGINAL "ECHOLS" ELECTRIC HIGH SPEED ICE SCAVER

TRANSPORTS 10 LBS. OF ICE PER MINUTE! SHAVES, COMBINES, "FREEZES"...

SEND TODAY

THE BILLBOARD
APRIL 29, 1957

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2112 N. 2nd STREET
PHILADELPHIA 22, PA.
24 Hour Phone Service — Garfield 6-7161
DALLAS—A total of 95,180 in livestock and women's department premiums will be offered by the State Fair of Texas, October 5-20.

The livestock premium total of $12,910 is $2,945 more than has been offered before. Premiums in the women's department total $3,010; more than 798 classifications were listed by Mium Books.

The women's department exhibits, including fine art and the antiques show, will be held during the first week, October 14-19. The large general exhibits building, 70,000 square feet, will house the women's department exhibits and the antiques show.

For Stock, Farm Dept.

DAWSON POSTS $95,186

The livestock department will feature 22,788 animals, which is $312.50 more than has been offered before. The livestock premium total of $12,910 is divided into $5,700 for Holsteins, $2,035 for dairy cattle, $3,010 for beef cattle, $2,000 for sheep and $4,955 for swine. Prizes totaling $3,010 will be awarded in the beef cattle, swine, sheep, Angora goats, poultry, dairy cattle, sheep, swine, cattle, swine, sheep, Angora goats, poultry, and hogs. Premiums will be offered before.

Winkley Inks La Crosse, Wis., Auto Races

LA CROSSE, Wis.—Auto racing will return to La Crosse Interstate Fair this year for the first time in many years when Frank Winkley, Winkley Auto Racing, Inc., will stage three programs on the new half-mile track here.

The fair, the last of the season in the early fall season, will feature the following events: Ten races for small and large non-midgets, a 100-lap stock car feature for midgets, and a 100-lap stock car feature for junior classes.

New Grandstand For East Moline

EAST MOLINE, Ill.—The Rock Island County Fair here has awarded the contract for construction of a new $120,000, all-stadium grandstand to seat 2,700.

The new stand was designed by Gaylord R. Lewis, Findlay, Ohio, fair, and the park board, the old horticultural building will be converted into a complete exhibition building.

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THE ORIGINAL "ECHOLS" ELECTRIC HIGH SPEED ICE SHAPER
For easy moving High Speed Ice Shaver. As pictured, 110 volt. Distributors for Gold Medal Supplies. Contact your nearest Elkhart's State Theater. Call Monday through Thursday, 9:00 AM to 5:30 PM. For sales inquiries, call 292-2836.}

POPPERS SUPPLY, INC. of New York
216 W. 35th St., New York 1, N. Y.
COLUMBUS 3-7272

CANDY-STRIPE FLOSS PAPER
GOLD-TONE DISPLAY CASES FOR
CANDY APPLES - POPCORN - PEANUTS - DIC
FLAVORS TURNED OUT IN SHOWROOMS
GOLD MEDAL PRODUCTS

ARENAS & AUDITORIUMS
School Financing Plan Used To Build Elkhart Gym-Arena
By Tom PARKERSON

INDIANA has developed a way for school systems to build new facilities, although their bonding power is considerably, and Elkhart's school system has used this plan for building a sports arena that is also used for ice shows, stagelights and circuses. Elkhart school system was very near its bonding limit three years ago when need for a gym was great and Indiana interest in a basketball tournament was in high gear.

To meet this need, the system followed a plan now used by many other school systems. It sold certain bonds allowed to be issued for gym use only.

ABOUT 100 LOCAL citizens formed a corporation with a capital stock of $10,000. This company decided to build the gym, and money was not raised from the public. A bond was sold to the general public and contracts were let for construction of the $1,350,000 structure. It was completed two years ago and is now ready for use by the school system.

The school administration worked closely with architects which set up the building for the holding company's use for a complete migration to Elkhart. This year there were 15 games plus all-day holiday, section, and regional tournaments. Some tourneys were played and there is a atom event in the area.

From the first the system has been held to be one of the best in Indiana. Owner of Elkhart's State Theater, Echols, pointed out that the new building in Indiana is as good as the old one.

The school system could not build the gym itself. By means of this plan the school system was able to build the gym early.

In 26 YEARS the annual rental payments will have built up the bonds and paid off the 30-year bond issue. At that time the title to the building will be transferred to the school system. The holding company is in full possession of the 30-year bond issue. On May 6-11.

Schools in other school systems have had little success in attracting the Elkhart building with a view to duplicating the plan. Conceivably, the same idea could be used by the school not only for gym or auditorium facilities but also for general municipal auditorium-arenas buildings.

Carnival Routes
Continued from page 65


DALLAS—A total of $95,186 in livestock and women's department premiums will be offered by the Texas State Fair of October 5-20.

The livestock premium total of $89,035, including the Pan-American Livestock Exposition and Junior Livestock Show events, exceeds the 1956 total by $2,945, and the women's department premium total of $9,151 is $3,120.50 more than has been offered before.

Pan-American premiums amount to $65,583 for beef and dairy cattle, with approved construction of 665 Stock Barns.

The cattle award, $400, will be given on October 5-13, and the Junior Live- stock Show will be held during the fair.

The old agriculture building will be a well-equipped, modern structure for the livestock exhibits.

The fair has raised $7,020 for livestock, $5,000 for goats, $1,324. for sheep, $603 for swine, $15.50 for antiques, and other expenditures.

The Women's Building, with a seating capacity of 3,200, will be a complete rebuilding job.

There will be a garden room in the building with greenhouses, fountains, indoor garden, etc.

The garden center is expected to be ready for occupancy before the 1957 State Fair, adding a new major structure to the fairgrounds.

The sales and special events department of the fair, headed by Joe Tucker, has handled business and financial details of the six flower shows put on by the Garden Center, Inc., with the cooperation of the State Fair of Texas.

The fair has raised $7,020 for livestock, $5,000 for goats, $1,324 for sheep, $603 for swine, $15.50 for antiques, and other expenditures.

The women's department presents a unique assortment of exhibits in the form of a fair-like space.

The fair is being held from October 5-20.

Branch plans 650 Stock Barn

BRANCH, Man.--Director of Manitoba Provincial Exhibition, has announced plans for a $650,000 building to house date exhibits.

The branch plans 650 Stock Barn to be ready for opening in the fall of this year.

The building will be an efficient and economical unit, with a capacity for 600,000 people.

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**Mich. State Names Zolzen**

Detroit—Harold Zolzen, Cavendish Dairy farmer, was elected president of the Michigan State Fair Commission at its recent meeting held at the State Capitol in Lansing.

The Cavendish Dairy farmer, who has served two terms, was re-elected as president.

Frank Kinsora, of the Palms Theatre, was named as secretary of the commission.

**Two Calif. Events Sked Photo Shows**

Los Angeles—International photographic exhibits will be featured by the Los Angeles County Fair, the 1957 State Fair, and the 1957 State Fair of Texas.

The plan is to present a week-long exhibition of Camera Club in co-operation with the IBM, the Burton Fraser, Professional Photographers Association of the Independent Empire, and the Camera Club of Los Angeles County Fair.

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**DALLAS—The plans and specifications of Dallas Garden Club ladies for the 1957 State Fair of Dallas Garden Center at State Fair of Texas will be revealed at the fair as a women's building until 1958.

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The fair is being held from October 5-20.

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THE GREAT HAGERSTOWN FAIR AUGUST 17-19, 1957 CONCESSIONS Honky Pons and legitimate Stock Stores.

Rides Will have exclusive if large enough.

CONTACt M. H. BEARD FAIRGROUNDS, HAGERSTOWN, MARYLAND PICTURES PROMOTERS SAVING 2/3 FROM BUSINESS RATES JOAN BRANDON "At the time this week's event is being set up, the entertainment world, and the entertainment wilt be the featured attraction at my Kenilworth Show, and I am more pleased with the event this week than any other in the last few years." "I am more pleased with the event this week than any other in the last few years." "I am more pleased with the event this week than any other in the last few years."
PARKS KIDDELLANDS-RINKS

THE BILLBOARD
Communications to 188 W. Randolph St., Chicago 1, Ill.
APRIL 29, 1957

Parks

Steepchase Pier Destroyed by Fire

NEW YORK — Fire swept Steepchase Pier last week, de- stryng the ancient structure built was prevented from hitting the amusement landmark by the 75-foot wall of Long Island landmarks.

Monday, 20th blaze was the se- cond costing one for Steepchase in the last couple of years. The first fire, of the 1960s, hit Jerry-Guy Round which had been in use on the Boardwalk end since early in the century. It was not so huge a matter of price as of nostalgia, since the ride was not replaceable.

This time a 900-foot section of the pier which was scorched out along the shore, whipped the flames, which also destroyed two-story post office, the former 1963 Williams-Barre, a 1,000-foot fire. The fire broke out late Monday night and lasted a little over an hour.

Built in 1904.

Erected in 1904, it was part of the Tyson family's amusement operation. The pier had served seafarers and fishermen for decades, and was also a docking place for excursion boats.

The Park Department acquired the pier in 1940, and also owned the two-story building, which fell into the ocean during the fire. Police reported that success in con- taining the fire to the ocean end, but partially prevented it from sweeping thru the park, which was built by George C. Tyl- ley in 1897.

It is estimated the loss from 50,000 to several thousand thou- sand dollars.

Pontchtrain Open: Flashes New Pool Golf

NEW ORLEANS — Pontchtrain Golf is a three-part swimming pool. There was a two-part for a long time, Saturday (20), with a water ballet and diving exhibitions as part of the show.

Harry J. Bennett, managing director of Pontchtrain, said that the pool cost $556,000. It includes areas for diving, wading and swimming, and it is featured as a fresh-water pool.

Other new features at the beach to attract attention are miniature golf for adults and a new boat dock from which 15-foot power and oar-operated boats and sightseeing boats.

Park's season got under way (20) this week. The weather was un- seasonally cold, but few winter boats brought business which had expected an indication of an- other strong season.

Spot scored a good public problem: the Board South magazine, which is devoted to news of seashore, amusement and vacationing spots along the Gulf Coast of Louisi- ana, Mississippi and Alabama. Story is in the second most favored position in the magazine, and gives a comprehensive coverage of the amusement park and beach with pictures.

Jersey Group Plans Strategy

ASBURY PARK, N. J. — An 11-man committee has been formed to plan strategy and formulate wording of a referendum which New Jersey residents may vote on to approve of concession games for 1958.

Group was formed late this summer to support the proposal, but now is mid-summer last year and were again ruled unconstitutional this winter (4). The Supreme Court.

Maj. Francis Tannney, of Sea- side Heights, president of the Jersey Amusement Men Board of Trade, is chairman of the commit- tee. Its purpose is to submit a plan from shore and park locations.

Other members are: Gilbert Barr- ogna, Wildwood; Abe Baker; At- lantic City; Jack Baer, Atlantic City; and Norman L. Babul, Ashbury Park; George A. Hamil, Atlantic City; James Crow- ing, Wildwood; John Reid, Fletch- ter Cressen and Joseph Weinman, Pilasters Amusement Park.

Working with the committee will be the New Jersey Department of Rec- reation, of Perth Amboy, counsel, and William C. O'Connor, New- iork, public- ity of the association.

The association will meet again in early May in Convention Hall for election of officers. George Zuckerman is secretary.

Belmont Park at San Diego

Spends Heavily

SAN DIEGO, Calif. — New kid- deers in the renovated Roller Coaster, and a new entrance are among the improvements being reported at the new Beach here. John C. Ray is presi- dent and general manager of the park.

Management of the park invested $750,000 in this year's improve- ments, which included areas for new cars, new lighting and new power.

New in the ride department are a Hot Rod and a Flying Scooter.

The entire park has been fronted and new lighting equipment has been installed throughout.

Adding up the cost of the family fun park again this season.

Lou Franklin Reports Successful Price Hike

North Hackensack, N. J. — Lou Franklin, operator of Kid- deers in New Jersey, has announced new ticket prices and reports that there has been no complaints from his customers.

Franklin said that this Kiddie land opened, his rides went for the general price range, he said. But now he decrees the time of three rides for 25 sent has the way to the 40-cent phone call and nickel record play.

His new scale is 15 cents, two rides for 25 cents, and three rides for 75 cents. As he points out, it means 5 or 10 cents for most prices.

Franklin said that at the Kiddie- land, season ending last Novem- ber's convention of the National Association of Amusement Parks & Parks, & Bechs, he realized that the general attitude, and his own, was to allow the prices to go along with the general trend.

But he decided to take the ini- tiative in view of increased taxes, licenses, labor, equipment and op- erating costs, and reported that his experiment two years ago was so outstanding automatic vending machine for the refreshment area was suc- cessful and now nets 300 per cent more than the previous set-up. With this background, he took the plunge in raising prices.

Western Layout Viewed For Jersey Storyland

Asbury Park, N. J. — Third year of operation of Storyland, which opened at the Neptune traffic circle, prob- ably will see a couple of changes instituted to cater to repeat pa- trons.

At the main corner is a 50-acre area of the Easter Sunday parade.

The parade on Sunday drew- ing, as did Ben Karmel's Wild Mouse ride, completed just last month. The spot got best business, but the unit got best patronage, benefi- cians from the advance publicity and advertising of this year's show has this year's show has.

The Easter Parade is con- ceived by Disneyland's park's pro- motion chief, and featured the Ter- ry Tivis of TV's “Twenty-One” team. The spot got best business, but the unit got best patronage, benefi- cians from the advance publicity and advertising of this year's show has.

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Salt Lake City's New Lagoon Building $100,000 Funhouse

Salt Lake City — A New Funhouse, costing reported $100,000, will be ready for open- ing at New Lagoon park here May 4. Ray and Marvin Stain, gen- eral and general manager of the park, designed the attraction after inspecting Fantasy Fun in 40 other amusement park in the world. It is billed as the first major Fun- house in the Intermountain West.

The new building, replacing one lost in a 1935 fire, contains 40 stunts and devices. Exterior is dec- orated with panels in a baroque style, with a large sign reading Fun. Over the entrance way is a mechanical monkey band.

The new building, replacing one lost in a 1935 fire, contains 40 stunts and devices. Exterior is dec- orated with panels in a baroque style, with a large sign reading Fun. Over the entrance way is a mechanical monkey band.

Following the European plan funhouse will have accommodation for spectators from which they can view the entire fun- house area.

Features of the building will be a skating floor, bistrot, trundling bumper, ilk pads in a tank of water, Safari Dessert, rolling hill, miniature roller coasters, a dry and wet water slide, a mule with moving floor, whisker trap, and a mechanical monkey band.

Most spectacular will be the 50- foot slide, which the funhouse will have, which revolves at such speed that rides are unable to change their position as it revolves, and the ever-popular bar-
In this account of the growth of the Minola Rink, it is revealed that the Van Horns have been successful in their business because they spent money for advertising and promotion. They also instituted changes to the rink. The Van Horns increased their skating ability, which led to the rink's retail shop skyrocketing. The result was a trend that started with the Mineola Rink. The parking lot circus was a money-maker, and the park's games were in operation throughout the holiday season. The park had a larger capacity by several hundreds to accommodate more patrons.

For Click Operation

The parking lot under canvas, which has provided enough success to encourage park operator Irving Rosenblatt and George A. Hamid to set sights on a two-week rodeo outside the park at season's end. It would begin the final week of the season and extend the closing an additional week.

The park's prospects in operation are a pattern set last year by the Morris County Fair.

KIDDIE PARK

For Sale

Located in heart of fast-growing area near Christiana, Delaware. Established Kiddie Park, all improvements in excellent condition. Enormous potential. Information and full details furnished to responsible parties.

Box D-286

E to The Billboard

PRICING AND PROFITS

A HOLMES MINIATURE GOLF COURSE

Adults attract your park. Available now. Full information, prices, and prospects. Call or write for details.

Write HARRY M. ALDACKER

7170 East 29th Street

Lincoln, Ohio

WANTED

WANTED IMMEDIATELY

Concession Riders, Kiddie Park, Mobile Rides, etc. Please call C. O. Box 281 Coney Island, Brooklyn 24, N. Y.

WANTED

FOR SALE OR LEASE

Nesick's Kiddie Park, full season setup for 1960. Must be ready for June 15. Excellent location. Ideal for family. Write, phone, or wire, Mr. Nesick, Manager, Nesick's Kiddie Park, Coney Island 24th Street, Brooklyn 24, New York, N. Y.
New Beatty Circus Makes Long Jumps, Plays First Stand

Earl Stands Hold Strongly For Cristiani

GREENWOOD, S. C.—Good business was done by the Beatty Bros. Circus. The show had two three-quarter houses here Saturday afternoon, May 8. There was good heavy attendance Friday night and Sunday, with regulars still coming in Monday morning. The show had a house of three-fourths full on both days.

Upon arriving in Augusta, Ga. Monday, the circus was greeted by a heavy rain storm. The show was opened Monday afternoon with the Jefferies, and Tuesday the circus was able to hawk out a regular house.

The show has a lot of new acts, including a new feature act by the Dumas Bros., and a new equestrian act. The show has a lot of new animals, including a new equestrian act.

BUFFALO OPENS TO GOOD CROWD

Circus on Parade acts filled the bill at the Buffalo Garden. The show was opened Wednesday, May 5, and played to a good crowd.

The show has a lot of new acts, including a new equestrian act. The show has a lot of new animals, including a new equestrian act.

Columbus, S. C.—The Beatty Bros. Circus has completed its second series of long jumps and completed its set of long jumps from Florida. Business at the opening stand in winter quarters at the subsequent two stands was unexpectedly good.

The opening stand was played Wednesday, May 5, and business was excellent. The show had a house of three-fourths full on both days.

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NORTH CAROLINA

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PHONEMEN and WOMEN

Mabel Stark, Home Again
Recalls Years with Tigers

BACK FROM JAPAN

Mabel Stark has returned from Japan after three and a half years in Japan. She was booked solidly in Japan for two quick jumps to the U. S. where she trained and worked with tigers and during her stay she added a new act with two tigers and a bear. For nearly 40 years she has been known as one of the top tigers and a great trainer, and made circus history breaking and training the biggest tigers ever seen.

Victor of more spectacular acrobats, one can imagine, she has defied mountains and all other odds. In Bangor, Me., while with the big Al G. Barnes show, for a season, Mabel was attacked by five tigers and in the process of breaking them down, she was thrown from the arena, and at the hospital when they got her off it was found that she had walked out of the arena on a broken leg. Told she would not work again, she would have been crippled for the rest of her life, she was back in the arena in six weeks. It was during this part of her career that a young man who owned one of the circus cars came on the Robinson show, traveled with it, and sent a letter to Liberty magazine. His name was Vernon Kelly.

In Signal, Ariz., in the middle '30's, a late matinee and a matinee that left Al and Mabel C. Barnes in the rain. A vicious young tigress was in the arena, and she got Mabel. The deltoid muscle was ripped out of her right arm and the doctors told her to give up the game. Of course, she never did because her right arm would be useless. That winter she went back to the circus and continued with the wild animals.

Enter Cage

On a dare Mabel entered a cage and stood on the back of a Rowsi the Tigers. From three she went to five tigers and then on to a mixed group of 22. She has worked with tigers in one arena as any other woman in the world.

During her early days with Al G. Barnes in World War I, Mabel was a huge success, and her tigers were used in bands. She did a double-trap act with two great tigers in a cage named "Tommy"—a tune she boasted in those days-walked the snow in the night, and on occasion drove the tigers to the ring and back by herself.

Jack Rouse, Tom Rouse and Don Kroplin were among the few that trained the tigers. Mabel took the boys. Mabel was an equal part in the act, and had a mixture of the tigers, which she still has, as a menage rider. Mabel used the tigers, and the tigers used Mabel.

John Ringling North and Art Concannon were among visitors at the circus, and Mabel was groups with a fresh new act with the American Circus Corporation. She would have been with the Ringling show in 1934.

In June

Frank Torrance has been named manager of the Famous Shows from New York to La Plata. As a performer, he joined the Ringling show in 1934, and later returned to the Ringling show. Mabel has returned to New York to join the Famous Shows for the off-season.

Another show-so she shut down the act and continued the use of the wild animals. He was a trained nurse when she went in for the circus, and when she went in, she had the only woman to break, train and work under Top Sponsors all season.

Franz Kubel is working at the circus and does a lot of work. On the Ringling show with the B, Circuit, Quebec and Eastern units, until the war. He came to the circus in 1929, Mabel returned to the American menagerie with two tigers and a bear, and went back to the national circus.

Cities in England

The George Kings have the tent again in England for the off-season. The two quick jumps to the U. S. were booked solidly in Japan. She was booked solidly in Japan and Asian countries. In Japan, Eddie died, and Mabel returned to the American Circus as a registered nurse came to the circus as a menage rider.

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JUNIAT AT 73
Louie Berger Vet Agent Exudes Youthful Enthusiasm for Business

CHICAGO — At 73, Louie Berger is the veteran railroad show agent still looking forward to the future and the opening night. His chuckle becomes a laugh as he describes his new responsibilities as a "little man" in the field of show business.

"I can still do it," he says, with the boyish eagerness and earnest dedication to his profession that has made him one of the outstanding agents of the Royal American Shows.

Mr. Berger, who has been with the Royal American Shows for 47 years, was the subject of a story in The Billboard last year, when he was named a "junior." He is now 73, and the story "JUNIAT AT 73" continues here.

"My 5 feet 5 and weighs 165 pounds," he said, "but business held up satisfactorily, according to the New York State Set.

Army Dates Send Manning Hopes Up

HIGH POINT, N. C. — Addition of new units and signing of a number of long stories were results. Manning, in addition to the army contracts, has brightened the outlook for the Royal American Shows. Manning has played two military dates thus far and has five to go, beginning with the heavily populated grounds at Fort Campbell, Ky., during July Fourth week. Route includes 10 fair dates as well.

The show has acquired four light towers and one of the show offices this year, which has been retired from the field by the owner. In addition, Manning reported, purchases include a Comer from Stacy Johnson, a monkey unit; Mack Donner, life model and new banners will be delivered this week. Searchlight were added this season and the library of music has been added.

"Coming in High Point for Holy Week, the show had difficulties, but business held up satisfactorily, according to the New York State Set.

Louisiana Shows Send Manning Hopes Up

DEPT. — Wade Greater Shows, the first show to use the Michigan State Fair Grounds as winter quarters, has a staff of eight men on duty since March 20, operating a 45-van and new banners will be delivered this week. Searchlight were added this season and the library of music has been added.

The Wade Greater Shows will open May 17 with their full compliment of eight men on duty. Following the opening date, the show moves to Eocene for the Fourth of July, then to Springfield and Youngstown, and concludes the season at the Hershey Tavern for the Lions Club celebration, June 10. A route of 100 miles is expected to be traveled by the show this season.
Mr. and Mrs. James E. Strates, owners of 60 years of the Strates Shows, have announced the engagement of their daughter, Elizabeth, to Alexander, a student with the nuptials to take place May 12 in Elmhurst. Mr. Strates is a graduate of both the University of Buffalo and Vassar College. Since completing her education she has been on the social service staff of Veterans' Hospital in Syracuse and a clinical instructor at the New York College of Medicine at Syracuse University. Her fiancé, an attorney, is a graduate of Nova University.

Lou DeFour, veteran showman who will have a coast-to-coast operation this season, is to have a life interest in Palisades Park, a unit in operation in New Rochelle, N. Y.

FOR SALE OR LEASE

Wanted: Three Hunt-type Candy Floss Machines, or Four Fairs and Celebrations to follow. Can place Help on Fly-o-Plane, Scooter, Tilt, Beer wagon - owned Trailer Grab, one of the finest on the road.

CARNIVAL WANTED

June 10 through July 6, Tidewater, Virginia.

FOR SALE OR LEASE

Three hobby trails from Flint, Michigan, wanted for extra fast production. Good location for home. Apply at Zip 241/2 E. Market St., Xenia, Ohio.
NORTHERN EXPOSITION SHOWS

NORTHERN'S FINEST MIDWAY

LAST CALL—For well-proven spring route, followed by Dickenson, N. D., Diamond Joe on Main Street for the week of the 4th, and for 123 year circuit of 12 Montana "B" Circuit Fairs.

CONCESSIONS—Due this week, Bring all Concessions, will place Basket Ball, Strings and Scale, Jewelry Sales and Spindler, Ball Bat, Long and Short Range Shooting Galleria, Duck Pitch, Pannikin Pitch, Roman Targets, Pool Table in Cases, non for Junks Park and Tom Gray not conflicting. We book only one of a kind. Must stay until Sept. 15. No Mint Camps or Grind Stores.

SHOWS—Will book any good clean shows with own equipment and transportation. Shows previously contracted, please book this week.

RIDE HELP—Can place good, sober, reliable Ride Help. Must be able to run semi trucks. Also have few openings for Ride Foreman.

OPENING DATE MAY 13

MAYE SMITH—Owner, Worthing, South Dakota

Wade Greater

- Continued from page 72

bribe payments and nine fines in Michigan follow. This organization will win the separately-owned W. C. Wade Shows to play the Michigan State Fair, as they have for the past four years.

Bookings have been sold solid until closing, except October 1. Mayor Rayson is looking forward to an excellent season because of the active co-operative operation of sponsoring committees this year. Special promotion gimmicks are being used.

Each Saturday is billed as Children's Day and the show is giving away two bicycles.

Manning Happy

- Continued from page 72

week. West Haven, set up by Morgan Dement, is on Food Fair shopping center property on Route 303 and has Legion and merchants support.

Show staff includes T. Tommy Carson, business manager, Bill Hall, assistant business manager, and Forrest McCarley, general manager. Shows are booked on the Masks show. A total of 9 rides, 4,576 tickets, 6 shows, 8 towers, and 35-40 concessions are being carried for still dates. Concessions included in the Al Raydon Road-Of-Plume.

MOTOR DOME OPERATOR MANAGER

Wants experienced manager to take over a clean, fast show. Have semi, 65000, and a lot of clean concessions. Have fun house and Merry Go Round. No drunks. Top wages to those who qualify.

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Wants experienced manager to take over a clean, fast show. Have semi, 65000, and a lot of clean concessions. Have fun house and Merry Go Round. No drunks. Top wages to those who qualify.

WANTS

JOHNNY T. TINSLEY SHOWS

A "MOTOCARTE OF MODERN AMUSEMENTS"

WANTS

For Cityville, 6. C., immediately prior next season. Contemporary Amusements, Inc. has the lot of shows listed in this ad, Including: Boot Hill, Circus, Dreamland, a lot of clean concessions, Rides of all kinds for cash. What have you?

WANTS

RIDE HELP WANTED

For Cityville, 6. C., immediately prior next season. Contemporary Amusements, Inc. has the lot of shows listed in this ad, Including: Boot Hill, Circus, Dreamland, a lot of clean concessions, Rides of all kinds for cash. What have you?

MERCURY SHOWS

WANTS

WANT CONCESSIONS

Concessions of all kinds—foremen for Wheel, Merry-Go-Round, Charley, Kiddie Rides, etc., for Kiddie Parks (have four parks) in and around Philadelphia. No dollars. No collectors.

WILL BUY

WILL BUY

Rides of all kinds for cash. What have you?

JOHNNY T. TINSLEY

WILL CONCESSIONS

Games of skill only for Boston, Ohio, Spring Festival, 13-19. Write or wire Bob Casher GOODWIN AMUSEMENT CO., INC. 1205 North Ave., Columbus, Ohio

WANTS

WANT CONCESSIONS

Office, 115 Calumet, Chicago. Must drive semi.

Can place a few good Hanky Parks. No racket.

Merry Go Round Agent, will use free advertising on your show. Will make offer. Must be in Chicago, Ill., before May 15.

JOHNNY T. TINSLEY

MONEY SHOWS

WANTS

WANT CONCESSIONS

For 12 Fairs — 4 CENTENNIALS

HELP

Concessions

Contact Bob ALSBROOK, Mgr., ELON, N.C., THIS WEEK; SULIVAN, M0., NEXT.

CAPITAL CITY SHOWS #2

WANT FOR EAST POINT, G.A., WEEK MAY 11, FOLLOWED BY 20 WEEKS ON ATLANTA LOTS

CONCESSIONS—Popcorn and Apple, Rides, Food and Concessions, water mains, Cyanide, Jewelry, Long and Short Range, small Showman Grip, small Stoves, Heat and Black Pitchles, Ball Camp at the Preai-Time-Every-City show. No terms, no limits.

HELP—Foremen and Second Man on Wheel, Octopus, Chaps, and Kid Ride. Will book, back or any major Rides or any of the Rides.

SHOWS—Snake, Monkey or M Miturides, any Shows with own equipment.

C. E. ROSS, Mgr.

LA GRANGE, GA., THIS WEEK, THEN DALTON, GA.

MIGHTY INTERSTATE SHOWS

WANT FOR MURFREESSOBN, TENN., MAY 6-J19, SHOWING ONE BLOCK FROM UNIVERSITY OF TENNESSEE AND COAL FAIR KENTUCKY AND WEST VIRGINIA. SHOWS—WILL book any Good Shows that cater to family. Want Manager and Merchandise.

WANTS


WANTS


CLYDE BUTLER

FOR SALE

Car Amusements, Utica, Michigan

ROY ALLEN WANTS AGENTS

For sale—Fruit machine, complete with all parts, 1200 pounds, good mix. Sell for $600. E. C. BURTON, 1525 W. Abraham St., Detroit, Michigan.

BERNICE LAMB

Agent, Waseca, Minn.

ROY ALLEN

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BERNICE LAMB

Agent, Waseca, Minn.
Louis Berger G-1073

Continued from page 72

1.

tically, Louis held up his end,

inversely, he invaded the March-

and equally characteristic. Pyle spent

more than he had planned and when

the punch was finished, all the profit

money of some $1,480,500 was not

to sight. He rushed off to his firm,

the Bodnor Company, and then the

Northwestern Show.

For a short period, he was both

general agent and a half owner of a

show, the Missouri刷al which

played in Detroit. That try

was Louis's last as a show owner;

thereafter he became a minor

general agent.

In 1940, still with Eddie

Hoek's Imperial Shows, the

next year, with M. H. Caffery's

Wonder Shows of America and in

1943 he joined the late J. C. Mc-

Caffery as agent for the Hennessy

Shows. The association with Mc-

Caffery continued until June

1948, when Louis went with the

Bunyon Derby, a show

owned by the late Al Wagner.

He continued with the

Cavalcade for three and a half

years, and then he

joined McCaffery.

Upon the lat-

ter's death, David Wight, son of the

show, which was renamed for Paul

Olson, his co-owner and manager.

In Chicago, where Louis lives

with his wife, Frances, and where

the Olson Shows maintains its

offices, Louis is a constant delight

with his never-failing enthusiasm,

his eye, his chuckle, and the way

of this. So, too, has the twinkle of

his work-has been a major cause

of this. Total enjoyment of each

year. Total enjoyment has been a

cause of this.

Continued from page 72

The Berger brothers, old-timers

in the show business, have

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GREAT NEW SELLER!
6 PEN POCKET SECRETARY
HOTTEST PEN DEAL IN 5 YEARS!
NOW AVAILABLE

- 7 jet Automatic Ball Pens
- Leather Grained Vinyl Pocket Secretary
- 8 Page Memo Pad

Genuine Windor Set
At Advertised in "Life"!

DOZEN SETS Only $8.40
GROSS SETS, $9.60 Per Gross
SAMPLE, $1.00 Post Paid
Your Money Back If You Don't Agree
This is the HOTTEST ITEM of its KIND!

OPEN UP TO FULL SIZE POCKET SECY & MEMO PAD

Press the button and get $1.39

Selling Like Wild All Over America!

FREE! 325 PAGES CATALOG!

Great Bontrre Back With Exclusively Advertised Merchandise

Gem's ten prices and same-day shipping policy longer.


GEM Sales Co.
53 W. Woodworth, Dept. A
Detroit 8, Michigan

Send for your FREE COPY OF OUR CURRENT CATALOG
FINISHES AVAILAPLE

Write for a complete list.

Send today for your free copy of our current catalog, finishes available.

WHOLESALE

Gelman Brothers
411 South First Street
Minneapolis, Minn.

CUTLER IS... Cutting... Grinding... Polishing... Buffing... Taming... Trimming... MACHINING...

Gelman Quality... Gelman Precision... Gelman Reliability

SEND TODAY FOR YOUR FREE COPY OF OUR CATALOG
FINISHES AVAILABLE

100% Metal - 100% Reliable - 100% Guaranteed

QUALITY FINISHES AVAILABLE

Gelman's Quality, Reliability, and Precision are Metal, Metal, and Metal!

SEND FOR A FREE SAMPLE

DOES NOT COMPLY WITH MAIL ORDER REGULATIONS

PIES FOR PITCHMEN

By Bill Baker

Pipes are an all-time favorite, at least in the region where I live. In the Chicago area, where I work, there are two particularly popular smoking spots. One is the "Lil' Bit of Heaven" on the corner of Wabash and State Streets, which is always crowded with smokers. The other is the "Red Rock" on the corner of Michigan and Dearborn, which is also a popular spot for smokers. These two spots are known for their excellent pipe selection and friendly service. People often gather to discuss the latest pipe news and share their experiences. It's a great way to spend a leisurely afternoon.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>M. K. BRODY</td>
<td>1113 S. Mahala St., Chicago 7, Ill.</td>
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<tr>
<td></td>
<td>P. O. Box 2372, Chicago, III.</td>
</tr>
</tbody>
</table>

**JEWELRY CLOSEOUTS**

- **FAMOUS MF.R. CLOSEOUTS**
  - **NEW ENGLAND JEWELRY BUYERS**
  - **124 Emery St., Dept. B**
  - Providence, R. I.

**NEW ENGLAND JEWELRY BUYERS**

**ATTENTION**

**WAGON JORDENS, AUCTIONEERS**

**OUTLET STORES**

Midwest's largest jobber of precious merchandise now offering sensational price reductions on nationally advertised stock. Peruvian inlays, stocky novelties, watches, watches, watches, wide variety of stones, and other fine jewelry.

**NEW**

**FAMOUS MF.R. CLOSEOUTS**

**SPECIAL PURCHASE**

- **GENIUS**, 14 karat gold and diamond, 18 karat gold, 50 pieces.
- **PROMINENT**, 14 karat gold and diamonds, 75 pieces.
- **EXCLUSIVE**, 14 karat gold and diamond, 100 pieces.
- **EXCLUSIONS**, 14 karat gold and diamonds, 100 pieces.

**FAMOUS MF.R. CLOSEOUTS**

**SPECIAL PURCHASE**

- **GENIUS**, 14 karat gold and diamond, 18 karat gold, 50 pieces.
- **PROMINENT**, 14 karat gold and diamonds, 75 pieces.
- **EXCLUSIVE**, 14 karat gold and diamond, 100 pieces.
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COMING EVENTS

Alabama
Washington-Hotline House Tours, April 12, 1957.

Arizona
Flagstaff-Fourth Annual Flagstaff Day Celebration, June 10.

California
Eureka-Salmon Festival, June 8.

Colorado

Idaho
Boise-Fair hoisting, May 1-6.

Indiana
Saginaw-State Fair, July 24-29.

Kansas
Cherry Valley-Centennial, July 25.

Kentucky
Louisville-Centenary Celebration, July 17-22.

Louisiana
New Orleans-New Orleans Sesquicentennial, July 30.

Maine

Maryland
Baltimore-Centennial, July 4.

Michigan

Minnesota

Missouri
St. Louis-Memorial Day, July 4.

Mississippi

Montana
Billings-Heart of the Mountain Days, July 10-14.

Nebraska
Lincoln-April 29, 1957.

New Mexico

New York
New York City-Centennial, July 4.

Ohio
Cincinnati-Fourth Annual Ohio State Fair, July 1-18.

Oklahoma
Oklahoma City-Centennial, July 4.

Oregon
Portland-Centennial, July 4.

Pennsylvania
Pittsburgh-International Exposition, July 1-30.

South Dakota
Brookings-Fourth Annual South Dakota State Fair, July 16-30.

Texas

Utah
Salt Lake City-World's Fair, July 26.

Vermont
Montpelier-Vermont Centennial, July 4.

Virginia

Washington

Wisconsin

West Virginia

WISCONSIN

West Virginia
Cinderella, July 16, 1957.

Wisconsin

WYOMING

Wyoming
Cheyenne-Fourth Annual Wyoming State Fair, July 17-28.

THE BILLBOARD

Fla. Short Course

- Continued from page 62

Seas, cattle worked on by Rudolph Kuikjeke, Nolan Bear and Billy Smart Jr.'s Liberty horses and elephants. Show has a series of nine Wild West displays as its second half. Cows are Spider Audrey, Sasha Coco, Frank Harty, Whitmore's Whitey, Winkles, Kinca, and little Merry

Phil Bonta and Phil Bonta Jr., a beef herds at Royal Valley X, Brownlow Rd., and would like to hear from friends.

Rosefield Farm, huge shopping community on Long Island, started a six-day circus promotion Monday (32) with acts including several from Ring's own stable. Also included are the Alabamas, motorcycle stuntmen, Wells' News, the Tiltabees, Andy McLaughlin, clowns, the Wallmont, trampoline, and Ajax, fire-eating and swallowers. They put on 32 shows over five spots at the shopping center.

For more information on the site, go to Joe Beach of Springfield, Mo., who handled the Big Show in New York and the Hamilton and Bonta Bros. show at Pala, and Ansonia Amusements, Inc., Jersey City, and many with a visit to the personal.

Scandinavian Tents

-Continued from page 70

antipodes, (2) Pedobas, comedy clown, and Tatski, bison, slant, Boll, sluice, Sifton, hit and; and two Cartelys, roller skating, pairs. Co and Pedro, argos, ace, picture rights, and kay and, presentation, and pie and; two Cartelys, roller skating, Tato, and; two Cartelys, roller skating, I and; two Cartelys, roller skating, I and; two Cartelys, roller skating; ross,紧凑, tight and; two Cartelys, roller skating, I and; two Cartelys, roller skating; two Cartelys, roller skating, I and; two Cartelys, roller skating.

in New York and the Hamilton

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**VENDING MACHINES**

**Expert Peak Attendance for NVA '57 Vending Suprama**

**Machine Servicing, Chain Store Outlook to Key Business Sessions**

**CHICAGO**—Representatives of the bulk vending industry from all over the nation recently gathered at Chicago for the 7th annual convention of the National Vending Machine Association, held May 2 to 5 at the Conrad Hilton Hotel.

**NVA Convention Program**

- **December 30, 1956.**
  - **2:00 p.m.-7:00 p.m.**—Exhibit Hours.
  - **7:00 p.m.-8:30 p.m.**—Open House-Exhibitors' Hospitality Rooms.

**New Merchandise**

While many old exhibits have been a closely guarded secret, several new vending machines and chain store trade missions are known to be introducing new lines of merchandise.

The association's business session will include reports from the various state associations, and the annual business meeting will hear reports emphasizing the "dollars and cents" aspect of the operating business.

Scheduled to speak are three prominent figures in the vending industry along with a panel discussion titled "Parts and Facts You Should Know." (See convention schedule below.)

One of the key speakers will be Dan Tokowitz, candy buyer for Goldblatt Brothers, and president of the Anne Marie Candy Kitchen of Chicago. His topic will be "The Chain Store Outlook on the Role of Vending Machines."

Tokowitz holds what may appear to be an unique position in the industry. As a Goldblatt buyer, he is engaged in the purchasing end of merchandising. Yet as president of Anne Marie, he is also the manufacturer and sales representative.

Sharing the spotlight will be Rolfe Lobell, Leaf Brands, Inc., vice-president, who will present a look review on what now has become quite a controversial volume subject.

Rounding out the program will be President Moe Mandell, an address by convention chairman Paul Conover, and a talk by NVA's general counsel, Milton T. Baynon, titled "NVA Looks Ahead.

Panel

As subject matter for the panel, the association has circulated a series of questionnaires covering the various aspects of vending machines.

**Chain Store Execs to Examine Vending**

1,000-Outlet Chasco Drug Group to Seek Means of Cutting Labor Costs

NEW YORK—Top executives of stores in the Chasco Corporation will take a careful look at automatic vending at the weekend of the week of June 9 when representatives of 45 chain stores, representing some 40,000 stores, inspect vending machines and hear a discussion on the role of vending in the chain store field.

Chasco is the buying service for members of the Retail Chain Drug Association, which includes the Drug Store Company of America, the Mighty Drug Company in New York, Rand-Valley Drugs in Pittsburgh and the Lane Drug Stores of New England.

The estimated annual sales of vending machines between $750,000,000 and $100,000,000. Some 150 top executives are expected to attend the week-long meet at the Hotel Belmont Plaza, with the vending session tentatively scheduled for the after noon of June 10.

**Equipment Shown**

The format of the program has not been decided. Tentative plans call for vending machine manufacturers setting up and demonstrating machinery. With one or two speakers delivering talks on automation.

In charge of this section of the advertisement is Paul E. Knolpp, merchandising manager. He is working with David Q. McDerme, editor of the National Vendors Association's trade journal.

**Colo. May Tax-10-Cent Vends; Hike Cig Levy**

DENVER—The Colorado Legislature will be considering a bill which would tax all 10-cent vending machines and at the same time tax cigarette vending machines, a move that would result in a slight reduction in the tax.

The proposed bill would be a tax on vending machines of 10 cents per pack to be paid by the vending machine manufacturer and 5 cents per pack to be paid by the cigarette manufacturer.

**Neva Convention Program**

- **Thursday, May 2.**
  - **4:00 p.m.-9:00 p.m.**—Registration in convention headquarters.
  - **9:30 p.m.—Board of Directors’ Meeting, Room 533.
  - **8:00 p.m.—Open House-Exhibitors’ Hospitality Rooms.

- **Friday, May 3.**
  - **9:00 a.m.-11:00 a.m.—Exhibit Hours.
  - **9:00 a.m.-9:30 p.m.**—Registration in convention headquarters.

- **Saturday, May 4.**
  - **9:00 a.m.-11:00 a.m.—Exhibit Hours.
  - **11:30 a.m.-12:00 noon.**—Open Discussion on New and Old Business.
  - **12:00 noon-12:45 p.m.**—Lunch.
  - **2:00 p.m.-7:00 p.m.**—Exhibit Hours.
  - **7:00 p.m.-10:00 p.m.**—Open House-Exhibitors’ Hospitality Rooms.

- **Sunday, May 5.**
  - **9:00 a.m.-11:00 a.m.—Exhibit Hours.
  - **11:30 a.m.-12:13 p.m.**—Book Review on Troubles With Gumballs.
  - **11:45 a.m.-12:15 p.m.**—Panel: Bob Kanton, Confection Spec.
  - **12:00 noon-1:00 p.m.**—Financial Report.
  - **1:00 p.m.-11:15 a.m.**—Election of Officers.
  - **1:15 p.m.-2:30 p.m.**—Book Review on Problems of 10-Cent Vending.
  - **2:45 p.m.-3:15 p.m.**—Panel: Bob Kanton, Confection Spec.
  - **3:30 p.m.-4:00 p.m.**—Panel: Bob Kanton, Confection Spec.
  - **4:15 p.m.-5:30 p.m.**—Panel: Bob Kanton, Confection Spec.

**Gig Vending Booms in Memphis: Here’s Why**

MEMPHIS—With Memphis experiencing a phenomenal boom in cigarette vending through the nation over the past seven years, local operators are pointing to a variety of factors that have contributed to their success.

- **First,** the public has accepted the concept of buying cigarettes from a vending machine when it is as natural as buying them across the counter.
- **Second,** many small and chain stores have found that vending of cigarettes could help solve the chain store inventory problem.

**Examine Vending**

Meetings took place on March 30, at the Daniel Boone Hotel, in Charleston, with dinner served to all attending.

The attending group, who represented approximately 50 per cent of all automatic merchandising outlets in the State, agreed on the need for a state association, and elected a slate of officers and directors to be scheduled by the association late in October for the next general meeting to be scheduled by the association late in October for the next general meeting to be scheduled by the association late in October for the next general meeting to be scheduled by the association late in October for the next general meeting to be scheduled by the association late in October for the next general meeting.

*Directory of firms were directed to serve as the next general meeting to be scheduled by the association late in October for the next general meeting.*

Officers picked by the membership were president, Norman J. Wilfong; vice-president, Joseph W. Graffiette; secretary, John W. Everitt; treasurer, Edward M. Oliver, Montgomery, Ala.

Directors named were: M. T. Ross, Louisville; James K. Hout- ley, Martinsburg; John A. Patterson, Huntington; Harry Rose, Wheeling, Matty Carey, Beck- ley; Bernard Banks, Charleston; Harry Guion, Parkersburg; Nicholas J. Tofil, Huntington, and Vance Memminger, Clarksburg.
PAINT BIGGER PROFITS!

with OAK’S NEW "PREMIERE DELUXE"

GUARANTEED MECHANICALLY PERFECT!

NEW—LARGER CAPACITY
Holds up to 1,000 cards and 1,000 Ball Gum!

NEW—CASH-BOX FEATURES
Separately locked Cash Box to allow easy handling in collections and to permit location owners to refill cards and Ball Gum. Maximum profit with minimum servicing.

NEW—FOOLPROOF, TROUBLE-FREE COIN MECHANISM
Proved best on the famous "Acorn" Vendors.

Vends Ball Gum and NEW Colorful, fun-filled, fact-filled Bonus Souvenir Post Cards and Trading Cards... BOTH FOR 1¢!

Perfectly legal in every city in the U.S.A. The NEW Oak “Premiere Deluxe”... a NEW favorite for the kids... providing Comic Post Cards to mail to their friends as well as Souvenir Trading Cards on Sports Figures, Ships, Trains, etc. an educational and interesting hobby with added fun. Oak’s “Premiere Deluxe” was designed, engineered and produced by the Oak Mfg. Co., builders of the world famous line of Acorn Vendors to provide long, trouble-free service and profits!

Manufacturing Co., Inc.
11411 Knightsbridge Ave
Culver City, Calif.

Contact your DISTRIBUTOR
Pacific Coast Distributor
OPERATORS VENDING MACHINE SUPPLY
1622 South Grand Avenue, Los Angeles, California

East & Midwest General Sales Manager
M. J. ABBEYSON
Phone AT 1-6478
7023 Fifth Avenue, Pittsburgh, Pa.

Bill Falk...will be looking for YOU in Rooms 35A-36A at the CONRAD HILTON HOTEL—CHICAGO MAY 2-3-4 and 5

YOU WILL SEE THE ALREADY FAMOUS MULTI-VENDOR MANUFACTURED BY COAST VENDORS, PLUS THIS GREAT ASSORTMENT OF NEW CHARMS AND GIMMICS:

- Mystery Glass
- Magic Chemistry Tricks
- NEW Baseball Buttons
- NEW Snap-Links
- Doghouse
- Magic Wind
- Records
- Water Bottles
- Horror Series
-Thimbles

PLASTIC PROCESSES, Incorporated
83 HANSE AVENUE
FREEPORT, N. Y.

A NEW MANUFACTURER WITH SOME FRESH IDEAS FOR YOU!

L. M. BECKER & CO.
BRILLON, WISCONSIN

SEE IT...The MULTI-VENDOR!

NO OTHER VENDING MACHINE HAS THESE MONEY-MAKING FEATURES!

- PLAY VALUE AT NO EXTRA COST
- BIG CAPACITY
- EASIER ADJUSTMENT—BETTER DESIGN!
- TERRIFIC FIELD-TEST RECORD!!

A NEW MANUFACTURER WITH SOME FRESH IDEAS FOR YOU!

L. M. BECKER & CO.
BRILLON, WISCONSIN

SUPPLIES IN BRIEF

Milk Production Up
Farm production of milk during February reached 9,464 million pounds, 14 per cent above the 1946-55 average for the month, according to Agriculture Department. Production was at the rate of 1.99 pounds per capita per day, the same as February, 1956, but 5 per cent above average for the month.

Orange Concentrate
Output of frozen orange concentrate in Florida during February and early March was heavier than in the comparable period of 1956, according to Agriculture Department. During February, total production surpassed that of a year earlier, and by March the pack of 37.3 million gallons was 7 per cent larger than a year earlier.

Cleveland Coin Machine Exchange, Inc.
Harmo Machines Co. Distributors
1945 Prospect Park West, Brooklyn, N. Y.
Tel. (212) 417-1171

FINEST RECONDITIONED VENDORS

Silver King, 1c or 5c....$ 8.50
Acorn, 5c...... 10.00
De Genser & Co., 1c Tab.... 15.00
Miles, 1c and Sc........ 8.50
3 Gal. Hol Nut......... 22.50
Ace Nut Nut........... 35.00
N. W. Model 39........ 7.50
Allas Miles, 5c........ 8.50
De Genser & Co., 4c Tab.. 14.50
Model V; Ball Gum & Charm 8.50
Milo & 4c, 1c Tab....... 17.50
N. W. Model 49, Sc...... 15.00
Perfume Machine....... 19.50
Ball Gum Hunter Machine.. 17.50
Bali Point Pen, New... 19.50
2-Cot, Stamp, NEW...... 8.50
Write Grand Rackets, Sc...... 7.50
SEND FOR 1957 CATALOG
(Domestic & Merchandise List)

Rake Coin Machine Exchange
WORLD'S SONG SINGING BAND
32 C. Charles St., Boston, Mass.

FINEST RECONDITIONED COINS

WILLIAMS
SIDWALK ENGINEER $150
CRANE 150
CIRCUS WAGON (2 Pl).... 250
STAR POOL 50
GIOBETTI
RICCOCHET (2 Pl)....... 175
GLADIATOR....... 265
SCOREBOARD........... 265
ALLISON
BALLY
BROADWAY............. 335
PARADE................. 400
NITE CLUB............. 400
CHICAGO CON
SUPER HOME RUN....... 125
ROCK PUNCH, 25t.. 500

THE HUB ENTERPRISES
39 C. Charles St., Boston, Mass.
LEX 0-8467

HARMON MACHINE CO., INC.
BOX 147, WICHITA, KAN.

DESIGNERS AND MANUFACTURERS OF GUM VENDING MACHINES

write for
CIRCULAR NO. 1030 OF NEW ORLEANS DISTRIBUTORS

WANTED FOR EXPORT!

- Gottlieb
- Williams

1954 Models and Up

PIN GAMES

BETSON ENTERPRISES
1706 MANHATTAN AV., UNION CITY, N. J.

GIVE TO DAMON RUNYON CANCER FUND

MAMANDELL GUARANTEED USED MACHINES

N.W. Model 19, 19 or 1c.....$75.00
N.W. Model 39, 1c........... 95.00
N.W. Model 49, 1c........... 95.00

MERCHANDISE & SUPPLIES

Available in 10-lb. or 50-lb. bales.

AMO PUNCH CO.
2029 Prospect Ave., Cleveland, Ohio

CUBBY HOUSES

DURABLE, BAKED ENAMEL FINISH OR COMPLETE STAINLESS STEEL.

SEND FOR LATEST CATALOGUE

NORTHWESTERN CORP.
2475 Armstrong St., Morris, Illinois

MERICAN EXHIBIT, INC.
1400 W. 36th St., Chicago, Ill.

MABEN CASH AND CARRY

MILLION CASH AND CARRY

HIZ HUSHT, 50 lb., 100 lb., 250 lb., or 500 lb.

COFFEE BRANDS

MOORE, 10 lb., 50 lb., or 100 lb.

P-Withers, 50 lb., or 100 lb., or 250 lb.

CHOCOLATE MACHINES

PERFECTLY BAKED, A FRESH, BAKED BRAND, READY TO SELL.

NORTHWESTERN CORP.

50, 100, 250, or 500 lb.

DESSERT MACHINES

SUGAR CUBE MACHINES

PRICED TO SELL IN ANY QUANTITY.

RACK MACHINE EXCHANGE

RUBBER TUBE SUPPLIES

DISTRIBUTORS

AMERICAN EXHIBIT, INC.
1400 W. 36th St., Chicago, Ill.

NORTHWESTERN CORP.
2475 Armstrong St., Morris, Illinois

COFFEE CUPS

THE BILLBOARD
APRIL 29, 1957

NEW Baseball Buttons
NEW Snap-Links

MADISON AVENUE 4667
CHICAGO 19, ILL.
MEMPHIS CIG BOOM

Continued from page 82

more than $400,000 changed hands.
Rigest route here now, with hundreds of machines on location, in
Bluff Cigarette Service. Other
routes are G. J. Barnett & Com-
pany, Bridge Cigarette Service,
Vender Sales Company, Newtace &
Company, Southern Cigarette
Service and Memphs' Clinton
Company.
Operators have cigarette ma-
cines in practically every con-
available location. They are in
banks, restaurant, the airport, bus
and train depots, industrial plants,
office buildings, public buildings,
service stations, parking garages,
department stores and others.

VENDORS

Reconditioned by
factory trained mechanics
K. H. Model 22, Full Gum $5.95
for 100 cent or 140 cent
Mills 6-cent, 1-tub, 10 at $2.95
More. Etc. $1.95 in quantities of less than 10
Victor Topper, 1/2 tub. $1.95
Special mix or ball gum
Baby Grand, 1c or 5c
Victor K. S., 1c or 5c
K. W. Mfg. Gum, 10c
STEINER CANDY BAR VENDS., 6 101. 80.00
Mills with neon's, F.O.B. Factory
BERNARD K. BITTERMAN
4724 E. 37th.

AMERICAN SCALE MFG. CO.
Dept. 3203 Clark St., N.W., Washington 7, D. C.
Send price details Send scale $25 deposit enclosed
NAME.
ADDRESS
CITY... ZONE. . . STATE

Gala Kick-Off Party, Buffet Dinner, Spea-
ers, Business Meetings, etc.

Make it a vacation, bring the family. No ad-
mission charge for guests.

PLAY BALL with VICTOR'S

Sensational New BALL GUM VENDOR

1957's Hottest Money-Maker

Price $19.75 each

Furnished 5 to carton. See it at the Show or Factory.

J. SCHOENBACH
5701-13 W. Grand Ave.
Chicago, Illinois
Manufacturers of the Famous Line of Topper Vendors

MIX BUSINESS with PLEASURE come to

"Vending Superaoma of '57"

Conrad Hilton Hotel
Chicago, Illinois
May 2-3-4-5

FOOTNOTE—guaranteed 5 years. No
boobs or frauds in turn, 100% aut-
omatic; vault holds 10,000 pounds; dif-
ferent fortune with each weight; one
slot for each fortune with each weight; one
mix of 100 or more.

AMERICAN SCALE MFG. CO.
Dept. 3203 Clark St., N.W., Washington 7, D. C.
Send price details Send scale $25 deposit enclosed
NAME.
ADDRESS
CITY... ZONE. . . STATE

GIVE TO DAMON RUNYON CANCER FUND

MISS BUSINESS with PLEASURE come to

"Vending Superaoma of '57"

Conrad Hilton Hotel
Chicago, Illinois
May 2-3-4-5

Gala Kick-Off Party, Buffet Dinner, Spea-
ers, Business Meetings, etc.

Make it a vacation, bring the family. No ad-
mission charge for guests.

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GIVE TO DAMON RUNYON CANCER FUND
**COLO. MAY TAX**

The 10-cent item will have far more serious consequences than the contemplated nickel-a-pack cigarette tax increase.

With the cigarette tax increase being at an even nickel denomination, there will be no problem in making machine adjustments. Operators indicate they would very likely be increased; their peak prices by the amount of the tax. However, in the case of the tax on 10-cent vended items, the problem becomes a different one.

Depending upon the size of the levy, operators will either have to absorb the tax or respond by increasing their vended prices. With "any pushing" not common in 10-cent items as it is in cigarettes, the increase would have to be in nickel denomination.

Many operators seriously doubt whether customers would continue to patronize the vending machines with the customary 10-cent items now raised to 15 cents.

Operators at present are not decided what course they will take. Most are waiting for final passage of the bill to determine just how much of a hit is being contemplated. The measure, House Bill 307, has just passed its second reading in the Colorado Legislature.

**CHROME COIN SLOT.**

Simple conversion from 1. Holds approx. $35 or 15 lbs. 210 tested success.

**EASIER ADJUSTMENT—MONEY-MAKING FEATURES!**

Every machine has these features, including the newest, metal display holder.

**NEW MACHINE HAS THESE FEATURES!**

- Chrome coin slot.
- Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

**VENDING MACHINES**

- 1-5-10-25, all ratchet dogs—heavy 11 column
- 160 capacity, prewar model... $110.00
- 15 column (ANDY, STONER 8 -COLUMN (ANDY,
- BASE, CAST IRON PORCELAIN ENAMELED, FOR BASE, CAST IRON PORCELAIN ENAMELED, FOR
- 10 or 9 columns.
- 308 Furman St.
- $60.00
- $87.50
- $60.00
- $80.00
- $97.50
- $22.50
- $17.50
- $15.00
- $15.00
- California, for limited period.
- $15.95
-ipurcured. For Victor Vending Corp.
- Full cash with orders.
- $62.50
- $41.00
- $35.00
- $75.00
- $19.00
- $15.00
- $15.00
- F.O.B. factory.
- 210 capsules, all ratchet dogs—heavy duty.
- California, for limited period.
- F.O.B. factory.
- 10 or 9 columns.
- 308 Furman St.
- $60.00
- $87.50
- $60.00
- $80.00
- $97.50
- $22.50
- $17.50
- $15.00
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- $35.00
- $75.00
- $19.00
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- $15.00
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### 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 April 27, 1957)

**MUSIC MACHINES**

<table>
<thead>
<tr>
<th>Model</th>
<th>High Low</th>
<th>Nre. Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMT</td>
<td>$1,142</td>
<td>48</td>
</tr>
<tr>
<td>26-75</td>
<td>$1,142</td>
<td>48</td>
</tr>
</tbody>
</table>

**ROCK-O-LA**

<table>
<thead>
<tr>
<th>Model</th>
<th>High Low</th>
<th>Nre. Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1424</td>
<td>$995.00</td>
<td>95</td>
</tr>
</tbody>
</table>

**SHUFFLE GAMES**

**CONTINUED**

**PRICES given in the Index are in no way intended to reflect the current price. Low indicate price range; mean average indicates the "low" price for which 50% of the machines are advertised. For, therefore, when the mean average is near the "high," it indicates the "low" is a unique price probably for "as is" or "stripped-out" equipment.

**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 of all the prices. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.
Cig Sales Hiked 9.5% Despite Tax Hikes

State taxes notwithstanding, cigarette vending machine operators are enjoying an increase in national consumption of 9.5 per cent for the first three months of this year over last year.

According to figures released by the Tobacco Tax Council, the American public has pulled its way through 105,386,000 more packages of cigarettes during January and February of this year than during the same two months last year.

The figures cover a survey of 1,010 vending machine operators in 14 States, representing a sampling of 88 percent of the vending machine operators in the United States.

The operators estimated that the total cigarette consumption increased from 9.5 per cent for the first three months of last year, and that the national consumption was as high as 18 per cent; showing the greatest drop of 7.5 per cent in the three-month period for the period from the end of 1954 to the end of 1953.

The council also assessed that the operators will have to respond by raising cigarette prices.

The operators will have to increase the prices of cigarettes by 3-1/2 cents to absorb the tax, and at least 3-1/2 cents more to absorb the tax increase since the end of the year, and the total cost of the tax increase to the operators will be approximately $50.00 per year.

The council does not have a board to retire bonds for a World War I bonus bill.

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HAMBURG, Germany — Erich Schneider, juvenile delinquent, was the center of attention during a recent showing of the new American machines. The audience was composed of two groups: American and German juke dealers. Schneider, a native of Hamburg, was the bait. The American juke dealer, Mr. John Funal, showed the new machines to the German juke dealer, Mr. Cletus Letart, and Clifford Bragg.

Mrs. Bess was on hand to act as hostess during the showing in Richmond. She is a well-known figure in the American juke industry, and is spotted at top-paying locations. The American machines are designed to serve separate markets. Schneider said that the two serve different markets, and are thus not competitive.

Seven hundred people were present at the showing. The showings in Richmond and Knoxville, April 18, were by the Roanoke Vending Exhibitors Association, a figure which is higher than the usual average. This fact would belie the argument that this group is generally adverse to collective action.

Actually, it is the collection of collective actions which makes this industry appealing in a union. But these same people question a union in the juke box business because the group's role in collective action.

SANTIAGO OPERATOR REPORTS:

Juke Box Export Market in Chile Opens Up; Only 20-Mile Area

NEW YORK — The Republic of Chile has nearly 3,000 miles of coastline on the Pacific Ocean, a state said yesterday. The capital city of Santiago, has nearly 3,000 miles of coastline, and is the busiest port in the world. The Chilean operators are well organized, and are spotted at top-paying locations. Nissan has nearly 3,000 miles of coastline, and is the busiest port in the world.

Operator, who has 50 machines, gets 200 selects per hour. This operator, Mario Harmas, winds up a four-month visit to this country in May. When he returns he will not only mix business with helping the American people, but he will also mix business with helping the American people.

The De Rusha Vending Company exhibited a new AMI Model 200, which was given away at the show. The machine is a direct descendant of the old De Rusha 200, which was given away at the show.

The De Rusha Vending Company had a showing at the Baker Hotel. Among those attending the unveiling at the Baker Hotel were:

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The Wurlitzer All-Location Line enables operators to furnish any location, regardless of type or size, a phonograph that will be played more and earn more than ever before.

The new trio of Wurlitzer Phonographs, all utilizing 50-cent play, is the "hottest" group of music-makers in the business — with an equally impressive record as money-makers, too.

So see your Distributor NOW!

WURLITZER
ALL-LOCATION LINE

104-SELECTION MODEL 2104
200-SELECTION MODEL 2150
200-SELECTION MODEL 2100

WURLITZER • NORTH TONAWANDA, N. Y.

ESTABLISHED 1856
COINMEN YOU KNOW

Detroit
By HAL REVES
Ben H. Liddon, owner of Ad-
dance Coin Lock Company, has
moved headquarters, formerly
to the northwest section, to a
central site on 13th Street near
the Michigan Central Depot. The
company is national distributor
for lock types, napkin dispensers,
scissors and supplies. Liddon re-
joins as sole owner of the busi-
ness with Chester P. Dunlap, who
planned to enter the business as
a partner, but no longer connected.
Sam Kohn, who operated in a
different business route that includes cigarette and candy vendors as well as paper boxes, has plans for expansion.

Irving Kane, former restau-
rant operator, has taken over the
Eugene Wallace, Oak Hill, W. Va.;
and Raymond Dakin, W. Va.; Cal-
vin Gordon, regional sales repre-
sentative, for the Wilbur- U.S.
Donovan Jr., Richmond, Va.; C. B. Cory, Cory Music Com-
pany, Portsmouth, Va.; M. L. Copeland, Neighborhood Music Com-
pany, Portsmouth, Va.; M. L. Holladay, Valley Music Company, Bax-
one, Va.; and K. F. Schneider, Playtime Equipment, Cincinnati, W. Va.

Charleston Ops
Operators present at the recent convention of the American Coin-
Operator's Association, Inc., and Mrs. Thomas Hunt, Ace Music Com-
pany, Charleston, W. Va.; Mrs. Ida M. Klibanov, head of the Wil-
nes Music Company, Charleston, W. Va.; Mrs. K. N. Edwards, Coin-
track, Charleston, W. Va., and Her-
bert Bender and Mrs. Madeline Schneider, Belle Amusement Com-
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Oppose Juke Unionization

Both.

cut costs, increase gross income.

equipment, service,

ator's doorstep. The were quick to

tices can often be laid at the op-

problem of unfair trade prac-

results will appear in subsequent

straitjacket.

union membership are:

trade

en by polled operators to unfair

operation: He's glad music and game operators

CEMENTATION MODELS

2. Encouraging operators to con-

The double-barreled answer giv-

SELECTION MODELS

NIGIMIL

answered they belong to unions,

13 per cent

100. 200

50 120. 200

FREE TITLE STRIP

SEEBURG DISTRIBUTORS

Oppose Juke Unionization

Memphis

By ELTON WHISENHUNT

Drew Canal, usually an in-

side man, was seen out on the

route with one of his route-

men the other day. He bought

two new 200s recently for his

Canale Automatic Company,

company, thus changing his

business. He said he had

previously intended to

stay with the 100s.

Allen D. Canale, president of

Memphis Music Association, says

the large coin-operated machines

cut through another session of the

restrictive films and exorbitant license
	
	put on them... Memphis Music

Association is in a state of

social meeting the 16th.

Jack Ethridge, president, perused

Mutual business problems and

solutions were discussed.

ALL MEMBERS:

Robert Brunner, John and Frank

Music Company, Marked Tree;

Joe Jones, Marked Tree Novelty

Company, Forest City; Henry

Hendry, Jonesboro Novelty

Company, Jonesboro; H.

Lijo, Palatka Music Company;

Fondyce; Jack Ethridge, Jack's

Music Company, Haupas;

Drew Canal, Drew Canal,

Poland Automatic Company,

Forest City.

Rapid Advance

Continuous from page 89

purpose of his visit to the states

was to try to foster co-operation

between the German and U.S.

phonograph industries. He plans

other visits to the U.S. in the future.

Anholtz has also arranged to

German music box

operation, Schneider esti-

mates that 500 operators own

up to 5 machines, 100 operators have

20 per cent of the 1,000 machines, and

20 per cent up to 100. A few local

operators have as many as 150 juke boxes.

He said that juke boxes first

strong on strong here in 1891, and that

the first bonus period is now

But as the industry expands,

Schneider looks for continued good

business in the coin music fields.

Most machines here in location here

are on 45 RPM. play.

These discs cost 4¢ per 500.

German youth like American pop,

and some of these are recorded in

German. They are all the 500 selection

chrisians make up use of DP

and nearly all the German kids.

Patrons depositing 1 mark can

get six singles or four EPs.

Depositing 3 marks at 1 mark

boxes one single, 30 platters.

People who estimated that

an American juke must take in 200

to 400 marks per month gross to

Run also. Price is about

American machines take boxes

owned by locals is mostly

old models, Schneider stated.

Loewenheim ranks among the top

ten firms in Western Germany,

with offices in Berlin, Wiesbaden,

and Braunschweig. The company

is headed by Gerhard W. Schulte.

Chile Juke Mkt.

Continued from page 89

increase in the next two or three

eons. Actually, the Chilean economy

is becoming more and more stable,

and the peso is increasing in value

more than the base year. The fol-

lowered the purchase of Wurlitzers,

and it was down to 35 per

price has been set by the Chilean be-

expected to dip to 20 per cent.

American Tastes

Chilean tastes are very similar
to those in most countries. Most

of these are produced by American

firms and feature American friends.

Home phonographs are popular,

re sale rates high. All this, however, feels, make very

propitious juke box market.

The importation of American

juke boxes contributes to the

Chilean economy. Only the

comforts may be shipped, perhaps

it, the law says that the cabinet and

amplifiers to be used must be made in

Chile. Five firms are currently making

calls, and there are models for Ameri-

can juke boxes.

Wide Open Market

Most music operators in Chile

are Wurlitzers, with some being

American. The 200 -selection

trons have little to distract them

from the coin -operated devices.

What the potential in Chile is for

juke boxes, nobody knows. But

this market is considered a rich

ing, Nelson, House, Poughkeepsie, N. Y.;

meetings of the organization.

May 17 -Washington Music Merchants' Association, monthly meeting, Frisco, Tex.

May 17 -Anheuser -Busch Music Operators' Association, monthly meeting, Frisco, Tex.

May 18 -West Chester Operators' Guild, Inc., monthly meeting, Wausau, Wis.

May 18 -Western Pennsylvania Operators' Association, monthly meeting, 805 Main Street, New York.

May 19 -Texas Operators' Association, monthly meeting, 685 Main Street, South Bend, Ind.

May 28 -Western Massachusetts Music Guild, semi-monthly meeting, New York City.

May 28 -Massachusetts Music Operators' Association, semi-monthly meeting, headquarters, Sacramento.

May 28 -Minneapolis Operators' Association, semi-monthly meeting, headquarters, Minneapolis.

May 29 -Washington Operators' Association, semi-monthly meeting, headquarters.

May 31 -Kentucky Operators' Association, semi-monthly meeting.

Calendar weekly for new events in your area.

From page 88

1. The operators of coin -operated devices

have not managed to increase gross

retailing record sales are high.

in Chile. Except for a few Arcades

there are no other such visits for the future.

He plans to increase his business in the coin music fields.

A few months ago, Canipe

was discussing the sale of some of his

boxes to CPT. During the later,

Canipe mentioned that he was

May 19 -Ohio operators.

the First National Bank of Fond

Farmer, McEwen, Ind., president;

Rhubart, Waukegan, Ill., vice

president; Ray Z. Bolin, Farme

He is

near future."

the First National Bank of Fond

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Rhubart, Waukegan, Ill., vice

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He is

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the First National Bank of Fond

Farmer, McEwen, Ind., president;
Hub Pin Ops
Hit With $100 License Fee

WASHINGTON-The Washington State Supreme Court has ordered the city of Seattle to pay $100 license fee to operators of pinball machines. The suit was filed by the Seattle Pinball Operators Association and the Seattle Pinball Operators Union.

Cagianino Says 645 Has No Ties With UU

NEW YORK—James Cagianino, a defendant in the UU-Rosendo ring, said that neither his brother nor his father are or have been associated with the union. Cagianino is a defendant in an unfair labor practice case filed by the Retail Clerks International Association. The UU is the parent union of other locals named in the same indictment (The Billboard, April 6).

The original union was formed as Local 405 of the International Union of Electrical Workers. Later, according to the court, the Local Independent of Electrical Workers was formed, which later became the Retail Clerks International Association. The UU is the parent union of other locals named in the same indictment (The Billboard, April 6).

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Acme Builds Six-Pocket Pool Table

LOS ANGELES—A six-pocket combination pool table is a steady production in the shops of the Palette Pool Supply Company with Sierra Distributors handling in the states of the Pacific Coast, Robert Meyers, founder and president of Acme, said yesterday.

The manual is a playing field of 41 inches by 74 inches with the surface 22 inches high. Game cues are equipped with 16 balls, including the cue ball. Prices range from $100 to $125, depending on size. Two different versions of the table are manufactured, one for those with composition or 3-inch pool balls, and another for those with 2-inch pool balls. The pool table is available in sizes ranging from 24 to 48 inches.

A recent Billboard survey of the pool operators showed that pool tables are no longer considered a luxury item and are included in the family budget. The average monthly cost of pool table ownership is $40, according to the survey. The survey also showed that pool tables are more popular in the spring and summer months and are more likely to be used in the evenings.

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WASHINGTON—The Washington State Supreme Court has ordered the city of Seattle to pay $100 license fee to operators of pinball machines. The suit was filed by the Seattle Pinball Operators Association and the Seattle Pinball Operators Union.

Caggiano Says 645 Has No Ties With UU

NEW YORK—James Cagianino, a defendant in the UU-Rosendo ring, said that neither his brother nor his father are or have been associated with the union. Cagianino is a defendant in an unfair labor practice case filed by the Retail Clerks International Association. The UU is the parent union of other locals named in the same indictment (The Billboard, April 6).

The original union was formed as Local 405 of the International Union of Electrical Workers. Later, according to the court, the Local Independent of Electrical Workers was formed, which later became the Retail Clerks International Association. The UU is the parent union of other locals named in the same indictment (The Billboard, April 6).

Acme Builds Six-Pocket Pool Table

LOS ANGELES—A six-pocket combination pool table is a steady production in the shops of the Palette Pool Supply Company with Sierra Distributors handling in the states of the Pacific Coast, Robert Meyers, founder and president of Acme, said yesterday.

The manual is a playing field of 41 inches by 74 inches with the surface 22 inches high. Game cues are equipped with 16 balls, including the cue ball. Prices range from $100 to $125, depending on size. Two different versions of the table are manufactured, one for those with composition or 3-inch pool balls, and another for those with 2-inch pool balls. The pool table is available in sizes ranging from 24 to 48 inches.

A recent Billboard survey of the pool operators showed that pool tables are no longer considered a luxury item and are included in the family budget. The average monthly cost of pool table ownership is $40, according to the survey. The survey also showed that pool tables are more popular in the spring and summer months and are more likely to be used in the evenings.

In the month of May, the average monthly cost of pool table ownership is $40, according to the survey. The survey also showed that pool tables are more popular in the spring and summer months and are more likely to be used in the evenings.
GUARANTEED MUSIC!

Seeburg 100-R ..... $725
Rock-Ola 1448 ..... 665
Rock-Ola (51-50) ..... 175
Rock-Ola Fireball ..... 275
A.M.I. Model C ..... 125
A.M.I. D-80 ..... 295
A.M.I. B ..... 125

A.M.I. E-120

RECONDITIONED - RESTORED LIKE NEW!
Terms by Dep. Bank C.O.D.

ATLAS MUSIC COMPANY
1210 N. WESTERN AVE., CHICAGO 37, ILL. S. A.

TRIMOUNT has one of the country's largest parts departments with thousands of parts in stock to keep your equipment in top condition.

SHOULD BE DOING BUSINESS WITH TRIMOUNT
America's foremost exporters of Reconditioned coin-operated equipment

ACMELAES NEW MACHINES
"COPS AND ROBBERS"

New O.C. Shooting Gallery with virtually unlimited new locations to choose from:
100 shots in 10 rounds, target is always in view.

Williams Blackball, new 1957. Write

"Cop's Gun" to:

ACME BUILDING, 577 Tenth Ave. cat 42nd St.

"ARCADES" WANTED

ARCADE EQUIPMENT
Motorbike
Champion Horses

BALLY

Show Time
Balls-A-Poppin'

ABC Bowling Lanes

We are now shipping the following NEW EQUIPMENT to countries all over the world. Each piece is GUARANTEED BRAND NEW and is in the ORIGINAL FACTORY C.R.A.T.E.

Write or wire your order.

WANT A GOOD BINGO MECHANIC?

GOOD PAY

All Correspondence in Confidence

Write Box #892

THE BILLBOARD, 188 W. Randolph

Chicago, Illinois

OPERATORS

the world over!

We are now shipping the following NEW EQUIPMENT to countries all over the world. Each piece is GUARANTEED BRAND NEW and is in the ORIGINAL FACTORY C.R.A.T.E.

Write or wire your orders.

SAY WHAT YOU WANT

Bally

Show Time
Balls-A-Poppin'

ABC Bowling Lanes

ARCADE EQUIPMENT
Motorbike
Champion Horses

Hot Rod

W

WANT

INTERNATIONAL SCOTT CROSSE COMPANY

2157 SPRING GARDEN STREET, PHILADELPHIA 36 PA.

CABLE ADDRESS: INAMCON

Exclusive Dist. for Bally in E. Pa., and Rock-Ola in E. Pa., S. Jersey and Del.
The last eight months were up by a collector has reported that the above the 1956 figure — $2,556,860 76.244 over a similar period in big Tax Collections 80,189,588, compared with $72,-r 80 cents a share, compared with re running ahead of last year's 3ain Over 1956 18,615 for the 1956 quarter.

BOISE, Idaho -- Idaho State Sales for the 1957 quarter were ITE Morris, Inc. •

Jr., formerly of Wallace Amusement Com- COLUMBUS, Miss., recently en-
pany, Fairway Amusement Company, Co-

Grady Wallace and Roger Landrum, co-owners of Wa- the news of your Industry

Bright Spot

Pixie

AMI 40 Sel. Hideaway

AMI 400 Sel. Hideaway

Oxygen Machine

Turf King

Teleouiz

Bally Champion

Bally Jets

Keeney Bonus

China Town

Spitfire

Lazy "0"

Hoyhowmer

Hoppy Days

55.00

Bally Beauties

Yacht Club

Nile Club

AMI 400 De Luxe

AMI 400 Sel. Hideaway

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COINMEN YOU KNOW

Los Angeles

By SAM ARBOTT

Distributors of vending machine planning visits to California will do well to get in touch with Oak Manufacturing Company to book permits on the Mighty Oak, a 32-foot boat, the officer and production manager, recently purchased by Harold Probsardo, production manager, will be the skipper. Sid Blaine, however, warns that the Mighty Oak is already booked well in advance. Oak plans to introduce a new super-deep-adjustable wheel and brush lining for their Acren bulk merchandise vendors that will vend 19-cent portions at the National Association of Vendors convention in Chicago.

Paul A. Laymon, Inc., is showing the Bally ABC Billing Line in lengths of 11, 14, and 18 feet. According to Ed Wilkes, manager, the Laymon Company has announced the Bally 6-hole pool table.

Murray Mason from the L. A. area reports from Crestrline. He reported that Crestrline had a white Easter. He quickly added, that up until that time, the area had good weather on Easter day.

The many friends of Tommy Felkin of Victoville will regret to learn of the death of his wife, R. R. McMurdine of the R. F. Jones Company in San Francisco brought his family to the Los Angeles area during the Easter holidays. The main point of the trip was to show the children Disneyland. Ruma Morgan was a visitor to the William Leavengood one-ounce record center.

A. L. (Tex) Miller was in town from Blythe. The staff at C. A. Robinson Company have been trekking during the past couple of weeks in Chicago and New York. Ray Powers of the sales department returned Wednesday (41) from a business trip into the Sacramento area. The United Team Bowler, 14-foot long, is being played by the company.

Jack Leonard of the Badger Sales office has recovered from injuries he received in an automobile accident. The island showrooms will be removed but wall display sections will remain.

Aaron Brown, Riverside operator, in the city to look over new equipment. Pete Harmon is out following a heart attack. Norty Beekman is sectioning his Norty's department, in New York for Quality.

Sid Beckman is sectioning his Norty's department, in the city to look over new equipment. Pete Harmon is out following a heart attack. Norty Beekman is sectioning his Norty's department, in New York for Quality.

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South Carolina Ops Tell Legislators: Keep Pins

COLUMBIA, S. C. — Operator spokesmen told a South Carolina House committee last week that passage of a proposed bill to outlaw pinball machines in the State would result in lost jobs and lost tax revenue.

Legislators were advised that the bill would not get the State out of the mess it is in any way.

The bill was submitted by Rep. John G. Follin, Spartanburg, South Carolina, who outlined pinball games on grounds that they are used for gambling.

Representing operators was attorney William F. Probst Jr., president of the South Carolina Operators' Association; A. L. Whit, Greenville, association president, and five other State operators.

Probst said that the State cannot legislate morals, and argued that machine owners were not at fault in gambling cases. He said that operations were on the verge of going out of business.

The General Assembly's term was scheduled to end in a matter of days, and there was no indication when the committee would return the bill to the House for a vote.

Bally Unveils Official-Pool, Six-Pocket

CHICAGO—Official Pool, six-pocket, coin-operated pool game with a new automatic ball-racking device, was bowed last week by Bally Manufacturing Company.

Two differently colored knobs on the table molding are pushed by players to empty pockets and automatically move ball into proper red or blue balls.

If player scratches a shot, he is able to take balls out of the pockets but the rack remains non-validly. Thus, play is exactly the same as on a regular pool table.

Balls in the racks are visible to all players, making scoring easy, and automatic ball can't be removed from racks, however, until a coin is deposited, in which case they drop into a tray below the rack. All balls, including cue-ball, are two-and-one-half inches in diameter.

Table is of heavy wood construction, as is the playfield. The game has dollar top with legs suppose on each side. Double slice or single quarter shores are available.

Overall dimensions are 74-3/4 by 39-1/2 by 43 inches. Each model is equipped with four oak straight wood triangle, chalk, set of tally balls, or any size, with slash machine, both for nine different games and places of pool terminology, and cue repair, when

PM Promotes 3 Executives

NEW YORK — Andrew C. Britton has been named vice-president in charge of manufacturing for Roger Creane vice-president in charge of advertising for Philip Morris, Inc. Walter N. McPadden is the new vice-president in charge of purchasing.

Britton, who joined the firm in 1952 as assistant chief chemist, has been factory manager for the Richmond plant of a general chemical manufacturer for the Richmond and Louisville factories.

Greene has been with P & H since 1950 and has been with the adver-

tising department for 10 years, and has been director of advertising for 10 years.

McPadden has been with the company for more than 30 years and has been director of purchasing for two years. He organized PM production factories in Australia and the Philippines and has managed the Richmond and Louisville factories.
ATTENTION, EXPORTERS! Seeburg $795
WRITE FOR QUANTITY PRICES!
S & K DISTRIBUTING CO.
32 E. Broad St., Phi., Pa. Phone 5-6904

ROCKET KIDDIE RIDE, $97.50
Coin Operated—Recommended—Ready for Location

ROCKET KIDDIE RIDE

NOW DELIVERING—VALLEY'S NEW 6-POCKET POOLS
Exclusive ... "VALLEY-VUE" Aluminum Rail Ball Returns!

River City, Mich.—A new six-pocket pool model with special ball return and ball-tracking features was shipped last week by Valley Manufacturing Company.

New features include the Valley-Vue, a ball rack built into side of table which allows players to see balls they have pocketed. The rack helps speed up the game. At end of game, a trip lever releases balls into track. The game may be set so that balls drop directly into trap if desired.

Interior ball return system is made of aluminum rail which provides a sure return, helping to eliminate likely blockage from foreign material from playfield and pockets.

The table is 72 by 44 by 33 inches. It is available with quarters chute or double dime chutes. A scoring aid is included in form of an "easy count" scoring dial.

Valley Ships New Pool Unit With Ball View

BAY CITY, Mich.—A new six-pocket pool model with special ball return and ball-tracking features was shipped last week by Valley Manufacturing Company.

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Joe and Wally Say: Everyone Calls Us "FIRST" for First-Class Equipment!

For the College Man: A-1 Mechanic Wanted for Bingo Games

A-1 MECHANIC WANTED

Salary—$600.00 per month
Bonus Arrangement
Must have car

CARENDER DISTRIBUTING, INC.
450 Massachusetts Ave., Phone: Melrose 4-3628, Indianapolis, Indiana

NOW DELIVERING

- BALLY A.B.C. BOWLING LANES—14 & 11 ft.
- ROCK-OLA PHONES—50, 120 & 200 Selection

Call or write us for best prices on thoroughly reconditioned late model phonos, pinballs and games.
SEEBURG

Wall-o-matic

100 WALLBOXES

Chrome covers—
100 selections
Special Volume Prices

Reconditioned—Davis Guaranteed
New Selection Buttons—New Instruction Plates
Income can be doubled in many locations by adding 100 selection wallboxes

WURLITZER WALLBOX SPECIALS

S204, 104 Selections
S204A, 104 Selections
S205, 104 Selections
S206, 68 Selections
S206A, 68 Selections
S208, 44 Selections
S220, 24 Selections

$19.00
$19.00
$19.00
$19.00
$19.00
$19.00

Terms: 15 deposit required

World Import Corp.

738 Erie Boulevard East, Syracuse, N. Y., U. S. A.

Cable Address: "DAVIES"—Phone Granita 3-1621

Delaware Moves
On Free-Plays

WILMINGTON, Del.—Pinball machines were under fire from a Delaware source recently, with action by the State Alcoholic Beverage Commission and by State police in Sussex County.

The ABC warned proprietors of taverns and other liquor sales establishments who permit the use of pinball machines that assault prices, cash in free games for high scores that they fail suspension or cancellation of their licenses.

In Sussex County, State police have been carrying on a drive to round up operators of other business establishments, as well as those licensed for liquor sales, who were said to have been providing cash prizes for winners playing pinball and other machines.

ABC Executive Secretary E. Holcomb Davis estimated that 10 per cent to 30 per cent of the liquor licenses in Delaware have pinball machines. In an effort to ease their row, he said, the commission added to its old Rule 40, which prohibits gambling of any kind on the premises of a licensees, a new paragraph banning pinball machines or any other type of device that gives prizes. The commission was enforcing its new order during annual inspections even now.

"No licenses," Mr. Davis said. "should fare any unfair treatment as a result of this amendment to the rules, at all licensees are subject to the rules, are subjects of the commission, are inspected by authorized inspectors and are subject to a hearing before any action is taken.

JOE ASH SAYS:

SPECIAL WURLITZER PRICES!

$1,025
$745
$565

WURLITZER WALLBOX SPECIALS

SPECIAL ON

14 FT.

BOWLERS!!

Write

2000
1000
700 $300

1415
1315
1215
1115
1015

SAY YOU SAW IT IN THE BILLBOARD!
Tops 'Em All

Chicago Coin's

Bowling League

✓ Tops in EXTRA FEATURES!
✓ Tops in EXTRA PROFITS for YOU!

New!
All metal roller chain and sprocket ball lift (eliminates ball jams)

Balls feeding on to chain elevator get agitated in the trough, preventing jamming or ball hang-ups

Scoring handicap control

Your choice of 3 base cabinets

14 ft. 8" Long
12 ft. Long
29 inches wide
18 inches high

Equipped with national slug rejector

Available in 20 ft. 8 in. Length
(Convertible to 14 ft. 8 in.)
2 games in one

Order now for early delivery

Chicago Coin Machine Company
1725 W. Diversey Blvd.
Chicago 14, Illinois
SEEBURG
Wall-o-matic
100 WALLBOXES
Chrome covers—
100 selections
Special Volume Prices
Reconditioned—Davis Guaranteed
New Selection Buttons—New Instruction Plates
Income can be doubled in many locations by
adding 100 selection wallboxes

WURLITZER WALLBOX SPECIALS
5201, 104 Selections $19.00
5204, 104 Selections $35.00
5205, 104 Selections $42.00
5207, 104 Selections $49.00
5206, 68 Selections $35.00
6831, 68 Selection $25.00
4828, 68 Selection $10.00
5420, 24 Selection $9.00

TERMS: 15% Deposit Required

JOE ASH SAYS:
SPECIAL WURLITZER PRICES!
3100's $1,025
1800's $745
1700's $565
Exclusive Distributors for Wurlitzer, St. Gottlieb & Co., and Hamill & Brubaker

Delaware Moves
On Free-Plays
WILMINGTON, Del. — Pinball machines were under fire from two Delaware sources recently, with action by the State Alcoholic Beverage Commission and by State police in Sussex County.

The ABC warned proprietors of lounges and other liquor sales
establishments who permit the use or purchases that award prizes, cash or free games for high scores that they may suspension or cancellation of their licenses.

In Sussex County, State police have been carrying on a drive to round up operators of other business establishments, as well as those licensed for liquor sales, who were said to have been providing cash prizes for winners playing pinball, and setting the machines.

ABC Executive Secretary E. Harold Davis estimated that 10 cents to $50 per cent of the liquor licensees in Delaware have pinball machines. In an effort to curb the use, the commission added to its old Rule 40, which prohibits gambling of any kind on the premises of a licensee, a new paragraph banning pinball, or any other type of device that provides prizes. The commission was enforcing its new effect during annual inspections.

"No license," Mr. Davis said, "should four any unfair treatment as a result of this amendment to the rules, as all licenses are agents of the commission, are inspected by authorized inspectors and are subject to a hearing before any action is taken.

WORLD IMPORT
WESTERN EXPORT
DISTRIBUTING CO.

COIN MACHINES
THE BILLBOARD
APRIL 29, 1957

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Rollovers Score 10, 30 and 50 Points for High Score.

Super-Powered Flippers Fire Ball Up Field at Roto-Targets.
Tops 'Em All

Chicago Coin's

Bowling League

✓ Tops in EXTRA FEATURES!
✓ Tops in EXTRA PROFITS for YOU!

NEW!
All Metal Roller Chain and Sprocket Ball Lift (Eliminates Ball Jams)

Balls feeding on to chain elevator get agitated in the trough, preventing jamming or ball hang-ups.

Your choice of
3 size cabinets!

14 ft. 8' Long
12 ft. Long

29 inches wide
18 inches high

Equipped with National Slug Rejector!

Available in 20 ft. 8 in. Length
(Convertible to 14 ft. 8 in.)
2 Games in One

Order now for early delivery

Custom built for a perfect fit

Scoring Handicap Control

3 sections for easy handling!

Genuine gutters

All mechanism in the back rack

1725 W. Diversey Blvd.
Chicago 14, Illinois
Delaware Moves On Free-Plays

WILMINGTON, Del. — Pinball machines were under the gun from two Delaware sources recently, with action by the State Alcoholic Beverage Commission and by State police in Sussex County.

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In Sussex County, State police have been carrying on a drive to round up operators of other liquor establishments, as well as those licensed for liquor sales, who were said to have been providing cash prizes for winners playing pinballs and setting the machines.

ABC Executive Secretary E. Holton Davis estimated that 10 per cent to 30 per cent of the liquor licensees in Delaware have pinballs. In an effort to take each one, the commission added to its old Rule 48, which prohibits gambling of any kind on the premises of a licensee, a new paragraph banning pinballs or any other type of device that provides prizes. The commission was enacting its new rule during annual inspections are being made.

"No licenses," Mr. Davis said, "should fear any unfair treatment as a result of the amendment to the rules, as all licensees are agents of the commission, are inspected by authorized inspectors and are subject to a hearing before any action is taken.

SAY YOU SAW IT IN THE BILLBOARD!
Tops 'Em All

Chicago Coin's Bowler League

✓ Tops in EXTRA FEATURES!
✓ Tops in EXTRA PROFITS for YOU!

NEW!
All metal roller chain and sprocket ball lift (eliminates ball jams)

Balls feeding on to chain elevator get agitated in the trough, preventing jamming or ball hang-ups

All mechanism in the back rack

Genuine gutters

3 sections for easy handling

Scoring handicap control

Available in 20 ft. 8 in. Length
(Convertible to 14 ft. 8 in.)
2 games in one

Order now for early delivery

Chicago Coin Machine Company

153 W.DIVISION BLVD.
CHICAGO 14, ILLINOIS
EXTRA time is EXTRA fun, earns EXTRA cash for you

Extra earning-power of Extra Time is profit-proved in greatest Ballygames. Now SHOW-TIME gives players 4 WAYS TO PLAY FOR EXTRA TIME... and the extra play-appeal insures extra profits to you. Get SHOW-TIME from your Bally Distributor today.

New Style MAGIC SQUARES
plus New MAGIC LINE

TRIPLE-DECK ADVANCING SCORES
CORNER SCORES—BALLYHOLE
EXTRA BALLS

ABC
Bowling Lanes

PLAYED WITH 3 IN. BALLS
SCORES AUTOMATICALLY TOTALIZED BY
OFFICIAL
BOWLING RULES

STRIKES—SPARES—SPLITS
STRAIGHT BALL • HOOK BALL • BACK-UP BALL

6 CAN PLAY

3 POPULAR SIZES
11 ft., 14 ft., 18 ft. long
18 IN. HIGH ALLEY • SECTIONAL CONSTRUCTION

ORDER FROM YOUR BALLY DISTRIBUTOR
BALLY MANUFACTURING COMPANY, 2640 Belmont Avenue, Chicago
United
MARKets
another
FIRST
in
BOWLING

Yes, another innovation in coin-operated regulation bowling has been designed by United. Like United's famous BOWLING ALLEY . . . the first great new profit-maker in years . . . this newest hit is already MARKing up profit records unequalled in the history of amusement games. Exclusive new feature makes it a true regulation bowler. It is an extremely handsome, deluxe game that will be most welcome in the finest type of location. Moreover, it has been designed as a real companion game for United's BOWLING ALLEY. The two will work well side-by-side to gather in double the coins for you. Cement your locations . . . get double the play . . . get double the profit . . . get this amazing new amusement game at once. Get in touch with your United Distributor now for the full profit facts. Don't wait! Do it now!

UNITED MANUFACTURING COMPANY

3401 North California Avenue, Chicago 18, Illinois

Designers and Manufacturers of World's Finest Coin-Operated Amusement Games
WHY

dual
pricing

is the answer to

PROFITABLE PROGRAMMING

PROGRAM SINGLES
AT ONE PRICE...

PROGRAM EP ALBUMS
AT A PROPORTIONATELY
HIGHER PRICE.

Much of the music on 45 RPM records is available only as EP Albums (2 tunes per side). A properly programmed music system should include Album music because the public wants to hear it. Dual Pricing permits profitable programming by compensating the operator for the additional time required to play EP Albums.

Dual pricing...at the phonograph...anywhere in the location

Both the Seeburg 200 and the Wall-O-Matic 200 are equipped with Dual Pricing Units.

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America's finest and most complete
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