

The Billboard

MAY 5, 1956 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

Hot Times in Old Towns for Rogers

Ohio Firm's Been Staging 'Big Doings' For Community Birthdays Since 1920's

By HERB DOTTE

FOSTORIA, O.—Is your village, town or city approaching its silver jubilee, golden anniversary, centennial or sesquicentennial? If it is, the home-town fathers may soon expect to hear a sales pitch by a representative of the Fostoria-based John B. Rogers Producing Company on why they should have the company stage a big doings to commemorate the anniversary.

They will be told and be shown evidence that the company is far and away the leader in its field, with little competition; that it has staged celebrations in several thousand communities since the '20's, and that such events can pay off in small hamlets as well as in large cities.

Survey Potential

A Rogers representative will make a careful survey of the community, arrive at an estimate of the financial support that may be expected from the merchants, the sum that may be anticipated from the centennial's own income, and then set up a budget.

Invariably the budget, which will call for a flat fee to be paid to the Rogers company for its varied services, will stipulate that the company will produce and stage a historical pageant depicting the community's history plus many special events, a parade and contests. Together, they will add up to "a big doings," one that will be long remembered.

Once the contract is signed, the Rogers company, chieftained by a local historian, will prepare the script for the pageant or spectacle, as Rogers people prefer to call it.

The Rogers company will supervise the entire event, enlisting local amateur talent for the spec and

recruiting natives to serve free and execute the various events and contests.

Contests Time-Tested

Time-tested, the contests are geared to add atmosphere to the celebration and to make money for the celebration and the Rogers company or its affiliate, OHM, Inc.

One of the contests is a beard-growing contest, usually broadly participated in by the men of the community who also take to wearing string bow ties and novelty-type derby or straw hats which carry the names and dates of the celebration. The women shift to wearing sunbonnets and old-time long cotton dresses. Often wooden money becomes an accepted medium of exchange in the town up to and thru the celebration.

The derbies, hats, sunbonnets, ties, wooden money, etc., are sold at a bulk rate thru OHM and in turn sold at retail prices by the local committee. The many costumes for the spec, along with lighting, scenic and sound equipment, are provided by Rogers on a rental basis.

Money-Making Gimmicks

The contests have money-making gimmicks. For instance, a merchant or prominent man who balks at raising a beard usually yields easily when tapped to pay for the privilege of going clean shaven and in return gets a permit, also sold thru Rogers. Those beardless and without a permit good-humoredly pay a

(Continued on page 52)

CROSLY TELLS WEATHER WITH RADAR SYSTEM

CINCINNATI — Crosley Broadcasting Corporation Monday (23) unveiled the newest wrinkle in the science of weather forecasting in the form of a special radar operation, the only installation of its kind in the world.

With a specially adapted antenna installed atop WLW's transmitter building overlooking Cincinnati and a radar-scope at the downtown WLW weather station in Crosley Square, the new unit can track approaching storms within a 125-mile radius of Cincinnati.

The radar installation will provide WLW-television viewers the opportunity of actually watching the weather on the radar-scope as it moves across WLW's television territory.

Meteorologist Jim Fidler, director of WLW's weather service, and his assistant, Tony Sands, interpreting weather charts with the aid of their \$25,000 Decca radar equipment imported from England, will be able to forecast with pinpoint accuracy the direction, speed and time of arrival in the WLW-television area of any thunderstorm, tornado or unusual weather.

Radar will allow as much as an eight-hour speed-up in weather forecasting, according to Fidler.

The radar installation was formally put into operation with a 30-minute telecast attended by Ohio and Indiana State dignitaries, officials of the U. S. Weather Bureau and members of the press.

Canned Milk Can't Cow Canned Music On Quota of Laughs

Record Industry's Publicity Puts Other Can Businesses to Shame

By REN GREVATT

NEW YORK—The canned music business (\$225,000,000 a year in record sales) may be small potatoes compared to, say, the canned milk business (\$369,000,000 a year). A fantastic flood of publicity, however, covering such angles as payola, glamour, juvenile delinquency and psychiatrists, not to mention artists and records, is keeping the trade well supplied with laughs.

In fact, thanks to publicity, it's getting so that Columbia Records' artist and repertoire chief, Mitch Miller, pops up these days in practically any medium you can name.

Mitch Miller

Miller, for example, cracked an April issue of The Saturday Evening Post as "the shaggy genius of pop music." In the story, it's said that stores have sold 80,000,000 Miller records, "a more impressive total than most of his major competitors combined can claim."

Author Dean Jennings also points out that Miller "often has a half dozen hit songs making the radio and juke box circuit at once."

In another spread, the May Esquire described Miller as "a classical virtuoso whose musical intelligence endows him with a removed perspective on the popular art in which his judgment is his fortune."

Some of the 13 publishers pictured in the article as among those who troop to Miller's office on his Monday audition dates are reportedly disturbed over the captions attached to their photos. Captions such as "Paris is a woman" and "What a fool I have been all these lost, lonely years," actually parts of song lyrics, drew the wrath of publisher George Pincus, who described them as "absurd and ridiculous."

Endorsements

Miller has also been seen in recent months smilingly endorsing products like Thom McAn shoes and Heublein's cocktail mixes in full-page ads.

Other recent product endorsers include Mercury Records' Art Tatum and Imperial Records' Lew Chudd, both of whom were named Calvert "men of distinction."

Only last week, Joe Carlton, head of popular artists and repertoire at RCA Victor Records, broke into consumer print in The New York Post hi-fi supplement Monday (23). In the bylined story, Carlton indicated that of his 364 sides released each year, only about 40 become smash hits.

In another vein, The New York Daily News has devoted considerable space in recent issues to the phenomenon of "payola" in the music business, as well as an expose of the "sinful influence" of rock and roll of teen-agers.

Eric Sevareid

On the latter issue, Eric Sevareid, CBS commentator, covered the entire rock and roll picture in a 15 minute show. Even in this unlikely setting, Mitch Miller again suddenly appeared, giving his own views on the subject. In other interviews on the show, several psychiatrists got into the act as well, to examine the alleged tie-in between

(Continued on page 21)

Warren Has Publicity Day

NEW YORK — Veteran songwriter Harry Warren climbed on the music business publicity bandwagon Friday (27) with his guesting on the Martha Deane Women's show on WOR, Mutual outlet here.

"America isn't hearing what it wants to hear," declared Warren. "It's hearing what the a.&c.r. men want it to hear." In another vein, he added, "It's getting now so that you can't even get a tune published unless it's in a show or a movie." Warren is the composer of the score for the upcoming legit musical, "Shangri-La."

NEWS OF THE WEEK

Sen. Bricker Blasts CBS, NBC With Monopoly Charge . . .

A charge of monopoly was leveled at the two major TV networks, CBS and NBC, by Sen. John Bricker, member of the Senate Committee on Interstate and Foreign Commerce. Bricker's charge was swiftly denied by CBS President Frank Stanton. . . . Page 2

Pay TV's Stand Draws Look of Favor From Wash. . . .

Subscription TV proponents seemed to be making major strides last week in gaining approval from Washington authorities for pay TV. Help to UHF stations' and increased competition for the TV networks are two major factors. . . . Page 3

Original Disk Versions Hold Own Versus 'Cover' Wax . . .

Original waxings, particularly those by indie artists in the rhythm and blues fields, are holding their own over covers on the pop charts more and more, according to a recent survey of The Billboard charts. . . . Page 18

Court Denies Billy Rose Motion For Examination of 'Gang' Suit . . .

U. S. Federal Judge denies motion by Billy Rose for a sweeping examination of the books and records of music publisher Bourne, Inc., in connection with the song, "That Old Gang of Mine." Rose, who wishes to recapture the renewal copyright, claimed that a 1923 assignment of the renewal to Bourne was

"unconscionable" because it had been made prior to the advent of sound film and TV. . . . Page 19

Annual MOA Show to Draw Juke, Disk Trade Crowds to Chicago . . .

The Music Operators of America convention, staged at the Morrison Hotel, Chicago, Sunday thru Tuesday (6-8), will bring music, diskery and juke box people together for the annual round-up. The big show offers business sessions, speeches and open discussion. Forty-two exhibitors will display music, record and coin machine equipment. . . . Page 82

Juke Box Ops Give Formulas For Good Disk Programming . . .

How important is programming to the juke box operator? Operators surveyed by The Billboard feel it's vital to good business, with most of them having definite ideas about how it should be done. They slant selections to the respective locations, tell what tunes should be available in each spot. . . . Page 84

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Anybody Got Frock Coat?

FOSTORIA, O. — Indian and gay '90's numbers are used in more celebration spectacles than any other numbers, according to Harry E. Munsey, president of the John B. Rogers Producing Company, the biggest producer of such shows.

Frock coats used in such specs are becoming extremely difficult to find, Munsey says. "We've got people looking in major cities, but they have been able to obtain only a few to add to our supply," he added.

Biggest surprise that any participant had in the several thousands of specs staged by the Rogers company occurred last year when an amateur actor in a Parsons, Kan., celebration show discovered the carefully cleaned army hat he was given to wear had his World War I serial number in it.

Bricker Blasts Nets, Quotes Huge Profits Earned in '54

Decries Economic Grip of Two Webs, Affils, Says '55 Take to Be Higher

By MILDRED HALL

WASHINGTON — The enormous rate of profit nets make on their big-city owned stations is the most striking feature of the network monopoly report released by Sen. John W. Bricker April 27. The Bricker financial survey of television in 1954 reports one New York "superstation" earned over \$8,000,000, making a 1,834 per cent profit before taxes, and another New York net-owned giant reportedly hit over \$6,000,000, making 16 times its investment for the year.

This feature of net profit taking has fired Bricker to ask that Congress or the Federal Communications Commission be authorized to cut back big city station coverage to "restore the integrity of all smaller television cities." Also, the Senate Commerce committee member has introduced a bill limiting station ownership not by the number of stations but by a population yardstick. No one owner could cover more than 25 per cent of the nation's population. (NBC, the report states, holds the largest coverage—23,000,000.)

Program Key

Net programming, "Gateway to TV Revenue," was given as a strong factor in the net dominance which gave CBS and NBC a combined take of \$41,400,000 out of an industry total of \$90,300,000 net income before taxes. Whether a station is a net affiliate or not, Bricker's report states, "actual access to substantial amounts of net programming is nearly 100 per cent essential to profitable operation of an individual station." Loss of net programming also means loss of sales of national "spots ad-

acent to the favored net programs. Overlap of preferred big-city affiliates costs smaller stations their net programs.

Income of combined CBS and NBC net affiliates carrying heavy net programming in top 20 markets of the richly populated East Coast zone took about \$62,500,000, or over 87 per cent of the total income of all 73 stations in those markets. This represented over 56 per cent of the net income for the whole 410 TV stations operating in 1954. VHF net affiliates, having very few net programs, in smaller cities, went into the red, and UHF's fared even worse.

NEW YORK—CBS President Frank Stanton branded as "utterly without foundation" Senator Bricker's charge that CBS was monopolistic.

"Instead of using the . . . accepted standard of a company's share of the market . . . Senator Bricker has chosen to use only profit" as a gauge of monopoly, Stanton charged.

Furthermore, Stanton pointed out, "he has used profit figures based on invested capital in physical facilities in a business where it is well known that such invested capital represents only a fraction of the total actual investment" a network must make.

CBS net profits in 1954, Stanton pointed out, were only 4.6 per cent of its sales, whereas, the average net profits of some 3,000 leading companies that year was 6.1 per cent of sales. FCC figures "which Senator Bricker chose to ignore," Stanton noted, show that the net profit of 377 independent TV stations in 1954 was 9 per cent of sales, "almost twice the percentage of profits" of CBS-TV.

"We estimate," Stanton said, "that in 1954, the total net profits of seven independently owned affiliates exceeded the net profit of the entire CBS Television Network."

Elgin Wants Out of 'Person to Person'

NEW YORK—Elgin is seeking to drop out as alternate week bankroller of CBS' "Person to Person" program.

The bankroller reportedly wants to cancel its share of the sponsorship of the program before the summer starts.

Network control of advertising and rates are a feature of nets "exorbitant" profits, Bricker says citing charges of big-city stations at up to \$8,400 an hour, with the average cost between \$2,000 and \$4,000. Cut-back of coverage by net-owned and affiliate stations would reduce their ad rates and put smaller independents in a competitive position, Bricker says. With smaller network and rates, the advertiser could spread his dollar to cover substantially the same area that he now gets over the webs, the report indicates.

Here is a breakdown on the money-making categories cited in the report—which is destined for hard usage by Senator Magnuson when the Commerce Committee probes go into independent station problems in May hearings, and net dominance in June. Figures are for 1954 and were supplied Bricker by the FCC.

Gross revenues of CBS and NBC with their eight wholly owned stations (Continued on page 13)

ABC Sells 1st Of New Shows

NEW YORK — ABC-TV reportedly has made its first program sale from among the new properties being offered for next season. The web, it's understood, has sold "The Tempered Blade" to American Chicle and Chesebrough Manufacturing for airing next season in the Friday, 8-8:30 p.m. time slot.

The period initially had been sold to American Chicle and Procter & Gamble, but the latter bankroller changed its mind at the last minute, permitting the web to bring in Chesebrough as the alternate sponsor. Inability to agree on the program for the time slot is understood to be the major reason for P&G's change of mind. The advertiser, however, is understood to be eyeing other ABC-TV time periods.

Produced by Lou Edelman, who's been turning out "Wyatt Earp" and "Make Room for Daddy" for ABC, "The Tempered Blade" is an adventure series about the historical frontier character, Jim Bowie.

Appliances for NBC Tuesday

NEW YORK — Universal Appliances this week bought the Tuesday evening 7:45-8 time period from NBC-TV for a new musical show to begin in September. The time period is currently occupied by Dinah Shore for Chevrolet, but she will be cut back to Thursdays 7:45-8 next season by her sponsor. The advertiser will also use the singer on several Tuesday 8-9 p.m. shows next fall. Dancer, Fitzgerald & Sample is the agency.

Hope For Sunday Spec

NEW YORK—Bob Hope will do a Sunday spectacular for NBC-TV in June. Titled "A Day in the Life of an Actor," the program will be primarily variety. No supporting acts have been selected.

EFFICIENCY FIRM GIVES NBC SET-UP GOING OVER

NEW YORK—NBC again is being given a thoro going over by Booz, Allen & Hamilton, management consultants called in by web toppers to make certain the operation is being efficiently managed. In the late 1940's, Booz, Allen & Hamilton performed the same job for NBC and was responsible for a key decision which separated the radio network from the TV web.

The management consultants are there to bring a fresh viewpoint to the operation of NBC, to chop away the deadwood, eliminate duplication and make suggestions as to ways and means of obtaining greater efficiency. Interviews are being obtained with top network executives and other key personnel who are reporting on their operations. A final report will soon be forthcoming from Booz, Allen & Hamilton.

The presence of Booz, Allen & Hamilton has occasioned some anxiety among top network personnel. There have been rumors that the network is overstaffed with vice-presidents, an estimated 40 having that title. Reports are also current that the West Coast may be in for some changes in top executive ranks. And the finger has also been pointed at the programming department as an area in which duplication of duties is present.

ABC ENJOYS GOOD YR., READIES FALL

Billings Hit 19-Mil. for First '56 Fourth; Web Expects SRO on Improved Line-Up

NEW YORK — Concrete evidence of the extent of ABC-TV's growing strength is provided by its latest billings report for the first quarter of 1956, which shows a 73.4 per cent increase over its 1955 billings for the same period. The web, which billed \$11,092,316 in the first quarter of 1955, has pulled in \$19,504,184 for the first quarter of 1956, an increase of \$8,411,868 over last year's figure.

Tho its billings for the first quarter has improved tremendously over last year, it's expected that there will be an even greater percentage increase for the last half of the year.

The web has little doubt that by the time the new season rolls around, practically all of its prime time will be filled with commercially sold properties of a better quality than last season. It expects also that its daytime programming will be expanded beyond the current two hours daily across the board. Its Tuesday, Wednesday and Friday night schedules are already pretty solidly filled with programs and sponsors that are set for next season.

The Line-Up

ABC's line-up for next season, as it now shapes up, is as follows:

Monday: "Journey" is solidly set for 7:30-8 p.m. under the sponsorship of Ralston; 8-8:30 p.m. is being held pending word from Studebaker on whether it will renew the period for "TV Reader's Digest," tho indications are that Studebaker will not be able to return; 8:30-9 is pinned down by Firestone for its "Voice of Firestone," 9-9:30 p.m. is tentatively scheduled to hold Bishop Sheen, tho ABC will be happy to sell the period for another show if a sponsor can be found, and 9:30-10:30 p.m. is wide open.

Tuesday: "Warner Bros. Presents," now three-fourths open for sale, will definitely return in the 7:30-8:30 p.m. slot; "Wyatt Earp" similarly will be back in the 8:30-9 p.m. spot, bankrolled by General Mills and Procter & Gamble; 9-9:30 p.m. has been bought by General Electric, which is seeking a show; 9:30-10 p.m. will be filled by du Pont with an improved version of its "Cavalcade Theater," and the 10-10:30 p.m. period is open for sale.

Wednesday: "Disneyland" will be back 7:30-8:30 under the same

team that bankrolled it this year, and "Dunninger" or another show will fly the American Tobacco and Pearson Pharmacal banner 8:30-9 p.m. ABC is currently awaiting Dodge's decision on whether or not it will be back in the 9:30-10 p.m. spot with "Break the Bank" or another show. (Continued on page 6)

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Godfrey May Stay in Wed.

NEW YORK—Reports of the death of "Arthur Godfrey and His Friends" may be grossly exaggerated. CBS-TV is reconsidering the withdrawal of "Godfrey and His Friends." It may yet be back in the Wednesday evening, 8-9 slot next season.

Presumably the reason for the change of heart is the web's inability to effect the switchover of "Gunsmoke" from Saturday night to the Wednesday 8-8:30 p.m. slot. "Gunsmoke" wants to stay put, Saturdays, 10-10:30 p.m., its current time period, but this leaves unanswered the question of the future of "Perry Mason," ticketed for Saturdays 10-11 p.m.

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PAY TV BOOSTS POSITION WITH AID TO UHF CLAIM

Interests Tell Probers Fee TV Is Answer to FCC, Congress Posers

WASHINGTON—To the horror of its opponents, pay TV appears to be improving its position. The time and climate have been made right for the big subscription TV push by the failure of the Federal Communications Commission to broaden the base of U. S. television, and the intensifying control of the nets over stations and programming. Pay TV makes rosy promises to relieve both ills by new competitive programming and support of new station outlets.

The new confidence of pay TV'ers became more obvious with each day of a full week of hearings — sometimes lasting from 10 a.m. to 6 p.m. — held here last week (April 23-28) by the Senate Commerce Committee's broadcast probers. The hearing room was background to weighty briefs, elaborate charts, streams of witnesses that included net vice-presidents, plain citizens, spokesmen for CIO-AFL, for the National Association of Radio & Television Broadcasters, for opera and the talent unions.

There were representatives of movie exhibitors, independent station owners and spokesmen for Skiatron, Telemeter, Zenith and Jerrold Electronics. Predominant was a new awareness that this might be the deciding moment for or against a trial for toll TV in America.

Low Prices?

The pay TV'ers, in addition to adopting the orphan of community television and offering new programs to select groups, propose to do it all at prices of from 25 cents to \$1, plus an installation fee and equipment totaling from \$40 to \$50, or a rental toll monthly, as in Zenith's case. They propose to do it without any serious inroads on free TV. "Give us your unwanted UHF's," was the major theme, "and you can keep the mass market of sponsored television as is."

Opponents—nets, NARTB, labor forces—retorted that:

1. Pay TV can't support community stations that are badly situated financially any more than sponsored TV could.

2. Pay TV can't survive on the small-audience segments it claims satisfactory but will push into mass markets for its profits, and may even adopt commercials.

3. Toll program sources can't go beyond those now being shown for free, particularly in the field of the legitimate theater (physically unsuited to anything but TV adaptation) and in first-run films. First runs will not be released to pay TV audiences to any greater extent than to sponsored TV, opponents say, unless it is proved that advance TV showing boosts box-office take. In that case, the first runs will be available to free TV, as in the case of recently released "Richard III" and the Davy Crockett films.

Cross-Examination

Umpiring the match, the Commerce Committee spokesmen, particularly Senator Pastore, warned that "if" pay TV is authorized, it will be closely watched and carefully regulated as to price, type of program and time available—now under a 25 per cent ceiling. "We wouldn't want to see another situation get out of hand like the VHF-UHF situation we have now."

A big question put by the committee and its counsel, Kenneth Cox, was: Will the free TV deteriorate as a result of pay TV's taking audience and talent from the sponsored programs? Pay TV'ers in-

sisted they would take nothing from the present set-up and would only use outlets and programming now available on sponsored TV. Cox pushed the question until he got an admission from James Landis, for Skiatron, that the competition could "become very permeating" but was "not to be feared." Also, Landis claimed that competition for programs and talent is common to the entertainment industry.

To claims that pay TV would "save" UHF, Cox pointed out that the present pay TV schedule requiring two years to start, couldn't

help UHF now. Toll TV'ers said UHF would have "hope . . . which is more than it has now." They also claimed the FCC has the authority to allow pay TV, while opponents like NARTB President Fellows said it would take an act of Congress.

The hearings made it increasingly apparent that pay TV is getting a longer look because it would fill the vacuum of inaction left by both the FCC and Congress in getting TV into competitive status and giving independent station owners, admen, programmers and TV film producers a break.

Hazel Bishop Buys Summer Band Seg

NEW YORK — Hazel Bishop has bought a new music show hosted by Paul Whiteman for Tuesday, 8:30-9 p.m., on NBC-TV this summer. The show will feature a different band each week. Raymond Spector is the agency. Preceding it, 8-8:30 will be reruns of "Dear Phoebe," which is as yet unsold.

'Impact' Near Wed. At 8. P.M. on NBC

NEW YORK—"Impact," a vid-film series produced by Al Simon for NBC-TV, looks as if it will go to the Wednesday 8-8:30 time period on that network next season.

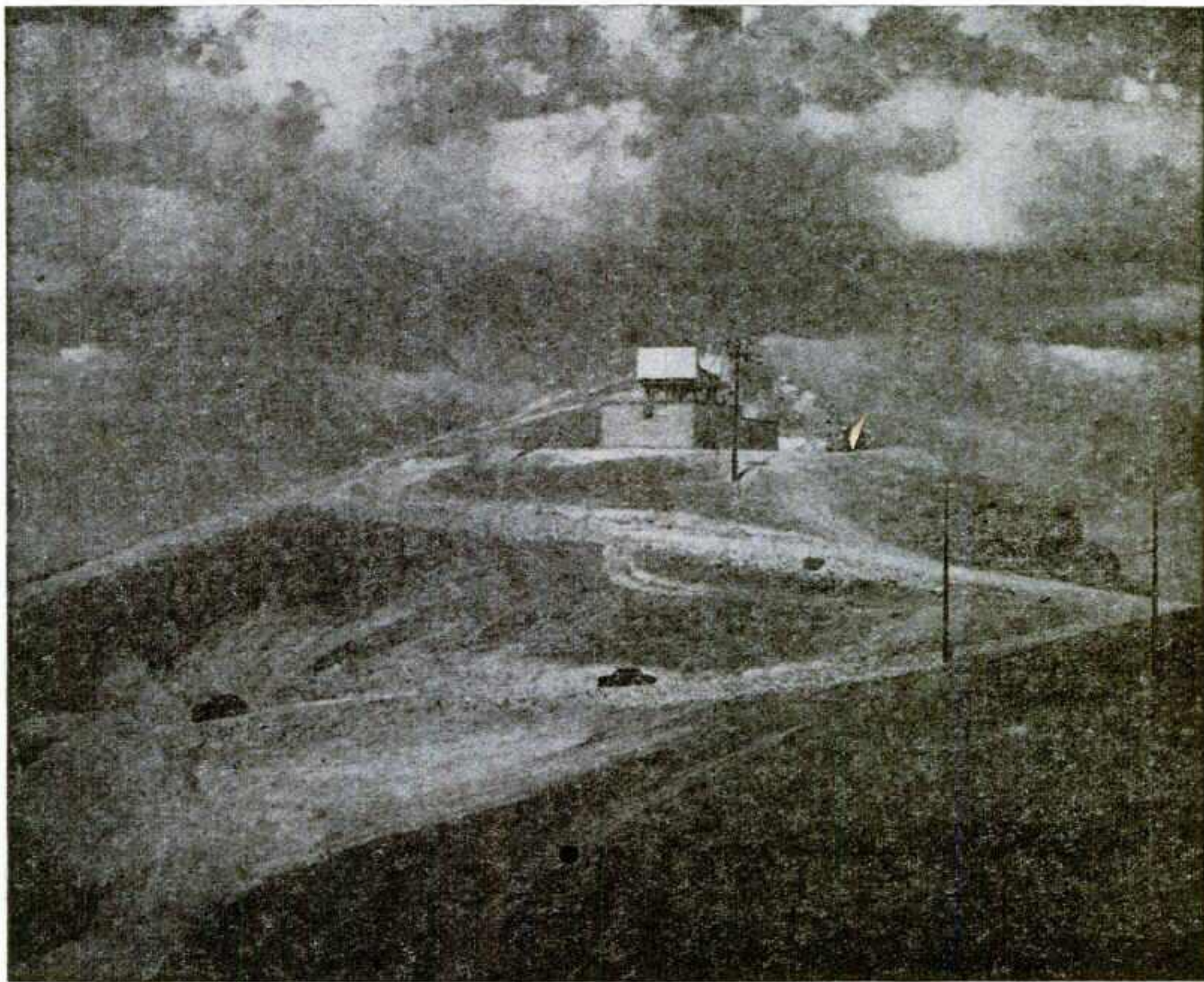
Six films have already been made. The dramatic program accents a psychological treatment of drama.

Senate Looks at Nets in Hwd.

HOLLYWOOD — Investigation of charges of alleged monopolistic practices by the networks quietly moved to Hollywood last week when two counsels of the Senate Interstate Commerce Committee appeared on the scene.

Reportedly the investigators were interested primarily in the operation of independent film producers, their status in the industry, and the TV film picture in general. It's understood that no testimony on specific grievances was taken at this time.

The committee will, possibly, hold hearings on the West Coast if the investigation warrants.



Access road to radio relay station, Rocky Point, Nevada.

A TV CHANNEL IS PART ROAD

The more than 500 radio relay towers of the Bell System are found in all imaginable types of terrain from a Nevada mountaintop to the roof of a New York skyscraper. Yet each must be accessible for maintenance in any season, and under any weather condition.

So the Bell System builds roads which help insure dependable network service for the television industry. In bad weather, jeeps or specially designed snow tractors are needed in some locations.

For a radio relay network is more involved than it might appear. It needs access roads . . . and generators for standby emergency power. And it requires a skilled corps of highly trained maintenance experts across the nation, always available when trouble occurs.

Every Bell System relay station is a combination of all these many elements. Together they help insure the best television transmission it is possible to provide across almost 70,000 channel miles.

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NETWORK RADIO AND TELEVISION THROUGHOUT THE COUNTRY

This One



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here comes another thoroughbred . . .



CHAMPION!



Make a list of the fastest-moving Westerns in television, and you're bound to include Annie Oakley, Range Rider, Gene Autry and Buffalo Bill, Jr.—all produced by Flying A Pictures. And now there's another Flying A thoroughbred—The Adventures of Champion, starring Champion the Wonder Horse...the story of a wild stallion, a boy and his dog in lawless cattle country.

One of the best-known animal heroes in showbusiness, Champion has been featured in more than 100 television programs, 85 motion pictures, all of Gene Autry's tours and Championship Rodeos...and in Champion comic books with annual sales of more than three million copies!

On the CBS Television Network, The Adventures of Champion clocked a 17.9 rating at 7:30 pm*—a neatly balanced audience of 26% men, 29% women and 45% children.**

Which bears out Billboard's evaluation: "Champion is solid entertainment...

excellent production...over all, the kind of fare that parents can sit down with their children to watch!"

The kind of fare you'd do well to look into...by calling CBS Television Film Sales, distributor of the fastest-moving films in television.

CBS TELEVISION FILM SALES, INC.

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

*Nielsen—Nov. 1955 (first report) **ARB—Nov. 1955

FOR SUMMER

'Howdy' to Lead NBC Sat. Morns.

NEW YORK—"Howdy Doody" will lead off the new NBC-TV summer line-up of Saturday shows at 10 a.m. Following it will be "I Married Joan" at 10:30; "Fury," sponsored by General Foods, at 11; "Uncle Johnny Coons" at 11:30, sponsored on alternate weeks by Swift and the Heinz property; "Captain Gallant," at 12.

This last show will return to its Sunday afternoon position at 5:30 in the fall for its bankroller. The network, however, will make some important changes in its Saturday morning line-up for next fall, with several stronger kid film shows expected to be inserted.

NBC Hunts Morn Strip

NEW YORK—NBC-TV is now shopping for a new daytime property for its 10:30-11 strip. Ernie Kovacs will move out of the time period to do his new summer hour show, Monday 8-9, where he will replace Sid Caesar, who is moving to Saturday, the same hour, next fall.

Kovacs will most likely also be used to spell Steve Allen on "Tonight" next season when Allen goes big-time on Sunday 8-9.

Pearson to Share Dunninger Show

NEW YORK — Pearson Pharracal has joined American Tobacco Company as co-sponsor of the Dunninger show, which replaces "M-G-M Parade" this summer in ABC's Wednesday 8:30-9 p.m. time slot.

Pearson replaces General Foods, which is dropping out as alternate bankroller in the time period when "M-G-M Parade" goes off the air.

ABC's Big Year

Continued from page 2

other show. The 10-11 p.m. period will definitely be filled with boxing bouts sponsored by Pabst and Mennen.

Thursday: This night is currently wide open for sale. "Lone Ranger," half sponsored by General Mills, is tentatively set for 7:30-8 p.m. "International Theater" or "Wire Service" is being pitched in the 8-9 p.m. spot, and "Command Performance" is similarly being offered for the 9-10:30 p.m. period. Thus far, however, there have been no firm sponsor commitments made on either of these shows, and if the web is unable to sell them, Thursday will be open for other programs.

Friday: ABC is waiting Nabisco's word on renewal of the 7:30-8 p.m. spot for "Rin Tin Tin" or whether it will accept NBC's offer to switch. "The Tempered Blade" is set to air 8-8:30 p.m. for American Chicle and Chesebrough. Chevrolet has renewed 8:30-9 p.m. for "Crossroads."

TV ON ITS OWN, SAYS SARNOFF

WASHINGTON — Television cannot advance by applying Hollywood or by confining itself to stereotype programming, President Robert Sarnoff told a distinguished gathering of dignitaries at a banquet last week to honor the 10th anniversary of "Meet the Press."

Sarnoff pointed out that the network's cultural attractions had increased TV's audiences tremendously. As specific examples, he gave "Peter Pan," which was seen by 67,000,000 viewers and the Sadler's Wells Ballet which had an audience of 30,000,000.

No other program source and no other medium can even approach the scope, variety and volume of daily service provided by the networks, he said.

KAISER 3RD

NBC Has Corner on Aluminum

NEW YORK—NBC-TV virtually has a corner on the important aluminum industry as network sponsors. The purchase by Kaiser Aluminum of alternate Tuesdays at 9:30-10:30 on NBC for a dramatic show makes it the third aluminum company to use the web, Reynolds and Alcoa being the other two.

Alcoa and Aluminium, Ltd., in the past have used CBS-TV. The dramatic show will be budgeted at \$55,000 gross weekly for talent. No producer has been selected. NBC will produce the property.

NBC Inks Ken Murray To One-Year Contract

NEW YORK — NBC-TV has signed Ken Murray to a year's contract as a producer-director. No definite plans have been made for his services as yet, but he may be used Tuesdays, 8-9 p.m. next fall in the network's catch-all variety format.

Murray's last network stint was for CBS-TV in an hour-long variety show.

"Treasure Chest" will replace "Dollar a Second" in the 9-9:30 p.m. time slot for Mogen David and Helene Curtis. Sterling Drug has renewed the 9:30-10 p.m. period and probably will come back with "The Vise," tho it could be another show. The 10-10:30 period is available for sale.

Saturday: The only spots definite for this night are the Lawrence Welk show for 9-10 and "Masquerade Party" for 10-10:30 p.m. under the sponsorship of Emerson Drug and Lenthier.

Sunday: "Famous Film Festival" will return on a participating sponsorship basis 7:30-9 p.m. with American films that have not as yet been bought. "Omnibus" will air 9-10:30 p.m. and is currently being pitched to sponsors.

ADVISORY BOARD SURVEY

1 1/2-Hour Shows: Keep 'Em Good; Cut Us In!



Consisting of one key executive from each leading sponsor advertising agency, TV broadcaster, producer and film company.

Quality was the big bone of contention among the members at the TV Editorial Advisory Board considering the trend toward longer network shows. Two questions were posed regarding hour-and-a-half programming, specifically the feature films such as ABC's "Famous Film Festival" and "Afternoon Film Festival," and the projected made-for-TV 90-minute shows such as "Playhouse 90" and "Command Performance."

Altho the voting generally favored the longer shows, by no means was it a clear cut victory. Those who favored the "Film Festivals," some 47 per cent, thought that this type of programming would raise the quality level. But 20 per cent feared that these shows might provide a perfect dumping ground for Grade B, C and D pictures. An added 19 per cent, taking an impartial stand, said these shows might be okay if the quality were kept high. This also was a view expressed by many of the 12 per cent who at this time indicated they didn't know.

The stations were particularly divided on network use of features, with 33 per cent in favor and almost 30 per cent giving them the bird. Quality wasn't the only point of contention here. There was plenty to say about option time, pre-emption of breaks and "monopoly with monopoly."

Whereas there was much favorable station comment such as "we are on it and like it. . . . ABC allows stations to sell spots at no cost. . . . Holds audiences . . . and saves the stations the price of live and local film programming and gives them an opportunity to sell participations in quality programming," the opponents were equally loquacious.

Warned various stations: "TV should be more than a fifth-rate movie house . . . not enough station breaks . . . we can be in the film business as well as the nets . . . networks should concentrate on creative shows . . . and the motion picture companies will ruin TV with the same stuff that ruined the movie industry."

The board had a somewhat better reaction to the weekly made-for-TV hour-and-a-half shows now planned by the networks. In reply to the question on these shows, 62 per cent of the board thinks they sound good, 27 per cent has its dander up against them and 10 per cent will wait and see.

The network sponsors specifically were split 50-50 on the issue. Other facets of the industry

leaned heavily in favor of these projects, tho the voting among stations was contentious. Altho 59 per cent in the station category and 60 per cent among the agencies gave the nod, 27 per cent of the stations said "sounds bad" and about 14 per cent reserved opinion. Likewise among the agencies 31 per cent mixed the plans and about 9 per cent would wait for the ball to bounce.

The staunchest opposition to longer network shows was expressed by one film distributor this way: "Just another plan to usurp more station

HOW THEY VOTED

What is your opinion of network programming of feature films such as in "Famous Film Festival" and "Afternoon Film Festival?"

	Like It	Dislike It	Impartial	Don't Know
Stations and Networks	17	15	8	11
Ad Agencies	26	3	9	1
Network Sponsors	3	—	4	1
Regional, Local and Spot Advertisers	5	3	1	2
Distributors	7	6	3	3
Producers	13	4	5	1
	71	31	30	19

What do you think of the programming of weekly hour-and-a-half dramatic shows, e.g., "Playhouse 90" and "Command Performance"?

	Sounds Good		Sounds Bad		No Opinion
	Good	Bad	Good	Bad	
Stations and Networks	31	14	14	7	7
Ad Agencies	23	12	5	—	3
Network Sponsors	4	4	—	—	—
Regional, Local and Spot Advertisers	6	3	1	—	1
Distributors	12	4	3	—	3
Producers	18	4	2	—	2
	94	41	16	—	16

option time. Soon the networks will be starting at six and running to midnight if this plan is permitted. None of this is in the 'public interest.' It is merely in the network interest. Stations, sponsors, viewers do not like it, as proved by low ratings and sponsor cancellations."

The ad manager of one sponsor of several network shows stated his opposition to the long-show trend this way: "I don't think there are enough good ones to hold viewer interest for one and a half hours. The cost-per-thousand on an average audience basis therefore can be quite high."

ADVERTISERS AND AGENCIES SAY...

RICHARD KRESS, HOTPOINT COMPANY, Chicago: "Feature films on network are okay, but when they encroach on evening time at the expense of current and new shows, I don't like them."

EDWARD M. RAYNOLDS, director of research and media, LAMBERT PHARMACAL COMPANY, Jersey City, N. J.: "Most of the hour-and-a-half dramas are not worth the time, talent and effort put into them. I have seen some awful turkeys among the spectaculars."

ALAN RYAN, advertising manager, HEKMAN BISCUIT COMPANY, Grand Rapids, Mich.: "Feature films generate genuine problems . . . for regional advertisers by additional encroachment of networks on station option time. . . . Likewise, the long dramas may tend to improve programming, that is if the nets do not have plans to further encroach on station option Class AA time."

MAXFIELD S. GIBBONS, account executive, KETCHUM, McLEOD & GROVE, New York: "Long dramas sound good. Few half-hour dramas are complete enough for dramatic impact, leave the viewer up in the air, offer too easily the possibility of dial-switching."

DALE ARVIDSON, radio-TV director, GRUBB & PETERSEN, Champaign, Ill.: "Movies on networks are okay as long as the network leaves some participation for individual station clients. . . . Nice national tie-in for locals."

DONALD SHEERIN, WEBBER ADVERTISING AGENCY, Grand Rapids, Mich.: "One or two per week (of the hour-and-a-half dramas) per network could create problems for smaller advertisers. More than one or two shows would prove ruinous as far as prime available time is concerned."

STATIONS SAY...

J. HARLEY HUBBARD, general manager, KTXL-TV, San Angelo, Tex.: "As a station, we make our money on the break periods. With networks going longer—no breaks, no money. If they would give us a minute break—okay."

ROY E. MORGAN, executive vice-president, WILK-TV, Wilkes-Barre, Pa.: "I like the movie shows altho I should add that the replaying of the same film on the afternoon program and the Sunday night program is obviously somewhat resented by our viewers . . . may be repeated too often."

EDWIN J. LASKO, program manager, WSJV, Elkhart, Ind.: "Movies on TV save the non-NBC and CBS stations the price of live or local film programming and give them an opportunity to sell participations in quality programming."

AARON B. ROBINSON, president and general manager, WDXI-TV, Jackson, Tenn.: "The stations program enough movies to satisfy all movie fans, and I believe the network should concentrate on programs other than movies and leave the movie field to the stations."

E. K. HARTENBOWER, general manager, KCMO-TV, Kansas City, Mo.: "Networks should do more creative programming. Local stations can offer film services."

J. S. SAMPLE, president, KOOK-TV, Billings, Mont.: "Networks compete for spot business. A feature takes too much prime station time, and there's not enough change of pace in programming."

DISTRIBUTORS SAY...

AL LE VINE, sales manager, SPORTSVISION, Chicago: "The festivals are part of a network plan to grab more station option time. Since prime time is generally unavailable, stations should have the right to program and sell afternoon slots locally."

In the next TV Editorial Advisory Board study: **PROBLEMS CAUSED BY THE LONGER SHOWS**

WGR-TV
TOPS
In evening viewing!
CHANNEL 2
BUFFALO

Jo Stafford: OUR FAIR LADY!



Her world-wide record receipts top all these money-makers combined!

The wonderful sound that is Jo Stafford's voice is known on every continent...to almost half-a-billion people.

Her world record receipts are rapidly reaching a staggering \$50,000,000.

The Gallup Poll rates her among the handful of television's most admired women.

Her fabulous following assures the fact that virtually any new record she puts out is an automatic best-seller.

She is, perhaps, the most listened-to female singer in history.

Jo Stafford is *our* fair lady...and we're proud that she has chosen to record exclusively for **COLUMBIA RECORDS**

© COLUMBIA

WHO PAYS DISTRIBS?**Community Antenna System Raises Hot NTFC Debate Over Revenue**

NEW YORK—Who should pay the TV film distributors for the exposure their product gets via closed-circuit, community antenna systems? The problem, which has been plaguing the trade over recent months, was the subject of a blunt debate at the National Television Film Council luncheon this week. Over and over and a half of argument produced no reconciliation, tho each side managed to get its position down to the essentials.

Arche Mayers, distribution vice-president of the NTFC, asserted "We're being robbed." Estimating three feature films per day going on 300 community antenna systems at a value of \$25 a play, Mayers concluded that feature film distributors alone were being "robbed" of over \$8,000,000 a year.

Speaking for the community-antenna fraternity, Zal Garfield, assistant to the president of Jerrold Electronics, agreed that the distributors should be paid for c.a. coverage of their programs. But, he said, "We are a signal reception service. We are not in the program business." He suggested that the distributor should get a higher rate from the station that bought the film when its coverage is extended to additional homes by closed circuit.

Speaking from the floor, Ralph Cohn, head of Screen Gems, vindicated the antenna people from the charge of "stealing," since, he said, it is obviously not their motive to take something that doesn't belong to them. In fact, he pointed out, in situations in which Jerrold is originating film programs on its own projectors for closed-circuit distribution, it is buying the film

on the open market. The only trouble there, he added, is that it is not offering to pay enough.

Cohn claimed that it was impractical for the distributor to ask additional revenue from the originating station, since in a syndication deal the program is often sold directly to a local sponsor such as a dairy, bakery or jewelry store which may have no distribution in the community added by closed circuit.

Garfield answered with an analogy. He said Jerrold buys space

in newspapers with extensive rural coverage for which Jerrold has no use. Nevertheless, he said, it has to pay space rates based on the total circulation of the paper.

Legal Cases

Attorney Ted Kupferman opened the debate by reviewing all the legal cases that might serve as precedents for this problem. He cited a case in which the court enjoined a hotel from piping radio music into its rooms, for, the court said, it was "reaping where it had not sown."

Cohn maintained that once an antenna served more than one home it was redistributing the signal and thereby reaping by the appeal of programming it had not sown.

Garfield asserted Jerrold's sole aim is to extend TV coverage. He said there were 475 community antenna systems in the U.S. serving over 300,000 homes. He declared that his industry had invested an estimated \$40,000,000 in these systems. He concluded that the continuing development of this service will not only aid the objective of a truly nation-wide TV service, but that it will in the long run produce more money for the TV film industry.

The only problem remaining when the debate wound up was the one it started with: Who's going to pay the distributors?

Hoffman Tops Guild Films' National Sales

NEW YORK—Guild Films this week hired Bob Hoffman as its national sales director. Hoffman's immediate task will be to find national clients for Guild's two new vidfilm properties, "Here Comes Tobor" and a series based on Jack London's Captain Grief character.

Hoffman's last sales post was with Associated Artists, and previous to that he was with Television Programs of America. Art Gross continues as general sales manager of Guild, responsible for syndicated sales.

TWO OUT, ONE IN**MCA 'Trooper' for 70 Falstaff M'kts**

NEW YORK — Falstaff Beer last week bought "State Trooper" from MCA-TV for a spread of more than 70 markets. When it debuts in the fall, Falstaff will drop its two other film series, "Celebrity Playhouse" and "City Detective."

"Trooper," starring Rod Cameron, has had a checkered career since the pilot was shot last summer. Falstaff was interested in the show last fall, but the deal fell thru at that time, apparently because of the similarity with "Highway Patrol," which was just then going into syndication. MCA-TV then sold it to Chesebrough Manufacturing, which was looking for a network slot. But now it seems Chesebrough will buy a show from ABC-TV.

Falstaff has been carrying "Celebrity," a Screen Gems anthology, in about 40 markets since last fall.

The show has produced good ratings, but it is understood the sponsor has found it too expensive. The brewery bought "City Detective," also starring Cameron, from MCA-TV three years ago. There are only about 65 films in that series, and Falstaff has been re-running them extensively thruout its territory.

Dancer - Fitzgerald - Sample is Falstaff's agency.

CBS Film's Terrytoon Sales Close to 600G

NEW YORK — CBS-TV Film Sales has racked up close to \$600,000 in billings on its Terry-

AMPEX PEDDLES 8 TAPE RECORDERS; TOTAL 80

REDWOOD CITY, Calif.—Ampex Corporation sold eight more of its video tape recorders last week, bringing the total to 80 since the NARTB convention (The Billboard, April 28).

Included in last week's purchasers was the first production company, located in New York. Deal was on a confidential basis, however, and Ampex is not revealing the name at present.

Other buyers are the Audio & Video Company of New York, who are in the pre-recorded audio tape and manufacturing and instrumentation business; WTOP-TV, Washington, and WMBR-TV, Jacksonville, Fla., both owned by The Washington Post.

Each of the deals is for two recorders, with deliveries of June, 1957. The company estimates that it can turn out approximately 15 machines monthly once it gets into production.

There is, as yet, no editing equipment available, with company execs feeling that they want to get the machines rolling off the production line before they begin working more seriously on that problem. It is possible, however, to mark and edit the tape thru utilization of the audio track.

Ampex stock, listed over-the-counter, was 32 bid, 34 asked Friday (28). At the start of the year it stood 18.

NBC Film Emphasis on Calif. Studios in First Expansion

HOLLYWOOD—First move in the expansion of the NBC Film Division (The Billboard, April 7) will be the concentration of the network's film programs at California Studios. It's understood that a solution is now being sought to legal difficulties, in order to permit the web to take over long-term lease of the property.

NBC thus will become the first network to take charge of physical production of its own film series. Alan Livingston, president of Kagan Corporation (of which NBC Film is a subsidiary) will supervise the operation.

The network will, at first, utilize only four of the nine stages on the lot. Gross-Krasne presently has a 10-year lease on the studio, owned by the Klune Memorial estate, and it's the problem of how to transfer this that must be worked out before NBC can take over the entire operation.

Shows which will probably make the move to California Studios are "Life of Riley" and "Frontier," presently shot at Hal Roach; "Medic" (Ziv Studios), and "You Bet Your Life," production of which NBC is acquiring from Filmcraft.

Official Sells 'Legend' Pix To 12 Clients

NEW YORK—After changing the title of its "Cavalcade of America" reruns from "The American Story" to "The American Legend," Official Films has racked up a dozen sales on the property. Half of them were to stations, the others directly to sponsors, mostly institutional.

Laclede Gas, which previously sponsored the local symphony, will telecast "Legend" on KDS-TV, St. Louis. "Legend" was also sold to a bank in Minneapolis and another gas company in El Paso, Tex. Other purchases included deals in Little Rock and Las Vegas, Nev. The original title conflicted with a radio property owned by Broadcast Music, Inc.

Official Close On 2 for Nets

NEW YORK—Official Films is close to having two new properties riding the networks next season. Sylvania has bought "The Buccaneers" to replace "Beat the Clock," on CBS-TV Saturdays 7:30-8 p.m., and "Lancelot" looks ready to move into Mondays, 8-8:30, at NBC-TV. Official has also acquired a new property, an hour-long Western titled "Fort Courageous," which is being produced by Howard Koch's and Aubrey Schenck's Bel-Air Productions.

The film distribution firm has written a total of \$4,400,000 in contracts this month. It includes the sale of the "Scarlet Pimpernel" to the Canadian Broadcasting Corporation, and two Australian stations, and the renewal of "Robin Hood" by Wildroot and Johnson & Johnson, besides other sales.

Screen Gems Sets Reruns

HOLLYWOOD—Screen Gems will bring out three anthology series in the rerun market next year. They are "Celebrity Playhouse," "Damon Runyon Theater" and "Ford Theater," with 39 half hours in each.

Ford reruns have been sold in the past, but "Celebrity" and "Runyon" will go on the market for the first time. The shows may be sold separately or combined together into one large package.

The company also expects to have available reruns of the Patti Page show, which Oldsmobile now spotbooks. Seventy-eight episodes of the 15-minute musical series are in the can.

ZIV HAS THE HOT SHOWS!**"SCIENCE FICTION THEATRE"****421**

IN 2 STATION JACKSONVILLE

beating George Gobel, Ford Theatre, Dragnet, Studio One and others.

ARB—Nov. '55

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

ACTION... LAUGHS... THRILLS



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GUILD FILMS

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PROGRAMMING—
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THE BILLBOARD—
the key to successful programming

TBA COIN BREAKDOWN ON 4 BASIC TYPES OF SPOT BUYS

NEW YORK—The Television Bureau of Advertising revealed last week how much national spot advertisers spent for each of the four basic types of time segments during the last quarter of 1955. This is another analysis of the N. C. Rorabaugh survey released two weeks ago, which put gross spot time expenditure, October thru December, 1955, at \$103,872,000.

Time	Gross Expenditure	Percentage
Programs	\$ 23,169,000	22.3
Participations	23,509,000	22.6
Station Breaks	45,144,000	43.5
ID's	12,050,000	11.6
Total	\$103,872,000	100.0

WFIL to Start 3 RKO Pkg. Slots June 18

PHILADELPHIA — W F I L-TV here will rename its three daily feature film theaters "Movietime USA" when it begins on June 18 to use the RKO pictures it just acquired from C&C Television. The station is also preparing a package sales plan for participating sponsors. "Movietime" is the title C&C applies to the RKO library, and the distributor makes it available to the stations, which thereby get the benefits of a nation-wide promotion C&C is planning.

WFIL-TV will continue to use pictures it has under contract from Motion Pictures for Television, Tele-Pictures and Quality. WFIL go. the RKO library when Triangle Publications signed with C&C for all three of its stations.

This was the first actual deal on C&C library to be acknowledged since the sales effort started three months ago. But C&C is now reported to be close to deals with 10 or more other stations, including three in Westinghouse Broadcasting.

Cliff Eyes Nat'l Deal for 'Aggie'

NEW YORK—Cliff TV Films, headed by Nat Kramer, is looking for a national deal on "The Adventures of Aggie," a new half-hour series starring Joan Shawlee. The show was produced by Mid-Ocean Productions, Ltd., which was set up in England last fall by Bruce Yorke and Michael Sadler, a legit theater in Bermuda the past couple of years. Miss Shawlee, a Bob Hope discovery, plays a fashion buyer for a Fifth Avenue department store. There are 26 episodes of "Aggie" in the can.

Mid-Ocean has already begun production of a second series, "Mitch," starring Lorne Green. In "Mitch" Green plays an adventurer who runs a small boat in the Mediterranean. Four films have been completed. Mid-Ocean has set plans for two more series. It produces at the Nettlefold Studios.

Kramer set up Cliff TV last fall. In addition to "Aggie," Cliff distributes "Case Histories of Scotland Yard" (13 half hours) and 30 feature films, nine of them produced by London Films.

Unity in New Push On 'Crusader' Pix

NEW YORK—Unity Television has been putting on a new sales campaign for "Crusade in Europe," the TV film series based on President Eisenhower's book, and in less than a month it has paid off with a dozen station sales.

Among the buyers are WABD, New York; KGGM-TV, Albuquerque, N. M.; XETV, San Diego, Calif.; WDAK-TV, Columbus, Ga., and WDAY-TV, Fargo, N. D.

Screen Gems' Sales Hit Peak

NEW YORK—Tho the selling season on new network properties for next season has scarcely begun, Screen Gems has already lined up enough network business to top its record-breaking current season.

Five of its six network shows have been renewed. In addition, it has sold one of its new shows, "Circus Boy," to NBC and has made a deal to produce eight high-budgeted, 90-minute film dramas for CBS' "Playhouse 90."

These new deals more than make up for the "Damon Runyon Theater," canceled by Budweiser. It will probably go into syndication.

The Screen Gems renewals are "Ford Theater," "Father Knows Best," "Rin Tin Tin," "Captain Midnight" and "Tales of the Texas Rangers."

The new Screen Gems properties available for national sale include "Mystery Writer's Theater," "The Wel," "Criminal Code," "You Can't Take It With You," "Emergency," "Shore Leave" and "The Body, the Face and the Brain."

Another property, "Ivanhoe," may be produced in polite form in England shortly, tho Screen Gems has not yet lined up a producer for it.

52 Warner Pix Get Nat'l Co-Sponsors

NEW YORK — Two national advertisers have ordered co-sponsorship of 52 Warner Bros. pictures from Associated Artists' Productions. AAP refused to identify the sponsors but said they are out of one agency and have ordered 70 markets. They will sponsor the first run on a spot basis. The 52 pictures consist of an average of four from each of the 13 packages AAP is selling stations. The stations that buy the packages get first refusal on the national sponsorship.

Aside from these 52 pictures, there are options on numerous others in the library of 754 for various lengths of time to permit national sales, spot network, and theatrical reissue.

McGowans Acquire Plant

HOLLYWOOD — McGowan Productions has bought a 58,000 square foot plant at 915 North La Brea Avenue here, which it will convert to a TV film studio. It will have three sound stages ready for work July 1. The McGowan brothers have been operating out of Kling Studios.

McGowan films "Death Valley Days" for Pacific Coast Borax and "Sky King" for Nabisco. The firm has shot a pilot for a new Western series, "The Sheriff."

Smolin Joins AAP; Kalman, Morin Moved

NEW YORK — Associated Artists Productions has made another couple of switches in the process of expanding its operations. Jay Smolin is joining AAP next week as advertising-promotion director. Smolin has been promotion head of NBC Television Films the past several years. Bob Morin, who had been assigned the promotion job at AAP, is moving into the sales staff, working in the Eastern division.

Art Kalman, who had been named manager of the Midwest division, is being reassigned to manager of the Eastern division. In addition to Morin, he will have Herman Katz and Seymour Abeles covering the East.

This leaves the Midwest managership open. Bob Rich, general sales manager, said he expects to have this resolved this week.

AAP has four territorial divisions. Don Klauber is over-all station sales director.

Sixth Pilot for 'Waldo'

NEW YORK—Television Programs of America will be getting its sixth pilot in another couple of weeks. It's "Waldo," a comedy about a chimp. TPA will co-produce it with Bob Maxwell.

"WRESTLING from Chicago"

("RUSS" DAVIS commentary)

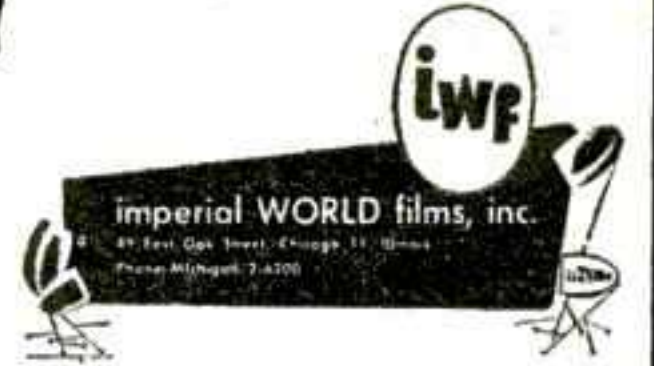
... more sales

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with friendly warmth for mass audience ... musical artistry for solid entertainment value and outstanding programming

'TWO GRAND'



- 13 first run quarter-hour TV FILMS available for your local market
- 13 more currently in production

Ideal local programming at realistic prices you'll be glad to hear about

Audience - building prestige show ▶ 8.0 (ARB-Feb. '56)—Dallas-Ft. Worth ranked second to "The Lucy Show" in its time period.

Personal appearances in conjunction with the annual national concert tour

Write, wire or phone today for audition prints and your market price
NATIONAL TV FILM DISTRIBUTORS, INC.

550 Fifth Avenue

New York 36, N. Y.

Circle 5-4042

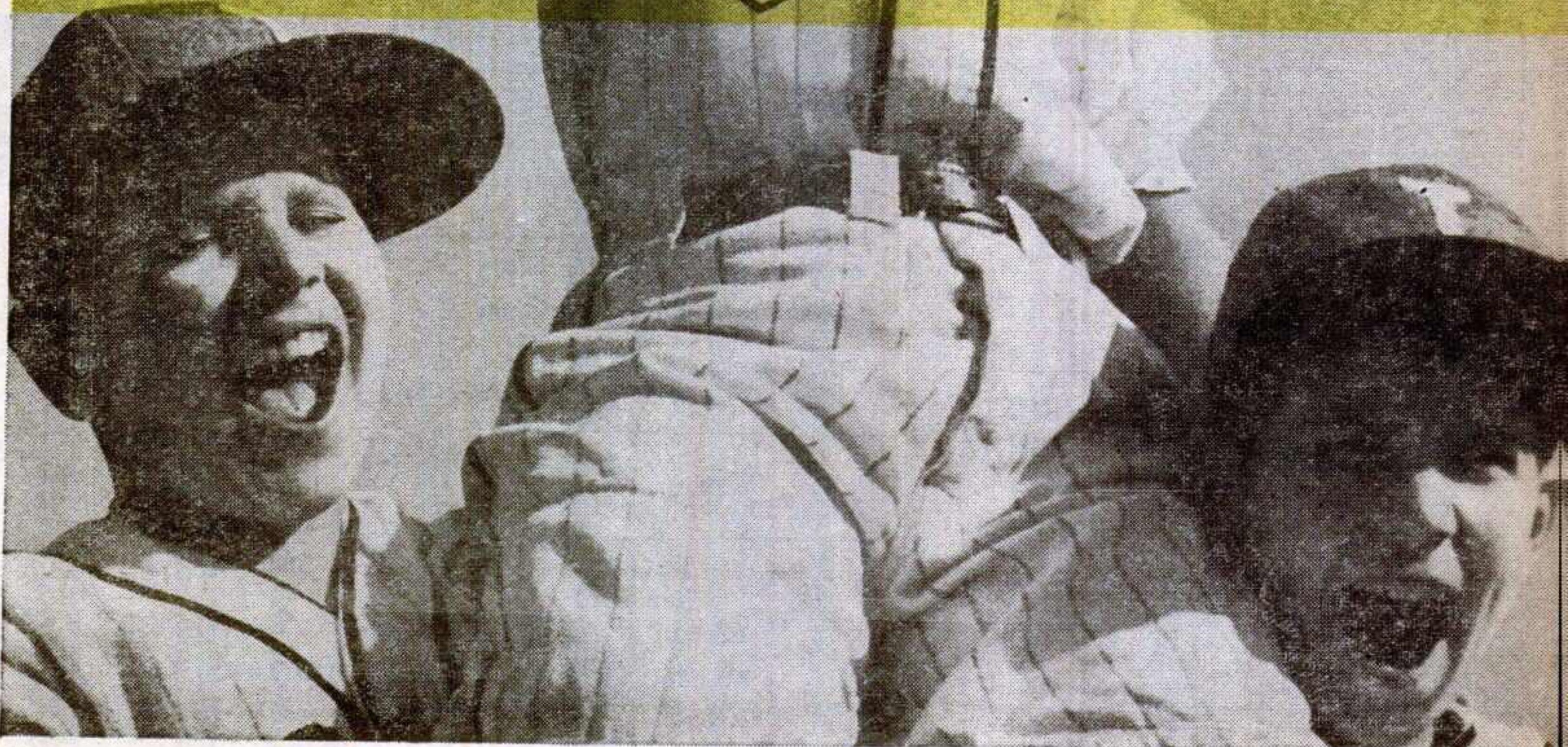
RCA Victor Red Seal Album Release for June
WHITEMORE and LOWE
(Duo-Pianists)
TWO GRAND
LM-1989 Red Seal

Over a million Wittemore and Lowe RCA Victor Red Seal Records sold to date.

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 30 million
 youngsters . . .

the exciting
 new 1/2-hour film
 series in color
 or black-and-white

Junior



JUNIOR SPORTS LEAGUE belongs to America's kids... all 30 million of them! Weekly half-hour television "club meetings" with baseball star Phil Rizzuto as National Sportsmaster offer these action-packed attractions:

- Sports lessons by America's champions. Big names, such as Bob Cousy, Frankie Frisch, Tom Gola, Jesse Owens.
- Biographies of America's idols — Babe Ruth... Knute Rockne... Connie Mack.
- Quiz games — viewers match wits with the experts.
- A complete package of fun and weekly surprises!

JUNIOR SPORTS LEAGUE is an exciting new departure in TV entertainment for sports-minded Young America. Week after week, month after month, the programs follow the sports calendar, covering every type of sport and game. Any boy or girl enrolled in a recognized national or local club can become a JSL member, complete with a valuable membership card. Once seen, JUNIOR SPORTS LEAGUE will keep drawing its young audience back with unswerving loyalty.

Sports League

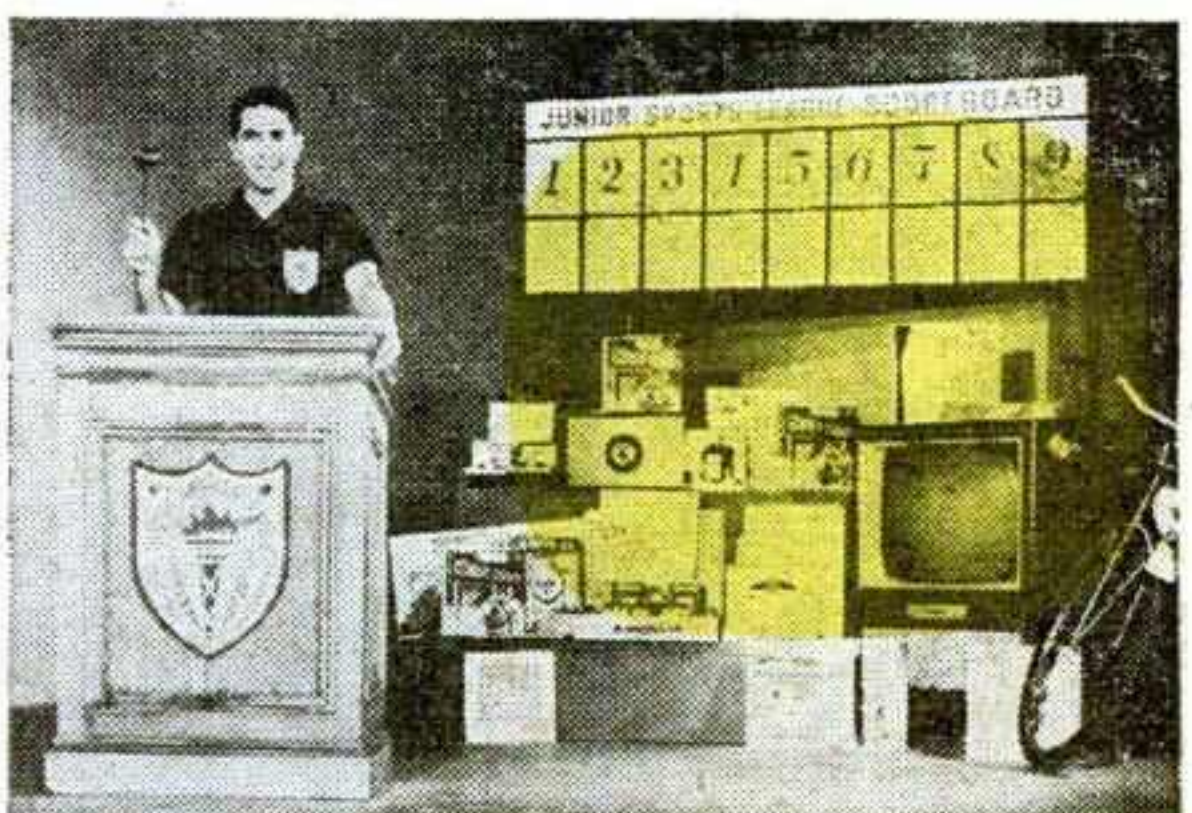
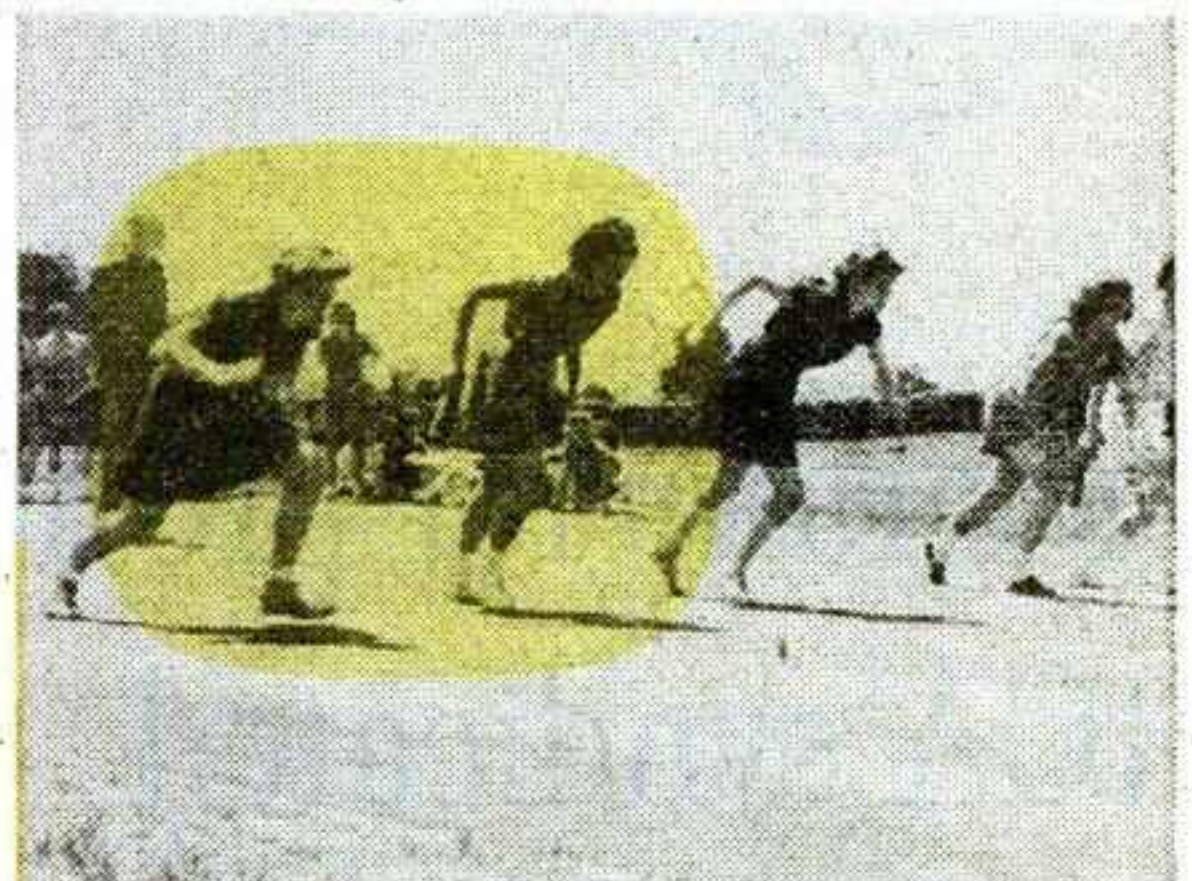
JUNIOR SPORTS LEAGUE provides sponsors with a ready-made juvenile market, putting them directly in touch with every boy and girl. Public service tie-ins and JSL support offer unique merchandising plusses and an opportunity to win community prestige.

JUNIOR SPORTS LEAGUE, distributed exclusively by RCA Recorded Program Services, is available in color and black-and-white. For complete details, contact RCA Recorded Program Services today.

RCA recorded program services

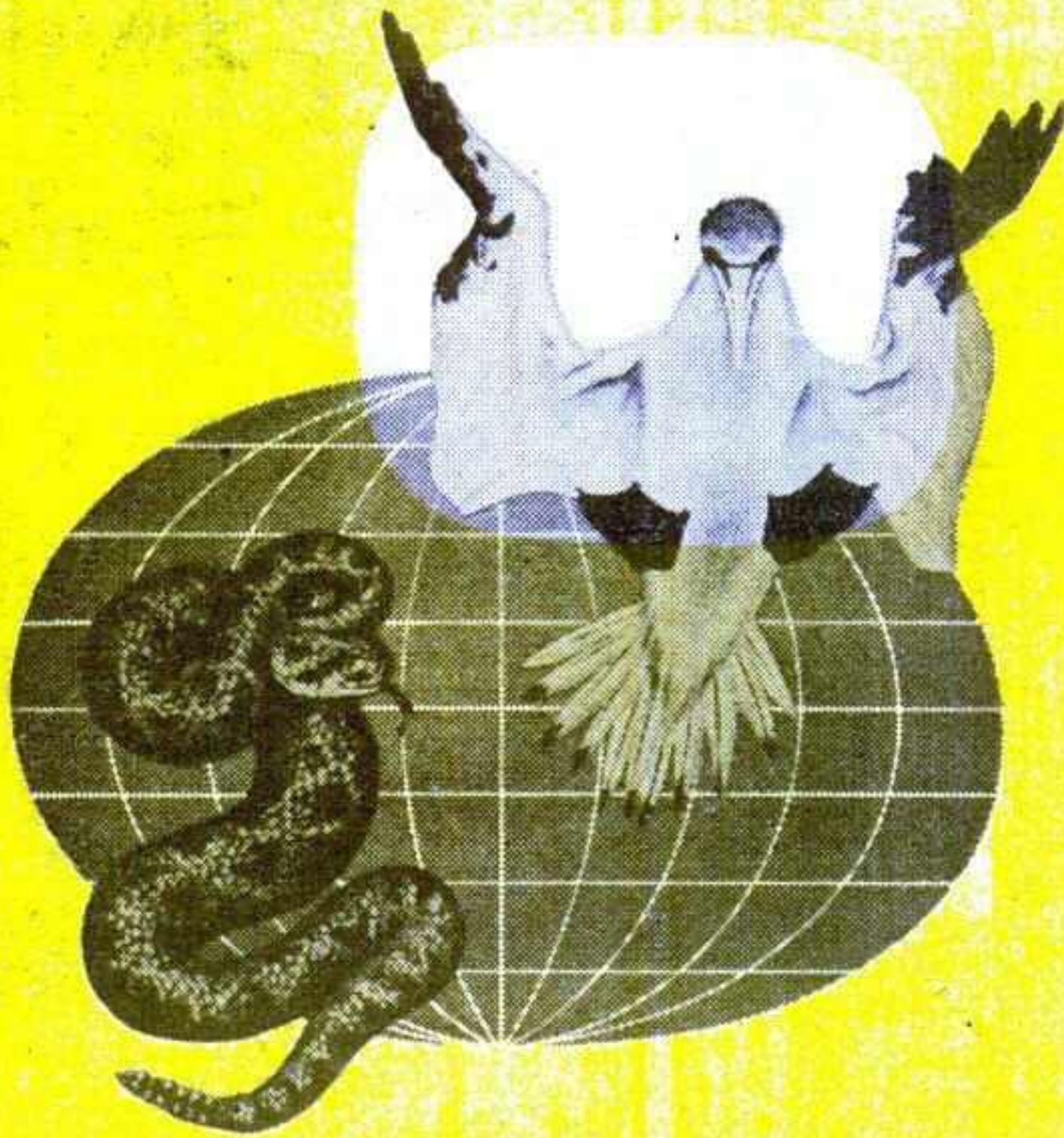
155 East 24th Street, New York 10, N. Y., MUrray Hill 9-7200 / 445 N. Lake Shore Drive, Chicago, Ill., WHitehall 4-3530 / 522 Forsyth Building, Atlanta 3, Ga., LAmar 7703 / 1907 McKinney Avenue, Dallas 1, Texas, RIverside 1371 / 1016 N. Sycamore Avenue, Hollywood 38, Calif., OLdfield 4-1660.

TMKS®



THE WORLD AROUND US

26 dramatic quarter-hours of nature's most startling adventures. They capture the imagination of young and old with rare, spectacularly filmed scenes of animals, birds, tornadoes, forest fires and other exciting phenomena of nature.

**TOWN AND COUNTRY TIME**

52 fast-moving quarter-hours featuring Jimmy Dean, The Texas Wildcats and other great, great country-style stars. Your opportunity to cash in on the mushrooming popularity of Country-and-Western music. Also 26 half-hours available in black-and-white only.



program for profit with RCA syndicated tv-film shows

RCA Recorded Program Services have the film programs you're looking for to keep your audiences building. Each one of them is available in color and black-and-white. Contact your local RCA Recorded Program Services Representative for details.

RCA recorded program services

155 East 24th Street, New York 10, N. Y., MUrray Hill 9-7200 / 445 N. Lake Shore Drive, Chicago, Ill., WHitehall 4-3530 / 522 Forsyth Building, Atlanta 3, Ga., LAmar 7703 / 1907 McKinney Avenue, Dallas 1, Texas, RIverside 1371 / 1016 N. Sycamore Avenue, Hollywood 38, Calif., OLdfield 4-1660. TMKS®

THE SAM SNEAD SHOW

39 five-minute golf shows with one of the great pros of all time, "Slammin'" Sammy Snead, explaining the do's and don't's of the game.

**FOY WILLING AND THE RIDERS OF THE PURPLE SAGE**

100 three-minute features, adaptable to five, fifteen and thirty-minute shows, starring Foy and the Riders of the Purple Sage in Western songs.



Commercial Cues

OVER THE BOUNDING MAIN

Animation, Inc., may begin exporting animated TV commercials to Australia, France and Argentina. It's now in the talking stage. Besides business expansion plans, the firm is also expanding its staff. Ed Barge, Oscar-winning animator, joined the staff as a director. Also added were Morrie Zukor, as assistant animator, and Ron Maidenberg, from Warner Bros.

SO YOU WANT TO BE ACTORS

Advertisers wishing to deliver their own blurbs have two attributes: Knowledge and enthusiasm for their products. But Schwerin Research, after investigating the situation, offers this advice: Avoid thinking of the blurbs as a speech. Don't shy away from the use of video aids. Consider demonstrating key copy points, if they are of the sort that might sensibly be taken up. See to it that the setting will fortify the impression that is aimed at.

ID'S

Jules V. Schwerin has been appointed creative supervisor of TV commercials for Robert Davis Associates, New York motion picture producer. In the past 18 months Schwerin has directed over 140 film blurbs, some for nationally known products. . . Gertrude Berg, known as Molly Goldberg, will do a series of ads for Gatuso Italian Food Products for runs on "The Goldbergs" in Canada. Bill Berke produced the commercials. . . Stephen P. Muffatti has joined Transfilm, Inc., as a director of animation for industrial and TV films.

TV Commercials in Production

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

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

(Continued from last week)

Sponsor, Product & Agency (Show, if any)	No. (Seconds)	Type (C-Color)	Commercials Producer
AGRICULTURAL AND PET FOODS			
Sun Glow Feed, Farm Feeds, Crook Adv.	2 (10)	SA	Keitz & Herndon
Ralston Purina, Purina Feeds, Gardner (Grand Ole Opry)....	2 (120)	LA	Condor Films
Banquet Canning, Caper Dog Food, Stocker....	1 (20)	SA, SM	Condor Films
Ralston Purina, Cereals & Dog Feed, Gardner....	2 (20)	LA	
Albers Milling, Flapjack Mix, Oats, Erwin Wasey (Waterfront)....	3 (60)	LA	
AUTOMOTIVE (Cars, Tires, Accessories)			
Ford Motors, Mercury, Kenyon & Eckhardt (Ed Sullivan)....	—	LA	Van Praag
Ford Motors, Ford Institutional, Kenyon & Eckhardt (Producers' Showcase)....	6 (135)	LA (C)	Van Praag
De Soto, BBD&O	—	—	United World
Anderson Pritchard, Apco Gasoline, Erwin Wasey....	1 (20)	FA, J (C)	Keitz & Herndon
Doran, Chevrolet, Baxter	1 (10)	FA, J	Keitz & Herndon
Greyhound, Bus, Beaumont & Hohman....	3 (60)	FA, J (C)	Keitz & Herndon
Standard Oil, Gasoline, D'Arcy....	3 (60)	FA, J (C)	Keitz & Herndon
Plastone, Turtle Wax, W. B. Doner....	3 (60)	LA, SE, J (C)	Academy
Car Polish, W. B. Doner....	1 (60)	—	—
Ruby Chevrolet, Used Cars, W. B. Doner....	3 (10)	SE, ID	Academy
Skelly Oil, Gasoline, Bruce B. Brewer....	3 (60)	LA	Sarra
General Motors, Buick, Kudner (The Honeymooners)....	2 (135)	LA	McConnachie
Goodyear Tire & Rubber, Pliolite, Kudner (Goodyear TV Playhouse)....	1 (135)	LA, SE	Caravel
People's Gas, Needham, Louis & Brorby....	—	SA, LA	TV Graphics
Richfield Oil, Richfield Ethyl, Hixson & Jorgensen....	3 (20)	FA	Playhouse
Ford Dealers of America, Ford, J. Walter Thompson....	1 (28), 4 (20), 2 (08)	FA	Playhouse
So. Calif. Gas, Gas, McCann-Erickson....	1 (20)	FA	Playhouse
Union Oil, Oil, Young & Rubicam....	1 (20)	A	Playhouse
DX Sunray, Gas & Oil, Poits-Woodbury....	10 (60), 10 (20)	LA	
American Motors, Nash, Geyer (Disneyland)....	1 (90)	SA	
Ford Motors, Ford, J. Walter Thompson (Ford Theater and Jubilee)....	2 (130), 7 (130)	LA (C)	
Pan-Am, Gasoline, Fitzgerald....	2 (60), 2 (20)	FA	Shamus Culhane
U. S. Rubber, U. S. Royal Tires, Fletcher D. Richards (Sunday Spectacular)....	1 (90)	FA, M (C)	Transfilm
General Motors, Pontiac, MacManus, John & Adams (Playwrights '56)....	1 (30)	LA	Transfilm
General Motors, Pontiac, MacManus, John & Adams (Playwrights '56)....	1 (30)	LA	Transfilm
Chevrolet Dealers, Automobiles, M. B. Scott....	3 (20)	FA	Lou Lilly
General Motors, Oldsmobile, D. P. Brother (Patti Page, Spectacular)....	1 (300)	LA	Video
Leonard Gasoline, Gasoline, Wesley Aves....	2 (60)	FA	
Speedway Gasoline, Speedway 79, W. B. Doner....	1 (30)	FA	
Pan Am Southern Corp., Pan Am Gasoline, Fitzgerald....	2 (60), 2 (20)	FA	
Bardahl Mfg., Oil, Miller Mackay....	2 (20)	SA	
Gulf Oil, Gulf Spray, Young & Rubicam....	(20)	SA	Academy
BAKERIES AND BAKE GOODS (Cookies, Crackers, Pretzels, etc.)			
Gladiola Biscuit, Biscuits, Crook Adv.	4 (20), 4 (10)	FA, LA	Keitz & Herndon
Helm's Olympic Bakeries, Hicks & Grelst....	3 (88)	FA	Playhouse

Com'l Advice Given At SMPTE Forum

NEW YORK — Agencies and producers exchanged advice on how to make the production of TV film commercials smoother and more efficient at a special forum on Tuesday (1) at the 79th convention of the Society of Motion Picture and TV Engineers.

In a speech prepared for the forum, Bob Klaeger, vice-president of Transfilm, asserted there were good reasons why bids may vary considerably among different producers. He pointed out that each producer's bid depends on his overhead structure as well as his interpretation of the script and storyboard.

Klaeger noted that competitive bidding has been disappearing from the business. He said that less than one-third of Transfilm's business in 1955 was awarded on this basis. "However," he added,

"we strongly recommend that those agencies not having personnel with film production experience continue to ask for competitive bids, for this will assure the agency that the producer selected is making a responsible bid."

Sy Frolick, vice-president of the Fletcher D. Richard agency, described the breakdown of a typical agency TV department into program supervision, copy and production. In his prepared speech Frolick recommended the use of individual writer-producers as opposed to separating copy and production. He maintained that having the complete follow thru done by the same person results in blurbs that take full advantage of the possibilities of film while not abusing its limitations.

Pete Cardozo, vice-president of Fuller & Smith & Ross, pleaded for commercials that make their impact visually rather than the usual radio commercial with illustrations.

A speech prepared by Dave Gudebrod of N. W. Ayer laid down requirements for a competent producer. He suggested the producer be able to supply all services required by the agency, whether or not they are all under his roof. He also advised that a producer have some area of specialization.

Bricker Blasts Nets, Affils for 'Huge Profits'

Continued from page 2

tions came to \$243,589,002, or 41.08 per cent of total gross revenue of the industry. CBS topped NBC by about \$3,000,000, with each net individually accounting for more than one-fifth the total industry revenue. ABC accounted for only 7 per cent, and Du Mont, then in existence, accounted for only 3 per cent of the gross.

Net income, before Federal taxes: industry total was \$90,300,000. CBS and three owned stations took over 28 per cent of this, NBC and five owned stations took 17 per cent. Together, the two nets made well over \$41,000,000, or 46 per cent of the whole industry take, while the other two nets showed losses. (Bricker notes that if these percentages were adjusted relative to losses in the industry, the combined NBC and CBS percentage would hit 70 per cent.)

Breakdown on profit before taxes, by network operation and by net-owned stations apart from network operation, shows CBS' three owned stations with a 370 per cent rate of profit, making well over \$12,000,000, while its network operation had a 65 per cent profit rate and made over \$13,000,000. NBC's five owned stations profited at 297 per cent before taxes, bringing over \$12,000,000, while its network operation brought 28 per cent, or slightly over \$4,000,000. Together, the nets with their eight owned stations realized a profit rate of 99 per cent. (Both ABC and Du Mont lost on network operation—to such a degree that even their more prof-

WPIX Buys 112 of 'Performance' Pix

NEW YORK—WPIX, here, has bought 112 stanzas out of Official Film's "Star Performance" package of 153 films.

This is the syndicated version of "Four Star Playhouse." It is the second sale to come to light on the package. The first was made last month to KNXT, Los Angeles. But it is understood that Official has some two dozen deals.

itable owned stations could not make up the loss.)

Access to programming on nets accounts for 77 per cent of the industry revenue, Bricker's report says, when national spot advertising is taken into account. Samples: 34 CBS affiliates in Zone 1, carrying substantial amounts of net programming, from 41 to 100 per cent, earned 34.5 per cent of the total net income of the whole industry. NBC's 39 affiliates, under the same circumstances, earned 30.8 per cent. Together, these 73 network affiliates earned over \$72,000,000 net before taxes, or nearly two-thirds the industry total for 1954.

Bricker summarizes: "The economic grip on the TV industry held by two major networks and a selected group of large affiliate TV stations is as foreboding as it is graphic. . . Complete figures for 1955 will show an even greater concentration of economic power in the hands of the favored few."

BEER AND WINE

Falstaff Beer, Beer, Dancer, Fitzgerald & Sample....	—	—	United World
Pabst, Beer, Leo Burnett	—	—	United World
Griesedick Bros.' Brewery, Beer, Ruthrauff & Ryan....	4 (60), 5 (20)	LA, FA, M, J	Keitz & Herndon
Lone Star Brewery, Beer, Glenn Adv....	7 (10)	LA, FA, ID	Keitz & Herndon
Burger Brewery, Beer, Midland....	6 (60), 3 (20)	LA, SA	Film Associates
Eastside Brewery, Old Tap Lager, J. Walter Thompson....	2 (88)	LA, FA	Playhouse
Arizona Brewing, A-1 Beer, Erwin Wasey....	4 (20), 2 (08)	FA	Playhouse
Schlitz Brewing, Beer, J. Walter Thompson....	2 (80)	FA	Playhouse
San Francisco Brewing, Burgemeister, BBD&O....	2 (30)	FA	Playhouse
Theo. Hammi Brewing, Hamm's Beer, Campbell-Mithun, Inc....	2 (60), 2 (45)	LA, F, J	Swift-Chaplin
Ballantine, Beer, Wm. Esty (N. Y. Baseball)....	5 (60)	LA, FA	Lou Lilly
Jax Brewing, Jax Beer, Fitzgerald....	1 (60)	FA, LA (C)	
Heileman Brewing, Beer, Leo Burnett....	3 (60), 3 (20)	FA, LA (C)	

(Continued next week)



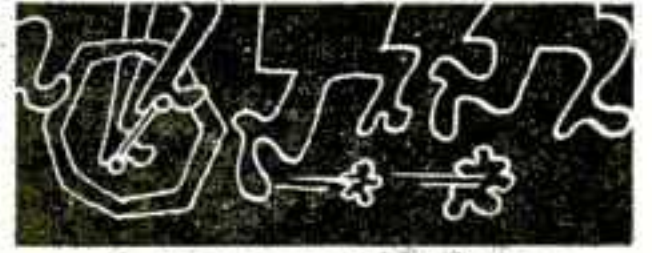
CONTENTED CLIENTS



RETURN TO KLING



AGAIN AND AGAIN FOR



QUALITY. CREATIVITY AND SERVICE..

HOLLYWOOD • 1416 NORTH LA BREA

KLING FILM PRODUCTIONS

CHICAGO • 1058 W. WASHINGTON BLVD.

WHTN-TV

CHANNEL 13

IT'S A SELLER'S MARKET, but we can give you the BIGGEST BUY yet!

TIME: Now, while we're still new . . . with rates set to offer low cost per impression . . . choice availabilities are still open.

PLACE: Huntington — Ashland — Charleston and Portsmouth Markets. The rich, prosperous, tri-state area of more than 1,250,000 population conservatively measured from mail responses.

SCENE: WHTN-TV with the largest transmitting antenna in the world . . . 316,000 watts of power for maximum effective coverage . . . a built-in audience of more than 200,000 sets . . . popular basic ABC network programs, outstanding local live shows and top-notch films.

ACTION: Get on our "bandwagon" and g-r-o-w with us! After only one month of maximum power, Channel 13 showed 36.8% audience increase over the first audience report.

CALL US: Huntington, West Virginia, Jackson 5-7661, or our representatives: Edward Patry & Co., Inc.



TV Program and Time-Buying Guide

THE TELEVISION INDUSTRY'S GUIDE TO THE PURCHASE OF NATIONAL AND LOCAL TV PROGRAMS AND SPOT CAMPAIGNS

The Billboard Scoreboard

NETWORK TV PROGRAMS

ARB Audience Composition Studies

Web Situation Comedy Shows

MARCH RATINGS			AMONG WOMEN		
Rank	Show, Sponsor & Web	Rtg.	Rank	Show, Sponsor & Web	Rtg.
1.	I Love Lucy Gen. Foods (CBS)	53.4	1.	Private Secretary Amer. Tobacco (CBS)	1.22
2.	December Bride Gen. Foods (CBS)	38.5	2.	Meet Millie Carter (CBS)	1.16
3.	Phil Silvers Amana, Reynolds (CBS)	35.0	3.	I Love Lucy Gen. Foods (CBS)	1.14
4.	Honeymooners Buick (CBS)	32.9	4.	Ethel & Albert Ralston, Purina (ABC)	1.11
5.	Private Secretary Amer. Tobacco (CBS)	28.9	4.	Mama Gen. Foods (CBS)	1.11
6.	Father Knows Best Scott (NBC)	25.9	6.	Our Miss Brooks Gen. Foods (CBS)	1.10
7.	Our Miss Brooks Gen. Foods (CBS)	25.5	6.	People's Choice Borden's (NBC)	1.10
8.	People's Choice Borden's (NBC)	24.8	6.	December Bride Gen. Foods (CBS)	1.10
9.	Bob Cummings Reynolds (CBS)	24.2	9.	It's Always Jan P&G (CBS)	1.09
10.	Ozzie & Harriet Hot Point, Quaker Oats, Norwich (ABC)	20.8	9.	It's a Great Life Chrysler (NBC)	1.09

AMONG MEN			AMONG CHILDREN		
Rank	Show, Sponsor & Web	Rtg.	Rank	Show, Sponsor & Web	Rtg.
1.	Honeymooners Buick (CBS)	.98	1.	The Lucy Show Lehn & Fink (CBS)	1.21
2.	It's a Great Life Chrysler (NBC)	.93	2.	Ozzie & Harriet Hot Point, Quaker Oats, Norwich (ABC)	1.19
3.	Private Secretary Amer. Tobacco (CBS)	.92	3.	Topper Sust. (ABC)	1.03
4.	Phil Silvers Amana, Reynolds (CBS)	.87	4.	Bob Cummings R. J. Reynolds (CBS)	1.01
5.	Make Room for Daddy Amer. Tobacco (ABC)	.86	5.	It's a Great Life Chrysler (NBC)	.97
6.	People's Choice Borden's (NBC)	.85	6.	Honeymooners Buick (CBS)	.90
7.	I Love Lucy Gen. Foods (CBS)	.80	7.	Father Knows Best Scott (NBC)	.88
7.	Meet Millie Carter (CBS)	.80	8.	People's Choice Borden's (NBC)	.85
9.	It's Always Jan P&G (CBS)	.79	9.	It's Always Jan P&G (CBS)	.84
9.	December Bride Gen. Foods (CBS)	.79	10.	Private Secretary Amer. Tobacco (CBS)	.80

Web Winners

PERRY COMO SHOW—NBC
Some added insight into the degree of success that the sponsors of Perry Como are having with this show can be gleaned from the American Research Bureau's March report showing the number of women per set viewing the program. Not only does the show pull a terrific 37.5 rating, but the fact that it draws 1.30 women per set makes it the No. 2 network show in terms of women viewers per set. All four of the sponsors, it should be noted, are primarily interested in reaching women audiences.

Films to Watch

MAN CALLED X—Ziv-TV
On its opening in Dallas-Fort Worth on February 7 for Mohr Chevrolet, "X" pulled a 13.8 Teleplus via WFAA-TV, virtually tying Bob Hope's 13.3 on WBAP-TV and not too far behind Phil Silvers' 22.5 on KRLD-TV. A giant promotion by all hands aided the debut. The week before, on Mohr's former show, a dramatic series, a 15-minute preview of "X" was run. For two days before the preview 15 on-the-air spots plugged it. Two weeks before, screenings were held for all Mohr's employees and their families, about 200 people.

ARB Top Shows Among Women

How Network Shows Rated Among Women in March

This weekly audience composition analysis shows the relative popularity of network series regardless of program type, by number of viewers attracted according to sex or age. On consecutive weeks, this chart shows popularity among men, women and children. For additional information on audience size or coverage, please consult ARB, National Press Building, Washington 4.

(* Indicates Film)

Rank	Show, Sponsor & Web	Women Per Set	Avg. March Rating
1.	Voice of Firestone, Firestone (ABC)	1.31	9.2
2.	Two for the Money, P. Lorillard (CBS)	1.30	21.8
2.	Perry Como, Dormeyer, Armour, Gold Seal, Toni (NBC)	1.30	37.5
4.	Wide, Wide, World, Gen'l Motors (NBC)	1.28	16.7
4.	Ed Sullivan, Lincoln-Mercury (CBS)	1.28	48.5
6.	Sunday News Special, Pharmaceuticals (CBS)	1.25	9.4
6.	Lawrence Welk, Dodge (ABC)	1.25	31.7
8.	George Gobel, Pet Milk, Armour (NBC)	1.24	33.5
9.	Big Surprise, Speidel, Purex (NBC)	1.23	28.9
9.	You Bet Your Life, De Soto (NBC)	1.23	43.3
9.	Alcoa Hour, Alcoa (NBC)	1.23	20.5
12.	Private Secretary, Amer. Tobacco (CBS)	1.22	28.9
12.	Godfrey and His Friends, Toni (CBS)	1.22	17.3
12.	This Is Your Life, Procter & Gamble (NBC)	1.22	27.3
12.	Climax, Chrysler (CBS)	1.22	34.2
12.	Chance of a Lifetime, Mathieson (ABC)	1.22	4.9
17.	People Are Funny, Toni (NBC)	1.21	30.5
17.	Grand Ole Opry, Partic. (ABC)	1.21	9.6
17.	Lux Video Theater, Lever Bros. (NBC)	1.21	33.3
20.	Your Hit Parade, Hudnut, Amer. Tobacco (NBC)	1.20	37.9
20.	Comedy Hour, Avco, Jergens, Brown & Williamson (NBC)	1.20	16.6
20.	Martha Raye, Partic. (NBC)	1.20	18.9
23.	Big Story, Simoniz (NBC)	1.19	24.9
23.	Truth or Consequences, P. Lorillard (NBC)	1.19	25.6
23.	\$64,000 Question, Revlon (CBS)	1.19	50.5

The Billboard Scoreboard

SYNDICATED FILM PROGRAMS

The Pulse Audience Composition Studies

Syndicated Film Mystery Shows

FEBRUARY RATINGS			AMONG MEN			AMONG TEENS		
Rank	Show & Distributor	Avg. Feb. Rtg.	Rank	Show & Distrib.	Men Per 100 Homes Tuned In	Rank	Show & Distrib.	Teens Per 100 Homes Tuned In
1.	Mr. District Attorney (Ziv)	16.7	1.	Ellery Queen (TPA)	.87	1.	Badge 714 (NBC)	.26
2.	Badge 714 (NBC)	15.0	2.	Mr. District Attorney (Ziv)	.84	2.	Inspector Mark Saber (Koch)	.25
3.	Man Behind the Badge (MCA)	14.4	2.	Racket Squad (ABC)	.84	3.	Sherlock Holmes (UM&M)	.24
4.	Follow That Man (MCA)	14.0	2.	The Whistler (CBS)	.84	3.	City Detective (MCA)	.24
5.	Man Called X (Ziv)	12.9	2.	Boston Blackie (Ziv)	.84	5.	Inner Sanctum (NBC)	.23
6.	City Detective (MCA)	10.5	6.	I Am the Law (MCA)	.82	5.	Man Behind the Badge (MCA)	.23
7.	Racket Squad (ABC)	9.8	6.	Inspector Mark Saber (Koch)	.82	5.	Man Called X (Ziv)	.23
8.	San Francisco Beat (CBS)	8.4	6.	Mr. & Mrs. North (Schubert)	.82	8.	Mr. & Mrs. North (Schubert)	.21
8.	Sherlock Holmes (UM&M)	8.4	6.	Sherlock Holmes (UM&M)	.82	8.	Racket Squad (ABC)	.21
8.	The Whistler (CBS)	8.4	10.	Man Called X (Ziv)	.81	10.	The Whistler (CBS)	.20
						10.	Captured (NBC)	.20

VIEWERS/100 HOMES			AMONG WOMEN			AMONG CHILDREN		
Rank	Show & Distrib.	Viewers Per 100 Homes Tuned In	Rank	Show & Distrib.	Women Per 100 Homes Tuned In	Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Badge 714 (NBC)	238	1.	The Whistler (CBS)	.92	1.	Badge 714 (NBC)	.64
2.	Boston Blackie (Ziv)	215	2.	Follow That Man (MCA)	.90	2.	Captured (NBC)	.44
3.	Mr. & Mrs. North (Schubert)	214	3.	Man Called X (Ziv)	.89	3.	The Pendulum (Koch)	.37
4.	The Whistler (CBS)	212	3.	Mr. & Mrs. North (Schubert)	.89	4.	Boston Blackie (Ziv)	.33
5.	Man Called X (Ziv)	211	5.	Mr. District Attorney (Ziv)	.88	5.	I Am the Law (MCA)	.30
5.	I Am the Law (MCA)	211	6.	San Francisco Beat (CBS)	.87	6.	Sherlock Holmes (UM&M)	.28
7.	Man Behind the Badge (MCA)	209	7.	City Detective (MCA)	.85	7.	Lone Wolf (MCA)	.27
7.	The Pendulum (Koch)	209	7.	Ellery Queen (TPA)	.85	7.	Man Behind the Badge (MCA)	.27
7.	Sherlock Holmes (UM&M)	209	9.	Lone Wolf (MCA)	.83	9.	Follow That Man (MCA)	.24
10.	Follow That Man (MCA)	208	10.	Boston Blackie (Ziv)	.81	10.	Mr. & Mrs. North (Schubert)	.22

Pulse Top Pix Among Women

How Non-Net Film Rated Among Women in February

This weekly audience composition analysis shows the relative popularity of non-network film series by number of viewers attracted according to sex or age. On consecutive weeks, this chart shows popularity among men, women, teen-agers and children. For additional information on audience size or coverage, please consult The Pulse, Inc., 15 West 46th Street, N. Y. C.

Rank Order	Show and Distributor	Women Per 100 Homes	Avg. Feb. Rating
1.	Celebrity Playhouse (Screen Gems)	.96	12.4
1.	Liberace (Guild)	.96	11.3
3.	Foreign Intrigue (Official)	.94	6.3
4.	Doug. Fairbanks Presents (ABC)	.93	13.5
5.	The Whistler (CBS)	.92	8.4
6.	Dangerous Assignment (NBC)	.90	5.2
6.	Follow That Man (MCA)	.90	14.0
8.	Crosscurrent (Official)	.89	11.3
8.	Life With Elizabeth (Guild)	.89	4.6
8.	Man Called X (Ziv)	.89	12.9
8.	Mobil Theater (Socony-Mobil)	.89	7.9
8.	Mr. & Mrs. North (Schubert)	.89	6.4
8.	My Little Margie (Official)	.89	11.3
14.	I Led Three Lives (Ziv)	.88	13.8
14.	Mr. District Attorney (Ziv)	.88	16.7
16.	Beulah (Flamingo)	.87	4.2
16.	Famous Playhouse (MCA)	.87	4.3
16.	Stars of the Grand Ole Opry (Flamingo)	.87	13.0
16.	Great Gildersleeve (NBC)	.87	11.0
16.	Ray Milland Show (MCA)	.87	5.7
16.	San Francisco Beat (CBS)	.87	8.4
22.	Times Square Playhouse (Ziv)	.86	3.3
22.	Drew Pearson (UM&M)	.86	6.4
22.	Guy Lombardo (MCA)	.86	7.8
25.	City Detective (MCA)	.85	10.5
25.	Confidential File (Guild)	.85	10.3
25.	Ellery Queen (TPA)	.85	8.0
25.	My Hero (Official)	.85	8.0
25.	Waterfront (MCA)	.85	13.8

Note: All material published in The Billboard's TV Program and Time-Buying Guide is protected by copyright. Reproduction of any portion of this material for advertising, promotion or other purposes is possible only upon written consent from The Billboard, 1564 Broadway, New York, and also from any rating service whose research provides the basis for such material.

LAWRENCE WELK with the MOST BEAUTIFUL Car on the Road



IT ALL ADDS UP!!

MUSICAL SHOW of THE YEAR
 (Radio-TV Daily Annual Editors' Poll)
 ★
ARB Last Rating 33.5
 ★
 More Than 30,000,000 Weekly TV Fans
 ★
 3 CORAL ALBUMS BEST SELLER LIST
 AMERICA'S NO. 1 DANCE BAND
 (National Ballroom Operators of America)

LAWRENCE WELK

and His Champagne Music

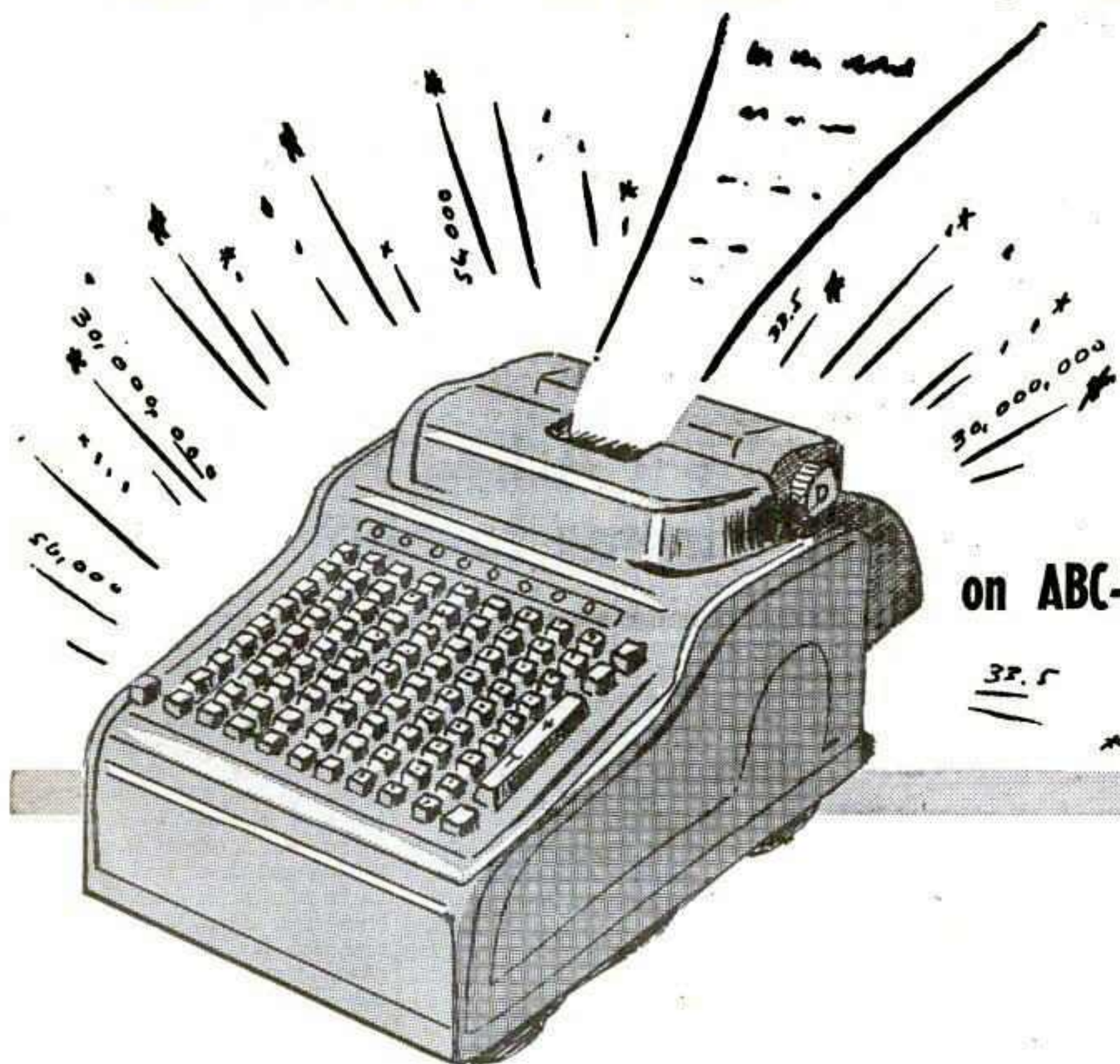
VOTED

“TOPS”

in

National Popularity Polls

on ABC-TV for **DODGE DEALERS OF AMERICA**



Personal Management
GABBE, LUTZ and HELLER
Hollywood New York

Public Relations
RALPH PORTNOR

This chart supplies ratings for the top 15 once-weekly shows and for the top 10 multi-weekly shows in each local market studied, regardless of whether these programs are network or local, live or film. It also provides ratings for the top 30 film series aired locally in each market, in rank order according to ratings.

All films listed are syndicated unless title is preceded by a dagger (†), indicating nationally spot-booked. Stations are VHF except where the symbol "u" denotes UHF. The symbol "&" shows that a program originates in another city, but has scored a rating of 3.0 or more. Complete ratings are published over a span of one month's weekly

issues, beginning with the issue of The Billboard dated the third Saturday of each month.

For complete information on audience size, coverage, opposition, programs, audience composition and other details not included in this chart, please consult The Pulse, Inc., 15 West 46th Street, New York City.

DAYTON, O., (2 Stations)

124,800 TV Homes

THE TOP 15 ONCE-WEEKLY SHOWS (* Indicates Non-Network)

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Lists top 15 once-weekly shows.

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Lists top 10 multi-weekly shows.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Lists top 30 locally originated film series.

OMAHA (2 Stations)

170,400 TV Homes

THE TOP 15 ONCE-WEEKLY SHOWS (* Indicates Non-Network)

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Lists top 15 once-weekly shows.

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Lists top 10 multi-weekly shows.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Lists top 30 locally originated film series.

CHARLOTTE, N. C. (1 Station)

50,800 TV Homes

THE TOP 15 ONCE-WEEKLY SHOWS (* Indicates Non-Network)

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Lists top 15 once-weekly shows.

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Lists top 10 multi-weekly shows.

THE TOP LOCALLY ORIGINATED FILM SERIES

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Lists top locally originated film series.

SAN ANTONIO (3 Stations)

131,300 TV Homes

THE TOP 15 ONCE-WEEKLY SHOWS (* Indicates Non-Network)

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Lists top 15 once-weekly shows.

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Lists top 10 multi-weekly shows.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Lists top 30 locally originated film series.

THIS WEEK'S FILM BUYS

CBS-TV FILM SALES

TERRYTOONS: KAVE, Carlsbad, N. M.; KCCC, Sacramento; WOR, New York; Adv. TBA. FABIAN OF SCOTLAND YARD: KAVE, Carlsbad, N. M.; Adv. TBA. LONG JOHN SILVER: KAVE, Carlsbad, N. M.; Adv. TBA. LIFE WITH FATHER: KAVE, Carlsbad, N. M.; KAKE, Wichita, Kan.; Adv. TBA. RANGE RIDER: KCCC, Sacramento; Adv. TBA. NEWS FILM: KIMA, Yakima, Wash.; Adv. TBA. AMOS 'N' ANDY: WTVW, Evansville, Ind.; Adv. TBA. UNDER THE SUN: WCTV, Tallahassee, Fla.; Luke Bros. Dept. Store. KNXT, Los Angeles; Southern Calif. Gas and Swift Packing. THE WHISTLER: WGBI, Scranton-Wilkes-Barre, Pa.; King's Wine (R). INTERNATIONAL NEWS SERVICE: THIS WEEK IN SPORTS: WNCT, Greenville, N. C.; WATE, Knoxville; Adv. TBA. WEEKLY NEWS REVIEWS: WATE, Knoxville; Adv. TBA. NBC TELEVISION FILMS: CRUNCH AND DES: WATE, Knoxville; Kay's Ice Cream.

THE GREAT GILDERSLEEVE

WTWO, Bangor, Me.; P. E. Ward STEVE DONOVAN: KCB, Lubbock, Tex.; Adv. TBA. WWTW, Cadillac, Mich.; Rice, Hansen & Swartwood Dairies. KVTW, Sioux City, Ia.; Consumers Co-op Assn. VICTORY AT SEA: KOTA, Rapid City, S. D.; KSTP, Minneapolis; Adv. TBA. CAPTURED: WJW, Cleveland; Adv. TBA. THE FALCON: WAGA, Atlanta; Carling's Black Label Beer. THE VISITOR: WPMY, Greensboro, N. C.; Adv. TBA. HOPALONG CASSIDY-HALF-HOUR-A: KFFA, Fort Smith, Ark.; Adv. TBA. LIFE OF RILEY-C: WOW, Omaha; WTVP, Decatur, Ill.; Adv. TBA. LIFE OF RILEY-D: WOW, Omaha; Adv. TBA. SCREEN GEMS: YOUR ALL STAR THEATER: KTSM, El Paso, Tex.; KMID, Midland, Tex.; WBRZ, Baton Rouge, La.; KPLC, Lake Charles, La.; WSB, Atlanta; Adv. TBA. KFBM, Beaumont, Tex.; Gulf State Utilities. BIG PLAYBACK: WTVT, Tampa; KEYT, Santa Barbara, Calif.; Adv. TBA.

Heinz Orders 26 'Gallants'

NEW YORK—H. J. Heinz has ordered another 26 films in "Captain Gallant of the Foreign Legion" from Television Programs of America. Harry Saltzman, head of Frantel, Inc., owner of the show, will start producing the new films in Tripoli and Rome next month. It is understood that the new deal also calls for third runs of some of the films in the first group of 39. "Gallant" started on NBC-TV in February, 1955. It will have been running 78 weeks when the new films go on in the fall.

CELEBRITY PLAYHOUSE

WNCT, Greenville, N. C.; Harrington Mfg. and South Eastern Engineering and Southern Lightweight Aggregate. JET JACKSON: KWWL, Waterloo, Ia.; Adv. TBA. FEATURE PICTURES: KIBO, Boise, Idaho; WSYR, Syracuse; KOOL, Phoenix, Ariz.; KLAS, Las Vegas, Nev.; Adv. TBA. JUNGLE JIM: WTVP, Decatur, Ill.; Wareham's Dairy. KHQA, Quincy, Ill.; Pepsi-Cola.

WNBQ, Chicago; KOPO, Tucson, Ariz.; WHIZ, Zanesville, O.; Adv. TBA. TALES OF THE TEXAS RANGERS: WHIZ, Zanesville, O.; Adv. TBA.

RCA RECORDED PROGRAM SERVICES

TOWN AND COUNTRY TIME: KTRK, Houston; WDAF, Kansas City, Mo.; KTSM, El Paso, Tex.; WDMJ, Marquette, Mich.; WTVY, Dothan, Ala.; Adv. TBA. THE WORLD AROUND US: KHOL, Holdrege, Neb.; WDMJ, Marquette, Mich.; Adv. TBA. FOY WILLING AND THE RIDERS OF THE PURPLE SAGE: KTRK, Houston; WCAX, Burlington, Vt.; WMFD, Wilmington, Del.; Adv. TBA.

SCREENCRAFT PICTURES

JUDGE ROY BEAN: KOSA, Odessa, Tex.; Judge Roy Bean Brand Franks. K B E T, Sacramento; NIC - L - Silver Batteries (R). WGEM, Quincy, Ill.; Adv. TBA.

STERLING TELEVISION

JUNGLE: WFBM, Indianapolis; Adv. TBA. TALES OF TOMORROW: WSPD, Toledo; Adv. TBA. KING'S CROSSROADS: WSPD, Toledo; WHIO, Dayton, O.; Adv. TBA. INVITATION PLAYHOUSE: WHIO, Dayton, O.; Adv. TBA. SYNDICATED FILMS: SPORTSMAN'S CLUB: KTRK, Houston; B. F. Goodrich.

TPA 'Stage' in Six Markets, Double Booked

NEW YORK — Chef Boy-Ar-Dee will sponsor "Stage 7" in a minimum of six markets, including New York and New England, beginning next month. The sponsor is double booking the show here, following the policy of such other syndicated sponsors as Mennen, Ballantine and Bromo Seltzer. The first run will be on WPIX, Monday, 8-8:30 p.m., beginning June 4. The second run will be on WABD. The sponsor, American Home Products, bought "Stage 7" from Television Programs of America thru Young & Rubicam. This is the second regional deal TPA made on this series. It is already running on the West Coast for Standard Oil (California).

Indie Originals Vs. Covers; Battle of the Pop Charts

Survey Shows R&B Original Disks Gaining Over Covers in Pop Market

By JUNE BUNDY

NEW YORK — The majors' practice of covering promising indie disks—particularly rhythm and blues clicks — has long been a source of considerable controversy in the record field, since in many cases the covers — backed by stronger promotion, distribution and name value—snowed under the originals on the pop charts. However, a recent study of The Billboard charts indicates that the indie originals (r.&b. in particular) are no longer low men on the platter poles, while more and more pop covers are being left at the post.

It's too early to determine if this is a trend, but on the basis of current reports, it certainly looks as tho the public is beginning to show a decided preference for originals—regardless of their origin.

A survey of the charts over the last seven months indicates that indie originals now make it about half the time, as compared to the "hardly ever" status of such disks a couple of years ago. However, the percentage has swung over sharply in favor of originals since the first of the year. Last January, for instance, Pat Boone's cover of Little Richard's "Tutti Frutti" was top disk on the pop charts, while today Boone's cover of Little Richard's "Long, Tall Sally" has yet to make the pop list, while the original is No. 13 on the pop chart this week, and No. 1 on the r.&b. list.

Other Winners

Other "originals" winning out on the pop charts over covers recently include the Teen-Agers' "Why Do Fools Fall in Love?" which has out-ranked its cover competition (the Diamonds, Gale Storm and Gloria Mann) on the pop charts and, of course, is high on the r.&b. list; the Teen Queens' "Eddie, My Love," winner on the pop charts over covers by the Fontane Sisters, Chordettes and Lillian Briggs; Carl Perkins' "Blue Suede Shoes," covered by 10, of which only Elvis Presley's EP version showed up at all on the charts; and Cathy Carr's "Ivory Tower," in a switch wherein

r.&b. artist Otis Williams covered a pop platter, and the pop original moved ahead. In some cases, of course, the covers are breathing down the necks of the originals, but, at the writing, they still hadn't caught up.

Among the recent covers making it are Teresa Brewer's cover of Ivory Joe Hunter's "A Tear Fell," and Pat Boone's cover of the Flamingo's "I'll Be Home."

Originals making it last October, November and December included Mitch Miller's "Yellow Rose of Texas," over Johnny Desmond and seven other covers; Chuck Berry's "Maybellene," over covers by Jim Lowe, Ralph Marterie, Johnny Long and Marty Robbins; Billy Vaughan's "Shifting, Whispering Sands," over Rusty Draper's cover; Gog; Grant's "Suddenly There's a Valley," over covers by Julius La Rosa, Jo Stafford, Kay Armen, Patty Andrews, and the Mills Brothers; Al Hibbler's "He," over covers by Kay Armen, and a late release by the McGuire Sisters; "Only You," by the Platters, over the Hilltoppers, Louis Armstrong, and Lola Dee; "It's Almost Tomorrow," by the Dream Weavers, covers by Jo Stafford, Lawrence

Welk, David Carroll, and Snooky Lanson.

Cover jobs which scored on the pop charts late last year were the Crew Cuts' waxing of Otis Williams' original "Gum Drop"; Georgia Gibbs' on Lillian Briggs' "I Want You to Be My Baby"; the Fontane Sisters on Boyd Bennett's "Seventeen"; Pat Boone on Fats Domino's "Ain't That a Shame"; the Fontanes on Bonnie Lou's "Daddy-O"; Don Cornell on Nick Noble's "Bible Tells Me So"; Pat Boone on "At My Front Door"; Gale Storm on Smiley Lewis' "I Hear You Knockin'"; Gale Storm on Gloria Mann's "Teen-Age Prayer"; Dean Martin on Mindy Carson's "Memories Are Made of This," and Bill Haley on Bobby Charles' "See You Later, Alligator."

The spurt shown by indie r.&b. originals on the pop charts during the past few months is generally credited to the efforts of certain key jockeys across the country in opening up the pop radio field to r.&b. disks. Alan Freed, for instance, of WINS here, ultimately created such a demand for rock and roll disks that local pop jocks

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Over 3 Mil Phono Units Sold in '55

RETMA to Release Own Tab Shortly But Trade Says Figure Accurate

NEW YORK—Factory sales of more than 3,100,000 phonograph units of all types were made during 1955. Altho no confirmation could be obtained from Radio-Electronics - Television - Manufacturers Association, which is actively compiling factory sales totals for the phono industry, sources in the trade indicated the figures were accurate.

Of this total, 2,234,000 were phonographs not in combination with radio or television units, while 510,000 were listed as combinations. Player attachments accounted for 379,000 units sold. The figures do not include coin or mechanically operated equipment of any kind.

The bright future currently indicated for long-playing records was given additional substance thru the disclosure that 2,500,000—more than 80 per cent of the total—were three-speed units. It is understood the figures cover factory sales of more than 40 firms, and better than 80 per cent of the total market.

RETMA's own plan for initiating a voluntary industry-wide census of factory sales of phonographs was

NBC-Radio to Plug 'Fella' On 'Weekday'

NEW YORK—Frank Loesser's legit musical, "The Most Happy Fella," which is scheduled to open here Thursday (3), will get unprecedented attention on opening day from NBC-radio. In the web's

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announced earlier this year. The organization plans to release monthly tallies of factory sales figures from virtually every phono manufacturer of any significance in the industry.

It is understood that within four weeks, the organization plans release of its initial figures, covering the month of January. Altho these reports will not indicate quantities of production on four-speed units, plans are now being made to include such figures in later reports.

Paxton Sets Publishing Firm for Whiting Songs

NEW YORK—Publisher George Paxton and the estate of the late Richard Whiting organized a new publishing firm last week to service the renewals and unpublished songs of the celebrated songwriter. The firm is Richard Music Corporation, with interests held by Paxton, Whiting's widow and his two daughters, Margaret and Barbara.

As Whiting's songs have entered the renewal period, the copyrights have been taken over by the family so that Paxton can start in immediately working on such standards as "Sleepy Time Gal," "Honey," "Ukulele Lady," "Precious" and "Horses. In the next few years, renewals will accrue for such tunes as "Guilty," "Sorry," "When Did You Leave Heaven" and "My Ideal."

Paxton plans especially intensive activity on "literally a trunk full" of Whiting's unpublished material. About two dozen songs were found with lyrics already completed, and Paxton has pulled out nine melo-

G. GRAY ADDED TO CAP ROSTER

HOLLYWOOD — If the band business ever comes back, Capitol Records will have little or no competition in the disk market.

The Coast diskery last week continued adding to its talent roster, bringing veteran maestro Glen Gray out of retirement and inking him to record as Glen Gray and the Casa Loma Orchestra. Present plans are for Gray to record his first album at the Capitol Tower Studios here, with a.&r. exec Dave Cavanaugh handling the session.

Capitol also added vocalist Martha Lou Harp, with Andy Wiswell slated to handle her sessions in New York.

Kapp Disks in Album Drive

NEW YORK—Kapp Records is moving into high gear on its album program. Dave Kapp, firm's topper, has crystalized his spring and summer drive and on May 7 will issue seven new 12-inch LP's. This will give the firm a total of 30. By the end of the year, another 30 will have been released, Kapp stated.

Together with the increased album production Kapp Records is kicking off a merchandising campaign, sparked by the slogan "Go Kapp!" During the month of May, dealers will be given one album free for each 12 they purchase. Additionally, the diskery is sending out a catalog mailing to all dealers and is preparing consumer catalogs. Salesmen are being given a folio of the label's album covers as a sales aid. An ad campaign, in publications and on the radio, is also set.

Kapp's eight new albums include a Roger Williams package, "Daydreams," Jerry Fielding's "Dance Concert," Jackie Davis' "Organistics," Jane Morgan's "The American Girl from Paris," a package of vocals by Johnny Holiday, "Polite Jazz," by George Siravo's band and an album of inspirational material by Russ Miller titled "Somebody Bigger Than You and I."

In addition to the aforementioned, 15 more albums have been cut.

RCA to Deb New Tape Unit

CAMDEN, N. J.—The "Congressional," a portable tape recorder and playback unit is now in production by RCA Victor Radio and "Victrola" Division, at the firm's new Cambridge, O., plant.

The new two-speed model, third member of the expanding RCA line, weighs only 33 pounds and is available in a tan simulated leather case. The unit carries many of the same features as the "Judicial," introduced earlier this year.

Victor Skeds Big Red Seal Push for May

NEW YORK — RCA Victor's big Red Seal album push in May will center on the complete-set issue of Beethoven's nine symphonies as conducted by Arturo Toscanini. In addition, six single 12-inch LP sets will be released involving some of the diskery's top name power.

The Toscanini Beethovens, issued during 1952 individually in limited editions, now will be available in a package of seven disks retailing at \$27.98. When they sold singly, and at premium prices, the total cost was \$52.40.

The second feature of the month will be "Giglie in Carnegie Hall," on-the-spot recordings of the Italian tenor's three recitals, tendered here last May. The Boston Pops Ork will offer a program tagged "Picnic," which is not related to the film of the same name, but rather includes typical pops light music.

Among the other issues is a Toscanini-NBC Symphony coupling of Kodaly's "Harry Janos Suite" and Respighi's "Feste Romana." Jascha Heifetz couples the Mozart Violin Sonatas, Nos. 10 and 15, and Yehudi Menuhin fiddles the Fourth and Fifth Mozart Violin Concertos. There also will

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Stafford Inks New Col. Pact

NEW YORK—Jo Stafford has been signed to a new five-year contract by Columbia Records. The inking climaxed weeks of speculation in the trade that the thrush was considering a change in diskery affiliation.

Pact is described as "one of the costliest" in the business with guarantees well into six figures. Miss Stafford is reported to have sold more than 33,000,000 platters during her tenure with Columbia, with her disk product selling unusually well abroad as well as in this country. Pact calls for her to cut a certain number of sides annually with foreign artist under contract to Philips, Columbia's reciprocal pactee in Europe.

O'Neill Drama To Go Musical

NEW YORK—"Anna Christie," the Eugene O'Neill play, has been made into a musical and is set for a Broadway bow in the fall. The score, both words and music, has been clefted by Bob Merrill, and it will be published by Merrill's own firm, Valyr Music.

George Abbott, who wrote the book with Dick Bessell, will direct the show, which will be produced by Bresson, Griffith and Prince, producers also of "Damn Yankees" and "Pajama Game." The production has not yet been cast, and, according to Merrill, will get a new title, as yet not selected. It goes into rehearsal in August.

Merrill wrote this score as the first of eight contracted by M-G-M for films. However, the producers obtained the rights from M-G-M to do the show first on Broadway.

Coral Chanter 'Swingin' Sam' Is Bill Randle

NEW YORK — DeeJay Bill Randle of WERE, Cleveland, and WCBS here, is recording for Coral Records under the platter pseudonym of Swingin' Sam.

Coral has been trying to keep it quiet, but WERE spinner Tom Edwards unmasked his fellow jock in his weekly news letter to the trade last week, and Randle himself revealed the deception Sunday (29), when he sang with the Four Coins on his WEWS-TV show in Cleveland over the weekend. If the single clicks, Coral a.&r. chief, Bob Thiele, will cut a jazz LP with the jock.

Meanwhile, Randle is in Las Vegas this week to film a special seg with Elvis Presley, Johnnie Ray, Margaret Whiting and the Four Lads, which will be screened on his May 6 TV show. The program will also spotlight a live guest shot by Broadway's Jayne Mansfield and her small daughter.

U. S. Labels Get Swedish Jazz

NEW YORK—Claes Dahlgren, Sweden's ambassador to the American music business, completed several deals this week to hypo the flow of talent between here and Scandinavia.

As representative for the Metronome disk works, Dahlgren arranged for new releases here of Scandinavian-cut jazz on three States-side labels, RCA Victor, EmArcy and Cadence. Victor, in the near future, will release an LP of Swedish jazz, featuring the vocalist Alice Babs (recently a Billboard Talent Pick), tenor saxophonist Woody Berch and an all-star group featuring Sweden's Lars Gullin, Ake Persson and Bengt Hallberg, along with Americans, Red Mitchell and Bobby White. The latter group was cut in Sweden two years ago under the aegis of Leonard Feather.

EmArcy, this month, will release sets featuring bari sax-man Lars Gullin with a chorus, and the new Danish bari man Max Bruel. Cadence will release LP's by Swedish-American trumpeter Ernie Englund and Danish vocalist Chris Dane, both Metronome artists.

Dahlgren also has booked an all-star American jazz group for a three-month tour of Sweden, starting around June 1. This outfit, headed by Swedish-born trumpeter Rol Ericson, will play the outdoor Folks Parks circuit (240 parks). Other members will be Cecil Payne, Duke Jordan, John Simmons, Art Taylor and vocalist Ernestine Anderson.

Tubb, Snow, McDaniel Buy Two Stations

NASHVILLE—Bill McDaniel, publicity chief at Station WSM here, home of the "Grand Ole Opry," has joined with country and western stars Hank Snow and Ernest Tubb in the formation of the Folkways Broadcasting Company, which has just announced purchase of WHBT, 250-watter at Harriman, Tenn., and WTCW, 1,000-watter at Whitesburg, Ky.

The Folkways firm filed application of purchase with the FCC last weekend. When FCC approval is forthcoming, McDaniel will leave his WSM post to take over general management of both stations, with headquarters in Whitesburg. McDaniel has been named president and general manager of Folkways Broadcasting.

WTCW, Whitesburg, operates daytime only and is devoted almost 100 per cent to country and western music. WHBT, Harriman, operates full time, dividing its programming between pop and country music.

Cunningham Elected ASCAP's New Prexy

NEW YORK—By a unanimous vote of the board Paul Cunningham on Thursday (26) was elected president of the American Society of Composers, Authors and Publishers. Cunningham, the Society's seventh president, succeeds Stanley Adams, who served as president since April, 1953. Cunningham has been chairman of the committee on public relations for the last several years. In this capacity, he has kept in close touch with the copyright situation and the Society's efforts to remove the existing juke box exemption in the Copyright Act of 1909. It is be-

'MONEY HONEY' FACE-LIFTING

NEW YORK—In a move to cash in on the current success of Elvis Presley's "Money Honey" platter, Atlantic Records is re-releasing Clyde McPhatter's old waxing of the tune.

The Presley side is part of his first RCA Victor LP. Although it has been getting plenty of jockey play Victor hasn't released it as a single, and it doesn't look as tho they will, since a new Presley platter is coming out this week.

McPhatter "Money Honey" record (which he cut with the Drifters) was on the rhythm and blues best-seller charts a couple of years ago, but this time Atlantic hopes to beat it both r.&b. and pop. In line with this, the label is re-servicing r.&b. jocks with the disks, and sending it to key pop deejays as well.

Coral & M-G-M Diskers to Get TV Break

NEW YORK—The TV trend for disk artists perked up again this week with reports of starring roles in the medium for Coral's Johnny Desmond and M-G-M Records' thrush, Rosalind Paige.

Miss Paige will star and sing on the ABC-TV, "Star Tonight," May 24. Show will be based on the gal's new disk "Have Faith and Have Patience." On May 1, she will plug the flip side of the disk, "Let Me Be the First One," on the "Strike It Rich" show on CBS-TV.

Desmond appears Monday (30) on the Robert Montgomery NBC-TV show in a production titled "Don't Do Me Any Favors." He'll appear as a young singer and will do his current disk of "Please Don't Forget Me, Dear." Flip of this side is "A Little Love Can Go a Long, Long Way," previously released on the Goodyear Playhouse TV production, "Joey."

U. S. Supreme Court Gets De Sylva Case

To Rule on Lower Court Decision Which Allows Illegitimate a Share in Renewals

By MILDRED HALL

WASHINGTON—One of the "most technical, difficult and far-reaching" of all copyright disputes, according to Copyright Office spokesmen, came before the U. S. Supreme Court last week (26-27) when it held oral argument on conflicting claims over the renewal

NOTHING TO FEAR BUT FEAR

Indies Hold Onto Masters, Tunes and Resultant Bucks

NEW YORK—The small operator in the music business has grown tougher and wiser, and he is less apt to relinquish a buck once it is within his grasp. This is particularly true on the indie record level—where fewer and fewer masters are being turned over to major labels—and it is also true on the publishing level.

Attitude of the small indie label was once shot thru with considerable fear. In the event the diskery produced a promising side, it was not averse to turning over the master—and often the song—because of the fact that a major diskery with its superior distribution and artist power could swamp the original version. Increasingly, however, small labels are finding the fortitude to hold onto their sides, their publishing affiliates are holding onto their tunes, and they are managing to develop enough distribution to withstand the threat of coverage by majors.

This is borne out by a glance at the national best-selling pop charts

In recent months the charts have been liberally sprinkled with such indie-produced sides as Little Richard's "Long, Tall Sally" on Specialty, Cathy Carr's "Ivory Tower" on Fraternity, the same song by Otis Williams on De Luxe, the Teen Queen's "Eddie, My Love" on RPM, the same ditty by the Chordettes on Cadence, the Teen-Agers "Why Do Fools Fall in Love?" on the Gee, the Cadillacs "Speedoo" on Josie, Julie London's "Cry Me a River" on Liberty, the Bonnie Sisters' "Cry Baby" on Rainbow, etc.

Atlantic, Chess, Veejay, and, of course, currently, Sun Records, are additional examples. Dot Records is purposely omitted from this lineup, in view of the fact that the label's success in the singles field in the last couple of years is such that it is in a class by itself in the indie field.

Loot Involved

When an indie does relinquish some disk properties these days, it is likely to involve considerable

loot. Notable case in point, of course, is Sun Records' deal with Victor whereby the latter obtained Elvis Presley as an artist and a number of masters, with Sun retaining the right to sell certain sides. This deal has been profitable to all concerned, with Presley a smash across the country and Sun having collected considerable coin (The Billboard, April 21). It's interesting to note, however, that when Sam Philips, of Sun, made the deal, he already had another artist, Carl Perkins, ready to go into high gear as the label's leader.

A number of other factors are seen as contributing to the stamina of indies, particularly rhythm and blues indies, in the pop field. Disk jockeys, for instance, are tending to give preference to original rather than cover versions, and some stations— notably WINS in New York—have been very outspoken on this matter.

Another factor is the distributor picture. Distributors show little hesitancy in taking on a label for a one-record deal if the disk is showing even limited action in one or two areas.

The turning over of masters and tunes, of course, will never really end, but an increasing amount of this traffic is now initiated by writers, artists and managers rather than by diskeries anxious to sell to another diskery.

The pattern is to hold onto the masters, hold onto the tune, and buck the cover competition.

Court Denies Rose Motion in 'Gang' Suit

Plaintiffs' Attorney Tabs Decision A Skirmish, Main Issues to Come

NEW YORK—One of the most controversial copyright cases in years moved a step closer to completion last week when Judge Murphy, in the Federal Court for the Southern District of New York, denied a motion of Billy Rose, Ray Henderson and Mort Dixon (deceased) for a sweeping inspection of the books and records of Bourne, Inc., publisher of "That Old Gang

of Mine." The case, which will be called on the Trial Assignment Calendar of May 7, 1956, hinged on the action of the three aforementioned writers who in 1953 sued Bourne, claiming that the publisher did not have the right to continue publication of the song in its renewal period. The original copyright period expired in 1951.

Case is of vital interest to the trade, inasmuch as it is considered as likely to have a bearing on the validity of many copyright assignments of great standards which are now in the renewal period.

Bourne, following the initiation of the suit by the plaintiffs, filed an answer claiming that in the original assignment in 1923 the writers had assigned all copyrights, including the renewal, to the publisher. Plaintiffs admitted such an assignment, but claimed it was not valid, that it was "unconscionable," because Bourne had failed to promote the song adequately and because the assignment had been made prior to the advent of television and sound film. In other words, adequate consideration was

(Continued on page 22)

Jane Powell to Verve Records

HOLLYWOOD—Verve Records continued its policy of expanding its talent roster, inking film star Jane Powell and the Don, Dick and Jimmy vocal trio to exclusive recording contracts.

Pacts were negotiated by artist and repertoire chief Buddy Bregman, who has arranged and conducted some of Miss Powell's night club material in the past. Miss Powell, who recently renegotiated her M-G-M contract to permit her outside pictures, television and records, has three films to do for M-G-M within the next three years and three for RKO. Her Verve pact calls for two LP's and eight singles per year.

Verve purchased the contract of Don, Dick and Jimmy from indie Crown Records here.

B. G. Sock Draw In Milwaukee

MILWAUKEE—Benny Goodman supplied dramatic proof here Sunday night (22) that the dance band business is still alive Goodman, playing his first promotion date with his reconstituted band, subsequent to his eight-week Waldorf-Astoria stint in New York, drew 4,800 people here to George Levine's Million Dollar Ballroom.

Since Goodman's contracts for promotion dates specify that the admission charge shall not be less than \$2 a head, it's estimated that the clarinetist-maestro took out about \$6,000 for himself.

According to the Willard Alexander office, which books the band, Goodman has been limiting his engagements to two a week. The previous night he played a prom at the University of Minnesota. However, Goodman now has given the office the green light to up the work nights to three a week.

Goodman, who maintains the band on a weekly basis despite the limited schedule, flew the band up here and back to New York.

Brit. MU Ups West End Scale

LONDON—The Musicians' Union here has called on all members working in the plushy West End to down tools, if their band-leaders and employers do not agree to a new minimum contract the MU is pushing.

The new terms grade West End showspots and night clubs into four main categories. The MU has stipulated minimum rates at between \$40 and \$56 a week, accord-

(Continued on page 23)

Cunningham, who was born in

(Continued on page 23)

Two Questions Argued

(Continued on page 23)

GEORGIA'S GREAT? GEORGIA'S SENSATIONAL!

IT'S A SMASH!

"KISS ME ANOTHER"

coupled with

"FOOL OF THE YEAR"

GEORGIA GIBBS

MERCURY 70850



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Haley-Lymon Package Tops 100G for 5 Dates

NEW YORK — The new Bill Haley-Frankie Lymon package, "The Biggest Rock 'n' Roll Show of 1956," chalked up more than \$100,000 in grosses during its first five dates last week, according to Irving Feld of Super Attractions, Inc., which packages the show.

The show opened at the Auditorium, Hershey, Pa., Friday (2), to an over-capacity house for a \$19,000 gross, largest single gross in the Auditorium's history. Two per-

formances Saturday (21) at the Warner Theater, Atlantic City, grossed \$14,000, while another two-show date Sunday (22) at the Mosque, Richmond, Va., brought in a \$20,000 gross, with from 5,000 to 6,000 turned away.

Two performances Monday (23) in Norfolk, Va., accounted for a \$16,800 gross. Tuesday's (24) engagement in Scranton, Pa., brought in \$9,000 and Wednesday's (25) show at the Arena, Philadelphia, (26) performance at the White Plains County Center, White Plains, N. Y., grossed \$13,000, marking the first time in 20 years that the Center sold out.

In spite of the controversy currently raging over the effect of rock and roll shows on teen-age audiences, Feld said they encountered no trouble on any of the dates. He attributed much of this to emcee Harold Cromer (Stumpy of the comedy dance team, Stump and Stumpy) who opened each show by asking his young audience to "act like ladies and gentlemen."

Lymon and the Teen-Agers close the first half of the show, and Haley and the Comets close the last half. The bill also spotlights Clyde McPhatter, Lavern Baker, Joe Turner, the Drifters, the Teen Queens, Bo Diddley, the Colts, the Flamingos and Red Prysock's big band. The 45-day tour will run thru June 3, and Feld expects it to gross over a \$1,000,000.

Gen. Teleradio Rumored After Mills Music

Denial Made by Pubbery Head, But That's RKO Word

HOLLYWOOD — Despite a denial from Irving Mills, head of the music publishing firm that bears his name, reliable sources at RKO Radio Pictures last week indicated that General Teleradio is currently negotiating to buy out the firm for a figure reportedly approaching \$5 million.

Mills averred that he nor any member of his family had been in contact with either Tom O'Neill, president of Teleradio, or Jack Poor, recently named president of the Mutual Broadcasting System, a subsidiary of the parent company. Here last week for conferences with studio execs, O'Neill was not available to the press, to either confirm or deny the reports.

The choice of Mills is regarded as a logical one in view of the fact that RKO and Mills have been dealing with each other for many years. Mills has had a contract to publish RKO film music, and recently acquired music rights to the upcoming Eddie Fisher-Debbie Reynolds film "Bundle of Joy" to be shot at RKO. The Mills firm, with its vast educational and standard catalog, and an ASCAP income reportedly at \$500,000 per year, also represents one of the most substantial firms in the business.

Mills declared that he would certainly listen to any offer that RKO might make, but was not entertaining any thought of getting out of the business. "We've probably bought more firms than anybody else," he said, "and just recently purchased a symphonic catalog. Affiliated Music Publishers."

The speculation concerning a sale of the Mills firm complements other reports of old-line publishing companies supposedly up for sale. It is generally known that bids have been made in recent years for the catalogs of such firms as Bregman, Vocco & Conn, the Dorsey Brothers' catalogs, the Fred Forster firm and numerous others.

There are no known indications that the owners of these firms would sell, especially in view of the fact that many of the copyrights they hold are coming up for renewal.

Danish Strikes Cancel Kenton

COPENHAGEN, Denmark — Stan Kenton's orchestra canceled its concerts in Copenhagen (April 18) and Aarhus (April 19) on account of the wave of strikes in Denmark—now practically ended—which crippled transportation and tied up newspapers and printing plants.

ENCORE!

Chevalier Touch Clicks At Ciro's

HOLLYWOOD — A standing ovation plus a demand for half a dozen encores by the opening nighters got Maurice Chevalier off to an auspicious start at Ciro's. Tho, undoubtedly, part of the acclaim was due to sentiment, the audience-wise Frenchman still puts over an enjoyable show.

Highlights are Chevalier's language impressions of how an Italian sounds to a Frenchman, a Frenchman to an Englishman, etc., if you don't understand the lingo, and his takeoff on a Spanish dancer, studded with olles that sound like a Cockney drinking tea.

Otherwise, Chevalier sticks pretty much to old favorites like "Louise," "Autumn Leaves" and "C'est Si Bon." For encores there are "Place Pigalle," "Mimi," "On the Sunny Side of the Street" and "Valentine." Renditions are true, with the Chevalier touch and showmanship that make them distinctive. Bob Spielman.

Cap. Brings Kellem to N.Y.

NEW YORK — In a move to strengthen Capitol's promotional activities on the East Coast, Mike Maitland, vice-president-national sales manager of the Capitol Records Distributing Company, is transferring the label's Philadelphia branch manager, Manny Kellem, to the company's executive offices here.

Kellem, ex-bass player with Charlie Barnett, will report to Capitol's East Coast district sales manager, Irv Jerome, here. The transfer is designed to facilitate closer co-ordination between the promotional activities of Capitol's New York promotion manager, Don Ovens, its Boston promotion chief, Herb Dale, and its Philadelphia promotion manager, as yet unnamed.

CANNERY PUBLICITY

Canned Music Best In Cans for Yocks

• Continued from page 1

tween juvenile delinquency and rock and roll. Following this, Mr. Rock 'n' Roll, disk jockey Alan Freed, delivered a vigorous denial of the connection.

At the artist level, it's the same story. Elvis Presley, RCA Victor's country and western prodigy, is all over the place in print. The current issue of Life carries a full-page spread on Presley's current tour, while Pageant, Coronet, Look and Seventeen mags all have Presley spreads in the works.

The Lawrence Welk band, riding high on TV and records, is set for a feature spread in a May issue of Look magazine.

Columbia Records' Glenn Gould, 22-year-old Canadian pianist, has had his share of the publicity spotlight. With his specially built piano stool, his health pills and massages, the artist was an ideal subject for a profile in Esquire last fall and in a recent issue of Life. His performances have received plenty of space in Time, Newsweek and High Fidelity mags.

Jill Corey

Another Columbia artist, singer Jill Corey, got started in the business with a cover on Life which helped land her a spot on a TV show. Later the gal had feature stories in Parade, Coronet, Pageant and various women's magazines, with a follow-up in Life. Miss Corey may well be the example of a disk performer who still hasn't made it big, despite tremendous publicizing.

On the other hand, there's a hot current example of a performer striking paydirt fast with a single publicity shot. A recent edition of Life spotlighted Brother Matthew, a top alto sax man, formerly known as Boyce Brown. The feature covered the cutting of a 12-inch jazz

Du Mont Will Intro New Hi-Fi Model

NEW YORK — A step-up in hi-fi production is planned this year by Du Mont Laboratories, with a new "moderately priced" unit to be introduced in June. The firm, which entered the hi-fi market a year ago, now produces two phono models.

William C. Scales, sales manager of the receiver division, said: "In our first year's experience in the high fidelity phonograph field, we have found that the major markets have been fertile for these units, and smaller markets are opening rapidly, so that all indications point to a record year in 1956."

S. Jones Bows Stanley Music

HOLLYWOOD — Songscribe Stan Jones last week announced the formation of his own publishing firm, Stanley Music Company, thru which he will publish music from upcoming motion picture scores he is currently cleffing.

First numbers in the new firm are "Wedding Day" and "Buffalo." Jimmy McHugh Jr. will handle business details, with attorney Jerry Rolston named to helm over-all management of the company. Jones recently completed cleffing music for the C. V. Whitney film, "The Searchers."

LP, which, following this special kind of kick-off, is showing rapid signs of being a smash.

The disk business is getting coverage like never before by columnists. United Press and International News Service both have at least two regular wire columns on disks. Cosmopolitan, American and Seventeen are just a few of the magazines now running regular record reviews and comment columns. The Detroit Times has a weekly (Saturday) full-page spread on records, top 10 listings of a half dozen local deejays and news and feature stories about disks and artists. The Pittsburgh Post has a similar weekly wrap-up, as does The Pittsburgh Sun-Telegraph and The Milwaukee Sentinel.

Sunday Supplements

Many Sunday supplements, including those in The New York Times and New York Herald Tribune, also devote considerable space to records. In fact, at least one major diskery now sends records for review to more than 80 newspapers from coast to coast, as well as to a number of the heaviest circulation consumer mags.

At the radio and TV levels, disks and artists are getting exploitation as never before. Primary medium for showcasing disk talent is the Steve Allen NBC-TV'er, while Allen himself has recently blossomed as a Cosmopolitan mag columnist on show business and records. Another regular exposure for the many-faceted Mitch Miller is a weekly radio show, in which Miller plays records and discusses artists.

VALLEE BACK

The Old Pro Clicks at Le Cupidon

NEW YORK — Rudy Vallee returns to the swankily intimate Le Cupidon, where he teed-off his nitery act locally last year to more than considerable acclaim. It is pleasant to report that his efforts look to duplicate his previous success.

Again the Old Pro is charming 'em off the bough with repercussions, dating back to the Connecticut Yankees of beloved memory (somebody said the other night that we elders listen as much with the heart as with the head), but aside from the "Wiffenpoof Song" and the "Maine Stein Song," than which nobody can do better, this is an act that packs showmanship. Essentially, it hasn't changed much. Vallee kids himself, his advancing years, his earlier marital debacles, etc. He has developed a doubled-barreled sense of humor and projects it accordingly. But along with what has gone before, the nostalgic medleys from the Turbulent '20's, "Bowl of Cherries," "Something to Remember You By," "Deep Night," etc., there is a Cowardesque twisting of "Mad Dogs and Englishmen," interpolated with some pithily bluish comment; a really lovely arrangement of his own ballad, "Talk to Me," and a good, comical Mexican bit. It all gets a new gloss. A reporter does wish, however, that he'd toss "Put Out the Lights and Go to Sleep" out of the window. This had its day, long since, and was pretty sickening, even then.

Chantress Tina Louise (likewise a red-head) adds statuesque background to Vallee's obvious salesmanship. Bob Francis.

NOT BREAKING BIG... NOT A SLEEPER...

IT'S A HIT NOW!

(LATCH ON)

"HOT AND COLD RUNNING TEARS"

coupled with

"THAT'S NOT THE KIND OF LOVE I WANT"

SARAH VAUGHAN

MERCURY 70846



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**WHO CAN TELL?
AT FIRST THEY TELL US
"OUT OF THE PICTURE"**

NOW THEY TELL US...

**"HONEY HAIR,
SUGAR LIPS,
EYES OF BLUE"**

coupled with

"OUT OF THE PICTURE"

THE CREW CUTS

MERCURY 70840



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Court Denies Rose Motion

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lacking, according to the argument of plaintiffs.

Motion Denied

In denying plaintiffs' motion for an inspection of defendants' records covering 33 years, Judge Murphy stated in part: "It is obvious that the plaintiffs are guilty of gross laches. . . . By their motion they seek, albeit at their own expense, two different types of examination. First they desire . . . an audit of defendants books . . . covering a period from 1923 to the present . . . to ascertain the exact amount of moneys received by defendant and its predecessor in the way of royalties, for the purpose of comparing such result with the royalty payments admittedly received during the 33 years amounting to some \$35,000, to which no prior complaint or objection had been made. The argument advanced is that at the time of the original copyright in 1923 many of the means of employing

the song were in their infancy . . . and that the defendant . . . acquired great wealth in the way of royalties from these new developments in which plaintiffs did not share."

Judge Murphy held the defendant contradicts this; that the defendant paid the stipulated royalty for sheet sales and mechanicals. Murphy further held the plaintiffs have not sustained their burden of showing "good cause" that the renewal assignment was "unconscionable."

Calls It Skirmish

Attorneys of record for Bourne are Gilbert & Gilbert, with Louis Nizer acting as counsel. Attorney of record for the plaintiffs is the firm of Dewey, Ballantine, Bushby, Palmer & Wood, with William Klein of Hays, St. John, Abramson & Heilbron, acting as counsel. Klein, commenting on Judge Murphy's findings, indicated that the adverse decision represented the loss of only a skirmish—one of the side issues. He said he felt it would have no real bearing on the final outcome of the case.

Klein indicated his argument in the case will be based to a great extent on a decision recently handed down by the Appellate Court in the Al Ettore case. The prizefighter, who fought Joe Louis in 1940, sued the National Broadcasting Company for what he called an unauthorized TV showing of the films of the fight in 1953. The two-to-one decision in favor of Ettore held that even the TV was not a factor in 1940, it was implicit in the contract for the films rights, that any use of the film should result in income to the principals involved. Thus, NBC should have obtained Ettore's consent to show the film. The same concept is the basis for the Rose action vs. Bourne, Klein pointed out.

Klein said that altho pre-trial examination is set for May 7, he believed the case would not be tried until the fall.

Meanwhile, Billy Rose, queried regarding the Judge Murphy decision, stated it was one of the side issues in the case. He also indicated his intent to activate his publishing firm, Double-A Music, affiliated with the American Society of Composers, Authors and Publishers, in the event he recovers substantial copyrights.

Cabaret Tax 'Misguided'

ATLANTIC CITY—A "misguided Federal tax policy," responsible for the 20 per cent cabaret tax, was blamed by Congressman Frank Thompson Jr., of New Jersey, last week, for "fully half of the wide unemployment" among musicians and for causing two thirds of hotel cabarets in the nation to close.

Addressing a luncheon meeting of the 38th annual convention of the New Jersey State Hotel Association in the Ritz-Carlton Hotel here, Thompson told the 200 hotel men that their industry "has been one of the chief sufferers under this misguided Federal tax policy."

The Congressman said that in the past six years, "fully two thirds of all the hotel rooms throughout the country, formerly devoted to dine-dance entertainment, have either been darkened or converted to other uses."

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MAKE MORE MONEY**

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Sub-Committee To Talk to Read

HOLLYWOOD—Interest in the anti-Petrillo revolt currently being waged by AFM Local 47 is expected to gain momentum next week when a subcommittee on the House Committee on Labor and Education meets here and in Washington to investigate the situation. Cecil Read, leader of the dissident faction and acting president of the local, left here last week (27) to meet with members of the subcommittee in Washington where he is expected to outline the controversy.

Read will also meet with Abe Goldman, registrar of copyrights, to discuss possible changes in the copyright statute. Read has previously stated that "musicians had a property right in recordings" and should be compensated beyond the initial payment. He will also go on to New York for meetings with attorney Elias Lieberman, recently retained by Local 802 members who have indicated they wish to support Read.

In a four-hour general membership meeting at the Hollywood Palladium here (23), Read along with 12 other members who recently faced trial on charges of violating union bylaws, were authorized the use of the local's treasury to help finance the legal aspects of the battle.

Members voted 549 to 202 in favor of a resolution which declared the charged members had incurred legal expenses and lost work thru activities in the local's behalf. A rider asking to limit the use of such funds to \$20,000 was rejected.

Good Time Ups Retail Price On Its LP's

HOLLYWOOD — In what is considered a highly unorthodox move, indie package house Good Time Jazz last week raised its retail price structure from \$4.85 to \$4.98 for its 12-inch LP's.

Firm will henceforth factory seal all albums in a polyethylene cover, giving consumers in addition an unconditional guarantee against manufacturing defects. The move affects the firm's sister label as well, Contemporary Records.

Company presently has a combined total of 69 albums out on the market and has increased its release schedule to one 12-inch LP per week thru 1956.

DeSylva Case to Top Court

• Continued from page 19

ower or children" mean to assign the rights to the widow exclusively during her lifetime, or to widow and children jointly? Second: Did the word "children" in the federal statute include illegitimate children? On the answer to these questions rests the present copyright renewal status of all works of deceased composers whose widows have made commitments without legal participation of the children, legitimate or illegitimate.

In his argument for the De Sylva widow, Kiendl claimed that giving children equal claims was not intended by the statute and "would depreciate the value of an author's work because buyers won't buy if they have to clear with all the heirs, legitimate and illegitimate." He cited a decision by Supreme Court Justice Frankfurter on renewal rights to "When Irish Eyes Ase Smiling," in which widows' rights were upheld, altho of the three authors, two had children. He also cited the case of a large sale to the movies which fell thru because of confusion over copyright claims by heirs.

The Ballentine counsel, Max Fink, pooh-poohed the argument that music publishers or movie firms are deterred from buying because of "copyright complexities." He argued that these are inevitable over a 56-year span—28 years under the author's copyright, 28 under the renewal—in which marriages take place, and added claims of widows, collaborators, children and "next of kin" crop up.

Fink claimed that contrary to depreciating the values of an author's work, allowing children to share in the renewal claim would keep it alive. He argued that giving the widow exclusive rights meant she could literally "throw away" the renewal rights, thus robbing the children of their father's protection. He also argued that Congress had deliberately split the copyright into two periods, so as to give the author's work a fresh start in the second period—freeing it from possibly underpaid contracts made before its full value was known. The split would also "save the work from possibly being left buried in the files of a defunct or retired publisher."

"For this reason, also," Fink argued, "Congress prohibits the author himself from assigning his renewal rights in advance—he can only assign them if he is living at the time the renewal comes up."

On the complication of illegitimacy, the federal copyright wording makes no distinction between legitimate or illegitimate heirs. Also, the issue has never before come before the court in a copyright renewal case. The De Sylva side banked its case on the "common interpretation" of child as meaning the legitimate child, in federal law—while Fink based his claim on the fact that the law did not specifically exclude illegitimate children in the category.

The crux of the matter, the need for clarification of the renewal section, was made clear in the brief filed for the Copyright Office, in which the solicitor general pointed out that the office makes no distinction in granting renewal copyright, between widow or child—both have filed claims. Copyright Office also points out that registry itself does not indicate undisputed ownership, only a claim to the copyright. In the event a contest develops on the original or renewal copyright, ownership has to be proven in the courts.

The confusing renewal rights Section 24 of the Copyright Act is one scheduled for study and review in the Copyright Office's present three-year study of the whole 1909 Copyright Act. Copyright spokesmen say that interim reports will be released as different aspects of

the law are clarified. The renewal rights section, however, is pretty far down on the list—with the original copyright statutes getting first study.

The case is not expected to reach a decision until the fall, in view of the heavy Supreme Court calendar.

British MU

• Continued from page 19

ing to which class the spot comes under.

Last week members of the Musical Directors' Association, including all the bandleaders affected by the claim, met to discuss the MU's demand. Altho the MDA would issue no official statement it is known that members felt the new minimums too high. Officially, the MU claims had to be agreed to by April 23 or their members would strike. But a number of bands in the "forbidden area" were still playing after the deadline. Most of these were employed at clubs run by owner Al Burnett, who stated publicly he would never consider signing the new contracts. So far, it is not known what action the MU will take against Burnett and the musicians in his employ who have flouted the Union's orders.

Elect Cunningham

• Continued from page 19

New York City in 1890, became a member of ASCAP in 1921 and a director in 1945. He was secretary from 1951 to 1953. In addition to his chairmanship of the public relations committee, he has been serving on the membership, classification and pension committees. In his earlier years in the music field, he was on the writing staff of the Harry Von Tilzer Publishing Company, and he subsequently joined Witmark as staff writer. He has written songs in collaboration with Ernest Ball, Sigmund Romberg, Joe Burke, Abel Baer, James Monaco, Sammy Stept, Peter De Rose and other noted writers. Some of Cunningham's hits were "Please Take a Letter, Miss Brown," "I Am an American" and "From the Vine Came the Grape."

Battle of Charts

• Continued from page 18

finally gave in to listener demands and started spinning some of the more conservative items. Now, of course, with so many r.&b. originals on the pop charts, practically all pop jocks spin them as a matter of course.

At the same time, the r.&b. firms are paying closer attention to pop jockey promotion and, in some cases are tailoring their new releases for the pop market. Atlantic, for instance, one of the most successful r.&b. firms in the pop field, is definitely going in for more "pop sounds," according to exec Jerry Wexler, who cites Clyde McPhatter's new disks "Treasure of Love" as an example.

However, an r.&b. label exec notes, that unless at least one high-rated jockey has been able to build an audience for r.&b. disks in a town, it's still very tough to break into the pop radio market. For instance, he points out, Chicago is still very cold to r.&b. because top jock Howard Miller doesn't go for it, and r.&b. jocks in town haven't sufficient audience to crack the pop field. Buffalo, he said, was also tough, until r.&b. jock George Lorenz, WKBW, recently started to build a rating. Ed Bonner, KXOK, has been a big r.&b. booster in St. Louis, while Bob Horn, WFIL, is doing a similar job in Philadelphia, Bill Randle, WERE in Cleveland and Jay Michael, WCAE, and Barry Kaye, WJAS in Pittsburgh.

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"BRIGHT RED CONVERTIBLE"

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"BALTIMORE JONES"

CHUCK MILLER

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2 FINE NEW RECORDING ARTISTS!



"BEGINNER'S
LUCK"

AND

"I SURRENDER"

DORI ANNE
GRAY

MERCURY 70857

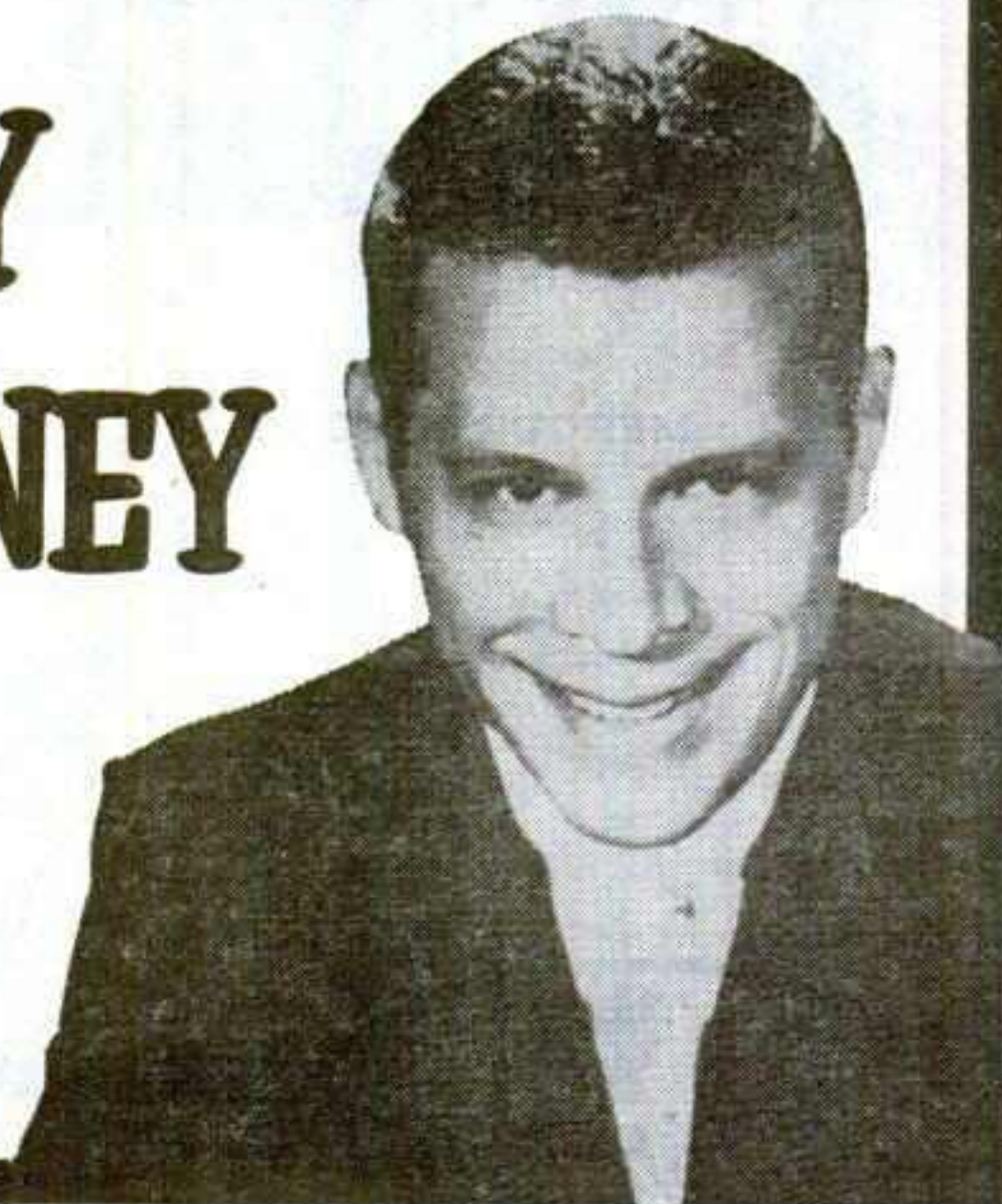
"BELIEVE IN LOVE"

AND

"THE PUPPETEER"

GUY
CHERNEY

MERCURY 70865



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DISK ARTISTS' BEST PAL

Allen's 'Tonight' Top TV Showcase for Jazz Talent

NEW YORK—The record artists' best friend on TV these days is Steve Allen, who has spotlighted more musicians and singers on his NBC-TV show, "Tonight," than any other video program over the past year.

Allen's guest list reads like a who's who of the music world with more than 200 music personalities performing live on the late night show during 1955. Altho Allen features pop, jazz and classical artists, he places special emphasis on jazz performers, thereby opening up one of the few, if not the only network TV showcase for relatively non-commercial jazz talent.

Recently, "Tonight" producer, Bill Harbach, inaugurated a new "Songwriters' Night" feature, which highlights the works of outstanding composers, including biographical and chatter segs with the songwriters themselves, plus performances of their tunes by "Tonight" warblers. Rodgers and Hammerstein and Johnny Mercer have been subjects to date.

Since "Tonight" runs for an hour and a half—11:30 p.m. to 1 a.m. across the board — its over-all budget is comparatively limited, and practically all of its guest talent work for scale. Manhattan niter, Birdland, has an interesting arrangement whereby the club management and "Tonight" split guest fees on talent (currently appearing at the club) in return for a network plug for Birdland, when the artists perform on the show.

Many artists, who ordinarily pull down hefty fees for TV guest shots, are willing to work the Allen show for scale because he allows them more freedom of expression (e.g.,

choice of material, etc.). One night, for example, Lionel Hampton, Sammy Davis Jr., Gene Krupa and Alvin Stoller held an ad-lib jam session around a drum.

Allen and "regulars" on the show — Eydie Gorme, Andy Williams and Steve Lawrence—are allowed to push their current disks on the show, but otherwise Harbach's programming policy is "anti-Hit Parade." He prefers that guests sing or play standards.

"Tonight's" guest roster (all of whom performed live) over the past year included Benny Goodman, Harold Arlen, Duke Ellington, Mabel Mercer, Sarah Vaughan, Rudy Vallee, Billie Holiday, Dinah Washington, Eugene List, Chet Baker, Erroll Garner, Wild Bill Davis, Eddie Condon, Dizzie Gillespie, Oscar Levant, Dave Brubeck, Stan Kenton, Theonius Monk, Mitch Miller, Yma Sumac, Julie London, Oscar Peterson, Skinny Ennis, Lillian Briggs, the Crewcuts and practically anybody else you can name as a past or present music business name.

Hummingbird's Intl. Line To Starday Firm

LOS ANGELES—Don F. Pierce, president of Starday Records, revealed last weekend that his firm has taken over the Hummingbird line of international recordings.

Deal was handled by Harold W. Daily, Starday rep in Houston, with A. H. Shannon, handling the transaction for Hummingbird Records, Houston firm.

Under the arrangement, Starday will release Hummingbird masters of the Starday label at the same price as Starday's country and western releases. The Hummingbird label is reported to have over 200 releases in the international field, including numerous standard polkas and waltzes.

Up to this time, Starday has been active exclusively in the country and western field. Starday's initial international releases are skedded for mid-May.

Pierce leaves here next week to line up distributors for the new line in the East and South.

DIDN'T PLAY IT SO SMART IN LAS VEGAS

LAS VEGAS—Elvis Presley's opening here last Monday (23) at the New Frontier had some explosive repercussions in the local press, when the rock and roll artist stood up United Press' syndicated Hollywood columnist, Aline Mosby, on an interview.

According to local scribes, Presley had arranged to meet Miss Mosby after the opening, but instead passed her up to "see a Randolph Scott western movie." The fem columnist, who had flown here from Hollywood for the story, reportedly "screamed" out of Las Vegas "with blood in her eye."

Meanwhile, Presley — pulling down \$12,500 for the New Frontier date — was switched from closing the show to opening it, after the first night audience — a highly sophisticated group in contrast to his teen-age following—indicated a preference for Freddie Martin and comedian Shekey Green.

Keiser Office Sets 46 Grad Dates in Ind.

INDIANAPOLIS — The Russ Carlyle, Bert Julian, Tommy Moriarty, George Freije and Sugar Burton orchestras, and Debbie and the Diplomats, vocal group, and Claudette Hadden, singer, have been set thru May on 46 high school graduation-night, post-prom dance parties by Kay Keiser, local booker.

The idea for the high school dance parties was originated by Miss Keiser in Indiana several years ago, and reached a new high this year. Most of the shindigs start at midnight and run until day-break. The idea is to keep the youngsters off the highways and in their home towns following graduations.

Most of the dance parties are sponsored and paid for by civic and fraternal organizations. In two of the spots parents of the graduates are picking up the tab.

Other acts set for the jobs are Peg-Leg Bates, dancer; Ed Baron, hypnotist; Bill King, juggler; Vernon and Gale, dancers; Vic Hyde, novelty musician; Al Verdi, comedian; Gene Keeney, magician, and Bob McElroy, vent.

Victor Records Russian Cellist

NEW YORK—Last week, Victor obtained the first recordings made outside of the Soviet Union by the Russian cellist Mstislav Rostropovich, who is currently in this country. The tapings were made in England with the co-operation of the Gramophone Company there. The selections are the St. Saens Cello Concerto No. 1 and the Miskovsky Concerto in C. Sir Malcolm Sargent conducted the Philharmonia Ork in the performances.

OPULENT, BUT—

**'Follies'
Needs More
Substance**

BOSTON — It's regrettable to say "they don't make 'em like they used to" in appraising the new, \$450,000 bland, clean spectacle that is the latest version of the Ziegfeld Follies which opened at the Shubert Theater last week.

It has some breath-taking sets, eye-filling dolls and fabulous costumes, but its legion of unutilized talent, so-so dances, songs and sketches that don't quite come off, would seem to place it below the level of the previous editions of this great American institution.

Without a song to remember except "A Pretty Girl Is Like a Melody," and lacking some really good material for its star, Tallulah Bankhead, the show is in for a furious re-write job, if it is to go any place for long. It is a fast-moving piece and well knit, despite the fact that scenery delay prohibited a dress rehearsal, but more than anything it needs the touch of a master showman.

While Miss Bankhead is a compelling personality and could do much for the show, her few spots are mostly smothered by the wrong material. Most of the others—Carol Haney, Elliot Reid, Mae Barnes, Joan Deiner and David Burns—work hard to little avail.

Perhaps only La Bankhead's "Air Hostess," Elliot Reid's "The Convention" and "Vanity Aid" with Carol Haney are blackouts worthy of this sort of show. Some of the timing is ill-advised, as when slapstick follows a lovely and opulent number. Richard Kollmar and James W. Gardiner have striven mightily to produce something of beauty. This they have managed. Now what they have to do is to get some substance into it.

Cameron Dewar.

**Court Bout
Looms Over
Lonesome Gal**

HOLLYWOOD — Suit filed in Los Angeles Superior Court recently by Jean King Rosseau, radio's "Lonesome Gal," asked damages total \$9 million, naming RCA Victor as defendant. Action charges infringement and unfair competition thru the release of an RCA Victor album by Lurlean Hunter under the title "Lonesome Gal."

Miss Rosseau is asking \$5 million general damages, \$3 million for an accounting of the profits of the RCA release and \$1 million in punitive damages. Complaint charges Miss Rosseau invented and first used the trade name "Lonesome Gal" in 1947 and has not relinquished her rights to its use as a trademark. Demands were allegedly made upon RCA Victor to stop circulation of the album and the use of the name. Action was filed by N. E. Youngblood, plaintiff's attorney.

**Graffman Signs
With Red Seal**

NEW YORK — RCA Victor added a new pianist to its Red Seal roster last week. The pactee is the 27-year old American, Gary Graffman, who has been labeled the diskery's successor to the late William Kapell.

Graffman, a pupil of Horowitz, won the Rachmaninoff Fund Special Award in 1948, and the Levintritt Award in 1949. His first recordings to be cut for August release are the Schubert "Wanderer Fantasy" and the Prokofieff Sonatas, Nos. 2 and 3.

**NOM-DE-DISK IS
'LUCKY PIERRE'**

NEW YORK — Publisher George Lee, of Zodiac Music, had the record but Capitol couldn't release the side until it had a title. For a Joe (Fingers) Carr platter the original French tag of "La Saint Amour" just wouldn't do. Lee, at the time, was on a promotion junket to Buffalo, N. Y., and there listened to a disk jockey whose nom-de-radio seemed to fit just right. The side, just released, is called "Lucky Pierre," platter monicker of the spinner over Buffalo's WEBR.

**WNEW Top
On Pulse Tab**

NEW YORK — Local indie, WNEW, is still the top-rated station here, according to the April Pulse study, which shows that the outlet leads all other stations here by a larger margin than in any previous month.

Jerry Marshall's "Make Believe Ballroom" (both the morning and afternoon segs) scored the highest quarter-hour rating (5.8) of any daytime radio show here, including such network airers as Arthur Godfrey and the soap opera series "Helen Trent." Five out of the top rated 10, Monday thru Friday, daytime shows were WNEW deejay programs — the two Marshall shows, Klavan and Finch, the Bing Crosby platter seg, and Art Ford.

Marshall also scored with the highest rated daytime quarter-hour seg on Saturday and Sunday, with a 7.8 rating. Martin Block (WABC) was second with a 5.2. Six out of the top 12 rated daytime quarter-hour segs here last month were WNEW deejay shows.

WNEW, as the highest rated station in this nine-station market, pulled down a 4.3 Monday thru Sunday from 6 a.m. to 7:30 p.m., and a 3.7 from 6 a.m. to 12 midnight. Runner-up was WCBS with a 3.7 for the daytime hours, and a 3.5 for the evening periods.

**Key Pacts
Bea Wain**

HOLLYWOOD — Singer Bea Wain, co-starring with her husband, Andre Baruch, on a WABC New York radio series, has been signed to a term recording contract by Vick Knight, president of Indie Key Records.

Miss Wain is scheduled to arrive here early next month to record a series of EP's which will be subsequently integrated into an LP. Murray McEachern will score and conduct the session.

New pact marks Miss Wain's first recording activity since she last appeared with the Larry Clinton band in the late thirties. She is best known for her success with "My Reverie," "Deep Purple" and "My Heart Belongs to Daddy."

**ASCAP Elects
6 to Board**

NEW YORK — Writers elected last week to the board of appeals of the American Society of Composers, Authors and Publishers include Abel Baer and John Redmond in the popular-production division, and Douglas Moore in the standard division.

The publishers elected include George Paxton and Joseph Santly in the popular-production division, and Joseph Fischer in the standard division.

SMART STYLING SELLS!

"TELL ME WHY"
and
"AS LONG AS I LOVE"
presented by
MARIE KNIGHT
WING 90069

"IT'S DELOVELY"
and
"IN THE WEE SMALL HOURS"
as rendered by
MORGANA KING
WING 90073

WING RECORDS
A SUBSIDIARY OF MERCURY RECORD CORPORATION

b

THE POOR PEOPLE OF PARIS

(Jean's Song)

*Recorded by:

- Larry Clinton Bell
- Los Baxlor Capitol
- Phillippe Clay Columbia
- Sammy Kaye (Album)..... Columbia
- Lawrence Welk Coral
- Russ Morgan Decca
- Winifred Atwell London
- Roger Roger MGM
- Les Anthony Tops
- Chef Atkins Victor

*Records listed alphabetically by companies.

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"GIDDY UP A DING DONG"

FREDDY BELL AND THE BELLS

WING RECORDS

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UP THE CREEK

(Without a Paddle)

b/w

IN THE MOOD

by

THE MATYS BROS.

Decca 29838

Valleybrook PUBLICATIONS, INC.
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DEEJAY JIM AMECHE SIGNS CONTRACT WITH KOWL . . .

Hollywood disk jockey Jim Ameche last week signed a new contract with Radio Station KOWL and is slated to begin airing his new show on May 7. Ameche will occupy the 10:30 to 12 noon time slot, replacing Lillian Randolph. Station last week received FCC approval to change its call letters to KDAY effective May 1.

DIAMOND RECORDS BOOSTS TALENT ROSTER . . .

Coast indie Diamond Records added a flock of talent to its recording roster last week, inking Art and Dotty Tood, the Four Jokers, Ronnie Kemper, Pete Loft-house Orchestra, the Bluestone Orchestra, Ivan Scott, the Rhythm and Blues, Eddie Garrett, John Arnold and Betty Bello. Three 12-inch LP's are slated for release shortly. Previous artists signed included Gloria Wood and David Street.

EARTHA KITT ACTIVE IN LONDON . . .

Eartha Kitt opened Monday (30) at the Cafe de Paris, London, for a six-week engagement. While in England, the actress-thrush will do a half-hour TV film for international distribution, and also will do a live performance in a BBC dramatic production of "The Valiant."

THORPE HOSPITALIZED BY EYE AILMENT . . .

Jerry Thorpe, RCA Victor's public relations chief, entered the New York Eye and Ear Hospital Monday (30) for a series of eye operations. He will be hospitalized for two weeks and will spend at least two additional weeks recuperating. Ann Fulchino and Herb Hellman will carry on for Thorpe in his absence.

EMPIRE ALL-OUT FOR 12-INCH LP'S . . .

Empire Records, indie pressing plant owned by Jack Caiden, will virtually complete its conversion to a 12-inch LP operation this week. Caiden is retaining only a few 10 and seven-inch dies to handle foreign language and industrial disks and premium business.

M-G-M APPOINTS NEW DISTRIBUTOR . . .

M-G-M Records has appointed the Sandel Company as its Minneapolis distributor, replacing the Lew Bonn Company. In other changes, Jack Cannon has replaced Marvin Townsend as sales manager for the Sanborn Music, Cincinnati distributor. John Pershing, formerly of the Pittsburgh branch of Sanborn, has opened a new outlet in Pittsburgh. Solly Solomon has been made sales manager for the Pittsburgh territory.

New York

Arrett (Rusty) Keefer, composer of "R-O-C-K," and a Coral disk artist, has been signed as a staff writer by Valleybrook Music. The firm also announced that world rights have been assigned to Campbell-Connelly Company. . . . Sammy Kaye, starting a two-month tour, will conduct a survey for NBC's "Weekday" show, based on the band's requests, on the dancing tastes of the nation.

Tenor Robert Rounseville, will substitute for Jane Pickens on her NBC show, while the thrush tours Europe for eight weeks. . . . Adrienne Lawner, secretary to Monument Music topper, Larry Uttal, has cut two sides for Melba Records. . . . Kenny Meyers and Joe Martin of Mercury Records conferred on record racks with Toiletry Industry execs during a convention of the latter in Miami, April 25, 26 and 27.

Jim Lowe, of WCBS Radio's "Jim Lowe Show," will host CBS Radio's new "Young Ideas" show, starting April 28. The show will spotlight youthful vocal talent. . . . Lenny Wolf is touring New England promoting new disks by Carole Richards and Danny Kaye.

Jimmy Hilliard, Bally Records proxy, has signed Reg Owne, English conductor-arranger, for an album of dance music, to be cut in England. . . . Red Foley will represent Decca Records at the Music Operators of America convention in Chicago. . . . Sidney Gross, will host a new jazz disk show on the ABC Radio network Saturday nights.

Comic Morey Amsterdam has been signed to cut a single disk and an LP for Columbia Records. . . . Thrush Terri Stevens opens May 11 at the Eden Roc, Miami, for one week. . . . RCA's Vik label signed the Treniers, who formerly cut for Epic. Herman Diaz cut a session with the group last week in Hollywood. . . . The Sophmores, a new rock and roll group from Boston, cut its first disks for Dawn label last week. Chuck Darwin, producer for the label, left Monday (30) on a three week trip to promote the platter. Before taking off, Darwin signed jazz singer, Ernestine Anderson, to a Dawn contract.

Riverside Records completed three new 12-inch jazz disks last week for late-spring release. Artists featured are guitarist Mundell Lowe, pianists Randy Weston and Thelonious Monk. Special packages for the Lowe and Weston disks have been designed by Fran Scott. . . . The bill at the Cafe Bohema the week of May 3 consists of the Miles Davis Quintet and Charlie Mingus' Jazz Workshop. The following week the attractions will be the Bonnemere Trio and the Art Famer-Gigi Gryce Quintet. . . . Dot recording thrush Gale Storm was made an Honorary Colonel in Nashville last week by Tennessee Governor Frank G. Clement, who reportedly is on the payroll of Randy Wood.

Music publisher Nat Tannen moved into his new offices at 200 West 57th Street last week. This week, Atlantic Records will move into its new offices at 157 West 57th Street, the same building that houses Dot Records here. . . . Warbler-pianist Bobby Scott has been booked into the Seven Seas, Omaha, Neb., for two weeks beginning May 18. . . . The Four Voices into Carl Liller's Club, New Orleans for two weeks starting May 11. . . . The Bonnie Sisters, Rainbow's recording nurses, open at the Copa Thursday (3) on the bill with Tony Martin. During the

following week, the girls will cut a date for Rainbow's Eddie Heller. . . . Heller's Nassau Music publishing affiliate is putting together a folio of Latin-American tunes as featured by the label's Johnny Conquet and Alfredoito.

Fraternity Records' cover for its Jeri Winters LP, "Winter's Here," won the New York Art Directors Club Certificate of Merit Award last week. The cover was done by Burt Goldblatt. . . . Imperial's Lew Chudd is in Europe scouting jazz talent. . . . Dave Kushner, former flack at Music Corporation of America, has set up his own theatrical photography business with Bob Dickstein. Firm is called Robert-Allen Associates.

Dolores Hawkins goes into the Biltmore Bowl, Los Angeles, for six weeks starting Thursday (3). She cut 16 sides for Epic last week. . . . Somethin' Smith and the Red-heads set for four weeks at the Ankara, Pittsburgh, starting June 11. . . . Robert Maxwell, who has just completed two albums for M-G-M, with a third in the works, set for the Max Liebman spectacular May 12.

Hollywood

The George Shearing Quintet set for a date at the University of Missouri on May 1, to be followed by dates at the Orchid Room, Kansas City, Mo., and a two-week stint at the Blue Note, Chicago, May 9 thru 20. . . . Bobby Troup has been held over at the Castle Restaurant here for an additional two weeks. . . . American Records, diskery arm of Mills Music, has set a May 3 release date for the first Murray Arnold piano album, "Overheard in a Cocktail Lounge." . . . Cliffie Stone returned to his "Hometown Jamboree" teleshow after a two-week stay in New York. . . . Pat Boone and his wife Shirley are expecting their third child in October. . . . Verve Records rushed their Fred Astaire release last week, coupling "Hello, Baby" and "There's No Time Like the Present." . . . Lillian Roth inked for a two-week engagement at the Riverside Hotel, Reno, beginning May 10. . . . Victor Young and Mack David have penned "Take My

Number of Releases This Week

Label	Pop	C&W	R&B
ABC-PARAMOUNT	1	1	1
ATLANTIC	1	1	2
BUDDY	1	1	1
CADENCE	1	1	1
CAMDEN	5	1	1
CAPITOL	4	1	1
CAVALIER	1	2	1
CHART	1	1	1
CHOICE	1	1	1
COLUMBIA	3	2	1
CORAL	2	1	1
CREST	1	1	3
CRYSTALLETTE	1	1	1
DECCA	3	2	1
DOT	1	1	1
EPIC	1	1	1
FEDERAL	1	1	1
FRATERNITY	1	1	1
GRAND AWARD	1	1	1
GROOVE	1	1	1
HOLLYWOOD	1	1	2
HI-FI	1	1	1
IMPERIAL	1	1	1
JUBILEE	1	1	1
KING	1	1	1
LONDON	3	1	3
MELBA	1	1	1
MERCURY	3	2	1
M-G-M	7	3	1
MODERN	1	1	1
NUCRAFT	1	1	1
PATIO	2	1	1
REGENT	1	1	2
RPM	1	1	1
SPECIALTY	1	1	2
STARDAY	1	2	1
STATES	1	1	1
TAMPA	1	1	1
TNT	1	1	1
VEE-JAY	1	1	2
VERVE	2	1	1
VICTOR	2	2	1
VIK	1	1	1
VITA	1	1	1
TOTAL	47	21	27

Heart" for Paramount's "Loves of Omar Khayyam." . . . Steve Gibson's Red Caps and Damita Jo have been set to follow the Treniers into the Melody Room May 4. . . . Joan Beller, secretary to Bob Marks at E. B. Marks here, ties the knot to Sandy Greenberg, non-professional this month. . . . "Dance With Me, Henry" has been purchased for inclusion in the Abbott and Costello film of the same name (Continued on page 46)

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

"HEARTBREAK HOTEL"

Recorded by ELVIS PRESLEY . . . Victor THE CADETS . . . Modern

Published by TREE PUBLISHING COMPANY, INC.

CARL PERKIN'S SMASH!

BLUE SUEDE SHOES

* Recorded by:

- BOB ROUBIAN & CLIFFIE STONE Capitol
- SID KING Columbia
- LAWRENCE WELK Coral
- ROY HALL Decca
- JIM LOWE Dot
- BOYD BENNETT King
- SAM TAYLOR M-G-M
- JERRY MERCER Mercury
- CARL PERKINS Sun
- PEE WEE KING Victor
- ELVIS PRESLEY (album) . . . Victor

*Records listed alphabetically by companies.

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Another Smash!

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(By Merle Travis)

"Tenn." ERNIE FORD
Capitol #3421

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9109 Sunset Blvd., Hollywood, Calif.

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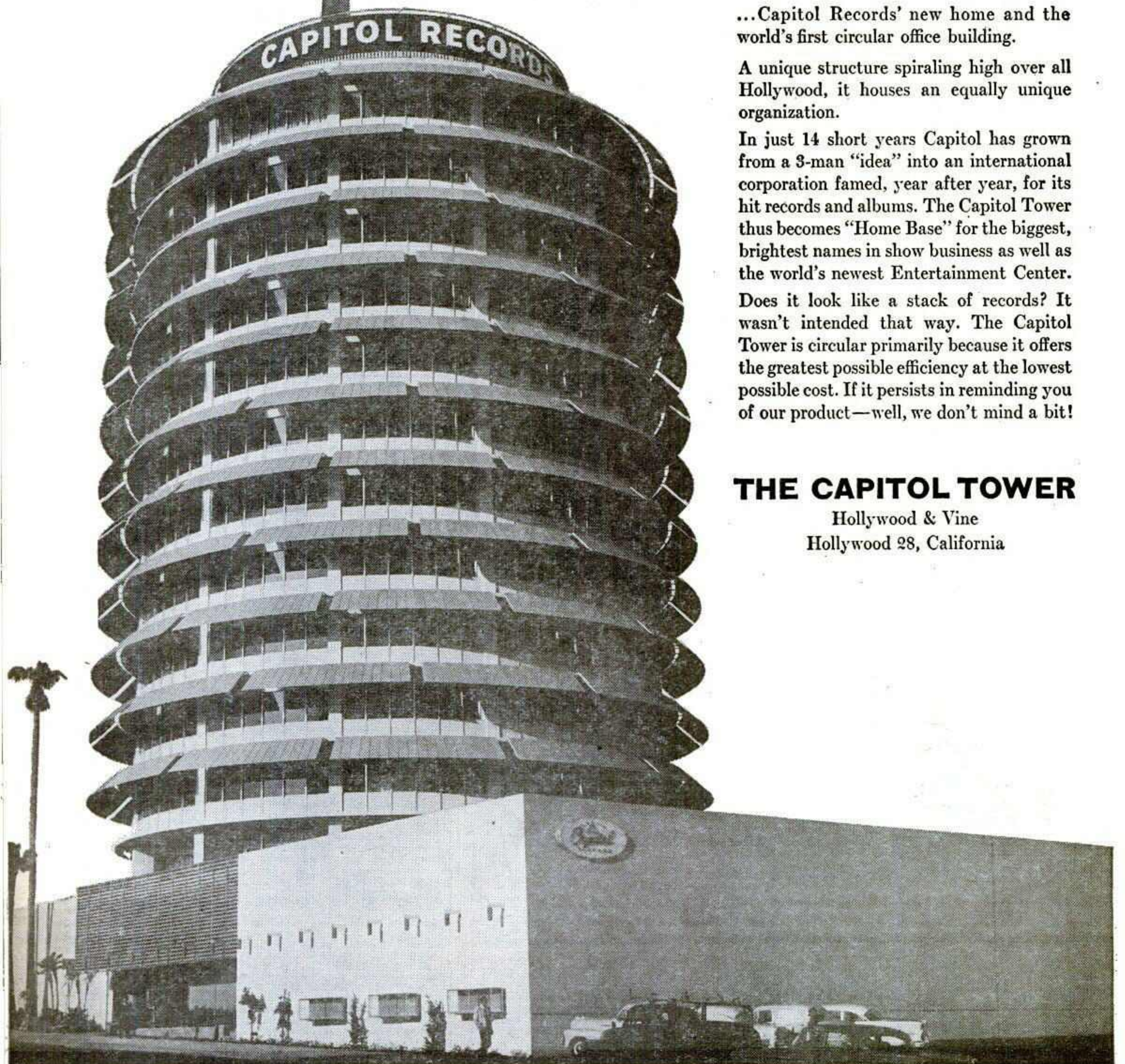
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Hollywood & Vine
Hollywood 28, California



Review Spotlight on . . .

ALBUMS

Popular

WALTZES OF IRVING BERLIN (1-12") - Mantovani Ork. London LL 1452

Here's a smart piece of packaging that seems surely destined for hit ranks. The label has paired the magic of the "Monty" name with sure-fire material—a dozen favorites from the catalog of Irving Berlin.

MR. WONDERFUL (1-12") - Original Cast. Decca DL 9032

"Mr. Wonderful," altho it did not fracture the critics, is doing better on Broadway than the press reports indicated it would.

well across the counter. Davis' dynamic personality projects via this wax, which contains a number of outstanding performances, notably "Mr. Wonderful," "Ethel, Baby," "I've Been Too Busy," etc.

Jazz

KRUPA AND RICH (1-12") - Norgran MG C684

Two great skin men recreate their famous "battles" of the "Jazz at the Philharmonic" series as they pair up on wax for the first time.

Best Selling Popular Albums

- 1. ELVIS PRESLEY RCA Victor LPM 1254
2. BELAFONTE—Harry Belafonte RCA Victor LPM 1150
3. THE MAN WITH THE GOLDEN ARM—Sound Track Decca DL 8257

Reviews and Ratings of New Classical Releases

SIBELIUS: VIOLIN CONCERTO; SYMPHONY NO. 3 (1-12") - David Oistrakh, Violin; Stockholm Festival Orchestra; Sixten Ehrling, Cond.; Philharmonia Orchestra; Paul Kletzki, Cond. Angel 35315 79

BARTOK: SECOND SUITE FOR ORCHESTRA, OP. 4 (1-12") - Minneapolis Symphony Orchestra; Antal Dorati, Cond. Mercury MG 50698 76

STRAVINSKY: LE ROSSIGNOL (Lyric Opera in Three Acts) (1-12") - Choeurs et Orchestre National de la Radiodiffusion Francaise, Rene Aiba, Chorus Master; Andre Cluytens, Cond. 73

ANITA O'DAY SINGS JAZZ (1-12") - Norgran MG N 1049

COAST CONCERT (1-12") - Bobby Hackett and his Jazz Band (1-12") Capitol T 692

THE NEW MILES DAVIS QUINTET (1-12") - Prestige LP 7014

CAIRO! (1-12") - Capitol T 10021

JUST IMAGINE (1-12") - Claire Hogan (1-12") M-G-M E 3349

THE BUD SHANK QUARTET (1-12") - Pacific Jazz 1215

Reviews and Ratings of New Popular Albums

THE ADVENTURES OF MARCO POLO 82

Alfred Drake, Doretta Morrow (1-12") Columbia ML 5111

ORPHEUS IN THE UNDERWORLD . . . 79

Don Shirley, Piano (1-12") Cadence CLP 1009

RAIN OR SHINE 78

Dick Haymes (1-12") Capitol T 713

LITTLE GIRL BLUE 76

Joni James (1-12") M-G-M E 3347

COLE PORTER MEDLEYS FROM HIT SHOWS 75

Jerry Jerome Ork (1-12") M-G-M E 3324

MANHATTAN SERENADE 75

Joe Lipman Ork (1-12") M-G-M E 3353

LATIN AMERICAN MOODS 74

Dave (Tico) Robbins Ork (1-12") M-G-M E 3306

FAVORITE INSTRUMENTALS OF THE ISLANDS 73

Capitol T 715

ORGAN MOODS 72

Eddie Layton, Organ (1-12") Wing MG W 12004

JUST IMAGINE (1-12") - Claire Hogan (1-12") M-G-M E 3349

CAIRO! (1-12") - Capitol T 10021

ONE OF CAP'S "CAPITOL OF THE WORLD" series, this is an esoteric package which contains—as the liner notes point out—an Egyptian Hit Parade.

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tration and in the difficult vocal lines. Part of the piece is from the same cloth as "Firebird," while the later sections are related to the provocative late-impressionism of Ravel's vocal-dramatic works.

BACH: SONATA NO. 5 (UNACCOMPANIED VIOLIN); YSAYE: SONATAS NOS. 3 AND 4 (1-12") - Michael Rabin, Violin. Angel 35305 71

HAYDN: QUARTET FOR STRINGS IN C MAJOR, OP. 33, NO. 5 (THE BIRD); QUARTET IN B FLAT MAJOR, OP. 76, NO. 4 (SUNRISE) (1-12") - Quartetto Italiano. Angel 35397 70

and expression rather than virtuosic display, particularly in the ballads. Some of the writing is mannered and lacking in continuity, but there is a wealth of good playing from all hands to revive interest after occasional lapses.

SONNY STITT PLAYS (1-12") - Sonny Stitt, Saxophone; Hank Jones, Piano; Freddie Greene, Guitar; Wendell Marshall, Bass; Shadow Wilson, Drums (1-12") Roost LP 2208

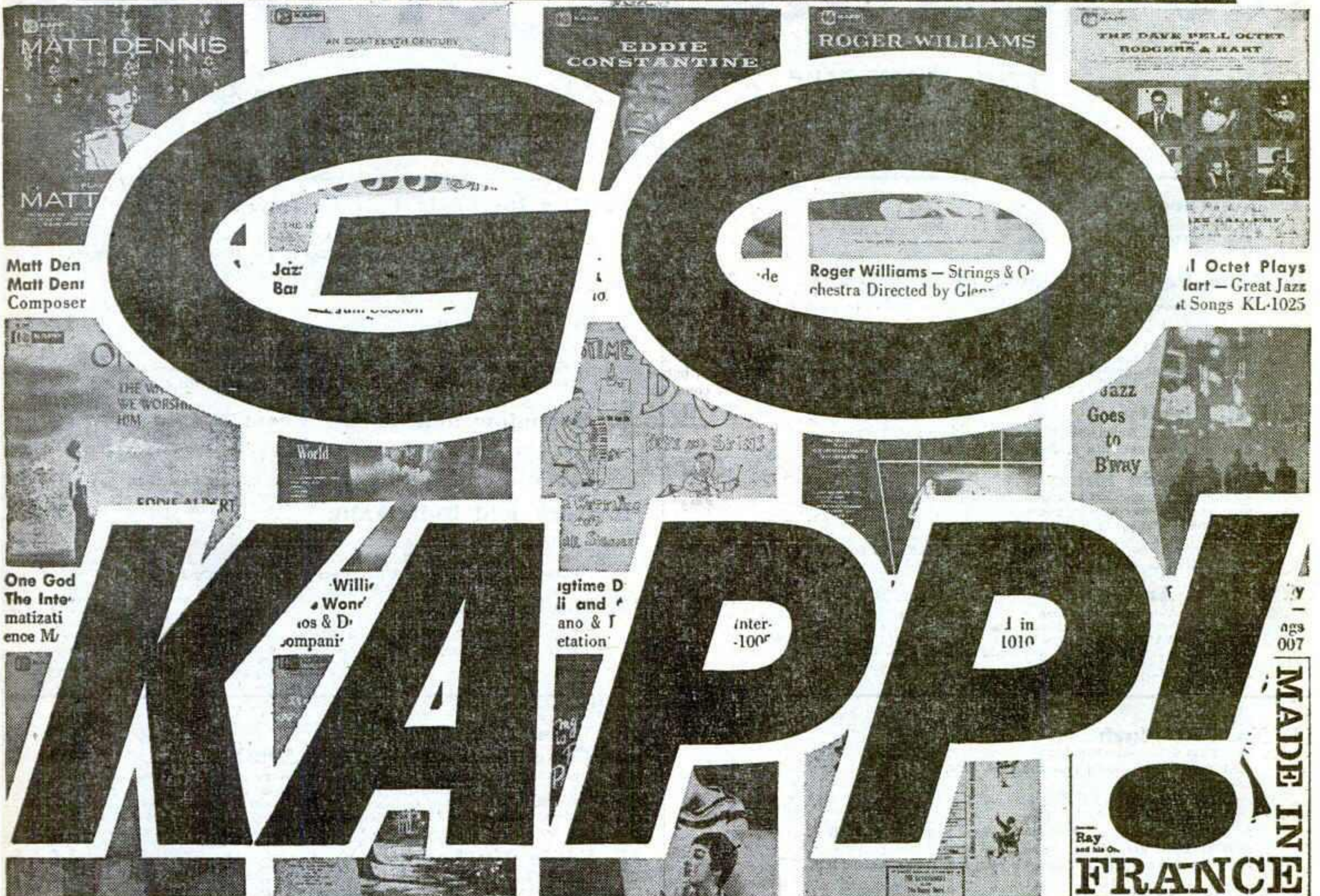
The heir-apparent to the "top alto sax man" crown of the late and great Charlie Parker is generally conceded to be Sonny Stitt, who gives a royal performance on this LP.

THE BUD SHANK QUARTET (1-12") - Pacific Jazz 1215

DIZ AND GETZ (1-12") - Norgran MG N 1050

(Continued on page 47)

FREE ALBUMS! 13 TO THE DOZEN*



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Matt Den
Composer

One God
The Internat
ence M

Eddie Albert & Margo - Song Stylings by The International Favorites KL-1017

Roger Williams - The Boy Next Door - A Piano Serenade For The Girl Next Door KL-1003

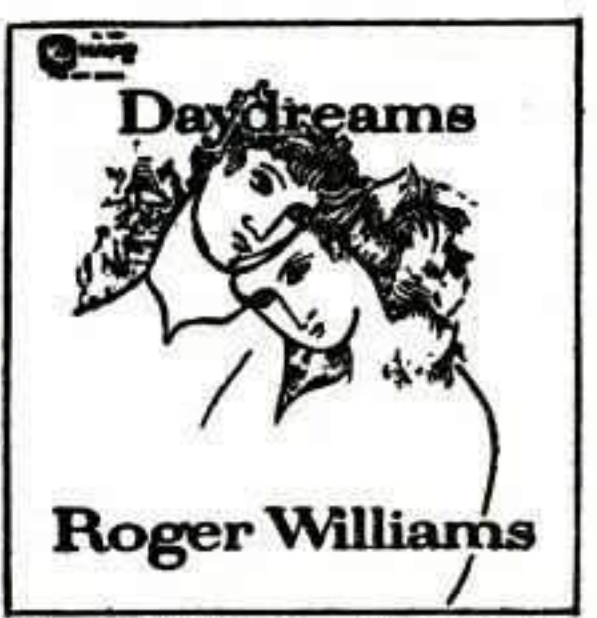
My Name Is Ruth Price . . . I Sing! - Twelve All-Time Great Songs KL-1006

Hey Mr. Banjo - The Sunnysiders & The Happy Harts - A Group Of Old, New & Laughable Melodies KL-1002

Music Made in France - Ray Ventura And His Orchestra - Twelve Beautiful French Melodies KL-1013

8 NEW ALBUMS 8

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Jane Morgan - The American Girl From Paris - 12 Wonderful Standards. KL-1023



Presenting Johnny Holiday - Tender Vocals By A Great Talent. KL-1029



The Jackie Davis Trio - Jackie Davis - Organistics By The Master. KL-1030



Somebody Bigger Than You And I - Russ Miller - Songs Of Faith & Inspiration. KL-1032



Jerry Fielding & Orch. - Play A Dance Concert - The Big Danceable Sound On Great Standards. KL-1026

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HONOR ROLL OF HITS

THE NATION'S TOP TUNES

TRADE MARK REG.

For survey week ending April 25

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Heartbreak Hotel	1	9	6. Why Do Fools Fall In Love?	6	11
By Axton, Durdan & Presley—Published by Tree (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6420. RECORD AVAILABLE: Cadets, Modern 985.			By Lyman-Goldner—Published by Patrica Music (BMI) BEST SELLING RECORDS: Teen-Agers, Gee 1002; G. Storm, Dot 15448; Diamonds, Mercury 70790. RECORD AVAILABLE: G. Mann, Dec 29832.		
2. Poor People of Paris (Jean's Song)	1	12	7. Ivory Tower	12	5
By La Gaulante de Pauvre-Jean-Marguerite Monnot—Jack Lawrence—Published by Reg Connelly Music (ASCAP) BEST SELLING RECORD: L. Baxter, Cap 3336. RECORDS AVAILABLE: W. Atwell, London 1628; L. Anthony, Tops 276; C. Atkins, Vic 20-6366; P. Beltran, Vic 20-6498; P. Clay, Col; L. Clinton, Bell 1122; R. Morgan, Dec 29835; R. Roger, M-G-M 12188; C. Powell, Groove 0144; J. Hansen, Remington 25035; P. Terrace, Tico 351; L. Welk, Coral 61592.			By Jack Fulton and Lois Steele—Published by E. H. Morris (ASCAP) BEST SELLING RECORDS: C. Carr, Fraternity 734; O. Williams, De Luxe 6093. RECORDS AVAILABLE: Four Hues, Coral 61617; G. Storm, Dot 15458.		
3. Hot Diggity	3	8	8. Moonglow and Theme From Picnic	16	4
By Al Hoffman & Dick Manning—Published by Roncom (ASCAP) BEST SELLING RECORD: P. Como, Vic 20-6427.			By Hudson, Delange & Mills (Dunning)—Published by Mills-Columbia Pictures Music Corp. (ASCAP) BEST SELLING RECORDS: M. Stoloff, Dec 29888; G. Cates, Coral 61618.		
4. Blue Suede Shoes	4	9	9. Rock and Roll Waltz	7	13
By Carl Perkins—Published by Hi-Lo Music, Inc.-Hill and Range Songs, Inc. (BMI) BEST SELLING RECORD: C. Perkins, Sun 234. RECORDS AVAILABLE: B. Roubian, Cap 3373; B. Bennett, King 4903; R. Hall, Dec 29980; P. W. King, Vic 20-6450; S. King and the Five Strings, Col 21505; J. Lowe, Dot 15456; J. Mercer, Mercury 70805; E. Presley, Vic EPA-747; EPB-1254; S. Taylor, M-G-M 12197; L. Welk, Coral.			By Dick Ware and Shorty Allen—Published by Sheldon (BMI) BEST SELLING RECORD: K. Starr, Vic 20-6359. RECORDS AVAILABLE: A. O'Day, Verve 2000; L. Welk, Coral 81128.		
5. Lisbon Antigua	5	19	10. Magic Touch	16	5
By Galhardo-Vale-Portela—Published by Southern (ASCAP) BEST SELLING RECORD: N. Riddle, Cap 3287. RECORDS AVAILABLE: A. Dale, Coral 61553; L. Diamond, Vic 20-6406; 1956 Jazz All Stars, Vic 20-6418; M. Miller, Col 40635; L. Welk, Coral 61595.			By Buck Ram—Published by Panther (ASCAP) BEST SELLING RECORD: Platters, Mercury 70819.		
Second Ten					
11. No, Not Much	8	15	16. Main Title Molly-O (Man With the Golden Arm)	10	6
By Stillman & R. Allen—Published by Beaver Music (ASCAP) BEST SELLING RECORD: Four Lads, Col 40629.			By Sylvia Fine and Elmer Bernstein—Published by Dena Music (ASCAP) BEST SELLING RECORDS: R. Maltby, Vik 0196; E. Bernstein, Dec 29869. RECORDS AVAILABLE: L. Elgart, Col 40664; Gaylords, Mercury 70778; T. Heath, London 1644; D. Kaye, Dec 29904; B. May, Cap 3372; Naturals, M-G-M 12158; D. Jacobs, Coral 61606; B. Morrow, Wing 90063; R. Young, Dec 29833.		
12. A Tear Fell	11	9	17. Eddie My Love	14	9
By Dorian Burton & Eugene Randolph—Published by Progressive (BMI) BEST SELLING RECORD: T. Brewer, Coral 61590. RECORDS AVAILABLE: A. Carter, Vic 6482; I. J. Hunter, Atlantic 1086.			By Collins, Ling & Davis—Published by Modern-Roosevelt (BMI) BEST SELLING RECORD: Fontane Sisters, Dot 15450. RECORDS AVAILABLE: L. Briggs, Epic 9151; Chordettes, Cadence 1284; Teen Queens, RPM 453.		
13. I'll Be Home	9	13	18. Long Tall Sally	20	4
By Washington & Lewis—Published by Arc (BMI) BEST SELLING RECORD: P. Boone, Dot 15443. RECORD AVAILABLE: Flamingos, Checker 830.			By E. Johnson—Published by Denice (BMI) BEST SELLING RECORDS: Little Richard, Specialty 572; P. Boone, Dot 15457. RECORD AVAILABLE: M. Robbins, Col 40679.		
13. Rock Island Line	15	5	18. Theme From the Three Penny Opera (Moritat)	12	14
By Lonnie Donegan—Published by Hollis Music (BMI) BEST SELLING RECORD: L. Donegan, London 1650. RECORDS AVAILABLE: D. Cornell, Coral 61613; B. Darin, Dec 29883; L. Dreslar, Mercury 29883; J. Gavin, Epic 9161; G. Jones, King 4918; R. McKuen, Liberty 55019; M. Moore, Cap 3397; J. Work, Dot 1279.			By Kurt Weill-Brecht—Published by Harms (ASCAP) BEST SELLING RECORD: D. Hyman, M-G-M 12149. RECORDS AVAILABLE: L. Armstrong, Col 40587; O. Bradley, Dec 29816; J. Gordy, Vic 20-6419; R. Hayman-J. August, Mercury 70781; T. Murphy, Col 40586; L. Paul, Cap 3329; C. Powell, Groove 0144; T. Puente, Vic 20-6417; R. Raeburn, Col 40657; E. Rodgers, London 1645; 1956 Jazz All Stars, Vic 20-6418; B. Vaughn, Dot 15444; L. Welk, Coral 61574.		
15. Mr. Wonderful	16	10	20. Juke Box Baby	19	8
By Buck Holofcener-Weiss—Published by Valando Music (ASCAP) BEST SELLING RECORD: P. Lee, Dec 29834. RECORDS AVAILABLE: D. Collins, Coral 61591; T. King, Vic 20-6392; S. Vaughan, Mercury 70777; Mello-Larks, Epic 9146; B. A. Steele, ABC-Paramount 9669.			By Noel Sherman & Joe Sherman—Published by Winneton (BMI) BEST SELLING RECORD: P. Como, Vic 20-6427.		
Third Ten					
21. Standing On the Corner	-	1	26. To You My Love	25	3
By Frank Loesser—Published by Frank (ASCAP) RECORDS AVAILABLE: Four Lads, Col 40674; N. Hefli, Epic 9158; D. Martin, Cap 3414; Mills Brothers, Dec 29887.			By Gaste-Lawrence—Published by Leeds (ASCAP) RECORDS AVAILABLE: B. Madigan, M-G-M 12156; N. Noble, Mercury 70821; G. Shaw, Dec 29839.		
22. Happy Whistler	-	1	26. Walk Hand In Hand	-	1
By Don Robertson—Published by Birchwood Music (ASCAP) RECORD AVAILABLE: D. Robertson, Cap 3391.			By J. Cowell—Published by Republic (BMI) RECORDS AVAILABLE: T. Martin, Vic 20-6493; D. Vaughan, Kapp 143; A. Williams, Cadence 1288.		
23. He	22	33	28. Lovely One	-	1
By Richard Mullan & Jack Richards—Published by Avas (BMI) RECORDS AVAILABLE: K. Armen, M-G-M 17078; A. Hibbler, Dec 29660; McGuire Sisters, Coral 61501; G. B. Shea, Vic 20-6292.			By Weismantel—Published by Blackwood Music (BMI) RECORD AVAILABLE: Four Voices, Col 40643.		
24. R-o-c-k	-	2	29. Great Pretender	23	21
By Bill Haley-Arrett-Keefer-Ruth Keefer—Published by Valley Brook (ASCAP) RECORD AVAILABLE: B. Haley, Dec 29870.			By Buck Ram—Published by Southern (ASCAP) RECORDS AVAILABLE: B. Freberg, Cap 3396; Platters, Mercury 70753; J. Riggs, Media 1020.		
24. Wayward Wind	-	1	29. Innamorata	21	7
By Stan Lebusky-Herb Newman—Published by Warman (BMI) RECORD AVAILABLE: G. Grant, Era 1013.			By Jack Brooks & Harry Warren—Published by Famous (ASCAP) RECORDS AVAILABLE: D. Martin, Cap 3352; J. Vale, Col 40634; F. Verna, Dec 29767.		

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The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.



AMERICA'S
HOTTEST
BAND
WITH THE HITS
FROM ...

MY FAIR LADY

LAWRENCE WELK



**I COULD
HAVE DANCED
ALL NIGHT**

Vocal by Alice Lon
b/w

**THE STREET
WHERE
YOU LIVE**

Vocal by Larry Deane
CORAL 61644

**WITH A
LITTLE BIT
OF LUCK**

Vocal by Larry Hooper
b/w

**I'VE GROWN
ACCUSTOMED
TO HIS FACE**

Vocal by Dick Dale
CORAL 61645

rush your order to your  *distributor*

Best Sellers in Stores

For survey week ending April 25

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of the top volume dealers in every important market area. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Leading Side on Top	Last Week	Weeks on Chart
1.	HEARTBREAK HOTEL (BMI)— E. Presley..... I Was the One (BMI)—Vic 20-6420	1	9
2.	HOT DIGGITY (ASCAP)—P. Como... 2 JUKE BOX BABY (ASCAP)— Vic 20-6427	2	9
3.	POOR PEOPLE OF PARIS (ASCAP)— L. Baxter..... Theme From Helen of Troy (ASCAP)—Cap 3336	3	12
4.	BLUE SUEDE SHOES (BMI)— C. Perkins..... Honey, Don't (BMI)—Sun 234	4	9
5.	MAGIC TOUCH (BMI)—Platters..... 9 Winner Take All (ASCAP)—Mercury 70819	9	6
6.	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff..... 7 Theme From "Picnic" (ASCAP)—Dec 29888	7	3
7.	WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers Please Be Mine (BMI)—Gee 1002	6	12
8.	LISBON ANTIGUA (ASCAP)— N. Riddle..... Robin Hood (ASCAP)—Cap 3287	5	19
9.	A TEAR FELL (BMI)—T. Brewer..... 10 BO WEEVIL (BMI)—Coral 61590	10	10
10.	ROCK ISLAND LINE (BMI)— L. Donegan..... John Henry (BMI)—London 1650	9	6
11.	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—G. Cates..... 17 Rio Batucada (ASCAP)—Coral 61618	17	3
12.	I'LL BE HOME (BMI)—P. Boone..... 11 Tutti Frutti (BMI)—Dot 15443	11	13
13.	LONG, TALL SALLY (BMI)— Little Richard..... Slippin' and Slidin' (BMI)—Specialty 572	12	5
14.	IVORY TOWER (ASCAP)—C. Carr..... 14 Please, Please Believe Me (ASCAP)— Fraternity 734	14	4
15.	STANDING ON THE CORNER (ASCAP)—Four Lads..... MY LITTLE ANGEL (BMI)—Col 40674	22	2
16.	NO, NOT MUCH (ASCAP)— Four Lads..... I'll Never Know (BMI)—Col 40629	13	15
17.	MAIN TITLE (MAN WITH THE GOLDEN ARM)—R. Maltby..... 15 Heart of Paris (ASCAP)—Vic 0196	15	6
18.	IVORY TOWER (ASCAP)— O. Williams..... In Paradise (BMI)—De Luxe 6093	19	4
19.	MAIN TITLE (MAN WITH THE GOLDEN ARM)—E. Bernstein..... 16 Clark Street (ASCAP)—Dec 29869	16	5
20.	R-O-C-K (ASCAP)—B. Haley..... 24 SAINTS ROCK AND ROLL (ASCAP)— Dec 29870	24	5
21.	HAPPY WHISTLER (ASCAP)— D. Robertson..... You're Free to Go (ASCAP)—Cap 3391	—	1
22.	I'M IN LOVE AGAIN (BMI)— F. Domino..... MY BLUE HEAVEN (ASCAP)— Imperial 964	—	1
23.	WAYWARD WIND (BMI)—G. Grant... — No More Than Forever (ASCAP)—Era 1013	—	1
23.	CAN YOU FIND IT IN YOUR HEART? (ASCAP)—T. Bennett..... — Forget Her (ASCAP)—Col 49667	—	1
25.	EDDIE, MY LOVE (BMI)— Fontane Sisters..... Yum Yum (BMI)—Dot 15450	21	6

Most Played in Juke Boxes

For survey week ending April 25

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of the nation's juke box operators. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1.	HEARTBREAK HOTEL (BMI) E. Presley I WAS THE ONE (BMI)—Vic 20-6420	3 6
2.	HOT DIGGITY (BMI)—P. Como..... 2 JUKE BOX BABY (BMI)—Vic 20-6427	2 7
3.	POOR PEOPLE OF PARIS (ASCAP)— L. Baxter Theme From "Helen of Troy" (ASCAP)—Cap 3336	1 11
4.	BLUE SUEDE SHOES (BMI)— C. Perkins Honey, Don't (BMI)—Sun 234	6 7
5.	I'LL BE HOME (BMI)—P. Boone..... 7 TUTTI FRUTTI (BMI)—Dot 15443	7 12
6.	LISBON ANTIGUA (ASCAP)— N. Riddle Robin Hood (ASCAP)—Cap 3287	4 14
7.	A TEAR FELL (BMI)—T. Brewer..... 9 Bo Weevil (BMI)—Coral 61590	9 7
8.	ROCK AND ROLL WALTZ (BMI)— K. Starr I've Changed My Mind a Thousand Times (ASCAP)—Vic 20-6359	5 17
9.	NO, NOT MUCH (ASCAP)— Four Lads I'll Never Know (BMI)—Col 40629	8 12
10.	MAGIC TOUCH (ASCAP)—Platters... 13 Winner Take All (ASCAP)—Mercury 70819	13 4
11.	WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers Please Be Mine (BMI)—Gee 1002	10 10
12.	EDDIE, MY LOVE (BMI)— Fontane Sisters Yum, Yum (BMI)—Dot 15450	11 6
13.	ROCK ISLAND LINE (BMI)— L. Donegan John Henry (BMI)—London 1650	16 3
14.	IVORY TOWER (ASCAP)—C. Carr.... — Please Believe Me (ASCAP)—Fraternity 734	— 1
15.	LONG, TALL SALLY (BMI)— P. Boone Any Place in Heaven (ASCAP)—Dot 15457	— 1
16.	WHY DO FOOLS FALL IN LOVE? (BMI)—G. Storm..... I Walk Alone (BMI)—Dot 15448	14 9
17.	R-O-C-K (ASCAP)—B. Haley..... — SAINTS ROCK AND ROLL (ASCAP)—Dec 29870	— 1
18.	GREAT PRETENDER (ASCAP)— Platters I'm Just a Dancing Partner (ASCAP)—Mercury 70753	12 18
19.	MAIN TITLE ("MAN WITH THE GOLDEN ARM") (ASCAP)— R. Maltby Heart of Paris (ASCAP)—Vic 0196	19 2
19.	WHY DO FOOLS FALL IN LOVE? (BMI)—Diamonds You, Baby, You (BMI)—Mercury 70790	— 1

Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week	Last Week	Weeks on Chart
1.	Poor People of Paris (Connelly).....	1 11
2.	Hot Diggity (Roncom)	2 8
3.	Theme From "The Three Penny Opera" (Moritat) (Harms)	5 11
4.	Blue Suede Shoes (Hi Lo)	4 4
5.	Rock and Roll Waltz (Sneldon)	3 16
6.	Lisbon Antigua (Southern)	6 16
7.	Mr. Wonderful (Laurel)	7 6
8.	Heartbreak Hotel (Trec)	8 3
9.	Ivory Tower (E. H. Morris)	14 2
10.	He (Avas)	9 32
11.	No, Not Much (Beaver)	10 12
11.	A Tear Fell (Progressive)	11 2
13.	Rock Island Line (Hollis)	12 3
14.	On the Street Where You Live (Chappell).....	— 1
14.	Why Do Fools Fall in Love? (Patricia).....	— 8

Most Played by Jockeys

For survey week ending April 25

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
1.	HOT DIGGITY (ASCAP)—P. Como... 2 Juke Box Baby (BMI)—Vic 20-6427	2 8
2.	HEARTBREAK HOTEL (BMI)— E. Presley I Was the One (BMI)—Vic 20-6420	3 9
3.	POOR PEOPLE OF PARIS (ASCAP)— L. Baxter Theme From "Helen of Troy" (ASCAP)—Cap 3336	1 12
4.	NO, NOT MUCH (ASCAP)— Four Lads I'll Never Know (BMI)—Col 40629	4 14
5.	BLUE SUEDE SHOES (BMI)— C. Perkins..... Honey, Don't (BMI)—Sun 234	6 7
6.	MAGIC TOUCH (BMI)—Platters.... 8 Winner Take All (ASCAP)—Mercury 70819	8 4
7.	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)— M. Stoloff Theme From "Picnic" (ASCAP)—Dec 29888	— 1
8.	LISBON ANTIGUA (ASCAP) N. Riddle Robin Hood (ASCAP)—Cap 3287	5 18
9.	I'LL BE HOME (BMI)—P. Boone.... 7 Tutti Frutti (BMI)—Dot 15443	7 13
10.	ROCK ISLAND LINE (BMI)— L. Donegan John Henry (BMI)—London 1650	10 4
11.	A TEAR FELL (BMI)—T. Brewer..... 9 Bo Weevil (BMI)—Coral 61590	9 7
12.	IVORY TOWER (ASCAP)—C. Carr... 15 Please, Please, Believe Me (ASCAP)— Fraternity 734	15 2
13.	IVORY TOWER (ASCAP)— O. Williams In Paradise (BMI)—DeLuxe 6093	16 2
14.	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff.... 14 Theme From "Picnic" (ASCAP)—Dec 29888	14 3
14.	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)— G. Gates Rio Batucada (ASCAP)—Coral 61618	18 3
16.	WHY DO FOOLS FALL IN LOVE? Teen-Agers Please Be Mine (BMI)—Gee 1002	11 9
16.	LONG TALL SALLY (BMI)— Little Richard Slippin' and Slidin' (BMI)—Specialty 572	— 1
18.	STANDING ON THE CORNER (ASCAP)—Four Lads..... My Little Angel (BMI)—Col 40674	— 1
19.	WHY DO FOOLS FALL IN LOVE? (BMI)—Diamonds You, Baby, You (BMI)—Mercury 70790	12 7
20.	HAPPY WHISTLER (ASCAP)— D. Robertson You're Free to Go (ASCAP)—Cap 3391	— 1
21.	WHY DO FOOLS FALL IN LOVE? (BMI)—G. Storm..... I Walk Alone (BMI)—Dot 15448	19 7
22.	EDDIE, MY LOVE (BMI)—Chordettes. — Whistling Willie (ASCAP)—Cadence 1084	— 6
23.	MR. WONDERFUL (ASCAP)—P. Lee. 22 Crazy in the Heart—Dec 29834	22 7
24.	MAIN TITLE ("MAN WITH THE GOLDEN ARM") (ASCAP)— R. Maltby Heart of Paris (ASCAP)—Vic 0196	20 2
25.	BLUE SUEDE SHOES—E. Presley... 24 Vic EPA-747; EPB-1254	24 2



CABLEGRAM

Cablegram
 To: Don Cornell
 Empire Theater
 Edinburgh, Scotland

STYLES
 2-1-1-1-1-1
 3-2-1-1-1-1
 4-3-2-1-1-1
 5-4-3-2-1-1

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 EMPIRE THEATER
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INITIAL REACTION TO YOUR NEWEST
 RELEASE—FANTASTIC—COULD BE YOUR
 BIGGEST EVER—REGARDS

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"A Money Song"

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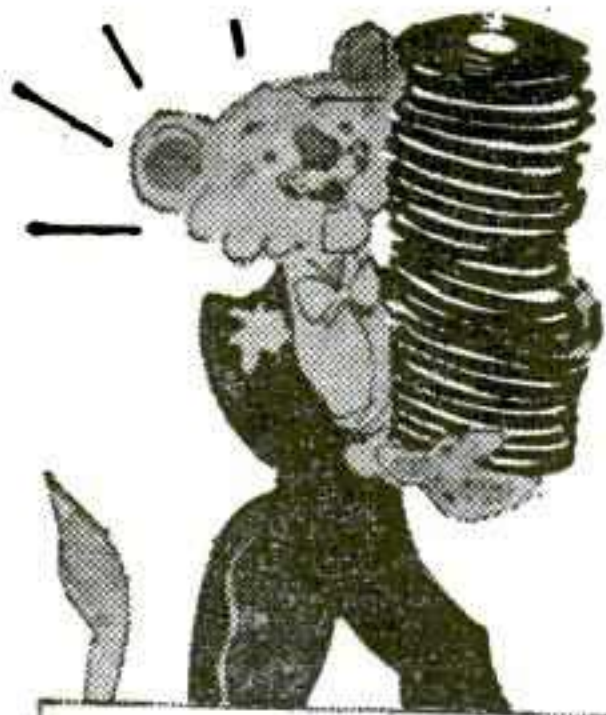
"A Great Ballad"

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(LOVE BUT ME)

CORAL 61631
 9-61631

rush your order to your **CORAL RECORDS** *distributor*



HERE'S A STACK OF M-G-M HITS!

Territorial Best Sellers

For survey week ending April 25

Listings are based on late reports secured from top dealers in each of the markets listed.

- Atlanta**
1. Heartbreak Hotel, E. Presley, Vic.
 2. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
 3. Too Young to Go Steady N. (King) Cole, Cap.
 4. Ivory Tower, C. Carr, Fty.
 5. Happy Whistler, D. Robertson, Cap.

- Baltimore**
1. Heartbreak Hotel, E. Presley, Vic.
 2. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
 3. My Little Angel, Four Lads, Col.
 4. Hot Diggity, P. Como, Vic.
 5. Ivory Tower, O. Williams, Del.
 6. Long, Tall Sally, Little Richard, Spe.
 7. Blue Suede Shoes, C. Perkins, Sun
 8. It Only Hurts for a Little While Ames Brothers, Vic.
 9. Magic Touch, Platters, Mer.
 10. Moonglow and Theme From "Picnic" G. Cates, Cor.

- Boston**
1. Heartbreak Hotel, E. Presley, Vic.
 2. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
 3. Magic Touch, Platters, Mer.
 4. Standing on the Corner, Four Lads, Col.
 5. Poor People of Paris, L. Baxter, Cap.
 6. Tango of the Drums, L. Baxter, Cap.
 7. Happy Whistler, D. Robertson, Cap.
 8. My Blue Heaven, F. Domino, Imp.
 9. Hot Diggity, P. Como, Vic.
 10. Moonglow and Theme From "Picnic" G. Cates, Cor.

- Buffalo**
1. Heartbreak Hotel, E. Presley, Vic.
 2. Magic Touch, Platters, Mer.
 3. Poor People of Paris, L. Baxter, Cap.
 4. Happy Whistler, D. Robertson, Cap.
 5. Ivory Tower, O. Williams, Del.
 6. Moonglow and Theme From "Picnic" M. Stoloff, Dec.

- Chicago**
1. Heartbreak Hotel, E. Presley, Vic.
 2. Wayward Wind, G. Grant, Era
 3. Hot Diggity, P. Como, Vic.
 4. Main Title ("Man With the Golden Arm"), R. Maltby, Vik
 5. Poor People of Paris, L. Baxter, Cap.
 6. Blue Suede Shoes, C. Perkins, Sun
 7. Ivory Tower, C. Carr, Fty.
 8. Moonglow and Theme From "Picnic" G. Cates, Cor.
 9. Church Bells May Ring Diamonds, Mer.
 10. I'll Be Home, P. Boone, Dot

- Cincinnati**
1. Heartbreak Hotel, E. Presley, Vic.
 2. Hot Diggity, P. Como, Vic.
 3. Poor People of Paris, L. Baxter, Cap.
 4. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
 5. Why Do Fools Fall in Love? Teen-Agers, Gee
 6. I'll Be Home, P. Boone, Dot
 7. No, Not Much, Four Lads, Col.
 8. Lisbon Antigua, N. Riddle, Cap.
 9. Long, Tall Sally, Little Richard, Spe.
 10. Blue Suede Shoes, C. Perkins, Sun

- Cleveland**
1. My Little Angel, Four Lads, Col.
 2. Poor People of Paris, L. Baxter, Cap.
 3. Ivory Tower, C. Carr, Fty.
 4. Moonglow and Theme From "Picnic" G. Cates, Cor.
 5. Can You Find It in Your Heart? T. Bennett, Col.
 6. Slippin' and Slidin', Little Richard, Spe.
 7. Little Girl of Mine, Cleftones, Gee
 8. Heartbreak Hotel, E. Presley, Vic.
 9. I Want You to Be My Girl Teen-Agers, Gee
 10. I Was the One, E. Presley, Vic.

- Dallas-Fort Worth**
1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
 2. Heartbreak Hotel, E. Presley, Vic.
 3. Blue Suede Shoes, C. Perkins, Sun
 4. Long, Tall Sally, Little Richard, Spe.
 5. Poor People of Paris, L. Baxter, Cap.
 6. Happy Whistler, D. Robertson, Cap.
 7. Ivory Tower, C. Carr, Fty.

- Denver**
1. Heartbreak Hotel, E. Presley, Vic.
 2. Magic Touch, Platters, Mer.
 3. Poor People of Paris, L. Baxter, Cap.
 4. Ivory Tower, O. Williams, Del.
 5. Hot Diggity, P. Como, Vic.
 6. No, Not Much, Four Lads, Col.

- Detroit**
1. Heartbreak Hotel, E. Presley, Vic.
 2. Happy Whistler, D. Robertson, Cap.
 3. Moonglow and Theme From "Picnic" G. Cates, Cor.
 4. Can You Find It in Your Heart? T. Bennett, Col.
 5. I Want You to Be My Girl Teen-Agers, Gee
 6. Hot Diggity, P. Como, Vic.
 7. Main Title ("Man With the Golden Arm"), D. Jacobs, Cor.
 8. Magic Touch, Platters, Mer.
 9. Long, Tall Sally, Little Richard, Spe.
 10. Blue Suede Shoes, C. Perkins, Sun

- Kansas City**
1. Heartbreak Hotel, E. Presley, Vic.
 2. Blue Suede Shoes, C. Perkins, Sun
 3. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
 4. Juke Box Baby, P. Como, Vic.
 5. Main Title ("Man With the Golden Arm"), R. Maltby, Vik
 6. Magic Touch, Platters, Mer.
 7. Ivory Tower, C. Carr, Fty.
 8. Lovely One, Four Voices, Col.
 9. Long, Tall Sally, Little Richard, Spe.
 10. Rock Island Line, L. Donegan, Lon.

- Los Angeles**
1. Poor People of Paris, L. Baxter, Cap.
 2. Why Do Fools Fall in Love? Teen-Agers, Gee
 3. Lisbon Antigua, N. Riddle, Cap.
 4. Heartbreak Hotel, E. Presley, Vic.
 5. Hot Diggity, P. Como, Vic.
 6. Blue Suede Shoes, C. Perkins, Sun
 7. Main Title ("Man With the Golden Arm"), E. Bernstein, Dec.
 8. Rock Island Line, L. Donegan, Lon.
 9. Juke Box Baby, P. Como, Vic.
 10. Eddie, My Love, Fontane Sisters, Dot

- Milwaukee**
1. Heartbreak Hotel, E. Presley, Vic.
 2. Rock Island Line, L. Donegan, Lon.
 3. Wayward Wind, G. Grant, Era
 4. Ivory Tower, C. Carr, Fty.
 5. Why Do Fools Fall in Love? Teen-Agers, Gee
 6. Mr. Wonderful, P. Lee, Dec.
 7. Main Title & Molly-O ("Man With the Golden Arm"), D. Jacobs, Cor.

- Minneapolis-St. Paul**
1. Heartbreak Hotel, E. Presley, Vic.
 2. Rock Island Line, L. Donegan, Lon.
 3. Moonglow and Theme From "Picnic" G. Cates, Cor.
 4. Blue Suede Shoes, C. Perkins, Sun
 5. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
 6. Crazy Little Palace, B. Williams, Cor.
 7. Lovely One, Four Voices, Col.
 8. Hot Diggity, P. Como, Vic.
 9. R-O-C-K, B. Haley, Dec.
 10. Mocking Bird, Four Lads, Col.

- New Orleans**
1. Magic Touch, Platters, Mer.
 2. Hot Diggity, P. Como, Vic.
 3. Heartbreak Hotel, E. Presley, Vic.
 4. I'm in Love Again, F. Domino, Imp.
 5. Juke Box Baby, P. Como, Vic.
 6. Poor People of Paris, L. Baxter, Cap.
 7. Blue Suede Shoes, C. Perkins, Sun
 8. Ivory Tower, O. Williams, Del.
 9. Moonglow and Theme From "Picnic" M. Stoloff, Dec.

- New York**
1. Heartbreak Hotel, E. Presley, Vic.
 2. Poor People of Paris, L. Baxter, Cap.
 3. Hot Diggity, P. Como, Vic.
 4. Lisbon Antigua, N. Riddle, Cap.
 5. Why Do Fools Fall in Love? Teen-Agers, Gee
 6. Theme From "The Three Penny Opera" (Moritat), D. Hyman, M-G-M
 7. A Tear Fell, T. Brewer, Cor.
 8. Blue Suede Shoes, C. Perkins, Sun
 9. I'll Be Home, P. Boone, Dot

- Philadelphia**
1. Poor People of Paris, L. Baxter, Cap.
 2. Blue Suede Shoes, C. Perkins, Sun
 3. Lisbon Antigua, N. Riddle, Cap.
 4. Heartbreak Hotel, E. Presley, Vic.
 5. Mr. Wonderful, P. Lee, Dec.
 6. Magic Touch, Platters, Mer.
 7. Why Do Fools Fall in Love? Teen-Agers, Gee
 8. Juke Box Baby, P. Como, Vic.
 9. Moonglow and Theme From "Picnic" M. Stoloff, Dec.

- Pittsburgh**
1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
 2. I'm in Love Again, F. Domino, Imp.
 3. Heartbreak Hotel, E. Presley, Vic.
 4. Main Title ("Man With the Golden Arm"), R. Maltby, Vik
 5. My Little Angel, Four Lads, Col.
 6. Hot Diggity, P. Como, Vic.
 7. Magic Touch, Platters, Mer.
 8. Ivory Tower, O. Williams, Del.
 9. Moonglow and Theme From "Picnic" G. Cates, Cor.

- St. Louis**
1. Heartbreak Hotel, E. Presley, Vic.
 2. Hot Diggity, P. Como, Vic.
 3. Main Title ("Man With the Golden Arm"), R. Maltby, Vik
 4. Blue Suede Shoes, C. Perkins, Sun
 5. Moonglow and Theme From "Picnic" G. Cates, Cor.
 6. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
 7. Ivory Tower, C. Carr, Fty.
 8. Lisbon Antigua, N. Riddle, Cap.
 9. Poor People of Paris, L. Baxter, Cap.

- San Francisco**
1. Poor People of Paris, L. Baxter, Cap.
 2. Why Do Fools Fall in Love? Teen-Agers, Gee
 3. Blue Suede Shoes, C. Perkins, Sun
 4. Hot Diggity, P. Como, Vic
 5. Heartbreak Hotel, E. Presley, Vic.
 6. Lisbon Antigua, N. Riddle, Cap.
 7. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
 8. No, Not Much, Four Lads, Col.

- Seattle**
1. Heartbreak Hotel, E. Presley, Vic.
 2. Why Do Fools Fall in Love? Teen-Agers, Gee
 3. Poor People of Paris, L. Baxter, Cap.
 4. Lisbon Antigua, N. Riddle, Cap.
 5. Lovely One, Four Voices, Col.
 6. Magic Touch, Platters, Mer.

- Toronto**
1. Heartbreak Hotel, E. Presley, Vic.
 2. Poor People of Paris, L. Baxter, Cap.
 3. Hot Diggity, P. Como, Vic.
 4. Blue Suede Shoes, E. Presley, Vic.
 5. I'll Be Home, P. Boone, Dot
 6. Lisbon Antigua, N. Riddle, Cap.
 7. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
 8. Rock and Roll Waltz, K. Starr, Vic.
 9. Why Do Fools Fall in Love? Diamonds, Mer.

JONI JAMES
I WOKE UP CRYING THE MAVERICK QUEEN

(From the Republic Film "The Maverick Queen")

MGM 12213 • K 12213

DICK HYMAN
HI-LILI, HI-LO

HI-LILI, HI-LO

JUNGLERO (From MGM film "Lili")
MGM 12207 • K12207

DAVID ROSE and His Orch.

THEME FROM "THE SWAN" Forbidden Planet (Inspired by the MGM Film)

MGM 12243 • K12243

BARRY GORDON

I CAN'T WHISTLE and THE MILKMAN'S POLKA

MGM 12222 • K12222

ROBBIN HOOD

THE ROCK-A-BYE BLUES and BEAUTIFUL, BEAUTIFUL LOVE

MGM 12221 • K 12221

JOHNNY OLIVER

SIX FEET OF HEAVEN A GOOD WOMAN'S LOVE

MGM 12230 • K 12230

MARVIN RAINWATER

MR. BLUES

HOT AND COLD
MGM 12240 • K 12240

CHARLIE APPLEWHITE

I COULD HAVE DANCED ALL NIGHT (From Musical Prod., "My Fair Lady")

and SHANGRI-LA

(From Musical Prod., "Shangri-La")
MGM 12220 • K12220

RAY CHARLES SINGERS

SPRING IS HERE and SPRING, SPRING, SPRING!

MGM 12217 • K12217

RUSH ADAMS

THE BIRDS AND THE BEES and MY BUDDY'S GIRL

MGM 12228 • K12228

FRED NORMAN

CHERRY COKE and POST TIME

MGM 12231 • K12231

SAM (The Man) TAYLOR

AROUND THE HORN and O'HO, OH YEAH, UH HUH

MGM 12218 • K12218

ROBERT MAXWELL

His Harp & His Orch. THE NEARNESS OF YOU and MIDNIGHT BREEZE

MGM 12215 • K12215

JERRY JEROME

JA-DA-CHA CHA and CHRISTOPHER COLUMBUS

MGM 12216 • K12216

OCIE SMITH

LOST HORIZON and GOING, GOING, GONE

MGM 12233 • K12233

LEROY HOLMES AND HIS ORCHESTRA

TO LOVE AGAIN and PLEASE DON'T FORGET ME, DEAR

MGM 12234 • K12234

AUDREY WILLIAMS

LIVIN' IT UP AND HAVIN' A BALL and AIN'T NOTHING GONNA BE ALL RIGHT NO HOW

MGM 12210 • K12210

ON BERLE TV SHOW MAY 15

WATCH THIS SIDE

In Attractive Sleeve

BILLBOARD PICK

WE GAVE YOU

Dick Hyman's **MORITAT**

AND NOW

An **EXCITING** new song
 recorded by an **EXCITING** new voice
 from an **EXCITING** new motion picture

THE

SEARCHERS

(Ride Away)

c/w

The Somewhere Voice

Recorded by

DANNY KNIGHT

MGM #12252 -78 RPM and K12252 -45 RPM

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE. NEW YORK 36, N. Y.

The Most Fantastic Rock



THE

Two Smash Hit Records

PLEASE DON'T LEAVE ME



HONEY LOVE

20/47-6519

Don't Miss Their National Kick-Off on The E

Roll Group on Record!

FOUR LOVERS

From the Instant of Release

YOU'RE THE APPLE OF MY EYE



THE GIRL IN MY DREAMS

20/47-6518

Sullivan Show May 6th!!



THE FASTEST BREAKING HIT
IN ATLANTIC'S HISTORY!

TREASURE OF LOVE



Clyde
McPhatter's
GREAT POP BALLAD SMASH
... ATLANTIC-1092

ATLANTIC RECORDING CORP.

234 WEST 56th St. NEW YORK 19, N. Y.

• COMING UP STRONG

A listing of newer pop records which have shown solid trade response during the past week. Compiled thru a survey of all major markets, these records figure strongly as potential entries on the National Best Seller Chart.

1. I Want You to Be My Girl
.....Frankie Lymon & The Teen-Agers
(BMI) Gee 1012
2. Church Bells May Ring.....The Diamonds
(BMI) Mercury 70835
3. To Love Again.....The Four Aces
(ASCAP) Decca 29889
4. Picnic
Delilah Jones.....The McGuire Sisters
(ASCAP); (ASCAP Coral 61627
5. Tango of the Drums.....Les Baxter
(ASCAP) Capitol 3404
6. Walk Hand in Hand.....Tony Martin
(BMI) RCA Victor 6493
7. Ivory Tower.....Gale Storm
(ASCAP) Dot 15454
8. A Little Love Can Go a Long, Long Way
.....The Dreamweavers
(ASCAP) Decca 29905
9. I Woke Up Crying.....Joni James
(ASCAP) M-G-M 12213
10. Will You, Willyum?.....Janis Martin
(BMI) RCA Victor 6491

• THIS WEEK'S BEST BUYS

According to sales reports in key markets, the following recent releases are recommended for extra profits:

TANGO OF THE DRUMS (Ross Jungnickel, ASCAP-Les Baxter Ork-Capitol 3404)-With "Poor People of Paris" still riding high in the charts, Baxter is moving another disk up the lists with great speed. "Tango" is on the Boston territorial chart this week, and was also reported an outstanding seller in Los Angeles, New York, Baltimore, Cleveland, Chicago, Milwaukee, Detroit, St. Louis, Nashville, Atlanta and Durham. Flip is "Sinner Man" (Chappell, ASCAP). A previous Billboard "Spotlight" pick.

CHURCH BELLS MAY RING (Maxwell-Hill & Range, BMI)-The Diamonds-Mercury 70835-The original version of this tune by the Willows has been a hit in the r.&b. field for several weeks, but the Diamonds have gained the edge on them in the pop market. Their popularity has grown to the point where they are imminent chart threats. The Mercury record appears on the Chicago territorial chart and is rated good or strong in a dozen other key markets. Flip is "Little Girl of Mine" (Kahl, BMI). A previous Billboard "Spotlight" pick.

THANK YOU
DISK JOCKEYS
EVERYWHERE!



Thanks for liking **TOO CLOSE FOR COMFORT** when you first heard it and thanks for helping the whole nation to like it, because now **TOO CLOSE FOR COMFORT** is becoming a big hit. Thanks again,

Eydie Gormé

TOO CLOSE FOR COMFORT



NO. 9684



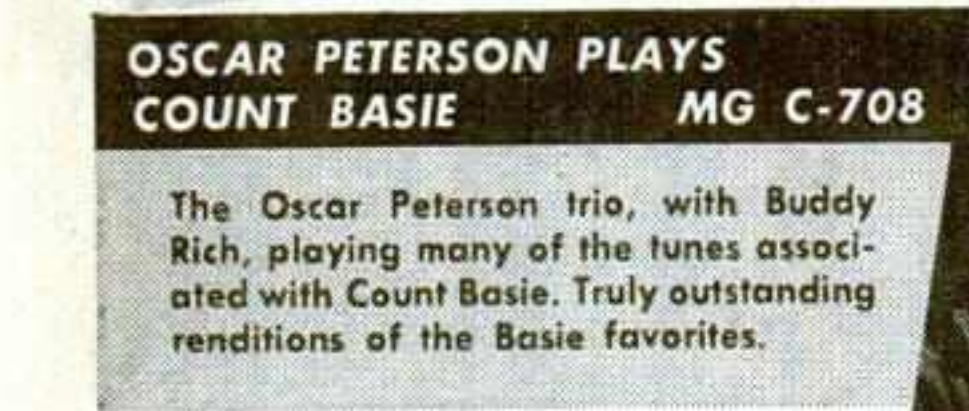
NEW ALBUMS!

Suggested List Price \$3.98



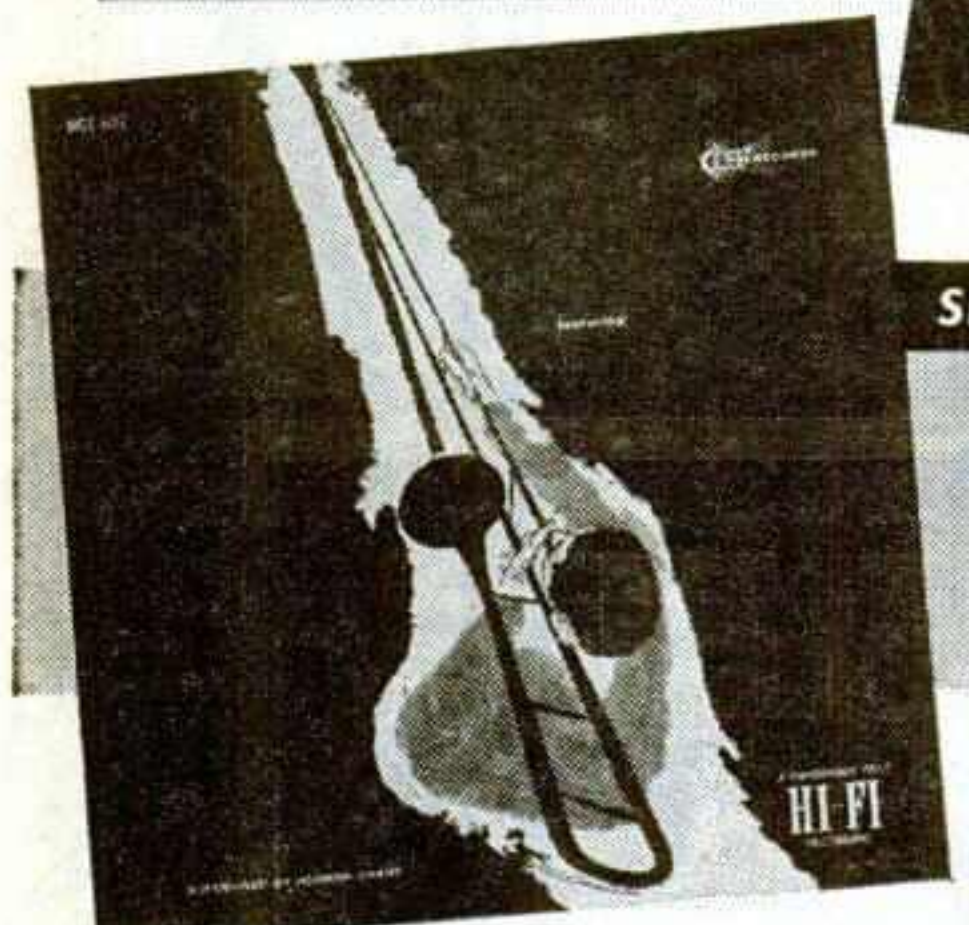
KRUPA AND RICH MG C-684

Gene Krupa and Buddy Rich on Hi Fi! The inimitable drum solos by the world's greatest . . . accompanied by Dizzy Gillespie, Roy Eldridge, Illinois Jacquet, Flip Phillips, Oscar Peterson, Herb Ellis, Roy Brown.



OSCAR PETERSON PLAYS COUNT BASIE MG C-708

The Oscar Peterson trio, with Buddy Rich, playing many of the tunes associated with Count Basie. Truly outstanding renditions of the Basie favorites.



SLIDE TROMBONE MG C-682

Lawrence Brown, whose smooth melodic style was long connected with the Duke Ellington Band, plays ten swinging selections, including his own much celebrated "Rose Of The Rio Grande"



THE LIONEL HAMPTON, ART TATUM, BUDDY RICH TRIO MG C-709

Lionel Hampton, Art Tatum and Buddy Rich together for the first time. Brilliant solos and exciting inter-play by the foremost in the jazz scene.



LITTLE JAZZ MG C-683

ROY ELDRIDGE

A brilliant performance by the foremost trumpeter on the Jazz scene with accompaniment by the Oscar Peterson Trio and Buddy Rich.

THE TOP 100

For survey week ending April 25

A list of the Top 100 RECORD SIDES in the nation according to a COMBINED TABULATION of Dealer, Disk Jockey and Juke Box Operator replies to The Billboard's weekly popular record Best Seller and Most Played surveys. Its purpose is to provide Disk Jockeys with additional programming material and to give trade exposure to NEWER records just beginning to show action in the field.

Pos.	Song	Artist	Label	Last Week
1.	HEARTBREAK HOTEL	E. Presley	Victor	2
2.	HOT DIGGITY	P. Como	Victor	3
3.	POOR PEOPLE OF PARIS	L. Baxter	Capitol	1
4.	BLUE SUEDE SHOES	C. Perkins	Sun	5
5.	LISBON ANTIGUA	N. Riddle	Capitol	4
6.	MAGIC TOUCH	Platters	Mercury	9
7.	A TEAR FELL	T. Brewer	Coral	9
8.	NO, NOT MUCH	Four Lads	Columbia	6
9.	I'LL BE HOME	P. Boone	Dot	7
10.	ROCK ISLAND LINE	L. Donegan	London	12
11.	WHY DO FOOLS FALL IN LOVE?	Teen-Agers	Gee	8
12.	IVORY TOWER	C. Carr	Fraternity	19
13.	MOONGLOW AND THEME FROM "PICNIC"	M. Stollhoff	Decca	21
14.	IVORY TOWER	O. Williams	De Luxe	18
15.	LONG, TALL SALLY	Little Richard	Specialty	20
16.	MOONGLOW AND THEME FROM "PICNIC"	G. Cates	Coral	35
17.	MAIN TITLE ("MAN WITH THE GOLDEN ARM")	R. Maltby	Vik	14
17.	ROCK AND ROLL WALTZ	K. Starr	Victor	11
19.	EDDIE MY LOVE	Fontane Sisters	Dot	14
20.	WHY DO FOOLS FALL IN LOVE?	G. Storm	Dot	16
21.	JUKE BOX BABY	P. Como	Victor	13
22.	WHY DO FOOLS FALL IN LOVE?	Diamonds	Mercury	17
23.	LONG, TALL SALLY	P. Boone	Dot	31
24.	BLUE SUEDE SHOES	E. Presley	Victor	25
25.	HAPPY WHISTLER	D. Robertson	Capitol	51
26.	IVORY TOWER	G. Storm	Dot	46
27.	MR. WONDERFUL	P. Lee	Decca	28
28.	EDDIE, MY LOVE	Chordettes	Cadence	33
28.	MAIN TITLE MOLLY-O ("MAN WITH THE GOLDEN ARM")	D. Jacobs	Coral	26
30.	STANDING ON THE CORNER	Four Lads	Columbia	39
31.	R-O-C-K	B. Haley	Decca	44
32.	I WAS THE ONE	E. Presley	Victor	23
33.	WILD CHERRY	D. Cherry	Columbia	29
34.	BO WEEVIL	T. Brewer	Coral	24
35.	THEME FROM "THE THREE PENNY OPERA" (MORITAT)	D. Hyman	M-G-M	22
35.	TOO YOUNG TO GO STEADY	Nat (King) Cole	Capitol	15
37.	SEE YOU LATER, ALLIGATOR	B. Haley	Decca	35
38.	MAIN TITLE ("MAN WITH THE GOLDEN ARM")	E. Bernstein	Decca	32
39.	LOVELY ONE	Four Voices	Columbia	30
40.	TO YOU, MY LOVE	N. Noble	Mercury	42
41.	WITHOUT YOU	E. Fisher	Victor	44
42.	I'M IN LOVE AGAIN	F. Domino	Imperial	83
43.	POOR PEOPLE OF PARIS	R. Morgan	Decca	43
44.	I WANT YOU TO BE MY GIRL	Teen-Agers	Gee	66
44.	INNAMORATA	D. Martin	Capitol	59
46.	EDDIE, MY LOVE	Teen Queens	RPM	34
47.	CAN YOU FIND IT IN YOUR HEART?	T. Bennett	Columbia	52
47.	CHURCH BELLS MAY RING	Diamonds	Mercury	41
47.	GREAT PRETENDER	Platters	Mercury	27
50.	HELD FOR QUESTIONING	R. Draper	Mercury	63
50.	PORT-AU-PRINCE	N. Riddle	Capitol	49
50.	SAINTS ROCK AND ROLL	B. Haley	Decca	48
50.	WAYWARD WIND	G. Grant	Era	56
54.	SLIPPIN' AND SLIDIN'	Little Richard	Specialty	88
55.	LOOK HOMEWARD, ANGEL	Four Esquires	Epic	—
56.	MAIN TITLE ("MAN WITH THE GOLDEN ARM")	L. Elgart	Columbia	81
57.	WALK HAND IN HAND	A. Williams	Cadence	—
58.	MR. WONDERFUL	S. Vaughan	Mercury	64
58.	TOO CLOSE FOR COMFORT	E. Gorme	ABC-Paramount	75
60.	CRAZY TITLE PALACE	B. Williams	Coral	53
61.	LITTLE GIRL OF MINE	Clefones	Gee	84
62.	WALK HAND IN HAND	T. Martin	Victor	71
63.	MY LITTLE ANGEL	Four Lads	Columbia	69
64.	ON THE STREET WHERE YOU LIVE	V. Damone	Columbia	74
64.	ROCK ISLAND LINE	D. Cornell	Coral	59
64.	TO LOVE AGAIN	Four Aces	Decca	—
67.	NO OTHER ONE	E. Fisher	Victor	67
68.	MAIN TITLE ("MAN WITH THE GOLDEN ARM")	B. May	Capitol	49
69.	DELILAH JONES	McGuire Sisters	Coral	—
69.	TUTTI FRUTTI	P. Boone	Dot	76
71.	ROCK RIGHT	G. Gibbs	Mercury	71
72.	LISBON ANTIGUA	M. Miller	Columbia	56
73.	WINNER TAKE ALL	Platters	Mercury	78
74.	FLOWERS MEAN FORGIVENESS	F. Sinatra	Capitol	69
75.	MR. WONDERFUL	T. King	Victor	65
76.	IT ONLY HURTS FOR A LITTLE WHILE	Ames Brothers	Victor	—
76.	MEMORIES ARE MADE OF THIS	S. Gale	Victor	—
78.	ROCK AND ROLL WEDDING	D. Martin	Capitol	86
79.	FOREVER DARLING	S. Gale	Victor	—
79.	MY BLUE HEAVEN	Ames Brothers	Victor	84
81.	INNAMORATA	F. Domino	Imperial	95
81.	INNAMORATA	J. Vale	Columbia	38
82.	IN A LITTLE SPANISH TOWN	Bing Crosby	Decca	54
83.	I WOKE UP CRYING	J. James	M-G-M	98
84.	CHURCH BELLS MAY RING	Willows	Melba	67
85.	JUST AS LONG AS I'M WITH YOU	P. Boone	Dot	97
86.	ELEVENTH HOUR MELODY	L. Busch	Capitol	92
87.	OUR LOVE AFFAIR	T. Charles	Decca	59
88.	NEVER LET ME GO	Nat (King) Cole	Capitol	—
88.	THEME FROM "THE THREE PENNY OPERA" (MACK THE KNIFE)	L. Armstrong	Columbia	56
90.	A LITTLE LONG CAN GO A LONG, LONG WAY	Dream Weavers	Decca	—
90.	BLUE SUEDE SHOES	B. Bennett	King	73
90.	ELEVENTH HOUR MELODY	A. Hibbler	Decca	62
93.	HI LILI HI LO	D. Hyman	M-G-M	78
94.	I COULD HAVE DANCED ALL NIGHT	D. Shore	Victor	94
94.	MY FIRST FORMAL GOWN	P. Page	Mercury	—
96.	POOR PEOPLE OF PARIS (JEAN'S SONG)	C. Atkins	Victor	—
97.	MAIN TITLE ("MAN WITH THE GOLDEN ARM")	B. Morrow	Wing	—
98.	BO WEEVIL	F. Domino	Imperial	—
99.	IF YOU CAN DREAM	Four Aces	Decca	—
100.	PICNIC	McGuire Sisters	Coral	—
100.	JOEY, JOEY, JOEY	P. Lee	Decca	—

CAUTION TO DEALERS AND JUKE BOX OPERATORS

The Billboard's Top 100 is NOT designed to provide tested information for buying purposes. This function is most reliably served by other regular weekly features: Best Sellers in Stores, Most Played in Juke Boxes, Coming Up Strong and Best Buys.



451 No. Canon Drive • Beverly Hills, Calif.

BLOCH-BUSTING BIG!



LOST HORIZON
 Introducing
SHANGRI-LA
 FROM THE NEW MUSICAL PLAY
 SHANGRI-LA
 WITH CHORUS AND ORCHESTRA

WEDDING IN MONACO
 Instrumental

RAY BLOCH



CORAL 61635 9-61635

rush your order to your  *distributor*



OTIS WILLIAMS AND HIS CHARMS
IVORY TOWER
 DeLuxe 6093

THAT'S YOUR MISTAKE
 DeLuxe 6091

LITTLE WILLIE JOHN
FEVER
LETTER FROM MY DARLING
 King 4935

JAMES BROWN WITH THE FAMOUS FLAMES
PLEASE, PLEASE, PLEASE
 Federal 12258

BOYD BENNETT
LET ME LOVE YOU
THE GROOVY AGE
 King 4925

MOON MULLICAN
ROCK AND ROLL, MR. BULLFROG
I'M MAD WITH YOU
 King 4915

THE MIDNIGHTERS
OPEN UP THE BACK DOOR
ROCK, GRANNY, ROLL
 Federal 12260

EARL BOSTIC
BUGLE CALL RAG
I'LL STRING ALONG WITH YOU
 King 4905

NEW RELEASES!!

JOE TEX
SHE'S MINE
I HAD TO COME BACK TO YOU
 King 4911

MAC CURTIS
IF I HAD ME A WOMAN
JUST SO YOU CALL ME
 King 4927

THE DRIVERS
SMOOTH, SLOW AND EASY
WOMEN
 De Luxe 6094



VOX JOX

By JUNE BUNDEY

THIS 'N' THAT—Pa Johnson, of RCA Victor's singing Johnson family, has started a morning deejay show, "Home Folks Show," over WWIT, Canton, N. C. . . . George Slocum, KDNT, Denton, Tex., writes that his frau is "also a combo-announcer-engineer, both of us with first phone licenses." . . . Charlie Stewart, KFAL, Fulton, Mo., emsees "College Record Break," which is heard by "some 19,000 students from 20 colleges in KFAL's primary listening area." . . . Dean Adams, WNBK, Birmingham, N. Y., spotlights advice by the following local figures on his "Good Morning Show": "Veterinary of the Week, Physician of the Week, Lawyer of the Week, and a 'Thought for the Day' from

special player installed in the car.

CHANGE OF THEME: Mickey Shorr has left WJBK, Detroit, and the station's morning team, Binge and Gentile, have moved into his time spot. Ex-WJR-staffer, Clark Ried, has moved into WJBK's morning slot. . . . Maurice Jackson leaves WVKO, Columbus, O., to join WTVN, same city, this week. . . . Jim Simon, formerly with KRIG, Odessa, Tex., has taken over "The Night Watch" over KCRS, Midland, Tex. The show is aired from a local drive-in restaurant. . . . Bart Tolleson has left KBAR, Burley, Idaho, to join KDYL, Salt Lake City. . . . Earl McRae, ex-WQIK, Jacksonville, Fla., is new spinner on "Sunrise Jamboree," WHIE, Griffin, Ga.

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

MAY 4, 1946:

1. Oh! What It Seemed to Be
2. Laughing on the Outside (Crying on the Inside)
3. Shoo-Fly Pie and Apple Pan Dowdy
4. One-Zy, Two-Zy (I Love You-Zy)
5. Sioux City Sue
6. You Won't Be Satisfied (Until You Break My Heart)
7. All Through the Day
8. The Gypsy
10. Personality
12. Seems Like Old Times
13. I'm Always Chasing Rainbows
14. Some Sunday Morning
15. We'll Gather Lilacs

MAY 5, 1951:

1. Mocking Bird Hill
2. How High the Moon
3. On Top of Old Smoky
4. If
5. Be My Love
6. Would I Love You?
7. Aba Daba Honeymoon
8. Sparrow in the Tree Top
9. Beautiful Brown Eyes
10. I Apologize

the Minister of the Week." . . . Early morning deejay Bill Gerson, WINN, Louisville, Ky., writes: "WINN is Louisville's first and only all-pop station—on the air 21 hours a day." . . . Carl Bailey KBIG, Avalon, Calif., is six foot, 10-inches tall and, in his case, appearances had as much to do with getting his job as his voice. The "Mr. Big for K-BIG." During the peak summer season, Bailey meets incoming boats and interviews tourists on the air. . . . David Dreis, KENT, Shreveport, La., is "pulling more mail than any other pop music personality in KENT's eight-year history."

GIMMIX — Deejays on KEVT, Tucson, Ariz., chat in Spanish exclusively, since almost 50 per cent of the local population is Spanish-speaking. . . . Johnny Womack, KAND, Corsicana, Tex., has difficulty in lining up many artists for live guest shots on his show, so he occasionally takes a tape recorder up to Dallas and tapes chanter segs with platter names appearing there. . . . Eddie Sears, WOCH, North Vernon, Ind., utilizes a unique request-show gimmick, whereby teen-agers send in the name of the high school when they ask for a record. At the end of the month, Sears presents an oil painting (a Sears original of the campus) to the high school which sent in the most requests. . . . Tom Edwards, WERE, Cleveland, is saving time these days by screening new disks, while riding around in his Buick. He has a

Ron Koziol, formerly with WLIN, Merrill, Wis., has started spinning 'em at WDUZ, Green Bay, Wis. . . . Jack Garrett is back on the air at indie WACR, Columbus, Miss., and would like to hear from the trade. . . . New deejay at WORZ, Orlando, Fla., is Ted Dragin. . . . Bernard Brown, ex-WGST staffer, Atlanta, has joined WMAL, Washington. . . . Sam Blessing, KOSI, Denver, is starting a TV deejay show and would "appreciate slides, short films and other video promotion material from recording artists."

Ken Collins, KXYZ, Houston, is on a merry-go-round schedule, which keeps him hopping from 3 to 6 p.m. at the station. Then he ankles over to the Shamrock-Hilton Hotel to emsee the floor show from 7:30 to 11:30 p.m., and after that he's back at the station from 12:45 to 2 a.m. . . . Jim Aylward, WHIL, Medford, Mass., has taken on a new chore. He's music-radio-TV editor in the New England sector for the New England Home Magazine. He also writes a music column for the mag and needs info on disk personalities, including special data on famous New Englanders in music.

'Fella' on 'Weekday'

Continued from page 18

"Weekday" format, approximately five hours will be devoted to the show, with most of the talk originating backstage at the Imperial Theater.

Specific time has been allotted to such personalities as Robert Weede, Jo Sullivan, Art Lund, Shorty Long and Susan Johnson—all are of the cast; author-composer-lyricist Frank Loesser, producers Lynn Loesser and Kermit Bloomgarden, etc. Specific recordings of the tunes also have been programmed.

Paxton, Whiting

Continued from page 18

Margaret is the singer whose first Capitol recording of her father's "My Ideal" gave her nation-wide stature. Daughter Barbara is the well-known film and TV actress.

In the negotiations, Paxton was represented by attorney Lewis Dreyer. The Whitings were represented by Herbert Miller.

Red Seal Push

Continued from page 18

be a vocal set, "The Art of Acksel Schiotz."

Victor's special May issues to holders of the Save-On-Records Coupon Books will be-classical: Toscanini conducting Berlioz "Harold in Italy," and popular: the Ames Brothers "Exactly Like You."

COMING NEXT WEEK

The Billboard's 1956

MOA CONVENTION SPECIAL! MAY 12TH

You'll keep—keep—KEEP this tremendous, annual "Juke-Box" edition of The Billboard for one big reason:

You'll refer to all the juke-box news, features and reports in it to help you build bigger sales in the months to come!

See what we mean! . . . in this preview list of contents!

9th Annual Juke Box Operator Poll . . .

Billboard's yearly survey to find out what operators are doing in record planning, promotion, programming . . . to build juke-box business.

The "Dime Play"—its progress and future.

Juke Box Programming—a series of successful case histories.

Plus side of the ledger—Public Relations.

The yearly wrap-up of the whole juke-box business.

And pages more of operation news and doings across the country . . . what's ahead in '56!

Important reminder to talent and manufacturers:

Deadline date for your ad is May 3d. Rush your big-space selling ad now. Don't miss this best-of-all opportunity to sell the men who program . . . buy . . . and sell your records.

Remember—you get 2,500 extra circulation in this juke-box edition of The Billboard. It's distributed on the MOA Convention floor!

Cincinnati 22, Ohio New York 36, N. Y.
 2160 Patterson St. 1564 Broadway
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Chicago 1, Ill. St. Louis 1, Mo.
 188 W. Randolph St. 390 Arcade Bldg.
 CEntal 6-8761 CHestnut 1-0443

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 6000 Sunset Blvd.
 HOLlywood 9-5931

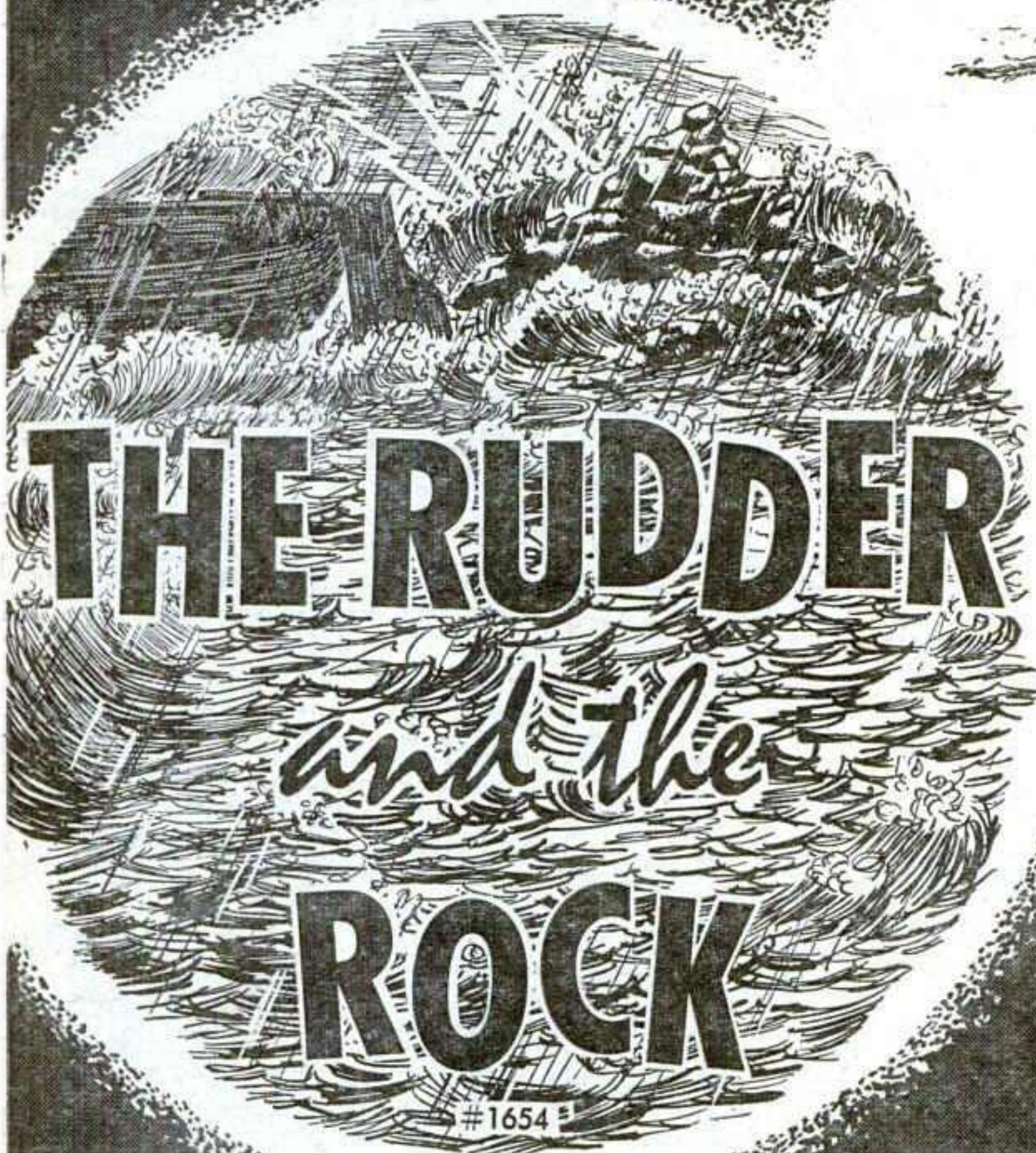
1956 MOA CONVENTION SPECIAL-MAY 12th

A Two Sided
DAVID
WHITFIELD
Triumph!



My
September
Love

#1654



THE RUDDER
and the
ROCK

#1654

DAVID
 WHITFIELD'S
 FIRST
 LONG PLAYING
 ALBUM...

SELLING GREAT*



#1417

Lady of Madrid; How, When or Where; You Are Ev'rywhere;
 Santa Rosa Lea Rose; Beyond The Stars; When You Lose
 The One You Love; I'll Never Stop Loving You; Mama; Open
 Your Heart; The Lady; Angelus; Cara Mia.

* If your local distributor is out of stock write direct
 to London Records, Inc., 539 W. 25th St.

LONDON

RECORDS



GENTLEMEN, BE SEATED:**This Is the Story of
a Minstrel Show.**

Many of us remember the beat of the tambourine, the humor of the end men, the drive of the banjos, the golden-voiced tenor, but few of us have had that thrill since many a long year. In the hustle of modern living and modern day show business, a segment of pure fun and entertainment had practically disappeared.

Recently at EPIC Records this very factor was discussed in a search for material that could make an interesting album, in other words, something "new." The Minstrel Show idea was hatched. Research was done at libraries, repertoire was sorted, artists were hired, musicians and arrangements were lined up, the project was under way.

After completion, but before the album was announced, we pre-tested the product, without fanfare, over the music system piped through our factories. The reaction was electrifying. We knew we had a winner. Samples were shipped to our distributors, and the result was the largest advance orders for an album we had ever enjoyed.

Cleveland reported air-play the next day that clogged the radio station switchboards; Boston sales soared after a similar "Airing." Many other major markets have been advising us of great dealer sales, flashing lights on switchboards, and heavy mail received by disk jockeys.

We were excited before—we are thrilled now—and all in seven days!

On the strength of this immediate acceptance, EPIC Records was fortunate enough to secure the services of Will Oakland, a young 73-year-old gentleman who is "Mr. Minstrel" himself. Will is right now visiting cities to promote **GENTLEMEN, BE SEATED**—his background of minstrel lore is fascinating.

Well, there it is. To the disk jockeys we say: "we assure you of tremendous response." To the dealers we say: "we assure you of store traffic and sales." To the public who buys it we say: "from the opening Grand March, to the roaring, rousing Finale, you are in for pure unadulterated entertainment."

GENTLEMEN, BE SEATED (EPIC LN 3238) (Retail \$3.98) is the only complete Minstrel Show on long play and done in dazzling High Fidelity.

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Tunes With Greatest Radio-TV Audience

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio

- Arriverderci Roma (R)—Hill & Range—BMI
Birds and the Bees (R) (F)—Gomalco—ASCAP
Blue Suede Shoes (R)—Hi-Lo-Hill & Range—BMI
Can You Find It in Your Heart? (R)—Witmark—ASCAP
Happy Whistler (R)—Beechwood—ASCAP
Hot Diggity (R)—Roncom—ASCAP
I Could Have Danced All Night (R) (M)—Chappell—ASCAP
If You Wanna See Mamie Tonight (R) (F)—Miller—ASCAP
In a Little Spanish Town (R)—Feist—ASCAP
Innamorata (R)—Paramount—ASCAP
It Only Hurts for a Little While (R)—Advanced—ASCAP
I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP
Ivory Tower (R)—E. H. Morris—ASCAP
Joey, Joey, Joey (R) (M)—Frank—ASCAP
Magic Touch (R)—Panther—ASCAP
Moonglow (R) (F)—Mills—ASCAP
Mr. Wonderful (R) (M)—Laurel—ASCAP
Never Let Me Go (R)—Famous—ASCAP
On the Street Where You Live (R)—Chappell—ASCAP
Picnic (R) (F)—Columbia Pic—ASCAP
Poor People of Paris (R) — Connelly—ASCAP
Port-au-Prince (R)—E. B. Marks—BMI
Serenade (R) (F)—Harms—ASCAP
Somebody, Somewhere (R) (M)—Frank—ASCAP
Standing on the Corner (R) (M)—Frank—ASCAP
To Love Again (R) (F)—Columbia Pic—ASCAP
Too Close for Comfort (R) (M)—Laurel—ASCAP
Too Young to Go Steady (R)—Robbins—ASCAP
We All Need Love (R)—Chappell—ASCAP
When You're in Love (R) — Chappell—ASCAP
Without You (R)—Broadcast—BMI

Television

- After School Rock and Roll (R)—Song-Smiths—ASCAP
Arriverderci Roma (R)—Hill & Range—BMI
Birds and the Bees (R) (F)—Gomalco—ASCAP
Blue Suede Shoes (R)—Hi-Lo-Hill & Range—BMI
Dungaree Dan and Chino Sue (R)—Rose-Meadow—ASCAP
Dungaree Doll (R)—E. B. Marks—BMI
Eddie, My Love (R)—Modern-Roosevelt—BMI
Hot Diggity (R)—Roncom—ASCAP
I Could Have Danced All Night (R) (M)—Chappell—ASCAP
If You Wanna See Mamie Tonight (R) (F)—Miller—ASCAP
I'll Be Home (R)—Arc—BMI
In a Little Spanish Town (R)—Feist—ASCAP
Innamorata (R)—Paramount—ASCAP
I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP
Kiss Me Another (R)—E. B. Marks—BMI
Lazy River (R)—Peer—BMI
Lisbon Antigua (R)—Southern—ASCAP
Moonglow (R) (F)—Mills—ASCAP
No, Not Much (R)—Beaver—ASCAP
On the Street Where You Live (R) (F)—Chappell—ASCAP
Picnic (R) (F)—Columbia Pic—ASCAP
Poor People of Paris (R) — Connelly—ASCAP
Port-au-Prince (R)—E. B. Marks—BMI
Rock and Roll Waltz (R)—Sheldon—BMI
See You Later, Alligator (R)—Arc—BMI
Theme From "The Three Penny Opera" (Moritat) (R)—Harms—ASCAP
Walk Hand in Hand (R)—Republic—BMI
Wayward Wind (R)—Warman—BMI
What a Heavenly Night for Love (R)—Tee Kaye—ASCAP
Why Do Fools Fall in Love? (R)—Patricia—BMI
Without You (R)—Broadcast—BMI

Best Selling Sheet Music in Britain

(For Week Ending April 21)

A cabled report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

- It's Almost Tomorrow—Macmelodies (Northern)
The Poor People of Paris—Berry (Connelly)
My September Love—Bron
Memories Are Made of This—Montclare (Montclare)
No Other Love—Chappell (Williams)
Rock and Roll Waltz—Maddox (Sheldon)
Willie Can—Frank (Acuff-Rose)
The Ballad of Davy Crockett—Disney (Disney)
Zambezi—Fields (Shapiro-Bernstein)
Theme From "The Three Penny Opera"—Arcadia (Harms)
Young and Foolish—Chappell (Chappell)
The Dambusters March—Chappell (Chappell)
Robin Hood—New World (Official)
Only You—Sherwin (Wildwood)
Band of Gold—Essex (Ludlow)
Jimmy Unknown—Bron (Jefferson)
The Great Pretender—Southern (Panther)
Pickin' a Chicken—Berry (Connelly)
Don't Ringa Da Bell—Michael Reine (Regent)
Come Next Spring—Frank (Frank)

Best Selling Pop Records in Britain

(For Week Ending April 21)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

Table with 2 columns: This Week, Last Week. Lists top 20 pop records in Britain.

MUSIC AS WRITTEN

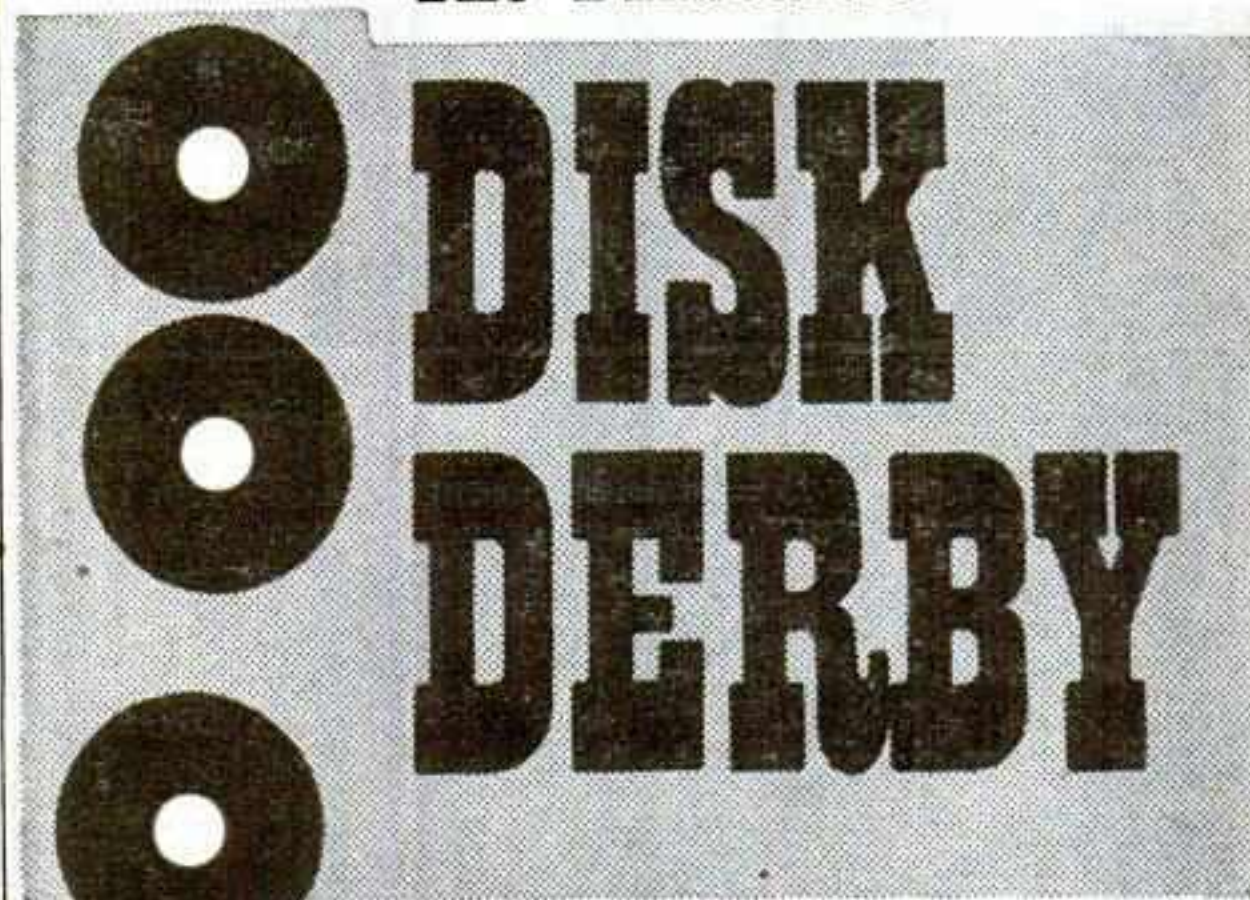
Continued from page 26

which starts production here on May 9. . . . Rusty Draper, currently at the New Frontier, Las Vegas, will undertake his initial Canadian night club tour starting June 18 at the Metropole in Windsor, Ontario. Other Canadian dates include El Morocco in Montreal and Chandiere's in Ottawa. . . . Dick Maxwell exit his post as sales and promotion manager of Sunset Records to join RCA Victor in Atlanta. . . . New Hi-Lo's album due out next month has been tagged "The Hi-Lo's on Hand," . . .

Gale Storm named an honorary Tennessee Colonel during her visit with Dot Record topper Randy Wood. Latter leaves for Chicago this week where he'll record Billy Vaughn, the Fontane Sisters, Johnny Maddox and The Hilltoppers. Dean Martin and Jerry Lewis warbled "A Day in the Country" as pre-recording of the six tunes in Paramount's "Hollywood or Bust," started last week. . . . Gotham publisher Eddie Uhlan has his autobiography in print titled "The Rogue of Publishers Row." . . .

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● **Reviews of New Pop Records**

● *Continued from page 44*

bling is showcased in a big dramatic production, with lush backing and effective choral work on a fast-moving ditty, reminiscent mood-wise of "Riders in the Sky." (Pine Ridge, ASCAP)

Full Always Love You Darling...66
Bayou Bill sings with sincere simplicity on a pleasant ballad. (Robbins, ASCAP)

BOB EBERLY

Moonglow.....66
GRAND AWARD 1003—A tasty reading of the current revival. Eberly's approach is tender and sincere. The use of piano and chorus in the background has a bit of a jazz touch and is rather effective. (Mills, ASCAP)

I've Grown Accustomed to Your Face....64
A number of versions of this "My Fair Lady" tune are now available, too. Good as Eberly's handling of it is, it won't do much business in view of the competition. (Chappell, ASCAP)

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● **Reviews of New Jazz Records**

TAB SMITH COMBO

T. G. Blues.....72
UNITED 199—A great, sultry instrumental blues at perfect blue-lights tempo. The great alto man has rarely sounded better, but the jazz buyers may never find this until it's put in an album. (Pamlee, BMI)

Hurricane T....70
An excellent bright swinger with a slightly modern flavor. Alto man Smith is backed by organ, bass and drums. Unlikely to mean much as a single. (Pamlee, BMI)

● **Reviews of New Sacred Records**

CARL STORY

Mother Is Old.....78
MERCURY 70856—In the personal appearances of Story and his Ramblin' Mountaineers, this has always been a much-requested number. They do a splendid harmonizing job on this sentimental material. (Nash, BMI)

Road of Prayer....77
This upbeat tune is attractive and is rendered excitingly by the singer. Both sides should enjoy considerable

● **Reviews and Ratings of New Popular Albums**

● *Continued from page 28*

modern names make this standard inventory for any store stocking jazz.

JAZZ STUDIO 5.....76
Ralph Burns Ork (1-12")
Decca DL 8235

Ralph Burns' writing career bridges the last days of the big bands and the "modern" jazz chamber music style. Leaning more perhaps to the flavor and swing of former, but with the refinements of the latter, Burns here captains a 10-piece band to explore some of his more recent ideas. His orchestration, which includes the French horn, tuba and flute, is unusual. The two outstanding selections are Burns' originals: "South Gonzales Street Parade" and "Cool Cat on a Hot Tin Roof." Contributing to the potential of yet another one of these "Jazz Studio" albums is the quality of the ensemble which includes Joe Newman, Billy Byers, Herbie Mann, Milt Hinton, Osie Johnson and others of similar stature.

ADVENTURE IN TIME.....73
Sauter-Finegan Ork (1-12")
Victor LPM 1240

When the Sauter-Finegan band sets up, half the space on the band-stand is allotted to the percussion equipment. Joe Venuto runs the gamut from tympani and cymbals to marimbas and ticking on plain water glasses. There are occasional interjections from other instruments like trombone, trumpet, and flute, but this show belongs to the percussionists. They succeed in presenting a veritable catalog of struck sounds, all of which must be particularly intriguing to hi-fi addicts. To anyone else, it is likely to prove a colossal bore.

WOODLORE.....76
Phil Woods Quartet (1-12")
Prestige LP 7018

"Get Happy," one of the more impressive bands in this set, could very well have served as the title of this LP, for that seems the natural aim of this group. With marvelous

command of the alto, Woods breezes along amiably, light in touch and spirit. Not that he doesn't have a soulful enough horn for a beautiful ballad like "Falling in Love All Over Again." However, his forte is witty, up-tempo improvisation on tunes like "Slow Boat to China" and "Be My Love." This ex-Julliard man swings hard and can get into the groove of a funky, foot tappin' blues like "Strollin' With Pam" (Teddy Kotick's bass solo is fabulous), too. John Williams is at the piano; Nick Stabulas is on drums.

THE PRESIDENT PLAYS WITH THE OSCAR PETERSON TRIO.....72
(1-12")

Norgran MG N 1054
Another re-issue on 12-inch \$3.98 vinyl of two complete previously listed 10-inch LP's. The President, of course, is tenor saxman Lester Young, featured here in some of his best efforts of recent years. Everyone credits Young with the modern, "cool" tenor style, but they plunk their money down for the followers who have gone beyond the master. Sales should be moderate, tho Peterson's name will help. (The earlier 10-inchers were MGN-5 and 6.)

NEW YORK LAND DIXIE.....70
Gus Hoo and his Dixie Stompers (1-12")

Victor LPM 1212
The only relationship this music has to Dixieland is in the instrumentation. It's pleasant, good-humored middle-of-the-road jazz wrapped up in a precious guessing game format, with all performers carrying silly pseudonyms. The liner notes by "John S. (One-to-the-Bar) Hoo" (Wilson?) are extremely funny and, if called to buyers' attention, may stimulate interest in hearing the music. Otherwise, only a few Dixie addicts may pick up the package, and they prob-

(Continued on page 48)

radio exposure and sales in the Bible Belt. (Nash, BMI)

JIM WILSON

My Greatest Possession.....75
MERCURY 70859—This is a sentimental hymn of praise to his "wife." Bulk of the side is a poem which Wilson reads with utmost conviction. Could be this side will pull a good many sales. (Meridian, BMI)

Thank You Lord for Dinner....70
Reverent hymn is sung with great sincerity. Wilson talks as well as sings, and in the former role delivers

a short sermon on prayer. (Cedarwood, BMI)

LANIE WALKER

Dad's Not Dead He's Only Sleeping....73
BLUE HEN 218—In song, and in a moving recitation, Walker tells how he overcame the sorrow of losing his parent. The sincerity of the singer gives real impact to this material.

When You Meet Your Lord....73
Walker does an equally good job with this rhythm side. The theme is a familiar one in the sacred field, but it has fresh appeal in this vigorous presentation.

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The Billboard
Let Me Be the First One.....76
M-G-M 12229 — A poignant weeper waltz is chirped effectively by the thrush with good backing by Leroy Holmes' ork. This one has real sleeper potential. (Hampshire, ASCAP)

The Billboard
April 21, 1956



• This Week's Best Buys

ROCK'N' ROLL (Hi-Lo, BMI)—Warren Smith—Sun 239—Sun has done it again! This country rock 'n' roll record is showing all the signs of being a Presley-type success.

CRAZY ARMS (Pamper, BMI)

YOU DONE ME WRONG (Cedarwood, BMI)—Ray Price—Columbia 21510—Price has come up with a solid seller with his usual reliability.

• Review Spotlight on . . . RECORDS

JOHNNY AND JACK WITH RUBY WELLS

You Can't Divorce My Heart (Smokey Mountain, BMI) Baby, It's in the Making (Acuff-Rose, BMI)—RCA Victor 6508—The trio turns up a couple of snappy money sides.

• Reviews of New C & W Records

THE LOUVIN BROTHERS

Hoping That You're Hoping . . . 82 CAPITOL 3413—The boys, known for their religious slants, get on a strictly upbeat kick on this confessional.

Childish Love . . . 77

A typical country theme has an ailing here as the boys sing the bleating blues of a shattered romance.

ROY MOSS

Corinne Corinna . . . 78 MERCURY 70858—Backing has no horns but it has the beat. Pick up of the r.&b. opus makes for an exciting cutting in this strong entry.

You Don't Know My Mind . . . 74

Rhythm effort also shows the influence of r.&b. in the country field. It's a good job of chanting by Moss.

SID KING AND THE FIVE STRINGS

Ooble-Dooble . . . 78 COLUMBIA 40680—More cross-breeding is evident here in this strictly swinging rhythm job.

Booger Red . . . 73

These lads sing with that country twang but the swing, the subject matter and the wailing "country" tenor sax label it another of those interesting hybrid specimens that has potential in several directions.

JUSTIN TUBB

You Nearly Lose Your Mind . . . 77 DECCA 29895—With each release, young Tubb seems to be developing more and more of a dynamic and highly polished style.

Lucky, Lucky Someone Else . . . 74

A restrained weeper, in which the singer feels mighty sorry for himself. An attractive piece of material, and well handled, but not as strong as the flip.

THUMPER JONES

Rock It . . . 76 STARDAY 240—Country blues with an engaging beat and a solid performance by Thumper Jones.

How Come It? . . . 75

Country blues with a good sound by Thumper Jones. Strings, bass and piano furnish strong backing to the novelty lyric chanted by Jones.

CURTIS GORDON

Mobile Alabama . . . 74 MERCURY 70861—Country blues. Curtis Gordon belts it out with a good understanding of the current rock and roll-country trend.

Braggin' . . . 74

A lively country blues with a novelty lyric and a rocking beat. Merits exposure.

RUDY (TUTTI) GRAYZELL

Duck Tail . . . 74 STARDAY 241—Country blues, with a lyric idea reminiscent of "Blue Suede Shoes." Grayzell and the back-

ing have a good feeling for the genre. (Starrite, BMI)

TENNESSEE JIM

Hangin' My Tears Out to Dry . . . 74 CHOICE 846—Snappy, Dancy rendition of an okay hillbilly tune.

Don't Steal Her . . . 70

Strong solo warbling here, and more good orking, tho the material is stronger on the flip.

LEE HOLDEN

Puttin' on the Style . . . 74 CAVALIER 861—Holden has clefied a probing commentary on the habits of young folks, surrounding it with a cheerful melody and bouncing beat.

Focattello, Idaho . . . 69

Cute little novelty narrative makes for attractive listening. Flip has a better chance, tho. (Dexter, ASCAP)

THE COLLINS KIDS

The Rockaway Rock . . . 73 COLUMBIA 21514—Rock 'n' roll penetrates the country barrier again as the strictly country group swings out on some Saturday night doings.

Make Him Behave . . . 72

Traditional situation of little brother needing big sister with her boy friend gets a cute complaining rendition by Lorrie Collins. The lines are amusing and true-to-life enough to win jockey spins.

HAWKSHAW HAWKINS

Sunny Side of the Mountain . . . 73 VICTOR 6509—Fine guitar work sparks this side in back of solid, sincere warbling by Hawkins.

It Would Be a Doggone Lie . . . 71

An okay job on a medium-tempo, old-style country blues tune. (Tree, BMI)

BILL MONROE

On and On . . . 73 DECCA 29886—Backed by some of the fanciest pickin' and fiddlin' heard on records in quite a spell, Monroe and his Blue Grass Boys harmonize this rhythm weeper with seasoned skill and plenty of old-fashioned charm.

I Believed in You, Darling . . . 71

Another fine side—this one, a slow tear-jerker—in the older, traditional country style. There are still customers galore for this kind of record, and they'll appreciate this fine harmony job.

RUTH TALLEY AND BOB JENNINGS

Let Me . . . 73 M-G-M 12241—Plaintive duo-vocalizing on a wistful weeper about a guy who only wants to look at his ex-sweetie as she marches down the aisle to wed another.

Ever By the Side of Me . . . 70

A bouncy rhythm ditty is wrapped up by a personable vocal twosome.

FLOYD CRAMER

Succotash . . . 70 M-G-M 12242—Happy-sounding instrumental work on a bouncy ditty

• Reviews and Ratings of New Popular Albums

• Continued from page 47

ably won't like the music. It's a great gag, but is it good economics?

THE FORMATIVE YEARS . . . 70

Stan Kenton Ork (1-12") Decca DL 8259 The ardent fans of Kentonia will undoubtedly want this collection of original etchings, formerly available on shellac only.

PEANUTS HUCKO AND THE ALL STARS PLAY A TRIBUTE TO BENNY GOODMAN . . . 69

There certainly isn't anything wrong with the way these typical Goodman numbers are played here, but outside of the fact that the album lists at \$2.98, it hasn't enough to recommend it over the many editions on many labels as played by BG himself.

TALLY BROWN SINGS . . . 62

Cavalier CAV 5008 Miss Brown is an expressive stylist performing here mainly in a blues framework. Gal knows how to project many emotions with the pipes as she switches from high, full-throated volume to a whispery touch.

Folk LEISURE TIME WITH STAN WILSON . . . 71

Cavalier CAV 6003 This is the second package by Stan Wilson released by Cavalier in the past year. Most of the material is standard folk fare, as "Waltzing Matilda," "Lord Randall," "Green-sleeves"; some Calypsos, as "Ugly Woman," etc.

BILL BOYD Definition of Love . . . 68

TNT 1019—Here's an original idea that winds up with the guy in love 'cause Webster tells him so. Boyd and the Ramblers generate an infectious Western flavor.

SMITH SPADACHENE Ivory Tower . . . 66

NUCRAFT 132—This current pop hit has a quality that lends itself to country styling, and it makes an attractive side for the singer.

AL DOSS BAND Everytime You Waltz Again . . . 64

DOS 944—A slow waltz harmonized in so-so fashion by two unidentified chaps. May pick up some territorial business for this Louisiana label.

LUCKY BOGGS Once I Went to Town . . . 60

BUDDY 108—Routine material, routine performance. (Tubb, BMI) Tears in My Heart . . . 60 A weeper, done with no distinction.

• C & W Territorial Best Sellers

For survey week ending April 25

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

- 1. You and Me, R. & B. Foley, Dec.
2. What Would You Do If Jesus Came to Your House? P. Wagoner, Vic.
3. I've Got Five Dollars, F. Young, Cap.
4. Blue Suede Shoes, C. Perkins, Sun
5. Blackboard of My Heart H. Thompson, Cap.
6. Heartbreak Hotel, E. Presley, Vic.
7. Answer, C. Smith, Col.

Charlotte

- 1. Heartbreak Hotel, E. Presley, Vic.
2. Baby, Let's Play House E. Presley, Vic-Sun
3. Blue Suede Shoes, C. Perkins, Sun
4. You and Me, R. & B. Foley, Dec.
5. I Forgot to Remember to Forget E. Presley, Vic-Sun
6. You're Still Mine, F. Young, Cap.
7. I Was the One, E. Presley, Vic.
8. Rock 'n' Roll Ruby, W. Smith, Sun
9. Blackboard of My Heart H. Thompson, Cap.
10. What Would You Do If Jesus Came to Your House? R. Sovine, Dec.

Dallas-Fort Worth

- 1. Heartbreak Hotel, E. Presley, Vic.
2. Blue Suede Shoes, C. Perkins, Sun
3. Blackboard of My Heart H. Thompson, Cap.
4. I Was the One, E. Presley, Vic.
5. Little Rosa, R. Sovine-W. Pierce, Dec.
6. I Forgot to Remember to Forget E. Presley, Vic-Sun
7. Mystery Train, E. Presley, Vic-Sun

Houston

- 1. Heartbreak Hotel, E. Presley, Vic.
2. Honky Tonk Man, J. Horton, Col.
3. Blue Suede Shoes, C. Perkins, Sun
4. For Rent, S. James, Cap.
5. I Was the One, E. Presley, Vic.
6. Yes, I Know Why, W. Pierce, Dec.
7. I'm Rugged But I'm Right G. Jones, Sdy.
8. Hold Everything R. Sovine-W. Pierce, Dec.
9. Seasons of My Heart, J. Newman, Dot

Memphis

- 1. Blue Suede Shoes, C. Perkins, Sun
2. Heartbreak Hotel, E. Presley, Vic.
3. Why, Baby, Why? R. Sovine-W. Pierce, Dec.
4. Yes, I Know Why, W. Pierce, Dec.
5. Rock 'n' Roll Ruby, W. Smith, Sun
6. I Don't Believe You've Met My Baby Louvin Brothers, Cap.

Nashville

- 1. Blue Suede Shoes, C. Perkins, Col.
2. Heartbreak Hotel, E. Presley, Vic.
3. 'Cause I Love You, W. Pierce, Dec.
4. Little Rosa, R. Sovine-W. Pierce, Dec.
5. So Doggone Lonesome, J. Cash, Sun
6. Yes, I Know Why, W. Pierce, Dec.
7. So Doggone Lonesome, E. Tubb, Dec.
8. I've Changed, C. Smith, Col.
9. I Don't Believe You've Met My Baby Louvin Brothers, Cap.
10. Mr. Teardrops, M. Robbins, Col.

New Orleans

- 1. Blue Suede Shoes, C. Perkins, Sun
2. Heartbreak Hotel, E. Presley, Vic.
3. I've Changed, C. Smith, Col.
4. Run, Boy, R. Price, Col.
5. I Don't Believe You've Met My Baby Louvin Brothers, Cap.
6. So Doggone Lonesome, J. Cash, Sun

Richmond, Va.

- 1. Heartbreak Hotel, E. Presley, Vic.
2. Blue Suede Shoes, C. Perkins, Sun
3. How Far Is Heaven? K. Wells, Dec.
4. You and Me, R. & B. Foley, Dec.
5. For Rent, S. James, Cap.
6. You're Free to Go, C. Smith, Col.

St. Louis

- 1. Blue Suede Shoes, C. Perkins, Sun
2. Heartbreak Hotel, E. Presley, Vic.
3. I Forgot to Remember to Forget E. Presley, Vic-Sun
4. Yes, I Know Why, W. Pierce, Dec.
5. I've Got Five Dollars, F. Young, Cap.

FOLK TALENT AND TUNES

Around the Horn

Charlie Brown, whose Brown Radio Productions produced the Eddy Arnold radio shows in Nashville, has been named to head up production of Crossroads TV's new Eddy Arnold show, featuring Chet Atkins, which premiered on ABC-TV Thursday (26).

Joe Taylor and His Indiana Red Birds, of WGL, Fort Wayne, Ind., invite c.&w. artists passing thru the territory to appear as guests on their live show heard each Saturday at 12 noon.

Lefty Frizzell, who recently played five dates in Alaska to a bonanza business, is slated to return there in September for 20 days. After appearing with "Town Hall Party," Compton, Calif., last Friday and Saturday (27-28), Lefty took off for Honolulu, where he's set for five days starting Tuesday (1).

Tom Tall's latest releases on the Abbott label are due out this week. Two of the tunes are rock 'n' roll. . . . Carl Perkins' wife presented

him with a new son and heir in Tennessee last week. Carl returns to "Big D Jamboree," Dallas, Saturday (5), along with the Five Strings. . . . Bill Woods, who with his band has backed various country artists on over 400 sides in the last several years, has finally cut a platter of his own on the Fire Records label.

Texas Bill Strength (Capitol) emceed the "Grand Ole Opry" package, featuring Webb Pierce, Jim Reeves, Hank Locklin, Charlene Arthur and the Farmer Boys, at the Auditorium, St. Paul, Sunday (29). Bill says he's working a seven-day-a-week schedule, but will take time out to greet his friends at the MOA convention in Chicago, May 6-8, and the Jimmie Rodgers Memorial Celebration in Meridian, Miss., May 25-26.

Hank Snow and Anita Carter are teamed in a new RCA Victor release, "Keep Your Promise, Willie Thomas" b.w. "It's You, Only You, That I Love." Hank also combines his talents with Chet Atkins on another new RCA Victor release. Top side is a tune written by Snow called "Echoing Guitars."

Jimmy Newman makes his first appearance on "Ozark Jubilee" from Springfield, Mo., Saturday (5). . . . WSM, Nashville, will originate the Prince Albert portion of "Grand Ole (Continued on page 49)

Best Sellers in Stores

For survey week ending April 25

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Weeks on Chart	Chart
1. HEARTBREAK HOTEL (BMI)-E. Presley	1	10
I WAS THE ONE (BMI)-Vic 20-6420		
2. BLUE SUEDE SHOES (BMI)-C. Perkins	2	12
Honey, Don't (BMI)-Sun 234		
3. I FORGOT TO REMEMBER TO FORGET (BMI)-E. Presley	3	34
MYSTERY TRAIN (BMI)-Vic 20-6357-Sun 223		
4. YES, I KNOW WHY (BMI)-W. Pierce	4	9
'CAUSE I LOVE YOU (BMI)-Dec 29805		
5. YOU AND ME (BMI)-R. Foley & K. Wells	6	15
No One But You (BMI)-Dec 29740		
6. WHY, BABY, WHY? (BMI)-R. Sovine & W. Pierce	5	20
Missing You (BMI)-Dec 29755		
7. I DON'T BELIEVE YOU'VE MET MY BABY (BMI) Louvin Brothers	8	15
In the Middle of Nowhere (BMI)-Cap 3300		
8. I'VE GOT FIVE DOLLARS (BMI)-F. Young	11	5
YOU'RE STILL MINE (BMI)-Cap 3369		
9. SO DOGGONE LONESOME (BMI)-J. Cash	7	12
FOLSOM PRISON BLUES (BMI)-Sun 232		
10. WHAT WOULD YOU DO IF JESUS CAME TO YOUR HOUSE? (BMI)-P. Wagoner	9	6
How Can I Refuse Him Now (BMI)-Vic 20-6421		
10. BLACKBOARD OF MY HEART (BMI)-H. Thompson	9	5
I'm Not Mad, Just Hurt (BMI)-Cap 3347		
12. LITTLE ROSA (BMI)-R. Sovine & W. Pierce	-	1
Hold Everything (BMI)-Dec 29876		
13. BABY, LET'S PLAY HOUSE (BMI)-E. Presley	-	13
I'm Left, You're Right, She's Gone (BMI)-Sun 217		
14. I'VE CHANGED (BMI)-C. Smith	15	3
If You Do, Dear (BMI)-Col 21493		
15. FOR RENT (BMI)-S. James	-	2
Stolen Love (BMI)-Cap 3357		

Most Played in Juke Boxes

For survey week ending April 25

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week	Weeks on Chart	Chart
1. HEARTBREAK HOTEL (BMI)-E. Presley	1	8
I WAS THE ONE (ASCAP)-Vic 20-6420		
2. BLUE SUEDE SHOES (BMI)-C. Perkins	2	9
Honey, Don't (BMI)-Sun 234		
3. YES, I KNOW WHY (BMI)-W. Pierce	4	7
'CAUSE I LOVE YOU (BMI)-Dec 29805		
4. I FORGOT TO REMEMBER TO FORGET (BMI)-E. Presley	3	25
MYSTERY TRAIN (BMI)-Vic 20-6357-Sun 223		
5. FOLSOM PRISON BLUES (BMI)-J. Cash	8	8
SO DOGGONE LONESOME (BMI)-Sun 232		
6. WHY, BABY, WHY? (BMI)-R. Sovine & W. Pierce	7	17
Missing You (BMI)-Dec 29755		
6. I DON'T BELIEVE YOU'VE MET MY BABY (BMI)-Louvin Brothers	5	8
In the Middle of Nowhere (BMI)-Cap 3300		
8. YOU AND ME (BMI)-R. & B. Foley	6	6
No One But You (BMI)-Dec 29740		
9. I'VE GOT FIVE DOLLARS (BMI)-F. Young	-	1
You're Still Mine (BMI)-Cap 3369		
10. BLACKBOARD OF MY HEART (BMI)-H. Thompson	9	3
I'm Not Mad, Just Hurt (BMI)-Cap 3347		

Most Played by Jockeys

For survey week ending April 25

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Weeks on Chart	Chart
1. HEARTBREAK HOTEL-E. Presley	1	10
Vic 20-6420-(BMI)		
2. BLUE SUEDE SHOES-C. Perkins	2	11
Sun 234-(BMI)		
2. YES, I KNOW WHY-W. Pierce	3	10
Dec 29805-(BMI)		
4. YOU AND ME-R. & B. Foley	4	12
Dec 29740-(BMI)		
5. I DON'T BELIEVE YOU'VE MET MY BABY Louvin Brothers	5	17
Cap 3300-(BMI)		
6. LITTLE ROSA-R. Sovine & W. Pierce	9	3
Dec 29876-(BMI)		
7. FOR RENT-S. James	7	4
Cap 3357-(BMI)		
7. YOU'RE STILL MINE-F. Young	14	3
Cap 3369-(BMI)		
9. BLACKBOARD OF MY HEART-H. Thompson	-	1
Cap 3347-(BMI)		
10. HONKY TONK MAN-J. Horton	-	1
Col 21504-(BMI)		
11. SO DOGGONE LONESOME-J. Cash	8	11
Sun 232-(BMI)		
12. 'CAUSE I LOVE YOU-W. Pierce	-	5
Dec 29805-(BMI)		
13. I WAS THE ONE-E. Presley	12	2
Vic 20-6420-(ASCAP)		
14. FOLSOM PRISON BLUES-J. Cash	10	13
Sun 232-(BMI)		
15. I TAKE THE CHANCE-M. & J. E. Brown	11	2
Vic 20-6480-(BMI)		

FOLK TALENT AND TUNES

Continued from page 48

Opry" over the NBC radio network from Meridian, Miss., during the Jimmie Rodgers celebration there May 26. . . Lefty Frizzell is set thru June as follows: "Circle Theater Jamboree," Cleveland, June 2; Buck Lake Ranch, Angola, Ind., 3; Capitol Arena, Washington, 8-9; Sunset Park, West Grove, Pa., 10; Radio Corral, Williamsport, Pa., 11; Circle A Ranch, Camden, N. J., 17, and New River Ranch, Rising Sun, Md., 24. Only July 1 he plays American Legion Park, St. Louis.

Lonzo and Oscar and Judy Lynn concluded a tour of Idaho, Washington and Oregon last Friday and Saturday (28) flew out for Anchorage, Alaska, where they will spend nine days entertaining at N.C.O. clubs for the Armed Forces. From there they fly back to Seattle and work down the Coast, starting at Myrtle Creek, Ore.; Coquille, Ore.; Klamath Falls, Ore.; Fresno, Calif.; Los Angeles; San Diego, Calif.; Phoenix, Ariz., and winding up Tucson, Ariz., May 17. On May 19 they will appear with "Grande Ole Opry" in Nashville, and from May 20-25 are set for another tour with T. B. Skarning, Minneapolis. Their personal manager, John Kelly, has them set on an extended fair tour starting early in June and running thru October 6.

Capt. Jim Hickman, U. S. Air Force, and C. W. O. Charles Brown, U. S. Army, were in Nashville for several days recently for the purpose of cutting transcribed shows with "Grand Ole Opry" artists. Those participating in the sessions were Carl Smith, Faron Young, Hawkshaw Hawkins, Jean Shepard, Lester Flatt and Earl Scruggs and Martha Carson. The show, known as "Country Style U. S. A.," is syndicated to nearly 2,500 radio stations throughout the country.

Al Turner, veteran deejay, now at KTBB, Tyler, Tex., promoted Roy Acuff, Kitty Wells and Johnny and Jack to 2,200 paid admissions at the Tyler High School Auditorium April 20. Turner's next show will be May 11, with Ferlin Huskey, Simon Crum, Cowboy Copas, Tommy Hill, Don Helms, and the Hushpuppies. . . Mitchell Torok, now under the personal management of Pappy Anderson, was in Nashville over the weekend for a recording session for Decca. On June 2 he appears as gueststar with "Ozark Jubilee" in Springfield, Mo.

Bill Price is emceeing and producing the new jamboree and dance being presented each Saturday at the 5,200-seat Arena, San Diego, Calif. Billed as "Bill Price's Ranch Round-Up," the new seg premiered April 28, with the c.&w. fare comprising the Maddox Brothers and Rose, Terry Fell, Tom Tall, and Noel Boggs and his seven-piece Western combo. Price is deejay at XERB, Rosarito Beach, Mexico, with mail reaching him at Box 1190, San Diego 12. Talent wishing to appear on the show should contact Slim Dougherty, 440 Bank of America Building, San Diego.

Robert Wagner and the Bob-o-Links, staff band at KCAR, Clarksville, Tex., now on personals in Northeast Texas, Oklahoma and Arkansas, are slated for an early guest appearance on "Louisiana Hayride" on KWKH, Shreveport, La. The lads are heard at noon, Monday thru Saturday, via KCAR, with a special show originating

from the studios there on Sundays at 4 p.m. They are also heard regularly over KIMP, Mount Pleasant, Tex. In the outfit are Joe Jones and Glenn Keener, electric guitar; Clinton Keener, rhythm guitar; Jimmy Martin, piano; Fred Sparks, bass and comedy; Virginia Cochran, vocalist, and Bob Wagner, manager. Last named is also owner-manager of KCAR.

With the Jockeys

Fred Brooks, WTJS, Jackson, Tenn., typewrites: "I'd like to add my 2 cents worth to the c.&w. versus r.&b. question. To my way of thinking, a country artist has to make it just as anyone else does, so why not record what sells best? I've read where some c.&w. deejays refuse to spin records tainted with rock and roll, but I don't go along with this. If a country artist records a tune with a lot of rhythm, then I'll spin it-if it's good and has good country backing. I play what people want to hear, and they must like r.&b. country tunes or they wouldn't buy and request so many of them."

Jay Thompson writes from KSTB, Breckenridge, Tex., that Bill Mack's latest Starday recording, "Kitty Kat" b/w "Fat Woman," is kicking up quite a bit of dust in the KSTB area. . . Tommy Trent, KTHS, Little Rock, Ark., recently kicked off a daily 30-minute TV show over KATV in that city. The Country Playboys work the 12-12:30 p.m. show with Trent. . . George Riddle, deejay-entertainer, is now twirling country wax four hours daily over WRFC, Jacksonville, Fla. The latchstring is always out to artists passing thru, says Riddle.

Elmer Snodgrass infos from WCGA, Gainesville, Ga., that a taped rendition of "Grand Ole Opry" has just begun a year's run on WCGA, sponsored by Pet Milk. . . Al Hawkes has left WIDE, Biddeford, Me., to do a transcribed hillbilly disk jockey show for Sound Service Company, Portland, Me., to be broadcast over 10 Maine stations. Talks are also going on to have the show aired over outlets in New Hampshire and Vermont. . . Malcolm Bradt, CKLY, Lindsay, Ont., is in need of country recordings from the majors.

Wilbur Bell, of WSSO, Starkville, Miss., says he's in need of records from the majors. . . Disk jockeys who'd like recordings by Mel Price, Bill Carter, the Karroll Sisters, Denver Duke and Jeffrey Null may obtain them by writing to Vokes Music Publishing Company, New Kensington, Pa. . . Jack Boone, who airs a two hour daily seg over WJLU, Columbia, Miss., says he's getting the releases from the publishing houses and from many of the artists, but none from the majors. . . Ray Anderson, assistant manager and c.&w. deejay at WHCO, Washington Court House, O., has opened a record shop in that town. Anderson helms a daily sacred program over WCHO from 2-3:30 p.m. and a country music all-request show, 3:30-4:30 p.m. and from 6-7:15 p.m., Monday thru Friday.

Lucky Hill is working with the Armed Forces Radio and Television Service in Tripoli, Libya, North Africa. He's doing a seg, "Cowboy Round-Up," on radio, as well as an hour TV show, "Saddlepal Ranch," with his band, the Wanderin' Playboys. Hill hails from San Antonio and records for the TNT label. . . Cactus Joe Wesley, WIBY, Belle-

ville, Ill., due to cut a session soon with the Kay Recording Company, E. St. Louis, Ill. . . Jimmie Lee Prow, WSLM, Salem, Ind., reports that Elvis Presley is doing so well in the Salem area that WSLM has inaugurated a program called "Rockin' With Presley."

WOW! - WE'RE SWAMPED

POP-R&B and C&W markets are demanding

LINK DAVIS
Tremendous Driving
"SIXTEEN CHICKS"

Now Available Two Ways - For Maximum Sales

1. "SIXTEEN CHICKS"

c/w
"Deep in the Heart of a Fool"
LINK DAVIS - Starday #235

2. "SIXTEEN CHICKS"

c/w
"GRASSHOPPER ROCK"
LINK DAVIS - Starday #242

(Two Rock & Roll Hits - Back to Back)

THE NEW COUNTRY HITS ARE ON STARDAY!

Bullseye & Spotlight Picks

GEORGE JONES - Third Smash in a Row and Headed for the Charts!

"I'M RAGGED BUT I'M RIGHT"
c/w "YOUR HEART"
Starday #234

and
LEON PAYNE - "TWO BY FOUR"
(Hilarious impersonation of Red Foley & Kitty Wells) Starday #232

Operators & Distributors

SEE YOU AT THE M.O.A. CONVENTION

STARDAY RECORDS

Don Pierce - Sales
Harold W. Daily - A&R



Reviews of New R & B Records

LAVERN BAKER
Fee Fee Fi Fo Fum...80
ATLANTIC 1093—Here's an infectious medium tempo job in the "Tweedle Dee Dee" tradition...

a touch of spiritual quality. Solid. Watch it. (Venice, BMI)
Nursery Rhyme Rock...70
This side is a rollicking novelty, the lyrics of which mention all the well-known nursery rhymes. (Venice, BMI)

ETTA (MISS PEACHES) JAMES
Shortnin' Bread Rock...77
MODERN 988—Etta James knocks out this blues with a rocking beat and a vibrant vocal style...

EARL (CONNELLY) KING
That's All I Ask of You...76
KING 4920—A ballad with an unusually strong beat makes a good vehicle for King here...

GENE ALLISON
Goodbye My Love...75
CALVERT 100 — Allison gives the slow, throbbing weeper all he has, which is considerable...

BOOGALOO
Talk About a Party...75
CREST 1014—This side is a novelty blues. There's a lot going on vocally and instrumentally...

THE FIVE PENNIES
Money...74
SAVOY 1190—A strong, hard-rockin' performance of a number that may not appeal in today's market...

JIMMY BINKLEY
You Made a Boo Boo...74
CHECKER 835—Binkley works in a swinging blues framework with humorous spoken bits thruout...

JOHNNY FULLER
Mean Old World...74
HOLLYWOOD 1057—Fuller chants with feeling and plenty of sales savvy about his hard luck...

THE FLAIRS
She Loves to Rock...74
ABC-PARAMOUNT 9698—A solid rhythm effort with much of the whoop-de-do of a number like Bill Haley's "Rock Around the Clock"...

NOLAN STRONG AND HIS DIABLOS
You're the Only Girl, Dolores...73
FORTUNE 519—The group has a listenable entry in the slow, wailing pleader. Strong and crew show im-

pressive spots. Jocks may well give it spins. (Trianon, BMI)
You Are...70
Strong has a wild and fascinating way of wandering around a note. Impassioned tones with the Diablos in the backup add up to a good selling job.

FIVE CHANCES
Gloria...73
STATES 156—The boys sing effectively on a moving ballad. Lead singer puts plenty of pathos and heart into the lyric. (Pamlee, BMI)
Sugar Lips...71
A zestful rendition of a catchy rhythm ditty with a strong, bouncy beat. (Pamlee, BMI)

THE ROCKERS
What Am I to Do?...73
FEDERAL 12267—The group, in its first Federal release, makes a solid impression with this all-out rocker. The boys offer close-knit support for their baritone lead on this bouncy rhythm item. (Armo, BMI)
I'll Die in Love With You...69
If it weren't for the fact that this material has a message similar to that of "The Great Pretender," one could set this down as a tastefully presented ballad that would merit considerable attention. (Armo, BMI)

BOB OAKES AND HIS SULTANS
You Gotta Rock and Roll...73
REGENT 7502—The group turns out another wild and driving rhythm job on the rock and roll theme. Terping jokers will like.
Church Bells May Ring...69
The Sultans swing high and fast with oakes and the tenor sax man belting hard. Version has lost much time to competing sides.

JIMMY LOCKS
I Was in Heaven...72
SAVOY 1189—Locks chants this intimate ballad in a distinctive style. A modest production by today's standards. (Crossroads, BMI)
Adorable You...71
As above. (Savoy, BMI)

BOB LANDERS
Cherokee Dance...72
SPECIALTY 576—An unusual side. Bob Landers chants this blues-derived dance with an effective low-pitched vocal style, backed by solid, funky-sounding instrumentation with an intriguing beat. Swell for deejays. (Venice, BMI)
Unitar Rock...71
An instrumental that moves right along and maintains interest thruout. Good deejay program item. (Venice, BMI)

BIG AL SEARS ORK
Rock and Roll Ball...72
GROOVE 0151—A good change-of-pace instrumental for jocks. Sears' tenor rocks at good finger-poppin' tempo and gathers momentum as it goes. Cute, slightly different stuff here. (Sylvia, BMI)
Love Call...70
An okay instrumental for the terpers. Sears' preaching tenor sax is backed by a moderate Yancey-type boogie figure in the band. (Sylvia, BMI)

THE KINGLETS
Six Days a Week (and Sundays, Too)...71
CALVERT 101—This one has a moderately brisk beat. Vocal group turns in a good performance for a listenable slicing that could grab off some spins. (Babb, BMI)
You Gotta Go...68
He's going to return her to her ma, chants the lead here, while the boys back him nicely. An okay blues. (Babb, BMI)

FRANK MOTLEY
Diggin' in the Ground...71
D-C 0400—Strictly blowing here with some frantic interchange of tenor and bari sax solos. Trumpets get in there, too. This is a great side for the dancers, and boxes should jingle. (Clairborne, BMI)
Let Me Back in There Again...66
Paul Crawford vocalizes on a medium swinging opus. Okay for rock 'n' roll terpers. (4 Star Sales, BMI)

JACK LEWIS
Old Friends...71
CREST 1019—The Americans sing with sincerity and a clean, listenable blend on a pleasant tune with a catchy tempo. (American, BMI)
My Honest Name...70
Deep-voiced, forthright vocalizing by Lewis and the Americans on a folksy ditty with effective lyrics. (American, BMI)

THE HURRICANES
Little Girl of Mine...71
KING 926—The Clefones' version of this tune is a hit. If it were not so solidly established, a reading as expert as this one could give them rough competition. As it is, it will get only limited regional support. (Kahl, BMI)
Your Promise to Me...68
This also is a cover that will have a hard time catching up with the original. However, this is a very talented group with a distinctive style; the quality of their work deserves notice in any case. (Progressive, BMI)

McBURNIE
Walking and Crying...71
HOLLYWOOD 1058—McBurnie handles this slow blues with pipes that resemble Charles Brown's. He also
(Continued on page 51)

This Week's Best Buys

SO ALL ALONE (Modern, BMI)
BABY MINE (Modern, BMI)—The Teen Queens—RPM 460—First week reports on the girls' latest release are unanimously strong. From Los Angeles to New England, dealers and one-stops observed brisk demand. Some of the markets sampled included Boston, New York, Philadelphia, Baltimore, Washington, Pittsburgh, Cincinnati, St. Louis, Nashville, and Los Angeles. Both sides are doing nicely, but "So All Alone" has the edge. A previous Billboard "Spotlight" pick.
CAN'T STAND TO SEE YOU GO (Conrad, BMI)—Jimmy Reed—V-J 186—Southern as the idiom of Jimmy Reed may be, his commercial appeal is not merely regional. Sales in Durham, Atlanta, New Orleans, Memphis and Nashville have been outstanding, as might be expected. Equally impressive, however, is the volume reported out of the Buffalo, Cleveland, Baltimore, Detroit, St. Louis and Pittsburgh areas. Flip is "Rockin' With Reed" (Conrad, BMI). A previous Billboard "Spotlight" pick.

Review Spotlight on . . . RECORDS

LITTLE WILLIE JOHN
Letter From My Darling (Jay and Cee, BMI)
Fever (Jay and Cee, BMI)—King 4935—Little Willie John, tho still in his teens, is a classy salesman with two big hits already under his belt. These two fine, sensitively handled sides could keep the ball rolling. "Letter" is a soulful, sentimental job with a deeply haunting quality, while the flip, a rhythm piece with a "Sixteen Tons" beat, has equally salesworthy appeal. Either could break fast.
BUDDY JOHNSON
Buddy's Boogie (Sophisticated, BMI) — Wing 90074—Johnson has a strong instrumental chart contender here. It's got a persuasive driving beat and the boys in the band rock and swing in a style that builds all the way. This one should register with teen-age dancers. Flip is "I'll Dearly Love You," an appealing vocal plaint. (Sophisticate, BMI).

TALENT

EDDIE TAYLOR
Bigtown Playboy (Conrad, BMI)
Ride 'Em on Down (Conrad, BMI)—Vee-Jay 185—Taylor takes off on two Deep South blues items here with distinctly classy results. The shouter has a warm and solid blues style which should sell fine here and in efforts to come.

R & B Territorial Best Sellers

- For survey week ending April 25
Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.
Atlanta
1. Slippin' and Slidin', Little Richard, Spe.
2. Long, Tall Sally, Little Richard, Spe.
3. I'm in Love Again, F. Domino, Imp.
4. Corrine, Corrina, J. Turner, Atl.
5. Forty Days and Forty Nights M. Waters, Chs.
6. I Want You to Be My Girl Teen-Agers, Gee.
7. Magic Touch, Platters, Mer.
8. Why? Little Walter, Che.
9. Ruby Baby, Drifters, Atl.
10. Blue Suede Shoes, C. Perkins, Sun
Charlotte
1. Slippin' and Slidin', Little Richard, Spe.
2. Long, Tall Sally, Little Richard, Spe.
3. I'm in Love Again, F. Domino, Imp.
4. Ivory Tower, O. Williams, Del.
5. Corrine, Corrina, J. Turner, Atl.
6. Why Do Fools Fall in Love? Teen-Agers, Gee.
7. Blue Suede Shoes, C. Perkins, Sun
8. Magic Touch, Platters, Mer.
9. Down in Mexico, Coasters, Ato.
Chicago
1. Blue Suede Shoes, C. Perkins, Sun
2. Why Do Fools Fall in Love? Teen-Agers, Gee.
3. Long, Tall Sally, Little Richard, Spe.
4. Heartbreak Hotel, E. Presley, Vic.
5. We Go Together, Moonglows, Chs.
6. Church Bells May Ring, Willows, Mba.
Cincinnati
1. Why Do Fools Fall in Love? Teen-Agers, Gee.
2. I Want You to Be My Girl Teen-Agers, Gee.
3. Please, Please, Please, J. Brown, Fed.
4. Lost Dreams, E. Freeman, Imp.
5. Long, Tall Sally, Little Richard, Spe.
6. Eddie, My Love, Teen Queens, RPM
7. Heartbreak Hotel, E. Presley, Vic.
8. I'm in Love Again, F. Domino, Imp.
9. Corrine, Corrina, J. Turner, Atl.
Detroit
1. Long, Tall Sally, Little Richard, Spe.
2. Heartbreak Hotel, E. Presley, Vic.
3. Please, Please, Please, J. Brown, Fed.
4. Why Do Fools Fall in Love? Teen-Agers, Gee.
5. Who? Little Walter, Che.
6. Down in Mexico, Coasters, Ato.
7. Blue Suede Shoes, C. Perkins, Sun
8. I'll Be Home, Flamingos, Chs.
9. Drown in My Own Tears R. Charles, Atl.
Los Angeles
1. I'm a Fool, Turks, Mon.
2. Why Do Fools Fall in Love? Teen-Agers, Gee.
3. Blue Suede Shoes, C. Perkins, Sun
4. My Blue Heaven, F. Domino, Imp.
5. Long, Tall Sally, Little Richard, Spe.
6. Please, Please, Please, J. Brown, Fed.
7. Cherry Lips, Robins, Whp.
8. Eddie, My Love, Teen Queens, RPM
9. Down in Mexico, Coasters, Ato.
New Orleans
1. Blue Suede Shoes, C. Perkins, Sun
2. Why Do Fools Fall in Love? Teen-Agers, Gee.
3. Magic Touch, Platters, Mer.
4. I Want You to Be My Girl Teen-Agers, Gee.
5. Heartbreak Hotel, E. Presley, Vic.
6. Long, Tall Sally, Little Richard, Spe.
7. Little Girl of Mine, Clefones, Gee.
New York
1. I'm in Love Again, F. Domino, Imp.
2. Long, Tall Sally, Little Richard, Spe.
3. My Blue Heaven, F. Domino, Imp.
4. Corrine, Corrina, J. Turner, Atl.
5. Lost Dreams, E. Freeman, Imp.
6. Heartbreak Hotel, E. Presley, Vic.
7. Blue Suede Shoes, C. Perkins, Sun
8. Forty Days and Forty Nights M. Waters, Chs.
9. Slippin' and Slidin', Little Richard, Spe.
10. Try Rock and Roll, B. Mitchell, Imp.
Philadelphia
1. Drown in My Own Tears R. Charles, Atl.
2. Blue Suede Shoes, C. Perkins, Sun
3. Long, Tall Sally, Little Richard, Spe.
4. In Paradise, Cookies, Atl.
5. Slippin' and Slidin', Little Richard, Spe.
6. Church Bells May Ring, Willows, Mba.
7. Sister Sookie, Turbans, Mer.
8. Magic Touch, Platters, Mer.
9. My Blue Heaven, F. Domino, Imp.
10. We Go Together, Moonglows, Chs.
St. Louis
1. Long, Tall Sally, Little Richard, Spe.
2. Need Your Love So Bad L. W. John, Kng.
3. Blue Suede Shoes, C. Perkins, Sun
4. Forty Days and Forty Nights M. Waters, Chs.
5. Why Do Fools Fall in Love? Teen-Agers, Gee.
6. Heartbreak Hotel, E. Presley, Vic.
7. R-O-C-K, B. Haley, Dec.
Washington, D. C.
1. Blue Suede Shoes, C. Perkins, Sun
2. Long, Tall Sally, Little Richard, Spe.
3. Why Do Fools Fall in Love? Teen-Agers, Gee.
4. Magic Touch, Platters, Mer.
5. Heartbreak Hotel, E. Presley, Vic.
6. Slippin' and Slidin', Little Richard, Spe.
7. Corrine, Corrina, J. Turner, Atl.
8. I'm in Love Again, F. Domino, Imp.
9. Please, Mr. Disc Jockey Sensations, Ato.
10. Tutti Frutti, Little Richard, Spe.

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• Best Sellers in Stores

For survey week ending April 25

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. LONG TALL SALLY (BMI)—Little Richard	1	5
SLIPPIN' AND SLIDIN' (BMI)—Specialty 572		
2. WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers	2	12
Please Be Mine (BMI)—Gee 1002		
3. BLUE SUEDE SHOES (BMI)—C. Perkins	3	8
Honey, Don't (BMI)—Sun 234		
4. I'M IN LOVE AGAIN (BMI)—F. Domino	8	3
MY BLUE HEAVEN (ASCAP)—Imperial 964		
5. HEARTBREAK HOTEL (BMI)—E. Presley	6	4
I Was the One (BMI)—Vic 20-6420		
6. MAGIC TOUCH (ASCAP)—Platters	5	5
Winner Take All (ASCAP)—Mercury 70819		
7. CORRINE, CORRINA (BMI)—J. Turner	—	1
Boogie Woogie Country Girl (BMI)—Atlantic 1088		
8. DROWN IN MY OWN TEARS (BMI)—R. Charles	4	11
Mary Ann (BMI)—Atlantic 1085		
9. PLEASE, PLEASE, PLEASE (BMI)—J. Brown	10	3
Why Do You Do Me (BMI)—Federal 12258		
10. IVORY TOWER (ASCAP)—O. Williams	11	4
In Paradise (BMI)—De Luxe 6093		
11. EDDIE, MY LOVE (BMI)—Teen Queens	7	12
Just Goofed (BMI)—RPM 453		
12. I WANT YOU TO BE MY GIRL (BMI)—Teen-Agers	—	1
I'm Not a Know-It-All (ASCAP)—Gee 1012		
13. CHURCH BELLS MAY RING (BMI)—Willows	11	2
Baby, Tell Me (BMI)—Melba 102		
14. FORTY DAYS AND FORTY NIGHTS (BMI)—M. Waters	—	1
All Aboard (BMI)—Chess 1620		
15. BO WEEVIL (BMI)—F. Domino	9	13
Don't Blame It On Me (BMI)—Imperial 5375		

• Most Played in Juke Boxes

For survey week ending April 25

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. LONG TALL SALLY (BMI)—Little Richard	1	4
SLIPPIN' AND SLIDIN' (BMI)—Specialty 572		
2. BLUE SUEDE SHOES (BMI)—C. Perkins	2	8
Honey, Don't (BMI)—Sun 234		
3. DROWN IN MY OWN TEARS (BMI)—R. Charles	3	10
MARY ANN (BMI)—Atlantic 1085		
4. EDDIE, MY LOVE (BMI)—Teen Queens	5	8
Just Goofed (BMI)—RPM 453		
5. WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers	4	9
Please Be Mine (BMI)—Gee 1002		
6. HEARTBREAK HOTEL (BMI)—E. Presley	9	2
I Was the One (ASCAP)—Vic 20-6420		
7. FORTY DAYS AND FORTY NIGHTS (BMI)—M. Waters	—	1
All Aboard (BMI)—Chess 1620		
8. MAGIC TOUCH (ASCAP)—Platters	—	2
Winner Take All (ASCAP)—Mercury 70819		
9. CORRINE, CORRINA (BMI)—J. Turner	—	1
Boogie Woogie Country Girl (BMI)—Atlantic 1088		
10. I'M IN LOVE AGAIN (BMI)—F. Domino	—	1
My Blue Heaven (ASCAP)—Imperial 964		

• Most Played by Jockeys

For survey week ending April 25

SIDES are ranked in order of the greatest number of plays and disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. LONG TALL SALLY—Little Richard	1	5
Specialty 572—BMI		
2. I'M IN LOVE AGAIN—F. Domino	4	3
Imperial 964—BMI		
3. SLIPPIN' AND SLIDIN'—Little Richard	3	4
Specialty 572—BMI		
4. HEARTBREAK HOTEL—E. Presley	6	6
Vic 20-6420—BMI		
5. IVORY TOWER—O. Williams	14	4
De Luxe 6093—ASCAP		
6. WHY DO FOOLS FALL IN LOVE?—Teen-Agers	2	10
Gee 1002—BMI		
7. MAGIC TOUCH—Platters	5	4
Mercury 70819—ASCAP		
8. BLUE SUEDE SHOES—C. Perkins	9	9
Sun 234—BMI		
9. CORRINE, CORRINA—J. Turner	9	3
Atlantic 1088—ASCAP		
10. DROWN IN MY OWN TEARS—R. Charles	12	11
Atlantic 1085—BMI		
11. MY BLUE HEAVEN—F. Domino	—	1
Imperial 5386—ASCAP		
12. DOWN IN MEXICO—Coasters	15	3
Atco 6064—BMI		
13. PLEASE, PLEASE, PLEASE—J. Brown	7	3
Federal 12258—BMI		
14. TUTTI FRUTTI—Little Richard	—	21
Specialty 561—BMI		
15. CHURCH BELLS MAY RING—Willows	—	1
Melba 102—BMI		

RHYTHM-BLUES NOTES

By BILL SIMON

In the last two years the American disk-buying public—in fact, the whole disk-buying world has discovered what many tradesters have always known—that the r.&b. field is one of the most fertile, honest and dynamic sources of song material. It has explored the emotions frankly and directly, and it has voiced some penetrating views of society. And always, underneath it all, there has been "The Beat."

Today, it's hardly a secret that r.&b. is the big thing in our popular music. First, it was r.&b. material as modified by pop artists, or what we have come to identify as rock and roll. But today, increasingly, it is the original r.&b. version, by a strictly r.&b. artist, that will hit the pop charts before any of the adulterated pop cover versions (see separate story). Clearly, the public has discovered the real thing, and that's what the kids want.

But there are indications that the music that revitalized the business is now in danger of going stale. The easy route of copying and paraphrasing the hits is the route many of our groups and diskeries are taking. New groups are cropping up by the dozens, but few of them offer an original sound. There's always the tenor falsetto lead, the grunting bass, etc. And what would happen if some instrument other than the tenor sax were to take the middle chorus? Or if the pianist stopped playing triplets in the right hand?

The danger of going stale is most menacing in the area of the song material itself.

Melodically, such early hits as "Earth Angel" and "Sincerely" have been rewritten a thousand times—sometimes hardly a note is changed. The lyrics of r.&b. ballads, tending more and more to the flowery, also repeat the same old "arms-charms" clichés ad infinitum—and lose any association with real life. This is more the stuff of adolescent day dreams . . . but kids have to grow up, and unless the makers of r.&b. disks hold on to their creative leadership, the kids will soon outgrow them.

Taking a quick look around the field, there's Fats Domino, who many credit with starting that whole business of triplets. Atlantic picked it up and used it on ballad disks, such as Ruth Brown's "O, What a Dream." Today, Domino and Atlantic seem to have sworn off triplets, except where they can't use anything else. They try all varieties of beats and rhythms, always looking for something different. And they continue to come up with hits.

Much of the criticism on r.&b. and rock and roll these days deals with the weakness of the material. It's a question of how long the raw and powerful beat can cover up the shortcomings of many of the lyrics and melodies, and of the same old vocal and instrumental sounds. Most of us in the trade hope that r.&b. will be around forever, but if it's to survive, let alone maintain its present dominance, the people who make the disks will have to dig in and come up with something new.

• Reviews of New R & B Records

Continued from page 50

turns in a chorus of crying with strong guitar assist. An effective rendition of material that isn't very unusual. (Golden State, BMI)

Let Me Get Next to You . . . 66
Ordinary pounding blues on this side. (Golden State, BMI)

GEORGE JENKINS ORK
Last Call . . . 70
TAMPA 112—Some very low-down and schmaltzy rhythms get the spotlight here. Tenor sax of Plas Johnson has a suggestive wail which could make some jukes jingle. (Webster, BMI)

Caravan . . . 67
The Ellington opus gets an intense reading here with the Latin beat and Plas Johnson's tenor sax played up big.

JOHNNY AND MARSHA
You Want Me . . . 70
CHART 616—There's an attractive slow, swiny rhythm to the duet performance of Johnny and Marsha. (Sherlyn, BMI)

Be Mine . . . 67
In the refined groove is this duet by Johnny and Marsha. Fair. (Sherlyn, BMI)

THE DEBUTANTES
Just Leave It to Me . . . 69
SAVOY 1191—The young fem voices combine attractively in this outgoing waxing. It's a spirited side and can do okay on the coin boxes. (Savoy, BMI)

Is It Too Soon to Know? . . . 65
Pretty ballad is handed a capable reading by the group. (Savoy, BMI)

SANDERS LE BLANC
AND RHYTHM MAKERS
I'm Gonna Hold You Baby . . . 68
CAVALIER 859—Chanter gives out with a romantic rhythm side that's backed well by the combo. (Stern, BMI)

I'm Glad You're Back Baby . . . 66
Okay blues shows off Le Blanc in competent style. (Stern, BMI)

ROBERT BANKS TRIO
Moonlight Serenade . . . 60
REGENT 7501—Line-up of organ, tenor sax and drums revives the Glenn Miller theme, but misses the original and other versions by a wide margin. (Robbins, ASCAP)

Sentimental Journey . . . 60
Another standard gets the slow, soft treatment. Market for this seems limited. (E. H. Morris, ASCAP)

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"MY BLUE HEAVEN"
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2 HOT NEW RELEASES!
"DANCE AND SWING"
b/w
"I WANT A LOVE"
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"OOP BOOPY OOP"
b/w
"PLEASE LOVE A FOOL"
DON JULIAN'S MEADOWLARKS
-394

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NEW OKLA. CITY EXPO SEEN MAKING EXPENSES

Pulls 300,000 First Six Days of Eight-Day Run; Exhibits Click

OKLAHOMA CITY—Can both a large-scaled spring exposition and a traditional State fall fair both win on the same fairgrounds?

That question was posed by the initial run of the Southwest American Exposition, which opened Saturday (22) for eight days at Oklahoma State Fairgrounds.

As of Saturday morning (28), the beginning of the next-to-last day of the event, the expo appeared on its way to breaking even financially.

Noting that the forecast was for a rainy two-day wind-up, Jimmy Burge, the expo's manager, said that he nevertheless figured the run would finish near the financial break-even point.

Weather Hurts

To break even in the face of the weather given the big-budgeted show will be a major achievement. High winds and cold marred Sunday (23) and two nights. Moreover, tornado warnings were out Saturday in part of the State and rain pelted the grounds here that day, with more rain forecast for the final day.

At the end of the first six days, the gate count stood at about 300,000, of which an announced 107,000 was pulled Friday (28), Kids' Day.

The expo was a smash success

from an exhibits standpoint. The expo did not duplicate, except in some few instances, the exhibits offered at the fair. It came up with some imaginative ones of its own.

Outstanding was the Atoms for Peace which first bowed at Geneva, Switzerland, and which had its first public showing here. Also outstanding was the Festival of Cotton, highlighted by a four-a-day style show in a tea room setting and backed by exhibits by more than 20 retailers on the use of cotton in the home as well as in clothes.

Many Firms In

Commercial exhibits also were outstanding, built around the theme that Oklahoma can make it. About 325 firms had space in the show, which is a continuation of the Made-in-Oklahoma show which previously had been held here and in Tulsa in alternating years.

Notable were the do-it-yourself and the sports shows, both of which previously had been held in the Municipal Auditorium here as separate events under the sponsorship

of the Oklahoma Publishing Company. The sports show was huge and embraced an outdoor area given over to mobile homes.

The livestock show was small in size but of extremely high quality, highlighting standard of perfection. First and second place winners in the nation's leading livestock shows were displayed, with six entries of each breed. Eight breeds of beef cattle, seven of dairy cattle, six of swine and six of sheep were shown.

Grandstand Attractions

The grandstand program mirrored the expo's policy of trying to be as different from the State Fair as possible. A rodeo was in for four night performances, Sunday thru Wednesday, and a matinee the first Sunday. It caught two cold nights and also was hit by wind. The gross for the five shows was about \$20,000 and was under the nut.

An Indian pageant, worked up by the University of Oklahoma, was in for four matinees but failed to show any pulling power. It grossed about \$4,400, considerably under

(Continued on page 57)

THAR'S GOLD IN AGE

Celebrations Rise As Towns Grow Older

• *Continued from page 1*

fine when brought before a kangaroo court which usually is set up on a downtown street and which is presided over by some local dignitary.

Harry E. Munsey, Rogers' president for many years, backs away at giving out much information about the obvious success of his company.

He does say that his company stages "about 100 celebrations a year," that it has thousands upon thousands of costumes warehoused at Postoria, and has a large sum invested in lighting and scenic equipment.

Headquarters Impresses

A visit to the well-built, well-maintained Rogers headquarters provides ample evidence of a large-scaled operation and gives credence to the belief that the Rogers company, while relatively unknown in professional show circles, is one of the biggest producers of outdoor shows of any kind in the country.

On a recent visit a corp of seamstresses were making old-fashioned cotton dresses and workmen were hanging scenery in a specially designed loft. Row after row of costumes were on hangers, a vast amount of large staging gear was carefully stored and smaller equipment was stowed neatly in rows of cabinets.

Quite apart from its outdoor specs, the Rogers company stages many indoor shows during the winter. It was on the basis of such shows that the company was founded in 1903. Now these shows, staged for fraternal organizations, service clubs, etc., are still a thriving part of the over-all operation, but are second in importance to the celebrations. They serve to give year-round work to key Rogers staffers as well as bring in revenue in the off-celebration months.

In this era of television, celebrations with their specs, broad local participation and all of the attendant whoop-de-do, have not only held up in popularity but have experienced steady growth.

Reach Celebration Age

A major factor is the nostalgia dished up in ample quantities. Still another is that an ever-mounting number of communities, particularly in the West, Southwest and South and also in Canada are nearing celebration age and the status of potential customers.

Harry Munsey clams up when the subject of trends in the celebration field comes up.

In explanation, he says: "Everytime we get a story or a spread in a national publication, we have some new competition come in and we are confronted with price-cutters."

However, the potential that lies in celebrations has not gone unnoticed by others. They, too, may be expected to rap on doors, tho not as many doors as the Rogers sales reps will knock.

Advance Good, Press Weak For Estes Rodeo in Paris

PARIS—The Bob Estes rodeo unit, promoted in the Palais des Sports by Charles Marchellis (The Billboard, April 7), opened April 20 to a good advance sale, but was pre-dated by the Cirque d'Hiver.

The Bouglione brothers, who got their start in the 1920's with a Buffalo Bill show, put on their own rodeo in Cirque d'Hiver this time, advertising cowboys, cowgirls, Indians and a talking horse. Their effort stole some of the American

NEW FACES CUT R-B PRESS NUT -ALL COMMUTE

NEW YORK—Changeover of the Ringling press department from circus to legit agents has saved the show a couple of thousand dollars in their New York run, since the crew—Zac Freeman, Bill Doll, Harry Davies, Lorella Val-Mery and Glenn Allvine—are all local residents. Custom in previous years was to take separate hotel suites for the newspaper and radio-TV departments, but this year a Madison Square Garden office is used while the press personnel commute daily. Doll has a Manhattan office of his own. Paramount Hotel suite set up by Norman Carroll for radio-TV was closed after his departure by aid Ralph (Peacefull) Allen, who stays in town with friends.

Name Goodman Phoenix Fair Exec.-Secretary

PHOENIX—George N. Goodman, mayor of nearby Mesa, Monday (23) was named executive secretary of the Arizona State Fair. With the seven-man commission highlighting its activities in the selection of a manager, no action was taken on the awarding of contracts for the carnival midway and the Plaza or grandstand shows.

Goodman had the backing of five of the board members. And Ralph Watkins Jr., of Buckeye, was picked for the newly created assistant executive secretary post, which pays \$6,000 a year.

The appointment of Goodman fills the vacancy created first by the resignation of George W. Blake last November after serving in this capacity for four years. Early in February, Paul Jones was again named to the post, which he had relinquished when Blake was appointed. Jones held the job for two weeks, resigning because of his health.

Four commissioners appointed by Governor Ernest McFarland supported the Goodman selection. They are Chairman Kemper Marley, this city; Ralph Cooper, Buckeye; Leo Gross, local businessman, and Meade A. Cole, Ajo. Harold Thurber, of Sonoita, an appointee of ex-Gov. Howard Pyle, also supported Goodman.

Goodman is a druggist and former president of the Arizona Pharmaceutical Association.

Yuma, Ariz., Counts 45,000 For New High

YUMA, Ariz. — The five-day Yuma County Fair, which closed here Sunday night (22), set a new actual-count record attendance of 45,000, Frank Deason, serving his first year as manager, said.

The new figure was set, Deason declared, because of the year-round promotion of the event and the appearance as a free attraction of "Dancing Waters." The show was presented in 480 by 80-foot exhibit tent supplied by Pan American Amusement Corporation, which has been featured on the midway since the fair started.

The display brought to the fair the area's most treasured possession—water. "Dancing Waters," touring as part of the Pan American carnival for the season, was handled by Lon Hann. Presentations were made five times daily at two-hour intervals starting at 1 p.m.

Local groups appeared on the outdoor stage thruout the fair's run. The main professional group Rascals in Rhythm (Jerry and Wayne Newton), of Phoenix, appeared under the sponsorship of the Farm & Home Insurance Company. Other attractions included a Thunderbird air show on opening day, and a band concert by the 573d Air Force Band from Hamilton Field. Free programs were supplied by Merle Simpkins, a director and publisher of The Yuma County Farmer.

3 GAC-Hamid Units Are Set At Rhinebeck

RHINEBECK, N. Y. — Three GAC-Hamid units will share a total of six days at the 1956 Rhinebeck Fair. The date was regained by the Hamid Agency after a year's absence.

"Midwestern Havride" is set for three days, "TV Discoveries" for two days and "Rock and Roll" for one night. Name personalities will appear with each of the units.

In the past Rhinebeck has used revues, a rodeo and an ice show.

Sunbrock OK In Caribbean

JAMAICA, B.W.I.—Larry Sunbrock, whose Rogers Bros. Rodeo and Thrill Circus is in the midst of its third annual Caribbean and South American tour, reports good business to date, topped by a 56,000 gate in three days at the Grand Stadium, Havana.

Five other Cuban stands were reported good by Sunbrock, plus dates at Port-au-Prince, Haiti, and eight days of excellent business here, followed by a week at Panama, Curacao. Six weeks in Venezuela will wind up the tour.

The show, Sunbrock said, is traveling by chartered four-motor airplane large enough to transport 16 animals and 16 people. Personnel includes Colonel Biron, Joe Evans, daredevils Decker and Carl Samdahl, Kenny Williams, Lois Demeris, Katy Dawles, Carrene Rush and Jean Decker.

Miller Bull Runs Rampant; 11 Injured

WAXAHACHIE, Tex.—Eleven spectators were injured here Friday (27) when an elephant in Miller Bros. Circus smashed into the stand during the night performance. One 62-year-old woman was seriously injured. The other 10 persons were released after treatment.

The animal, a female, had just left the big top after the spec and the next act, an aerial turn, was being presented. The elephant careened against the tent and smashed thru the canvas, her trunk and head knocking down four rows of seats. It was reported that none of the spectators was struck by the elephant. Injuries occurred as the people tried to get out of its path. Attendants quickly brought the bull under control. An estimated 1,200 people were in the big top when the incident occurred.

Emily Greenwell Injured in Fall At Omaha Circus

OMAHA—Mrs. Albert (Emily) Greenwell, 31, partner with her husband in the Craighton and Juanita high act, fell 40 feet during the Saturday night (21) performance of Rink Wright's Shrine Circus here in City Auditorium.

She was reported in a satisfactory condition, suffering from multiple fractures of the pelvis and a broken left wrist. The fall came while she was spinning in a steel ring held by her husband in his mouth. Officials said a wrist hold broke inside the ring.

HUNT BROS.

Quick Up, Quick Down, Snappy Show: Good Biz

VINELAND, N. J.—Hunt Bros. Circus has racked up excellent business in its first week of operation despite an unbroken spell of unseasonably cold weather. Manager Harry T. Hunt reported business ranging from good to big since the show got its new season under way Saturday (21) at its winter quarters, Burlington, N. J.

Winter planning and pre-season effort are already showing results, he said at Vineland, N. J., Saturday (28). A stepped-up promotion campaign has already added sell-outs and better percentage dates for the show, he said. The show works under auspices but no phones are used.

The show presents a sparkling appearance with the 100 by 225-foot big top, new last year, and the 50 by 120-foot Side Show, also new this year. The big top is sewed with airplane cable thruout, a novel innovation which proved its worth last season.

Streamlining Pays
The portable seat wagons, introduced last year, are up and down in a very few minutes with only four men needed to complete either operation. The poles for both big tops, and the Side Show banner poles, are all especially constructed of aluminum. Moves are being made with surprising ease, considering the newness of the season, and largely because of the labor-saving innovations.

The Side Show has four stages, featuring Punch and Judy, magic, knife throwing, bird act and sword box. Eight animal drop cages are included. Menagerie stock includes small burros, eight elephants, zebras, llamas, camels and lions. A background of calliope music is used in the Side Show.

The midway includes the principal ticket wagon, floss and candy unit, lunch wagon, novelty unit and kiddie ride.

Joe Vallanti has six musicians plus organ in the Mickey Sullivan band. Harry Hunt reported the return this year of George Foster to head the promotional and banner activities. Maj. Bud Walcott is piloting the show's helicopter again this season.

Program Listed

The performance runs two hours and 28 minutes and includes 24 displays, featuring a total of 58 acts, as follows:

1. Grand entry.
2. Capt. David Hoover's lion act.
3. Two rings: Hunt ponies worked by Jeannette Wallace, and Hunt Indian ponies worked by Bert Wallace.
4. Clown boxing gag.
5. Miss Hanel, center ring swinging ladder, also Miss Barnes and Miss Betty, swinging ladders.
6. Two rings: Miss Patricia and Miss Myriam, acrobatic contortionists.
7. Three rings of Hunt baby elephants, one in each, worked by

EVERYTHING'S THE LATEST ON HUNT LOT

VINELAND, N. J.—Modernization has carved a unique place for the Hunt Bros. Circus among truck shows, with the following elements boasted by the family operation: Seat wagons, aluminum tent poles, airplane cabled top, advertising helicopter, and the latest, a mobile phone. From 1-3 and 7-10:30 p.m. the office can be called at ZL 4-4465.

Capt. Roy Bush, Marsha Hunt and Phil Wirth.

8. Happy Spitzer's fresh air taxi and mule Francene.
9. Trampoline act.
10. Clown baseball gag.
11. Phil Wirth with trained camel in center ring, also high school riding by Miss Jeannette and Mister Wallace.
12. Rennes, balancing.
13. Jack Walsh, strongman, elephant lift.
14. Three rings: Wilson's, Kriel's and Stanley's dogs.
15. Aerial acts: Myriam France, and Eddie Arvida.
16. Hunt elephants, worked by Capt. Roy Bush.
17. Al Hanel Troupe, horizontal bars.
18. Eddie, cloud swing, and Miss Lois, neck loop.
19. Three rings: Lowell, tramp bicycle; Rube Roland, trained pigs; Dick and Pat, comedy acrobatics.
20. Palominos and Arabian Liberty horses, worked by Bert Wallace.
21. Web number, with Miss Aerienna, Miss Hanel, Miss Lunsford.
22. After-show announcement, with Jack Walsh, strongman, and the Australian Lunsfords.
23. Clown gag.
24. Three wire acts: Bob Stanley, Barnes and Raffler, and the Kriels.

Former Title Used in Error

NEW YORK—In last week's front page story in The Billboard on the animal business, importer North Atlantic Fertilizer & Chemical Company, Inc., was referred to by its former name, International Fertilizer & Chemical Company, which it no longer uses. The animal department in New York is represented by F. J. Zeehandelaar.

Billposters Meet In Milw'kee in Aug.

MILWAUKEE — International Alliance of Billposters, Billers and Distributors, AFL, will hold their national convention here August 20-22. Wisconsin Hotel will be conclave headquarters.

General chairman of the convention is B. J. McDiarmid, 6651 West Lisbon Avenue, Milwaukee 10.

HUMBOLDT, Sask.—Running races will replace harness races at this year's Humboldt Agricultural Society fair, July 9-11. Pari-mutuels will operate. At least 50 horses will participate.



"Finest Auto Cars in the Industry"

This fine endorsement of the Allan Herschell Auto Ride comes from F. E. Gooding, president of Gooding Amusements Co., Columbus, O., owning 100 rides in 8 traveling units. Mr. Gooding likes this ride so well he uses two.

Up-to-the-minute styling of the cars. Wide, roomy seat easily holds two youngsters. Each seat has two steering wheels and each wheel has its own horn button operating an electric horn.

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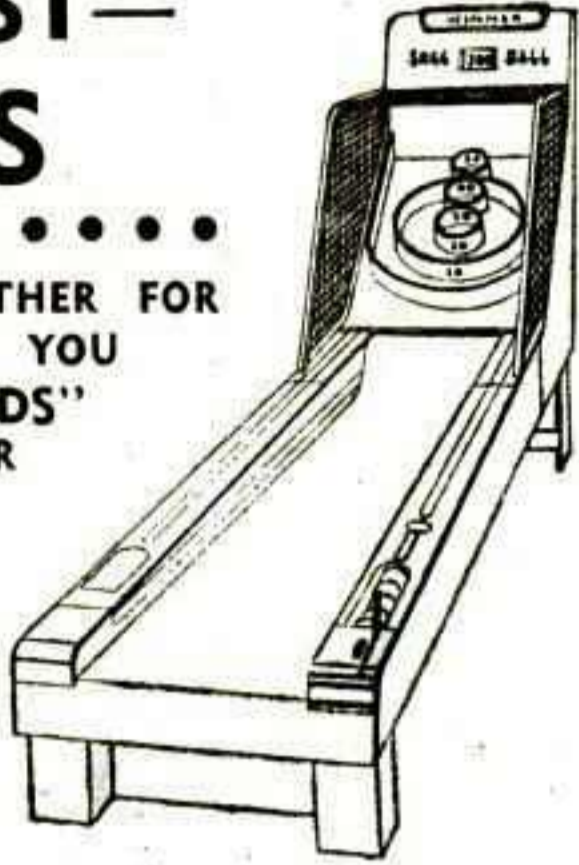
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His Goal: A Great Horse

FRANK CONKLIN is coming strong. The one-time Brooklyn boy, who made good on the midways of the U. S. and Canada, is driving hard. Money, for which he maintains a healthy respect, is not the whip. His ambition to raise "a really great horse, one capable of winning the Kentucky Derby or the Preakness" is what lashes him.

On form, Frank may achieve his ambition. Some of the best informed people in horse racing believe that. In support, they point to his past performance.

Ten years ago Frank was little known in horse-racing circles. Only intimates and some jolted bet-takers then were aware of his skill as a handicapper and of his winning ways as a spot better. They were so impressed that they tagged him the Canadian Kid.

Today Frank has perhaps the finest breeding establishment for thoroughbreds in all of Canada. His farm, 437 acres of rolling country at Brantford, Ont., is regarded as a show place. Eight miles of white fencing set off the rolling countryside neatly in box-like fashion.

His farm manager and the farm hands convey Frank's ambition to come up with "a really great horse." There is a professional, knowledgeable air about the place. The stables are well maintained, the horses reflect great care, and all of the instruments and gear used are in spotless condition.

But the well-groomed appearance of the horses, the neatness of the stables, the cleanliness of the accessory buildings and the purposefulness of his able farm staff only begin to tell of Frank's efforts to scale the heights of his ambition.

A run-down of expenses of his farm shows numerous \$5,000 and \$4,000 items paid as stud fees to have such sires as Citation, War Admiral, Count Fleet and Coaltown service his mares. He has paid something like \$200,000 in stud fees since 1946.

Such a run-down also discloses that Frank upped with \$67,000 to buy four yearlings, Midway Girl, Canadian Girl, Sandie Dew and Royal Respect. These, incidentally, he plans to race at Belmont Park this month.



CONKLIN

Gets Peak \$18,000 at Sale

Long accustomed to having made his first million, Frank isn't given to talking much about money. If pushed, tho, he'll allow that he's got at least \$250,000 invested in horses. Similarly, he'll admit that his sales of horses thus far have aggregated \$500,000.

Records show that his yearlings brought the highest prices ever paid at Canadian sales. He netted \$18,000, an all-time high at the Canadian Thoroughbred Yearling Sale, for Fleet Countess in 1953.

Records also reveal that of all the horses sold in those sales since 1946, those sold by him have since carried away the bulk of the honors on race tracks. In those sales he sold 23 per cent of the total number, and this 23 per cent won 56 per cent of all races since won by all horses sold in those sales.

At the present time, Frank has 21 brood mares, 20 yearlings, 12 foals and four two-year olds.

The business of raising thoroughbreds is full of theories, Frank is quick to point out, adding, "I've got some pet ones of my own."

Frank believes that just as good horses can be bred in Ontario as in Kentucky. He has some of his horses now at Elsmere Farm, Lexington, Ky., and he plans to compare their development there with that of the horses he has at Brantford.

He also subscribes to the theory that horses should be raised near cattle. "That's why I'm bringing 200 head of beef cattle to my farm. No one knows why the proximity of cattle should have value in raising horses. Maybe it has a quieting effect. Maybe it's some other reason."

During the summer and early fall he leaves the farm to devote his full time, in collaboration with J. M. (Patty) Conklin, his brother, to guide their large-scaled midway operations thruout Quebec and Ontario.

Up With Horses at 6:30 a.m.

When at home Frank puts every spare minute into developing horse racers. He is up at 6:30 a.m. and out with the horses. He stays with them as long as possible and remains on call thruout the day and night for the imminent arrival of a new foal. A keen student of breeding for many years, he makes all decisions concerning the breeding of his horses.

One of his diversions is attendance at horse-breeder meetings. At one of these recently, the emcee told a story which he attributed to Frank. A breeder, who had purchased a mare from Frank, when asked how the mare was doing in her new quarters, replied: "She's healthy and good, but there's one trait about her that has me puzzled. Whether she's in the paddock or in the barn, she holds her head down."

"That's easy, she's a proud mare," Frank shot back. Bewildered by this remark, the breeder asked: "How could you account for a mare being proud because she holds her head down?"

Frank was ready for the question and cracked: "You pay for the mare and she'll hold her head up."

At this point Frank can well hold his own head high. He has managed to have his horse breeding venture pay off. More important, tho, from the standpoint of his ambition, he is coming strong and may develop "a really great horse."

every conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES

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WHAT DO YOU HAVE TO SELL? Write Box 666, 2160 Patterson St., Cincinnati, Ohio

K. C. Fairyland Adds Two Rides For May 5 Bow

KANSAS CITY, Mo. — The 1956 edition of Fairyland Park will be a renovated version of the '55 resort which achieved a record season, manager Harold Duncan announced this week.

The park's gates swing open May 5 for a series of pre-season events. The regular season will begin on May 30. The resort has two new rides. A Little Bug Ride and the other addition is a Micro Midget Racer, small racing cars designed to appeal to both children and adults.

Painting and redecorating have given the park a new look. Scores of rides and fun houses have been completely reconditioned and over-hauled.

Picnic facilities have been expanded to accommodate a heavy schedule of outings booked for the summer months. There are two covered pavilions as well as a oven and tables for smaller groups.

Ocean View Set Acts, Pyro

NORFOLK, Va. — Free acts and fireworks are two special events planned this year at Ocean View Amusement Park, Albert Miller, manager, announced.

Free acts will be used starting with the week of June 4 and will include Winifred Colleano, Aerial Winters, Frank Cooke, and Lalage.

Pyrotechnics will be used to highlight the conclusion of Azalea Festival week with International Fireworks Company to handle the aerial works and set pieces.

Business thus far has been good considering the variations in the weather, Miller reported, with the kiddieland getting the biggest play. Additional cars will be added to the Scooter.

NEW! KIDNEY RIDES

- ★ Merry-Go-Rounds
- ★ Choo Choo Ride
- ★ Speed Boat Ride
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 - Eggenwiler Beach Park, Mich.
 - State Fair Park, Milwaukee
 - Gooding Amusement Co., Columbus, O.
 - Harry Mamsch, Chicago
 - Lake Quassapaug Park, Middlebury, Conn.
 - Revere Beach, Mass.
 - Asbury Park, N. J.
 - Olympic Park, N. J.
 - Plyland, Wildwood, N. J.
 - Royal American, Tampa, Fla.
 - Thompson Bros., Altoona, Pa.
 - Paul Buchanan, Strates Shows
- 1956 model has fluorescent lighting.
Allan Herschell Co.
104 Oliver St. No. Tonawanda, N. Y.

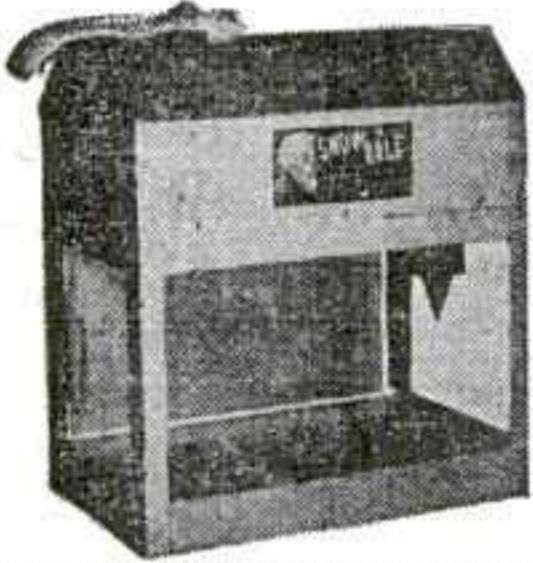
**GIVE TO DAMON RUNYON
CANCER FUND**

Sam Howard Divers Win Pro Tourney

PANAMA CITY, Panama—Divers from Sam Howard's Water Show made a clean sweep in the world's professional high-diving championships held here recently at the El Panama Hotel pool. B. Cipriani took first place, followed in order by Don Hapka and O. Schmidt.

SNOW BALL

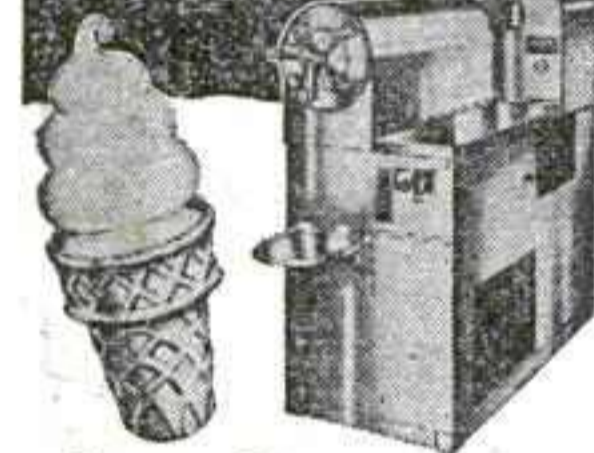
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ARENAS & AUDITORIUMS

City Planning New Building Examines Per-Seat Cost

By TOM PARKINSON

FOR estimating costs of its proposed civic auditorium, the auditorium committee at Indianapolis made a study of the cost-per-seat for buildings at other cities.

Their report shows prices ranging from \$11 per seat at Lexington to \$1,000 per seat at Cleveland. For the period before 1950, the median cost was something more than \$120 per seat in cities of 100,000 or more.

More recent construction, however, costs more. The new building under way at Dallas will cost \$400 per seat, and the recently completed structure at Charlotte, N. C., was \$300. For want of a better standard, the Indianapolis report said, a rough rule of thumb might put the present cost at \$500 per seat. That will make their proposed building cost between \$7,250,000 and \$9,250,000.

MEANWHILE, IN LUBBOCK, Tex., the new Auditorium-Coliseum is opening. Before final figures are in, tentative totals show that the construction cost \$9.15 per square foot, or about \$2,132,000. The figure includes some street work to be done by city crews and other outside work which will be paid for in part by the adjacent college.

The Lubbock breakdown shows \$1,419,925 for general construction, \$233,000 for heating and air-conditioning, \$138,000 for seating, and \$57,585 for stage and movie equipment. The auditorium section seats 3,000 while the Coliseum includes 7,500 permanent seats and arena space for portable seating as well. A \$70,000 ice rink was eliminated from the plans.

WHILE PLANNING and construction of new auditoriums and arenas continues thruout the country at a rapid pace, several of the buildings under way now have been reported slowed down because of difficulty in obtaining structural steel.

Among those where this bottleneck has been reported in past months are buildings at Albuquerque, N. M., and Calgary and Edmonton, Alta.

Arena Recap

ALBERTA BUILDING DESTROYED BY FIRE

GRIMSHAW, Alta. — Fire of unknown origin destroyed the newly built \$50,000 arena here. It was insured for \$35,000. Grimshaw is 360 miles northwest of Edmonton.

PHOENIX COLISEUM NAMES AD AGENCY

PHOENIX, Ariz.—The Phoenix Coliseum, which is scheduled to be opened in July, has named Charles H. Garland & Associates to handle its publicity and advertising activity. All types of events, including sporting attractions, musicals, conventions and special events are being booked for the building, which will have a capacity of 9,000 for boxing and wrestling matches.

'ICE FOLLIES' RUNS 3 PER CENT AHEAD

MILWAUKEE — P. K. Von Egidy, executive of the Shipstads and Johnson's "Ice Follies" reported that season business is 3 per cent ahead of last year at this time. Show broke house records for icers at Cleveland, Boston and Montreal, Von Egidy said. The Thursday night (19) opener here pulled 6,000, which was under last year. Transit strike, which has crippled the Beer City, was said to be the cause.

GODFREY SETS RECORD HOME SHOW SCHEDULE

DALLAS — National Home Shows, Inc., will produce more home shows this year than ever before in its history, Grover A. Godfrey, president, announces. Organization is featuring "Miracle Fountain" at the Salt Lake City and Baltimore events. Jack Shea, billed as the mad auctioneer, will play a number of shows as will Don Robey and his television giveaway show.

Viewmaster To Feature Steeplechase

NEW YORK—Official opening of Steeplechase Park on May 19 will coincide with release of a three-dimensional color film packet by the Viewmaster firm. The reels are sold now only at a Times Square Whelan's store, but they will be in general distribution by mid-month.

One reel features only Steeplechase Park scenes. The other two show general views of Coney Island, including the Boardwalk, Wonder Wheel, Parachute Drop, Nathan's, Steeplechase Pier and so on.

Lederer Sets Talent Tour

NEW YORK — Hans Lederer, vice-president of the Lew & Leslie Grade talent service, leaves on an extended business trip Saturday (5). He will meet with head office executives in London and from there go to France, Switzerland, Italy, Germany, Holland, Spain, Portugal and Scandinavia. The trip will encompass circuses, parks and vaudeville houses.

Seaside Runs 5 New Units

SEASIDE HEIGHTS, N. J.—The Casino and pool opened for the season last week-end under Venice Amusement Company ownership, with five new imported rides in operation. They are the Junior Hot Rods, Amor Bahn, Globus Fliager, Skooter, and Karousel. The Casino, with the additional rides, now has 25 of the major and kiddie size. Space for the new units was completed last fall with a 100-foot addition to the amusement and fishing pier.

Operators! Serve Coffee this New, Profitable E-Z WAY!



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COFFEEMAKER

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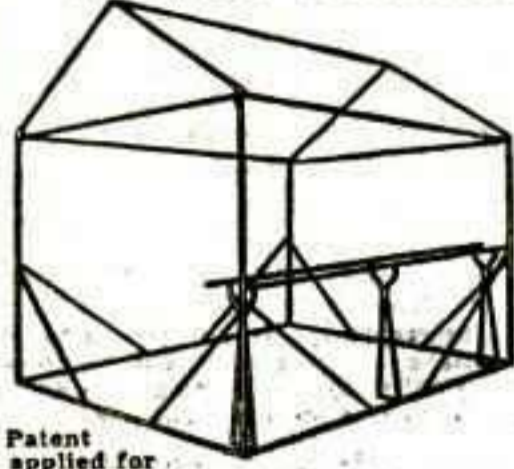
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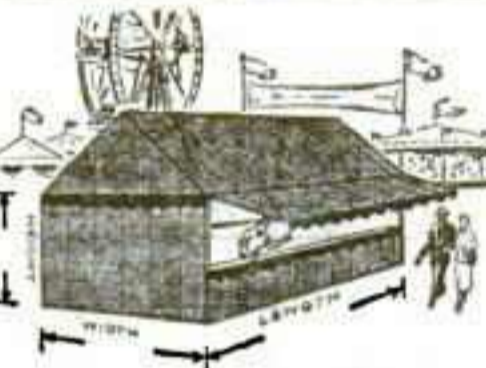
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Hamids Buy Miami Highway Animal Show

NEW YORK — A Miami-area attraction, Tropical Panorama, has been added to the amusement-recreation holdings of the George A. Hamid family.

Acquisition of the Biscayne Boulevard, U. S. 1 property, fills an aim of several years standing to create or buy a combination tourist attraction-winter quarters, for the Hamid organization in Florida. A step in this direction was made about a year ago when five acres were purchased in Fort Lauderdale. Plans for the development of this property into a permanent attraction have been abandoned with the purchase of Tropical Panorama.

The project was set up and will be operated under the direction of George A. Hamid Jr. On-the-scene studies are now being made by Hamid and Bert Nevins, New York publicist, for the purpose of promoting the enterprise nationally. Bill Morgan, former manager of the Warner Theater, Atlantic City, will be resident manager. Jack Montez, Steel Pier emcee, will assist him.

300G Enterprise

Located between Gulfstream Race Track and Miami, the animal compound is reported to have cost its developers about \$300,000. Nu-

merous jungle animals, such as alligators and peacocks, are included, along with four pools, one of which contains a sea cow, another giant turtles, a third trained porpoises and a fourth untrained porpoises.

Development plans call for circus presentations similar to those at the Steel Pier, a Hamid Atlantic City enterprise, and the diving horses, also from the Steel Pier. Two wells dug recently promise a full supply of fresh water.

The enterprise will be continued on a year-round operational basis, but it is unlikely that spectacular changes will be made until after the summer months and a measure of operational experience has been gained. A change in name may accompany any major innovation.

Hamid Florida properties, also recently acquired, include a home in Hollywood.

Carnival Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

Amusements of America: Crum Lynne, Pa., Bristol 7-12.
Babcock United: East Los Angeles, Calif.
Baker United, No. 1: Terre Haute, Ind.; Greencastle 7-12.
Baker United, No. 2: Clinton, Ind., 5-12.
Beam's Attr.: Martinsville, Va.; Woodstock 7-12.
Belle City: (S. Chase St.) Milwaukee 1-9.
Bell-Form: Middletown, Conn., 10-13.
Big City: Middown, Tenn.
Blue Grass: Bowling Green, Ky.; Evansville, Ind., 7-12.
Bogle, P. C.: Manhattan, Kan.
Borderland: San Angelo, Tex.
Buck, O. C.: Schenectady, N. Y.; Menands 7-12.
Buckeye State: Zanesville, O., 10-19.
Burke, Harry: Plaquemine, La.
Burkhart: East St. Louis, Ill.
Byers Bros.: Okmulgee, Okla.; Coffeyville, Kan., 7-12.
Capital City: Cedartown, Ga.
Capital City: Cedartown, Ga.; Dalton 7-12.
Central States: Dodge City, Kan.
Cherokee Am. Co.: Coalgate, Okla., 2-5; Wewoka 7-12.
Coleman Bros.: Middletown, Conn.
Continental: Kingston, N. Y.
Cote Am. Co.: Utica, Mich., 4-12.
Crafts Expo.: Santa Paula, Calif., 2-6.
Davis Am.: Sweet Home, Ore.; Prineville 8-13.
Down River Am.: River Rouge, Mich.; Roseville 8-13.
Drago Amusements: Kokomo, Ind.
Drew, James H.: St. Albans, W. Va., until the 12th.
Dumont: Murphy, N. C.
Dyer's Greater: Jacksonville Ark.; Searcy 7-12.
Eddie's Expo.: New Kensington, Pa.; Monessen 7-12.
Empire State: Seguin, Tex.
Evans United: (Seventh & Miami St.) Kansas City, Kan.
Frame's Greater: Warren, Pa.; Lackawanna, N. Y., 7-12.
G. & B.: Buckhannon, W. Va.; Bellington 7-12.
Gem City: East St. Louis, Ill.
Georgia Am. Co.: Dahonega, Ga.
Gladstone Expo.: Humbolt, Tenn.; Lexington 7-12.
Gold Medal: Newport, Tenn.
Golden Gate: Lincoln, Calif.
Gooding Am. Co., No. 1: Columbus, O.
Gooding Am. Co., No. 2: Huntington, W. Va.
Gooding Am. Co., No. 3: Moundsville, W. Va.
Gooding Am. Co., No. 4: Cleveland, O.
Gooding Am. Co., No. 6: Tarentum, Pa.
Gooding Am. Co., No. 7: Columbus, O.
Grand American: Keokuk, Ia.; Washington 7-12.
Hale's Shows of Tomorrow: Kansas City, Mo.
Hannum, Morris: Scranton, Pa.; Wilkes-Barre 7-12.
Happy Attrs.: Barberton, O.; Alliance 7-12.
Harris, Roxie: Ashland City, Tenn.
Hill's Greater: Grants, N. M.
Hottle, Buff, No. 1: Blytheville, Ark.
Hottle, Buff, No. 2: Hammond, La., 1-12.
Hugo's Novelty Expo.: Leavenworth, Kan.; Lawrence 7-12.
Jack Royal's Amusements: Claxton, Ga.; Augusta 7-12.
Lagasse Am. Co.; No. 1: Lawrence, Mass.; South Lawrence 7-12.
Lagasse Am. Co., No. 2: Haverhill, Mass., 4-12.
Majestic Greater: Fort Knox, Ky.
Manning, Ross: Newburn, N. C.
Meeker's: Wenatchee, Wash.
Merriam's Midway: Albia, Ia., 9-12.
Midway of Birth: Central City, Ill.; Vandalia 7-12.
Mighty Hooser: Jeffersonville, Ind.; Frankfort, Ky., 7-12.
Moore's Modern: Ardmore, Okla.
Monarch Expo.: Pacific, Mo.; Moberly 7-12.
Motor State: Oxford, Mich.
Nelson, Geo. W.: Decatur, Neb.
Noian Am. Co.: Springfield, O.; New Martinsville, W. Va., 7-12.
Norton's Rides: Guyton, Okla.
Oklahoma Expo.: Shawnee, Okla.
Page Bros.: Springfield, Tenn., 7-12.
Page's Combined: Rocky Mount, Va.
Pan American: Pine Bluff, Ark.
Penn Premier: (Fair) Roanoke, Va.
Playtime: Wakefield, Mass.; West Quincey 7-12.
Powelson Greater: Coshocton, O., 6-12.

Circus Routes

Beatty, Clyde: Visalia, Calif., 1; Merced 2; Stockton 3; Modesto 4; Fresno 5; Bakerville 6.
Benson Bros.: Wake Forest, N. C., 1; Durham 2; Oxford 3; Weldon 4; Emporia, Va., 5; Portsmouth 7; Suffolk 8; Surrey 9; Hopewell 10; Richmond 11.
Carson, Tex.: Greensburg, Kan., 1; Roxel 2; Lacrosse 3; Clarlin 4; Genesee 5; Wilson 6.
Clyde Bros.: Sault Ste. Marie, Ont., 10-12; Sudbury 14-16; North Bay 17-19.
Cole, Geo. W.: Chaffee, Mo., 1; Bloomfield 2; Malden 3; Tiptonville, Tenn., 4; Ripley 5; Greenfield 6; Milan 7; Camden 8; Parsons 9; Centerville 10; Ashland City 11; Portland 12.
Cristiani Bros.: Seymour, Ind., 1; Terre Haute 2; Martinsville 3; Greencastle 4; Mattoon, Ill. 5; Lafayette, Ind., 6; Alexandria 7.
Davenport, Orrin: Winnipeg, Man., 5-12; Brandon 14-19.
Hagen Bros.: Coffeyville, Kan., 1; Arkansas City 2; Eldorado 3; Wichita 4-5; Junction City 7; Topeka 8; Lawrence 9; Leavenworth 10.
Hamid-Morton: Montreal, Que., 5-12; Quebec 13-17; Chicoutimi 19-20.
Hunt's Three-Ring: Bellemawr, N. J., 1; Pennsgrove 2; Woodbury 3; Oriand, Pa., 4; Collingsdale 5.
Kelly-Miller: Mount Pleasant, Tex., 1; Clarksville 2; Idabel, Okla., 3; Mena, Ark., 4; Poteau, Okla., 5; Stigler 6; Wagoner 7; Vinita 8; Columbus, Kan., 9; Pittsburg 10; Nevada, Mo., 11; Iola, Kan., 12.
King Bros. Eastern: Portsmouth, O., 2; Chillicothe 3; Logan 4; Marietta 5; Parkersburg, W. Va., 7; Clarksburg 8; Weston 9; Fairmont 10; Morgantown 11; Wheeling 12.
Leonard Bros.: Lewisburg, O., 1; West Milton 2; Arcanum 3; Union City, Ind., 4; Middletown 5.
Mills Bros.: Wooster, O., 1; Ashland 2; Mount Vernon 3; Zanesville 4; Westerville 5; Ada 7; Lima 8; St. Marys 9; Greenville 10; Eaton 11; Mansburg 12.
Packs Tom (Western): Galveston, Tex., 1; Port Arthur 2; Billings, Mont., 7-13; Missoula 15.
Polack Bros. Eastern: Phoenix, Ariz., 4-5; Oakland, Calif., 10-20.
Polack Bros. Western: Sacramento, Calif., 1-6; Santa Rosa 7-8; San Francisco 10-20.
Ring Bros.: Rock Hill, S. C., 3; Gastonia, N. C., 4; Hickory 5; Winston-Salem 7; Mount Airy 8; Leaksville-Spray 9; Bassett, Va., 10; Rocky Mount 11; Bedford 12; Waynesboro 14; New Market 15; Harrisonburg 16; Woodstock 17; Front Royal 18; Brunswick, Md., 19; Edgewood 21.
Ringling Bros. and Barnum & Bailey: New York 1-13.

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Regal Expo.: Johnson City, Tenn.
Reid, King: Glens Falls, N. Y., 7-12.
Reithoffer, Uley: Schickshinney, Pa.; Plymouth 7-12.
Rocky Mountain Empire: Montrose, Colo.
Rohr's Modern: Hopkins Park, Ill., 1-6.
Rose City Rides: Lufesville, Mo.; Leadwood 7-12.
Royal, Jack: Claxton, Ga.
Royal Midwest: Ashland City, Tenn.
Schafer's Just for Fun: Dallas.
Shop-O-Rama: Benton, Ark.
Slebrand Bros.: Port Huachuca, Ariz.
Southwest Amusements: San Jose-Albuquerque, N. M.
Star Am. Co.: Bald Knob, Ark.
Stephen, C. A.: Athens, Tenn.; Morristown 7-12.
Strates, James E.: Wilmington, Del., until the 12th.
Sunset Am. Co.: Excelsior Springs, Mo.; Chillicothe 7-12.
Sylvester, Ernie: Charlotte, N. C.
Tatham Bros.: Bement, Ill.
Tennessee Valley Am.: West Point, Ky., until the 10th.
Thomas Joyland: Madison, W. Va.
Tidwell, T. J.: Copperas Cove, Tex.; San Saba 7-12.
Tivoli: Miami, Okla.
20th Century: Ponca City, Okla.
United Expo.: Belleville, Ill.; E. St. Louis 7-12.
United States: Abingdon, Va.
Venditto Bros.: (Hopkins Park) Providence, R. I.
Virginia Greater: Suffolk, Va.; Pocomoke, Md., 7-12.
Wade Greater: East Detroit, Mich.; New Boston 8-13.
West Coast, No. 1: Richmond, Calif.; Los Banos 9-13.
West Coast, No. 2: San Jose, Calif.; Wilcox, Dick: Waterville.

Ice Shows

Holiday on Ice: Baton Rouge, La., 1; San Antonio, Tex., 3-9; Corpus Christi 10-14.
Ice Capades of 1956: Los Angeles, Calif., 3-20.
Ice Capades International: Lubbock, Tex., 3-11.
Shipstads & Johnson's Ice Pollies of 1956: Spokane, Wash., 1-7; Seattle 9-20.

Miscellaneous

Hitler's Personal Armored Car, Jack W. Burke, Mgr.: Passaic, N. J., 1-2; Ossining, N. Y., 3; Poughkeepsie 4-5; Torrington, Conn., 6-7.

Charles Hilderra, clown, is home at Pacific Grove, Calif., recovering from pneumonia and would enjoy hearing from friends. . . . Midget clown Joe Short is in New York and caught Ringling. . . . Emmett Kelly played a dramatic role on CBS April 22, and appeared in make-up on a quiz show April (18). . . . J. W. Hartigan Jr. caught Polack's Eastern show at Clarksburg, W. Va.

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SEE PAGE 75

FINAL CURTAIN

ANDRICAN—Charles E., 41, veteran concessionaire, recently in Mobile (Ala.) City Hospital of a kidney ailment. During the past 20 years he worked with Wallace Bros., Raney and Sunset shows. Survived by his widow, Margaret; a son, Peter; his parents; seven brothers and three sisters. Burial in Maple Hill Cemetery, Hibbing, Minn.

BLAKE—Gordon, 44, plant superintendent for the Chicago Show Printing Company, Chicago, in an airplane crash near Valparaiso, Ind., April 23. His wife, Josephine, 40, a passenger in the plane, owned and piloted by Blake, was also killed. A World War II Navy veteran, Blake had purchased the plane several years ago. The couple leaves two children, Jacqueline, 15, and Ronnie, 8.

CURTISS—William, 61, editor and publisher of The Continental (O.) News-Review and a veteran printer of outdoor show paper, recently in a Fort Wayne, Ind., hospital. His Curtiss Show Print Company had been operating since 1905. He was a member of the Miami Showmen's Association, the Ohio Newspaper Association; Continental Lodge, F. & A. M.; De-fiance Lodge, B.P.O. Elks and the Eagles.

FAULKNER—Walt, 37, veteran auto race driver, April 22 of injuries sustained in the time trials of a stock car race at Vallejo, Calif. He was a competitor at many fairs throught the country as well as in the Indianapolis 500-miler. He was married and the father of two daughters.

HOWARD—Dan B., 82, former bronk buster with the Buffalo Bill Wild West Show, recently in Denver. Until his retirement in 1935 he operated a ranch near Denver. Survived by his widow and a son, Rodney.

KRISTENSSON—Edward, 41, Swedish high diver known professionally as Eddie Polo (no relation to the former artist by that name), April 20 from a skull fracture resulting when he hit the rim of the metal tank into which he was diving. Kristensson was working a street fair in Amager near Copenhagen.

SAVILLA—Frank, 66, a member of the Savilla Troupe of acrobats with Christy Bros., Honest Bill Newton and John Robinson circuses, April 20 in Farmington, Mo. His real name was Schweibold. A brother, Henry, operates a school of acrobatics in St. Louis. Savilla was a veteran of World War I. Burial was in Calvary Cemetery, Farmington.

SPEED—Harold D., 56, veteran novelty concessionaire on various Michigan shows and county fairs, April 18 in Memorial Hospital, Detroit. He was a member of the Michigan Showmen's Association. Survived by his widow and three sons, Ray, Robert and George. Burial April 21 in Mount Olivet Cemetery, Detroit.

COMING EVENTS

Alabama — Birmingham — Better Homes Exposition, May 15-20. Patrick J. O'Toole, Chamber of Commerce Bldg.

Arkansas — Forrester City — St. Francis Co. Jr. Livestock Show & Sale, May 10. John R. Stipe, Box 239. Little Rock — Home Show, April 26-May 3. Mrs. Judy Disongh, 206a Louisiana. Little Rock — Little Rock Horse Show, May 10-12. Jack Rice, 7201 Asher. Little Rock — Arkansas State Horse Show, May 10-12. Mrs. James M. Wren, 4304 Kenyon St.

California — Hollister — San Benito Co. Saddle Horse Show, Rodeo & Fair, June 22-24. J. M. Leonard. Napa — Napa Valley Horse Show, May 8. Mrs. Wilhelmina Glancy, P. O. Box 726. Oceanside — Celebration, July 4. Sacramento — Horse Show, June 9-10. Irma Wiles, 3859 Woodcrest Road. Salinas — California Rodeo, July 19-22. San Jose — Spring Festival, May 1-6. San Mateo — Flowerama, May 18-20.

Colorado — Colorado Springs — Pike's Peak Auto Race, July 4.

Connecticut — Bridgeport — Barnum Festival, June 26-July 7. Middletown — St. Sebastian Feast, May 10-13. Meriden — 150th-Year Celebration, June 17-23.

Illinois — Alton — Spring Celebration, May 21-24. Chicago Soldier Field — Celebration, July 4. De Kalb — Centennial, July 11-16. Farmersville — Irish Day Picnic, July 16-21. Hopkins Park — Negro Celebration, May 1-6. Mount Vernon — Celebration, July 4. Springfield — National Home Show, May 2-6. E. J. Smith. Springfield — National Home Show, May 23-27. E. V. Smith.

Indiana — Brazil — Rotary Club Celebration, July 4. Connersville — Legion Celebration, July 4. Huntington — VFW Street Fair, July 30-Aug. 4. Warren C. Heeter. Indianapolis — Custom Auto & Boat Show, May 26-30. B. A. Disney, Max Adams. Muncie — Muncie Fair & Horse Meet, June 11-18. Osceola — Centennial, June 18-28.

Iowa — Cherokee — Centennial, June 3-5. Clinton — Clinton Birthday Party, July 18-21. Estherville — Legion Celebration, May 28-30. Greenfield — Celebration, July 4. West Bend — Centennial, May 31-June 1.

Kansas — Anthony — Anthony Race Meet, July 18-21. J. L. Robinson. Cherokee — Centennial, June 3-5. Dodge City — Celebration, April 30-May 4. Peabody — Celebration, July 4. West Bend — Centennial, May 31-June 1.

Kentucky — Louisville — Homecoming, July 2-7. R. J. Dobyns. Paducah — Centennial, July 29-Aug. 4. Jack Keller, Columbia Amusement Co., Arcade Theater Bldg. Stearns — Celebration, July 4.

Louisiana — New Orleans — La Boat Festival-Pan American Regatta, June 9-10. Leonard Rosman, 82 Egre St. New Roads — Baton Rouge-Pointe Coupe Boat Festival, May 26-27. Cal J. Caillouet, 605 Pierce St., Baton Rouge. Shreveport — Horse Show, June 6-9. Mrs. E. D. Holcomb Jr.

Maryland — Baltimore — Celebration, June 11-16. Big 4 Veterans of Pimlico, Inc., 4637 Park Heights Ave. Lowell — Lowell Commons Celebration, July 3-4. New Bedford — Fire Fighters Free Charity Circus, July 16-21.

Massachusetts — Boston — Daffodil Show, May 7-8. Boston — Tulip Show, May 17-18. Fall River — National Home Show, May 1-6. John D. Daly. Gloucester — St. Peter's Fiesta, June 28-July 1. Springfield — Home Show, June 18-26. Sam Wasserman.

Michigan — East Detroit — Lions Club Fun-O-Rama & Festival, April 20-May 6.

Minnesota — Edgerton — Dutch Festival, July 18-19. Clifford H. Peterson. Vesta — Vesta Days, June 20-21.

Missouri — Aurora — Legion Celebration, July 4. W. A. Oglesby. Ava — Jr. Livestock Show, May 3-5. Canton — Lewis Co. 4-H Show, July 20-21. Hillsboro — Hillsboro Horse Show & Festival, July 27-29. Sam Martin. Maryville — Northwest Mo. Horse Show, July 11-12. Mrs. Lester Swaney. St. Joseph — Buchanan Co. Dairy Show, May 19. Webb Embrey. St. Joseph — Interstate Jr. Dairy Show, May 26. Webb Embrey.

Nebraska — Decatur — Centennial, May 3-6.

NEW JERSEY — Westfield — Union Co. House, Garden & Hobby Show, April 28-May 5.

Nevada — Reno — Reno Rodeo, July 1-4. R. A. Peterson.

New Jersey — Hammonton — Feast of Our Lady of Assumption, Aug. 13-18. Ralph Santilli, 221 French St.

New Mexico — Albuquerque — 250th Anniversary Celebration, June 17-23. Franciscan Hotel. Albuquerque — 250th Anniversary Celebration, July 4-14. James B. Maca. Olaton — Rodeo, July 4. W. M. Hope.

New York — Albion — Firemen's Convention, June 13-16. West Pembroke — Firemen's Convention, June 15-17. Jamaica — Long Island Home Show, May 1-6. Vincent O. Rotkamp, Catholic War Veterans, Whitman Hotel.

Forestville — Firemen's Convention, July 13-14. Manchester — N. Central New York Firemen's Convention, June 27-30. Angie Pronti.

Mattydale — VFW and Men's Club Celebration, May 28-June 2. Geo. Mundy, 103 Bremen Ave. Mattydale — Firemen's Field Days, June 21-23. Geo. Mundy, 102 Bremen Ave. Mayville — American Legion Convention, July 4.

Middleport — Street Fair, Sept. 2-3. Mount Morris — Livingston Co. Firemen's Convention, July 17-21. F. J. Lopez. New York — International Home Building Expo., May 12-20. New York — International Housewares Show, June 25-29. New York — International Antiques Exhibition & Sale, May 26-June 3. New York — International Philatelic Show, April 28-May 6.

New York — National Photography Show, April 28-May 6. New York — International Automobile Show, April 28-May 6. Ogdensburg — National Home Show, June 19-24. John Daly. Ridgeway — Firemen's Convention, June 22-23. Valatie — Centennial, July 2-7.

North Dakota — Butte — 50th Anniversary Celebration, July 17-18. Otto Hulsebus, Commercial Club.

Ohio — Montpelier — National Threshers' Assn. Reunion, June 28-30. New Richmond — American Legion Carnival, June 1-3. Springfield — Central O. Sports Car Show, May 11-13.

Oklahoma — Pawhuska — Quarterhorse Futurity Race Meet, May 6 and 13. Pawhuska — Osage Co. Cattlemen's Association Convention, June 22-23. Pawhuska — Ben Johnson Memorial Steer Roping, June 24. Pawhuska — International Round-Up Clubs Cavalcade, July 27-29.

Oregon — Albany — World's Championship Timber Carnival, July 2-4. Beaverton — Beaverton Horse Show, July 20-21. Bend — Tri Co. Fat Stock Show & Sale, June 1-2. Burns — Harney Co. Pioneer Day, June 3. Corvallis — Men's Garden Club Rose Show, June 9-10. The Dalles — Ore Wheat Growers' League 4-H PFA Stock Show & Sale, June 5-7. Dufur — Farmers' Union Picnic, June 2. Eugene — Lions Home Show, May 10-13. Grants Pass — Gladiolus Festival & Show, July 28-29.

Lebanon — Strawberry Festival, June 15-16. Medford — Celebration, July 4. Milton-Freewater — Pen Festival, May 18-20. Nehalem — Nehalem Bay Garden Club Flower Show, July 28-29. Portland — Rose Festival, June 4-10. Salem — Salem Rose Show, June 18-19. Taft — Fireworks Shows, July 4. Union — Eastern Ore. Livestock Show, June 7-9.

Pennsylvania — Bedford — Jr. Chamber of Commerce Celebration, May 21-26. Forest City — Firemen's Celebration, July 9-14. Rudy Harvatin, Browndale Hose Co.

Rhode Island — Natick — Old-Timers Jamboree, July 23-28.

South Dakota — Aberdeen — Diamond Jubilee, June 18-23. Belle Fourche — Black Hills Round-Up, July 3-5. Brookings — Shorthorn Breeders' State Show & Sale, May 24-25. Clark — 75th Anniversary Celebration, June 24-26. Oresbald — 50th Jubilee Anniversary, June 8-9. Custer — Gold Discovery Days, July 22-24. De Smet — Old Settlers' Day, June 11. Paulkton — Celebration, July 4. Fort Pierre — Fort Pierre Rodeo, July 4. Garden City — Gala Days, June 9-10. Gary — Derby Days, June 18-19. Gregory — Gregory Celebration, July 2-4.

(Continued on page 71)

Police Show Opens Strong In St. Louis

ST. LOUIS—The annual St. Louis Police Circus opened its 10-day stand here Friday (27) with its usual strong lineup of acts and its big advance sale of tickets. The show, again produced this year by L. N. Fleckles, Chicago, is again being held in the Arena.

Staffers, in addition to Fleckles, includes Leo Hamilton, equestrian director; Will Delaney, stage manager; Jack Curly, announcer; Tom Terry, organist, and the Caesar J. Oldani band batoned by Marty Gould.

Talent includes three Oriental contortion acts, Chai and Somay, Young China and Young Brothers and Sisters. Others on the program are Simrus, high act; Liberty ponies, worked by Art and Mary Henry, Portis Sims and Frank Nowell. High trapeze performers are Elly Ardely, Miss Pivoteau, Torina and Eric, and the Josephs.

John Joanidis and Marcelli and Jenis work the wire. As usual the St. Louis Police Quartet is a featured attraction of the program. Art and Marie Henry and Portis Sims also work their dog acts and Arland and Company with trained pigs. Willie Keo and Larry Gros-wold provide the trampoline features of the show; Joseph and Hilda Klein, wire, and Jack Joyce with his new act that includes camels, llamas, oonies and a zebra.

Also featured are LaBlonde, aerial; Lemke's and Antonnucchi's chimp acts; Pudy Rudynoff, questrian; Therons and Yokoi, cyclists; Ben Bova, European clown; Kings and Queen of the Sky, and the Kelly-Miller Elephants. The latter, painted all pink at last year's show, this year are in multi-colors.

The Zacchini's, Egle, Duena and Edmondo are featured in a triple cannon act. Producing clowns are George LaSalle, Joe Coyle and Bill Bentlage. Also in clown alley are L. Stupe, Happy Kellems, Sophia Bentlage, Norman Atwell, Bill Alcott, Henry Boers, Bill Gevecker, Wally Matz, Don Adams, Arden Beecher, Carl Traynor, Garner Newton, Percy Rademacher, Slim Williams and Sip and Spot. Bill Atterbury's sway pole troupe is doing a four-pole cross-over.

Okla. City Expo

Continued from page 52

expenses. Running horse races were in the final four afternoons and in the first two of these grossed \$10,000, about up to expectations.

"Holiday on Ice" was in for the final four nights, and on the basis of business the first two was expected to gross about \$25,000 in its four-night stand. Fireworks, staged by Jack Warner, Enid, Okla., were an added feature the last four nights.

On the midway, the expo also showed it wanted to be as different from the fair as possible. It had no games concessions and few shows. A number of the shows veered sharply from the traditional midway show appeal.

The ride line-up, however, was powerful. It embraced 18 major and 14 kiddie rides and featured a Sky Wheel and a Rotor. The combined ride and show business thru the first six days exceeded 37,000 patrons, and officials expected it to top \$100,000 for the full run.

Leonard opening at London, O. . . Johnny Fulghum, ahead of the National Circus Museum, renewed acquaintances with Harry Doran recently in Durham, N. C. Doran was out in front of Benson Bros.' Circus.

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Cristiani Wins Despite Cold

BOWLING GREEN, Ky. — Cold weather was dogging Cristiani Bros.' Circus last week but despite this factor the show was playing to good houses in some spots.

Matinee turnout here Tuesday (24) was strong but near-freezing temperatures at night held down the crowd to a quarter house. Hopkinsville, Ky., played the previous day, was just the opposite, with the afternoon crowd fair and the night audience sitting on straw.

Lebanon, Tenn., played Friday (20) had two-quarter houses with cold weather given as the deterring factor.

Jack Sweetman writes that he visited the Polack Eastern Circus in Akron and dined at the Sheraton-Mayflower with Mr. and Mrs. R. Ronstrom, Henry Kyes and Mr. and Mrs. Charley Wilcocks. Sweetman also visited Mills' winter quarters at Jefferson, O., and caught the

In Fond Memory of J. L. (JOE) FRANK PEE WEE KING

Detroit Drive-In Op Maps Fun Center Plans

DETROIT — Plans for a new amusement center that will in time take on amusement park status have been announced by Charles Shafer, president of the Wayne Amusement Company, operator of the Wayne Drive-In Theater near suburban Wayne.

The location, a 63-acre plot, about 18 miles west of downtown Detroit, is approximately 20 miles from Edgewater Park. The drive-in theater will be augmented by a Roller Coaster and other rides, but the entire layout will be smaller than existing area parks, Shafer said.

White City's Games to Be Run by Wish

WORCESTER, Mass.—Midway games at White City Amusement Park will be operated this year by Louis Wish, veteran concessionaire who in recent years was at parks in Michigan, Las Vegas and Virginia Beach.

Wish will operate 11 games, among them a cigarette color game, punk race, milk bottles, over 11, under 30; balloon darts, over 12 pan game, Coke ring, break-the-records, hoop-la, and tip-the-bottle.

The park will operate in its usual pattern this season under ownership of Larry Knohl. The new major Coaster, blown down while under construction, will not be worked on again until mid-season, it is understood, when construction will resume so it can open in 1957. An amphitheater is being built at the lakefront for free acts and name attractions who now perform in the park's main section.

Wish's games were crowded out at Virginia Beach by rebuilding work following last year's big fire and by erection of a motel. He will bring some of his agents with him and will hire others locally. His brother, Al Wish, was a White City concessionaire when the park was under Hamid ownership. Al Wish now runs an auction and discount store business in Cleveland.

Another brother, George Wish, is concession operator at Balboa Island, Calif.; a son, Donald, runs games and Skee-Ball at Summit Beach Park, Akron, O., and Louis Wish's youngest brother, Jack, runs games and Skee-Ball at Puritas Springs, Cleveland.

LeSourdsville Lake Expands Midway Area, Adds Turnpike

MIDDLETOWN, O.—LeSourdsville Lake opened for its first weekend here Saturday (28) with an expanded midway area and its new Turnpike ride nearing completion.

The larger fun zone is the result of filling in a large section of the lake at the south end of the park. The expansion was made to permit the installation of a Tilt-A-Whirl, Don Dazey, park manager, explained. The additional area will also provide a more convenient access to amusements. The attractive scheme of lawn, shrubbery and flower beds has been maintained thruout the new area.

The Turnpike is currently being constructed at the south end of

the area and will include a miniature highway of hills, grades, overpasses, underpasses and curves. The route will wind thru the picnic area and beneath the picnic area and cement curbing and blacktop pavement is being used with a low wood guard rail. A total of 23 cars will be operated.

Strip Tickets Used to Hypo Rocky Glen Bow

MOOSIC, Pa. — Rocky Glen Park, in preparation for its May 6 opening, has distributed 150,000 cut-rate strip tickets thruout the area in a tie-in promotion with a local baking company.

Each ticket has 13 stubs that include one free ride plus cut-rate admission to various other rides, bowling and a box of popcorn.

The amusement spot, which is owned and operated by Benjamin Sterling Jr., will open with a new Hot Rod Ride, new boats and several new kid devices.

Last minute touches were being given the park last week. As part of a long-range program, a nursery rhyme theme is being adopted with the first exhibits to be ready in time for the opener.

Rocky Glen will operate on Sundays thruout May until Decoration Day when it will open on a daily basis.

Riverside Gets Open

AGAWAM, Mass. — Delayed several week-ends because of the elements, Riverside is finally in operation. The Easter parade promotion was delayed three straight weeks.

Ed Carroll's spot has a new eight-car Hot Rod going in where the water boat ride was. The channel has been filled and a banked track installed. Also in are a new Herschell Caterpillar, and Jolly Caterpillar, the latter replacing the Toonerville Trolley.

ED CARROLL:

Park Program of Community Relations Is an Inside Job

By EDWARD J. CARROLL

Owner-Manager, Riverside Park, Agawam, Mass.

ONE thing that will not work in an amusement park is absentee ownership. The park should be part and parcel of the community, in other ways than location. Too many operations seem to think themselves aloof from their communities, when by becoming a vital part of their surroundings, they can go a long way toward being looked on as an asset to their town or State.

Park executives and other key personnel should live in the community and belong to it; that is, they should be active in civic clubs, fraternal organizations, church and union matters. More than just being joiners, the park people should realize that the interests of these groups are the same as the parks.

This type of policy pays off in numerous ways. The men, for instance, get to know the localities' problems and perhaps can contribute solutions.

RIVERSIDE HAS PUBLIC ACCEPTANCE because it has been treated as more than just a piece of real estate with the sole intent of making money. The program has been to have people think of it as their park, to the point where they identify it in their minds as a municipal project, not a commercial one.

This feeling of community pride in the local amusement park is built up in part by realistic prices, wholesome entertainment and ample facilities for relaxation in the form of outings and picnics. Things done for the community include making the park available at all times for such things as celebrations, hospital drives, safety programs, blood bank campaigns, poppy drives, celebrations for returning servicemen and so on.

AT EVERY OPPORTUNITY the idea is driven home that our neighbors' relaxation spot is Riverside. We combine our theory that park personnel should be locally active, with a busy program of promotions, advertising and publicity.

When the park boss, in his mind, is convinced he has achieved his aim of building the identity of his enterprise then he can let his key men remain as part of the community and can take off for another community—namely, Florida—for a couple of months. But not until then.

FLOODED PA. KID ZOO SET TO RESUME PACE

PHILADELPHIA—A winter of rebuilding after last year's disastrous floods finds Story Book Zoo ready for operation again. Some 50 animals and enclosures were lost to the elements when the Delaware River overflowed in Bucks County.

Owner Bernard Bertolet has 50 acres on which he operates the zoo, a kiddieland, and a trailer village. Business started 13 years ago as a house trailer sales location, fronting 975 feet on Route 1 in Pennel, Pa. With trailers banned in Philadelphia, he set up the trailer village, and the zoo followed as an effort to provide entertainment for his tenants.

A wide variety of barnyard and domesticated animals is offered, plus llamas, a leopard, buffalo, bears, and other animals. Numerous picnic tables and fireplaces were acquired from defunct Woodside Park.

Bertolet charges a 50-cent gate for adults, 25 cents for kids. Rides, priced at 10 cents and separate from the zoo, are a pony cart, wet boat ride, dry boat ride, Roto-Whip, and large and small airplane rides.

Night of Destruction

Bertolet's story of the flood, which claimed many lives in the mountain region, is one of a night of confusion and destruction. Trailer residents roused him at 5 a.m. after much of his equipment and stock had been swept away and already lost. Eighteen feet of water covered parts of the prop-

erty at high tide, and considerable time was spent rounding up stray animals and caring for the rest. Charitable organizations helped when needed most, with hay and other useful items.

Rebuilding, which put a big dent in the operator's finances, was done mainly with the bare hands of himself and a tenant farmer. The uphill struggle has been aided by results of newspaper advertising and appearances on the Sally Star Show on Channel 6, Friday nights.

Celeron Park Open as Illions Removes Rides

NEW YORK—Harry Illions has moved his ride equipment out of New Liberty Park, Buffalo. Some 15 major and kiddie units are now being refurbished at Illion's Celeron Park, Jamestown, N. Y., preparatory to being moved to West Coast installations, including Pomona.

The pressures of other business interests and the problems of absentee ownership were given as reasons for departure by Illions. He operated the funspot on an original five-year lease with a five-year option. The latter, he said, had several years to run.

Negotiations are reportedly under way between the owner of the property and other operators for the continuance of the funspot.

'BLESSING OF FLEET' SET OFF CONEY

Traditional Fete To Draw 300 Craft And Large Crowds

NEW YORK—A unique promotional effort is expected to attract vast crowds to Coney Island Sunday, June 24, when the Brooklyn Yacht Club revives the ancient "blessing of the fleet" ceremonies off the Coney coastline.

Announcement by George Kramer, committee chairman, notes that the ceremonies are expected to be held annually at the location. With Steeplechase Pier as the point of review and some 20 yacht clubs taking part, there will be more than 300 sailing vessels gathered in the water.

Chaplains of all major faiths will circle around in the yacht Lady Belle, to give blessings. The craft will be skippered by Joseph J. Wood of the host club, the fleet captain.

Boat Season Opens

Blessing of the fleet is an old tradition deriving from the practice of blessing fleets before embarking on their journeys. This year's observance coincides with the opening of the local boating season. It will likely be the largest gathering of sailing craft ever seen in local waters, and by this token it is expected to pull large attendance from which rides, shows, concessions and various other operations at the Island will benefit substantially.

Plans are to incorporate the event with commemoration of the death of the Four Chaplains, who went down during World War II aboard the troop ship Dorchester. Squadrons of planes will pass overhead and drop floral wreaths.

The event was engineered by the Coney Chamber of Commerce public relations office, headed by Milton Berger. It is the first announced affair within the framework of his concept of Coney's waters as the world's biggest staging area.

New Whip for Rolling Green

NEW YORK—A new whip is set for delivery by the Mangels plant to Rolling Green Park, Sunbury, Pa.

Buildings and extensive power facilities, installed and owned by Illions, are available for use by new tenants.

Celeron to Continue

Illions will continue his operation of Celeron. An excellent season is forecast for that spot which has 22 major and 15 kiddie rides. New buildings have been constructed there for the Merry-Go-Round and for games.

A ballroom capable of seating 1,500 persons and a skating rink which can accommodate 400 couples provide for action at Celeron on a year-round basis.

Illions planned to spend only a few days in New York and a short time at Celeron before returning to the West Coast.



CARROLL

ROLLER RUMBLINGS

Name Skate Queen in New York J-A Contest

BRROKLYN — Blonde Jean Chepak, a prize winner in three previous Journal-American "Skate Queen" contests, is the new 1956 Queen, crowned Saturday night (14) in finals at Empire Rollerdrome, 200 Empire Boulevard. The 16th annual running attracted 400 girls for elims a week earlier, with 70 selected to come back to be judged on the big night by WINS-WCBS Rock 'n' Roll king Alan Freed, WINS Kashbox Quiz

disk jockey Stan Burns, and Barbizon School of Modeling officials Helen Fraser and Alan Krasnow.

Elims were handled by Hillie (Miss Rheingold) Merritt, J. A. skate writer Bill Love and "Skating Reporter" ed and publisher Vi Koch of Dumont, N. J.

The new Queen, a secretary for Montgomery Ward, plans to take her prize cruise to Bermuda aboard the Furness Line flagship "Queen of Bermuda" sometime in June or early in July. She also received a pair of Chicago Gold Medalist precision skates, a Bulova wristwatch and the Durante trophy. Girls down to sixth place received Bulova watches and seventh to 12th were gifted with Chicago-Hyde ball-bearing skate sets. Miss Chepak skates at Empire.

With low score the best, the Chepak girl showed 11 points against 13 each for runners-up Barbara Henning, Empire, and Gale Grant, Gay Blades. Miss Henning received the nod for second because one judge had cast a first-place ballot in her behalf. Joan Eckert, of Wal-Cliffe, who finished fourth, also received a single vote for the top honor.

Other prize winners were Inez Evequoz, Mineola, fifth; Pat Trimble, Empire, sixth; and the 7th to 12th group, consisting of Nancy Angelet, Eastern Parkway; Carol Dery, Bay Ridge; Shirley Dobek, Empire; Barbara Grossman, Empire; Pat Norris, Bay Ridge, and Mary Ann Stevens, Empire.

Levittown Walks Away With AOW Championships . . . ELIZABETH, N. J.—Levittown (L. I.) Arena, a scant year old and 10th link in the America on Wheels chain of rinks, won the 16th AOW championships held for five days recently at Twin City Arena here. Recognizing that members of

some of the chain's clubs are more experienced, AOW has devised a handicap system in order to give each club a chance to win the trophy. It is based on the number of entries from each club. From each contender's past experience the potential number of points he may earn is determined, and from this a handicap is applied to each club. Levittown, with little or no competitive experience, had a high handicap of 65 per cent this year, but to everyone's surprise walked away with the meet, with or without handicap.

First held in 1941 and consisting only of dance skating, the contests have shown steady growth so that today they cover every phase and every division of roller skating. The present trophy of sterling silver was the fourth donated by AOW. It was new in 1955. Capitol Skating Club, Trenton, N. J., holds one leg on it for winning in that year. Three previous trophies have been retired because three legs were won by the same club.

Climax of the championships was a dinner-dance held at Military Park Hotel, Newark, to which all competitors are invited as guests of AOW.

The Levittown club, with handicap, had a net total of 41.35 points. It was followed by Paterson (N. J.) Arena, 15.3; Alexandria (Va.) Arena, 15; Bladensburg (Md.) Arena, 13; Twin City Arena, 12.2; National Arena, Washington, 11.5; Capitol Arena, 10.36; Mount Vernon (N. Y.) Arena, 10.35; Boulevard Arena, Bayonne, N. J., 9.3, and Hackensack (N. J.) Arena, 3.

Bonenberger Skatery Enrolled by RSROA . . .

ALLENTOWN, Pa.—Mr. and Mrs. Joseph Bonenberger, proprietors of Arena Gardens here, announced that they have joined the Roller Skating Rink Operators' Association of America. Their acceptance came after endorsement by F. R. Fowler and R. C. Kenney, operators of Stroud Roller Rink, Stroudsburg, Pa., and Walter Wolf, Ringing Rocks Park, Pottstown, Pa. The Bonenbergers also announced that they have engaged Donald Halteman as professional. Halteman has started work with a group of 40 skaters who have been organized as Arena Gardens Dance and Figure Skating Club.

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NIGHT TURNOUTS BIG FOR KELLY-MILLER

Hugo Opening Produces Sellout; Ideal Weather Aids Early Stands

GARLAND, Tex.—Al G. Kelly-Miller Bros.' Circus chalked up good post-opening business after its Hugo, Okla., bow Sunday (22). The premiere showing scored a full matinee house. Nights since have been strong, afternoons 50-50.

Stand here Wednesday (25) registered a slim matinee but a straw house at night. Greenville, Okla., played on Tuesday, had a light afternoon crowd, while Paris, Okla., chalked up two big turnouts on Monday (23). Weather has been excellent.

The night show here was fortified by the sale of 1,500 reserved seat tickets to a local manufacturer,

who used the intermission to make a short talk and present awards to some of their personnel. In addition, workers received handful of coupons worth five cents at shows and concessions on the grounds.

Performance, as caught at Paris, was: Spec; Alphonse Loyal, slide-for-life; trapeze and ladder; baby bulls; trampoline and wire walker; big and little bulls and Chevrolet pitch; ponies and bears; wire walker; Alphonse Loyal, resinback; bulls; chimps and dogs; Grace McJoshi, trapeze and web; Liberty horses; wire walker; Shirley Logan, heel catch; menage; Alphonse Loyal, juggling; bulls. Chief Keys and Tillie are featured in concert. Charles Cuthbert is band director and announcer.

King Reports Tide Turned

BECKLEY, W. Va.—The Eastern unit of King Bros.' Circus began to adopt winning ways last week after a dozen days of mix-ups and mishaps, Floyd King, owner-manager, reported here Friday (27).

King reported that four new trucks had been delivered which solved the transportation situation, and a new top was scheduled to arrive from the Norfolk (Va.), Tent & Awning Company on Saturday (28) to replace the one destroyed by fire.

According to King the tide turned at Staunton, Va., Monday (23) where strong business resulted. He also reported sizable takes at Lexington and Radford, in Virginia as well as a good day at Bluefield, W. Va., Thursday (26).

Prior to that week, the mishaps had continued. At Dublin, Va., the show, which operated sans a top, pulled upward of 1,000 in the afternoon and 25 per cent or less that night. No animals were on the lot until the night and the sponsors—the Kiwanis Club—offered refunds to ticket buyers.

At Abingdon, Va., on Thursday (19) the matinee was canceled and the night show—which started at 10 p.m.—went off with the aid of auto and trucks lights as the light wagon had been left mud-bound in Erwin, Tenn. The one late afternoon performance went off to seats that were 25 per cent filled.

148G GROSS:

Hamid-Morton Racks Up Pittsburgh Powerhouse

PITTSBURGH—Hamid-Morton Circus racked up a powerful \$28,000 increase in the gross for its stand under Shrine auspices here. Manager Bob Morton reported his outfit grossed a record \$148,000 this time, compared with \$120,000 for last year's show. Pittsburgh has the largest Shrine temple.

Morton laid most of the credit to a new location. Last year at 4,200-seat Duquesne Gardens the Shrine circus got only one full house. In the Army here this year, Hamid-Morton played to ca-

capacity 6,000 every night, with turn-aways on Friday and Saturday nights. Afternoons were packed.

Will Repeat in '57

Since Duquesne Gardens is to be torn down, the Shrine expected to skip its circus next year, but according to Morton, the Army's results have prompted them to stay in the game in 1957. After that, the proposed new Pittsburgh arena should be available. Dates for the 1957 show are to be March 25-30, earlier because of Easter's timing.

Altoona, Pa., business probably

(Continued on page 61)

RING SKEDS 1,400-MILE JUNE JUMP

MACON, Ga.—Franco Richards, owner-manager of Ring Bros.' Circus, revealed on a visit here that his show will make a 1,400-mile jump in June to reach new territory.

He is planning to jump from Port Jervis, N. Y., to Mid-Western Canada. It will be one of the longest motorized jumps on record.

Show is presently contracted thru the Carolinas and to New York State via Eastern Seaboard States.

"Too many shows are going East to New England," Richards said, "so we are going to make a long jump on a Saturday, Sunday and Monday to start a tour of Western Canada."

Ring show is currently in Georgia, playing stands nearby.

R-B Turnouts Off; Fredonias Pull Out

NEW YORK—Off at a healthy clip during the early part of its Madison Square Garden run, Ringling business slackened somewhat this week and the show also lost the services of the center ring attraction in its acrobatic display, No. 19.

The Fredonias, five-person Risley group, dropped out last weekend after conferring with the American Guild of Variety Artists (AGVA). It is the first performing group to refuse to cross the picket lines since they were thrown up April 6. They are staying at the Washington and Jefferson Hotel here while the union seeks work for them.

AGVA said it is paying the room and board of the Fredonias as well as for others who have observed the picket lines. Their props are reportedly out of the Garden and possessions also off the show train.

Within the Garden, attendance has fallen off beyond the normal Monday-Tuesday night decline. Matinees, however, are holding strong and none has represented less than \$20,000 at the gate. Ringling at this stage of its New York stand usually pulls \$35,000-\$40,000 as its cut for the two shows at mid-week, but this week the show was trailing this pace.

Boston Outlook Good

Boston's dates are May 15-20 and mail-order sales are under way

there. Press reception bids to be good this year, following a bit of static caused over the 1955 cut in press passes. Both the Globe and Herald are sending men down for advance feature work. In recent days John Staley, Paul Eagles, and Harry Davies hit Boston regarding food, billing, and publicity, and

(Continued on page 61)

Leonard Opener Draws Well Despite Weather

LONDON, O.—Leonard Bros. Circus opened here Saturday (21) to good business despite low temperatures and high winds. Afternoon performance saw the seats 75 per cent filled and a half house that evening.

Altho a rehearsal was not possible due to persistent rains prior to the opening day, the first performance of the Arthur (Hard Times) Leonard-owned organization went off smoothly.

Program included the grand entry followed by cradle trips with

the Townsends. Next was a clown number; Delores Dogs and Roy's Dogs; Barton's Mechanical Riding School; clowns; Margie Leonard and Priscilla Townsend, swinging ladders; George Barton and Miss Wieks, menage horses; Locks, revolving ladders; De Winn and Company, wire; Theresa Morales, heel and toe catches; Roy Bible's chimps; clowns; Barton's Liberty horses; Miss Margie, Torchy Townsend and Theresa Morales, web; Wenster and Priscilla, and Mauricio, juggling, and Hugo Schmitt and his mixed animals.

Show is using the 70-foot round top with one 40 and two 30s that toured with the Fred J. Mack Circus last year. Some of the trucks also came from that show. Four

(Continued on page 61)

Rink Wright Hits New High At Omaha Date

OMAHA—Aided by the addition of one day to its run, the Rink Wright Circus closed its seven-day stand here Sunday (22) in City Auditorium after breaking all previous Shrine attendance records.

Final day's business included a better than full house at the matinee and a three-quarters at night.

Emily Greenwell, performer in Craighton and Juanita, was reported in fair condition after a fall on Saturday (21) in which she suffered multiple fractures of the pelvis and a broken wrist. The Aero-Stylites, Kitten and Gabby Wendt, went from here to St. Louis to fill in for the Greenwells at the Police Circus.

Mills Crowds Okay Following Big Bow

ALLIANCE, O.—Mills Bros.' Circus ran into some good, some so-so business following its bow at Jefferson, O., Saturday (21), which drew an overflow matinee crowd and a half house that evening.

Stand here Tuesday (24) was hurt by rain and two quarter houses resulted. At Hubbard, O., played Monday (23), the big top was nearly full for both performances, despite cold, rain and snow. Show experienced some trouble in getting up due to the soft ground but both performances went off on schedule.

The opening at winter quarters was featured by the usual big turnout of circus fans, with over 100 at supper as guests of Jack and Jake Mills.

Performance opened with the spec, followed by Carlos Carreon, cowboy turn. Next in line were the Bakers and Droguetts, juggling; ponies, Edmith and Sandor Beke-tow; Bluey Brazon, Flying Rudis and Kathie O'Reilly, ladders; Miss Rita, Miss Beke-tow, dogs; Four Lindners, acro; Victor Gaonan, casting; Lorries, trampoline; Con-dona, Pat McMurray, Chano, cloud swing; Count Beke-tow, equestrian; Millets, pyramids and acro; Seven Hungarians, unsupported ladders and Risley; Rudis, juggling.

Count Beke-tow, Paul Nelson, Jinx Adams, equestrian; Linder-man Brothers, hand balancing; Great Greco, finger stand; Schmitz Trio, ladders; Renoso Trio, triple traps; Jinx Adams, 10-horse hitch; Rebecca Droguett, barrel kicking;

Amazing Victor, slack wire; Amazing Leahy, contortion; jumping horses; Namedils, high perch; Wonderous Renoso, traps; Astounding Victor, traps; Mills Bros.' elephants worked by Virgil Sagraves.

Mishaps Hurt Beatty Biz

POMONA, Calif.—One worker was killed and another seriously injured in less than a week on the Clyde Beatty Circus.

Andrew Grotzky, of Grand Island, Neb., was killed when the show played Hemet Wednesday (18). He was apparently kicked to death in the menagerie by an elephant, the coroner's office in Riverside County reported. An autopsy was performed.

Clifton J. Hartson, of Sun Valley, Calif., was reported as "improving but still in poor condition" from a broken left shoulder and head injuries sustained when a wagon tore loose from a flat car as the train was moving into Santa Monica for a two-day stand on Saturday (21).

The accident delayed the first days' matinee until 4:15 p.m. with the show getting only a quarter house. The crowd for the evening performance picked up to a half house. Sunday's afternoon performance was near capacity. That evening the show pulled only a quarter house.

A 4:20 p.m. matinee in San Pedro Tuesday (23) pulled a quarter house with about a 70 per cent capacity that night. Business in the evening was heavy on the blues with some of the reserves being thrown into use.

The show played here Wednesday (25) with nearly capacity houses for each performance.

Okla. Okay For Hagen

STILLWATER, Okla.—Hagen Bros.' Circus, after opening to a good turnout Friday (20) in Shawnee, drew fair to good crowds the next several days.

At Edmond, Okla., its winter base, business was fair. Monday (3) matinee here in Stillwater was hurt by chilly weather and less than half the seats were filled. That night a windstorm lashed the lot and tumbled temperatures but another half house was out to see the show.

Maley Unit Tabs Good Crowds in Cold

NEW ALBANY, Ind.—The Arnold Maley-operated Eastern unit of King Bros.' Circus continued to rock along on a good-business basis last week despite low temperatures and some rain.

Despite rain here Wednesday (25), the performance was viewed by nearly a full tent in the afternoon and a slightly smaller turnout at night. An overflow was registered in Campbellsville, Ky., for the Saturday (21) matinee while the night crowd nearly filled the top.

Altho temperatures fell into the low 30's at Glasgow, Ky., the previous day, two strong turnouts were counted, and Galatin, Tenn., played Thursday (19), came up with two three-quarter houses.

Publicity given the difficulties encountered by the Floyd King-operated King Bros.' Circus in recent weeks, hurt the Maley stand at Columbia, Tenn., Wednesday (18). As a result, seats were about half-filled for both shows.

Leonard Allen, of the Side Show staff, was hospitalized in Columbia.

N. Y. Fairs Study Possible Mergers

Syracuse Confab Prompted by Aggie Dept. Aims at Creating Regional Events

SYRACUSE, N. Y.—Representatives of the State's 46 county and town fairs met here Friday and Saturday (27-28) to study the feasibility of merging some of their events into regional fairs.

The meeting resulted from Commissioner of Agriculture Daniel J. Carey's offer to assist any of the county fairs desiring to merge into regional fairs. The meeting was called by Dan C. Frederick, Schenectady, a director of the Albany-Schenectady-Greene County Fair, Altamont, who is chairman of a committee representing the New York State Association of Agricultural Fair Societies. The meeting was held at the Onondaga Hotel.

As a convenience to the committee, the Department of Agriculture and Markets assembled questionnaires returned by the fair societies. The questionnaires sought information on which fairs are thinking of combining, where the combined fairs may be presented and fair men's observations on such mergers. The results were to be made known to the general meeting. Fair mergers were the only subject on the agenda.

Committee Members

Serving with Frederick on the committee are Robert S. Turner,

Chemung County Fair; George G. Sipprell, Erie County Fair; J. Robert Lynch, Lewis County Fair, and John D. Meyers, Wayne County Fair.

Appointment of the committee by Edward L. Hardeman, association president, resulted from the suggestions made by Commissioner Carey and his assistant, Paul Smith. Carey told the fair men at their winter meeting that the department had received inquiries relative to the combining of some smaller fairs to form larger fairs serving wider areas. He said that initiating action should come from the fairs themselves and that his department would help in any way that it could. Carey and Smith left no doubt that the department would favor such moves.

Approved fairs receive a maximum of \$10,000 annually in State aid. Floor discussions at the winter meeting indicated that merging fair societies would be able to retain and pool the funds they received from the State, thus doubling, or tripling as the case may be, the amount of State funds a single event would have available for the payment of premiums.

SPRINGFIELD LOSES TWO BIG POLITICAL DAYS

SPRINGFIELD, Ill. — There will be no political days at this year's Illinois State Fair.

Both the State Democratic and Republican organizations decided to pass up their traditional big days because of conflicting dates with national conventions, Stillman J. Stannard, State Agriculture Director, announces.

Beam Reports 20 N. Y. Fairs Book Features

GOSHEN, N. Y.—Eleven New York fairs have contracted complete grandstand programs thru Ward Beam Associates, Inc. Seven additional fairs contracted programs for two or more days and two other fairs contracted talent for one day each.

Out of the total of 20 fairs, Beam said that only one was using the same attractions for a full week. The others will get a change of attractions every day or every other day.

Attractions offered by Beam and accounting for a number of the dates include Gene Holter's Ostriches, a rodeo and Joan Brandon, hypnotist.

Cleveland, Miss., Sets Attractions For Maiden Run

CLEVELAND, Miss. — The Bolivar County Fair will make its maiden run here, October 8-13, and has lined up a full program of attractions, Leroy Finley, manager, announced this week.

E. E. (Ernie) Farrow's Wallace Bros.' Shows will provide the mid-way attractions, Cavalcade of Canadian Hell Divers will give four shows, Slim Rhodes will furnish one night show, and Davis Bros.' Rodeo will produce three shows.

The fair will be held on Highway 61, south of this city.

New Mexico State Lets Coliseum Pact

Award Final Contracts for Erection Of \$1-Million, 16,000-Seat Building

ALBUQUERQUE, N. M.—Final contracts for the new \$1-million coliseum at the New Mexico State Fair were awarded last week by Leon H. Harms, manager of the annual. The contracts amounted to \$506,538 and will complete the building for use by the fair in 1957.

A contract for the steel work, awarded in June, 1955, amounted to \$353,877, but work was delayed because of a hold-up in delivery of the needed-steel. At present, 15 carloads of steel has been

delivered and erection is under way.

The recent awards include the acoustical roof, insulated siding, electrical wiring, plumbing, public address system and other needed constructions.

The building, which was designed by Caylord R. Lewis, fair architect and consultant, will have a clear span rodeo arena 114 feet wide by 260 feet long. Seating capacity will be 16,000.

The new structure is being financed by an \$800,000 bond issue.

USE FAIR SITE

Sports Show Draws 32,000 At Topsfield

TOPSFIELD, Mass.—The first annual Sportsmen's and Boat Show registered more successfully than expected, with a total of 32,000 paid admissions and a gross of \$16,000. The show was held April 19-22 at the fairgrounds. Intent is to better establish the location in residents' minds thru making the grounds available for off-season use.

Good business was done in boats and fishing equipment, with eight large ones being purchased, according to Paul A. Corson, fairgrounds manager. Entertainment consisted of archery and flycasting exhibitions, and continuous movies on sports events.

Walter Lainik, president of the Danvers Fish & Game Association and show manager, said the show has also been set for next year on April 18-21. Oscar Proud was assistant to Lainik.

Features Set For Topsfield

TOPSFIELD, Mass.—Paul M. Corson, general manager for the Topsfield Fair, has booked "Dancing Waters" as a headline attraction. The fair will be held this year September 2-8. The water show will run for a full week along with the Budweiser Horses. There will also be a daily cooking school, sponsored by the Essex Utilities Company.

Lethbridge, Alta., Improves Track

LETHBRIDGE, Alta. — Work will begin soon on a \$1,500 movable fence around the race track infield at the Lethbridge Fair here. The enclosure is needed because of the introduction this year of chuck wagon races at the July 26-28 fair. Efforts are being made to obtain a \$15,000 Federal grant for grandstand renovations. The city will match the \$15,000 if it is obtained.

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Mineola Pact Won by Hamid

NEW YORK — Three circuses and a theatrical agency bid for the Mineola Fair grandstand contract, which was awarded Friday (27) to the George A. Hamid office. As in recent years the show will be free to patrons.

Also bidding this year were the Hunt Bros., Von Bros. and Rodgers Bros.' circuses.

The Hamid office will provide Albon, high act; Pat Anthony's lions; Kosmar, cloud swing and wire; Paul Siedel's Wonder Dogs; Capt. Vidbel's elephants; Jewell's, juggling; Mike Monroe, trampoline; three clowns, and an eight-piece band.

Calgary to Spend 215G On Livestock Pavilion

CALGARY, Alta. — Second major step in the \$800,000 expansion program of the Calgary Exhibition and Stampede, Ltd., was reached here recently when a Calgary firm was awarded a \$215,000 contract to add a second floor to the new addition to the livestock pavilion.

The addition will provide dormitory facilities for livestock attendants and space for meetings of the exhibition board and livestock organizations.

Of the \$800,000 being expended by the exhibition board on livestock and administration office expansion, \$300,000 has already been promised by the federal and provincial governments by way of grants.

Other Additions Planned

Other work on the original \$566,000 contract is going ahead. This includes a large addition to

the administration building and the raising of the building level to two full stories, linking up of the livestock pavilion with the administration office, construction of a modern cafeteria and construction of permanent ticket offices to handle the annual stampede ticket sale and events in the pavilion.

Tentative plans have been drawn up for the special Saturday morning performance on the final day of the Calgary Stampede. A new feature will be a chuck wagon breakfast which will be served in the grandstand enclosure between 8 a.m. and 9 a.m. with more than a dozen chuck wagon outfits doing the honors. Also on the program will be invitation sheep dog trails for the championship of North America, the international cutting horse championship contest and the consolation chuck wagon race program which will see more than 15 outfits in action.

Strates' Bow Okay Despite D. C. Cold

Show Sports 2 Major Merry-Go-Rounds, 5 Ferris Wheels, 8 45-Foot Light Towers

WASHINGTON—A weekend of weather rounding out the James E. Strates Shows' engagement here Sunday night (30) is all that is needed to build a highly successful preem date for the organization, according to Owner Strates.

Unseasonable cold weather, with plenty of moisture mixed in, has held down the expected activity on the Benning Road and Oklahoma Avenue show grounds. But each day's activity has built encouragement for the personnel. Interest has been brisk and spending especially good, even for this civil service town.

The show, which had several weeks of operation in Florida during the winter, looked spic and span and mammoth here despite the absence of practically all concessions. A novel innovation, which will be continued, was the use of two major Merry-Go-Rounds, one in the front end and the other in

the back. Additionally, the show sported five Ferris Wheels. These, with eight 45-foot light towers, in the process of building thru much of last season but now completed, made for an eye-filling spectacle from a distance.

M-G-R Adds Flexibility

The second Merry-Go-Round, a completely rebuilt and refurbished unit, is the fulfillment of a plan Strates has had for several years. Altho not mentioned, the availability of a second Merry-Go-Round on a show of this size opens all kinds of opportunities for the shuttling, or splitting, of equipment as the need arises.

The light towers attracted considerable attention. Six of the eight are built on wagons. The other two, added later, rise from eight-foot bases on the ground. These lend themselves to a variety of uses. Their portability will make it possible to extend the midway at a fair or to light parking facilities, without removing power wagons from their needed proximity to shows and rides.

Major units included a Twister, Scrambler and Roundup. Strates said the show and ride units would probably make up at least half of the money lost thru the absence of concessions. He said this proportion of the money not spent on the front end would probably show on back-end grosses, especially since rides are popular here.

The show will operate thru Sunday night (29) for its second full week-end. Fair weather prevailed last Saturday and Sunday (21-22) and business was good. The weather was fair on Friday (27) and the final weekend figured to be good.

The show has an excellent start on its calendar year. Its dates in Florida were reported the most lucrative since the show played its first date there in 1949.

The show will tear down here Monday and open in Wilmington, Del., for two weeks on Tuesday (1).

Giveaway Hypes Moser Kick-Off At Great Bend

GREAT BEND, Kan.—Despite cool weather, sizable crowds, hyped by a bicycle giveaway, turned out for the opening of W. W. Moser's Central States Shows here last week. Stubs from the gate and ride tickets were used in giving away the bike.

Exceptionally good weather the last week in Hazelton, Kan., winter quarters helped to get the finishing touches on all rides and equipment. Fluorescent lights have been installed on all rides except the Merry-Go-Round and twin searchlights have been mounted on a semi-trailer.

Mike Miller has a new front on his "Club Bourbon" show and did strong business on opening night.

New to concession row this season are Lee Haywood with 6; Freddie Kuhn, 3; James Goree, 3, and Scooby Moser, 4. Beaver Thomas has the cookhouse and grab. Returning to the front end are Blackie Miller, 5; Dock Steinbeck, 4.

Route will be little changed from last year, with most fairs re-booked for 1956, Moser reported.

Weather Clobbers Vivonas' Opener; Second Week Better

LEIPERVILLE, Pa.—Turnouts at this date have been better than usual for Amusements of America, providing a welcome change after the opening week in Lexington Park, Md. Latter date was hurt by rainfall and cold weather, it is reported. Show moves to Bedford, Pa., from here.

Attendance in Leiperville, planned as a two-week spot, is up an estimated 20 per cent altho spending is about the same as before. New Stars of Tomorrow front built by Don Crown and John Dempsey, is proving popular.

Opening in Maryland on Saturday (14) was in rain and cold

which set in after the matinee to spoil the night business. Sunday afternoon had also been charted but was rained out. There was some night play. Ladies' night on Monday was okay except for rides, and weather was cold the balance of the week.

Saturday (23) was the best day of the engagement. John and Marie Vivona's youngster, Anthony, got out of their trailer before they awoke Thursday morning and rambled around the trailer park. A hectic search ended when he was found behind the wheel of a parked truck.

RIDE INSPECTION ADDED TO CONN. SHOW RULES

MIDDLETOWN, Conn.—A new State law, the inspection of mechanical riding devices by a qualified city engineer, was imposed on Coleman Bros.' Shows prior to its opening here Thursday (26). The inspection must take place in each new town played. Carnivals showing the State must also secure permits from the State Insurance Commissioner and the State Police, and pass inspections by State and local fire marshals.

Lagasse Adds Fourth Unit

HAVERHILL, Mass.—Lagasse Amusement Company this season will operate four units and will tour upward of 30 rides and concessions in all, O. L. Wesley, general manager, announced. All four shows will be on the road by late May, he said.

Wesley reported the added unit was necessary due to the increased number of bookings completed this winter. The No. 2 unit, which operates in Western Massachusetts, will be managed by Norman Lajoie.

Two tractors and a new sound truck were recently purchased.

RAS to Hit Rails May 7 for Opening

TAMPA—The Royal American Shows will hit the rails Monday, May 7, arrive in Memphis two days later and open on the city streets for the Memphis Cotton Carnival Saturday, May 12, Owner Carl J. Sedlmayr announced at winter quarters here last week.

The train will move on all-steel wheels, all of the old cast iron wheels having been replaced while

Potent Ride Line-Up Builds Strong Gross At Okla. City Expo

100G Gross Eyed for Full Eight Days; Hit 30G Take on Whopping Kids' Day

OKLAHOMA CITY — The Southwest American Exposition, a new event, which opened Saturday (22) for a eight-day run at the Oklahoma State Fairgrounds here, provided strong patronage for rides.

Thru Friday (27), sixth of the expo, the combined ride and show gross was \$70,000, and indications were that even with some bad weather the final two days that the take would top the \$100,000 mark.

The rides snared the lions share of the business. The rides were supplied by Don Dowis, owner of the Dowis Sky Wheel, and A. G. Osborne, his brother-in-law, who is manager of the Forsythe and Dowis rides. The combination supplied some of the shows, several others having been set in by the expo management.

32 Rides Operate

The ride line-up was powerful. No fewer than 18 major and 14 kiddie rides were in operation. Included were a Rotor, owned by the

Velare Brothers, and the Dowis Sky Wheel. Besides rides owned by Forsythe and Dowis a number of rides were booked in. Among these were Buster Wilson's Scrambler, Harry Mamche's Twister, McKay's Dodgem; Round-Up and Spitfire, owned by the Shamrock Shows, and Tio Zacchini's ride.

Shows by contrast were weak numerically as well as in quality. Expo management in contacting the Dowis-Osborne combination had specified that they wanted few shows and mainly shows with an appeal unlike that of traditional midway shows. Thus, an Indian show, produced by the University of Oklahoma and a Negro spiritual song show were in the line-up. Other units were a Wax Show, depicting outlaws of the Old West; musical museum, featuring old-time musical equipment, and a Snake Show brought in by the expo. Dowis and Osborne in addition had one of Osborne's three "Dancing Waters" units and two Fun-houses, one owned by Forsythe and Dowis, the other by Tio Zacchini.

Of the shows, the Snake Show and the Outlaw (Wax) Show were reported as getting money-winning takes. The Wax Show, owned by Mike Carmichael, is to tour with the Royal American Shows, joining at the Memphis Cotton Carnival.

No games concessions were in operation in line with the expo's policy. Jimmy Burge, expo manager, was well pleased with the way Osborne and Dowis handled the midway operation and volunteered that the expo should have asked for shows traditional to a midway. He also said that the midway would have held people longer if some games had been in operation.

Big Day for Sky Wheel

Biggest day on the midway was Friday (29), State Kids' Day, and (Continued on page 66)

14-Inch Rain Floods Empire At Taft, Tex.

TAFT, Tex.—Jack A. Barnes' Empire State Shows was smacked by a 14-inch rainfall here Sunday night (22) that left close to four feet of water on the lot and flooded many of the house trailers of the personnel.

There was two feet of water still standing on Tuesday (24) and the rest of the stand—originally scheduled to run thru Saturday (28)—was canceled.

The deluge, which almost reached the proportions of a flash flood, washed away parts of the concessions and some lumber was found as far away as three blocks from the lot.

Rides, shows and equipment were torn down at midweek and preparations were being made to move over the weekend to Seguin, Tex., to play the Cinco Da Mayo celebration for seven days.

some 1,000 persons paid their way thru the gate even tho cancellation was considered for a time as temperatures tumbled after sundown. Per capita spending was reported excellent and above that of last year.

Altho the sampling period was insufficient to forecast season results with any degree of confidence, Coleman said it was sufficient to strengthen his pre-opening hunch that the year would be a big one and at least as good as last year, if not better. Last year, he noted, was an excellent year for his organization.

The public appeared hungry to get out, Coleman said. All units in the front and back end got exceptionally good grosses in view of the slim crowd.

The date includes two full weekends and Coleman said that only good weather over the weekend periods was needed to give the show an excellent start.

The equipment reflected the considerable work that had been accomplished in winter quarters here.

the show was in quarters. Change to steel wheels will add to the speed and safety of the train, Sedlmayr noted.

Included in the train will be two all-steel Pullmans, which were completely overhauled during the winter months.

Change Twister

The Twister has been changed over to the hydraulic lift system to speed up setting up and tearing down of the ride. Earlier the show's four Ferris Wheels had been changed over to the hydraulic lift method.

Notable among other winter-quarters accomplishments was the over-haul and redecorating of an old German organ purchased this winter by the show. The organ has 17 hand-carved angels, musicians and other figures as adornments, and Sedlmayr plans to feature it in the show's kiddieland.

When acquired the organ was badly in need of work. Robert Wicks, the show's artist, supervised the overhauling, rebuilding and decorating of the instrument. Tony Crescio, a specialist at organ work, was brought in to repair the workings and he will travel with the show to assure its perfect operation.

C. J. Sedlmayr Sr. supervised the winter-quarters activities. Wallace Cobb, trainmaster, and his aid, Ray Milton, directed make-ready of the train.

John Quinn and Jack Essner will open their bazaar units in the Philadelphia area May 2. The two units will be combined after a week of church dates to make ready for the Ringling Circus engagement in Philadelphia.

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If you have Hanky Pank Concessions, and can move it and up on time, the privilege is right and we won't overload. We move on location May 1. Openings for several Hanky Panks, Cork Guns, Roman Targets, Slum Spindle, Novelties, Bumper, High Striker, String Games, Photos, Age & Scales, Fish Pond, Basket Ball, Glass Pitch and others. RIDES: Will book Roll-a-Whirl only. For Sale—Nissen Trampolines, std. size, nylon webb bed, airplane-type shock cords, car rack, cheap, \$150.00. SHOWS: Will place any.

All replies **GEORGE W. NELSON, Owner-Manager, as per route**

NORTHERN EXPOSITION SHOWS

NORTHWEST'S FINEST MIDWAY

OPENING MAY 14TH

PLAYING SOUTH DAKOTA, NORTH DAKOTA, MONTANA AND WYOMING, INCLUDING: MANDAN, NO. DAKOTA, FOURTH OF JULY, RODEO AND DIAMOND JUBILEE COMBINED

WOLF POINT, MONTANA, WILD HORSE STAMPEDE, AND ENTIRE MONTANA "B" CIRCUIT OF 10 FAIRS

WANT—Two good Side Shows with own equipment and transportation. No Girl Shows. Especially want Drome and Ten-in-One, also Grind Shows not conflicting. Can use some sober, reliable Hanky Pank and Percentage Agents, and will always place competent Ride Help. Will book "Ex" on any good stock or Hanky Pank Concession still open. No Mitt Camps.

WINTER QUARTERS NOW OPEN

MIKE SMITH, Owner

WORTHING, SOUTH DAKOTA

MIDWAY CONFAB

Clyde Webb and Mrs. Sarah Bu-ley Tramhat, formerly of Byers Bros.' Shows, were saddened by the recent death of their father.

Bonnie K. Lua is confined at 24 North Market Place, Springfield, O., and would appreciate getting letters from friends.

Bert Watson has the Jungleland Show on Virginia Greater Shows. Rocco Masucci, shows' manager, informs that Bob Millikin is no longer connected with Virginia Greater.

Visitors to the Vivona lot in Leiperville, Pa., included Mitch Mitchell, Ginger Rae and Morris Vivona. Nova Dell observed a birthday at Lexington Park, Md., on the show.

Joe Darpel, veteran tattoo artist, was a recent St. Louis visitor, coming in from Junction City, Kan., where he's been operating for the past year. Darpel was in the Mound City to visit his daughter. . . . Lisa Del Mar reports from Albuquerque, N. M., that she recently purchased a 124-by-24-foot Side Show top lined with red and white fringe. Unit will be out with Punk Hill's Greater Shows.

Roy (Pepsi-Cola) Jones was in Chicago last week after spending several days at the spring exposition in Oklahoma City. . . . Virgil D. Lyon, 114 N.W. Second Avenue, Homestead, Fla., is interested in contracting anyone who might have photos of the Zeidman & Pollie Band, which played in Grand Rapids, Mich., in 1916. Lyon, who was a member of the aggregation, recalls that Gay Jasperson batoned the group.

Mrs. Sadie Emswiler is confined to a Taylor, Tex., hospital with pneumonia but is reported on the mend. . . . Harold Wetherbee pens that he and his bride, the former Sarah Underwood, will be with the L. J. Heth Shows this season. He'll have the two gal shows, while Mrs. Wetherbee will operate a concession. Harold has kept busy this winter servicing juke boxes for a Birmingham distributor, while his wife worked at the Dinkler Tutwiler Hotel there.

Bob Buffington, gift shop and concession op at Virginia Beach, Va., reports big results on a fishing trip to Crystal River, Fla. Accompanied by Mrs. Buffington and Dr. and Mrs. Torr N. LeVines, they caught 27 black bass in two days, ranging in weight from 2 to 11½ pounds. The Buffingtons will leave Tampa soon to open their beach spots. . . . Lillian Elkins, long-time secretary of the National Showmen's Association, recently celebrated her birthday with a party at her Bronx home. Guests included many showfolk.

Jack Ruback, supplier of midway attractions at the recent Battle of Flowers celebration in San Antonio, reports that his gross was 15 per cent higher than last year; that concessionaires were from all parts of the U. S., and that he had about 50 rides, 10 shows and 200 concessions on hand. Top money ride, Ruback infos, was the Velare brothers' Rotor, with second honors going to the Scramblers owned by Don Franklin and Jimmy Byers. Bill Hames was in with 10 rides. Alice Hennies and Chuck Moss visited to raise money, respectively, for the Hot Springs Showman's Club and the Lone Star Showman's Club.

POP CORN

May we send you a free sample of the NEW KEMPOP 40 yellow or white and place your permanent address on our mailing list? Boxes, bags, salt and seasoning.

INDIANA POP CORN CO.
MUNCIE, IND. 27 years in business.

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AMERICAN TENT CORPORATION

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* 201 E. WATER ST., NORFOLK 10, VA. *

BILL SANDERS

PARAKEETS

GIVE-AWAY CAGES
NOW AVAILABLE

BAMBOO...\$4.80 per dozen

METAL\$7.20 per dozen

Shipped F.O.B. Los Angeles.
Cash or money order with order.

24-HOUR SERVICE

ELIott 9-4591

WELLS BIRD FARM

2143 South Myrtle Avenue
Monrovia, California

FOR SALE

Parker Wheel, 10 cages, seats 40 adults or 60 children; Lerol motor, 4 cyl., \$1,850.00. Portable Dippy Doodle or Lindy Loop, Spillman make, seats 32 adults or 48 children; Allis-Chalmers 4 cyl. motor, A-1 portable, \$2,150.00. Crumner Chairplane, seats 24, Hercules 2 cyl. motor, A-1, \$800.00. Ocean Wave, seats 36, no motor or clutch, \$450.00. Kiddie Chairplane, seats 12, no motor, \$185.00.

C. H. TOTHILL

Box 33, Olcott, N. Y. Ph. Newfane 9417

ON THE WEST COAST CRAFTS HAS FOR SALE

One Twenty-Car Lusse Auto Scooter
One 8-Car Whip\$3,500.00
One Allan Herschell Auto Ride, 1,950.00
One Auto Racer1,850.00
One Dark Ride (Pretzel)2,300.00

All equipment in A-1 condition. Will demonstrate for bona fide purchasers at our winter quarters in North Hollywood. Phone—Write—or Wire

CRAFTS 20 Big Shows

7283 Bellaire Avenue
North Hollywood, Calif.
Phone: Poplar 50909 or Poplar 50328

WANT SINGLE MAN

Capable of operating Alligator Show. No grinding, all tape recording. Must be neat, sober and licensed semi driver. A good salary plus good percentage and good treatment. Closing Nov. 10. After May 14 address:

D. REX BARNES

c/o Gooding Amusement, Columbus, O.

WANTED

Small Carnival, August 23, 24 & 25. Will book separate or as a unit. Established Fair and Centennial Celebration. New Car being given away. Best deal you've ever had. Call or write

STEPHEN CROCKETT

Richland, Kansas Phone 2044

NEW ALUMINUM

MILK BOTTLES

Reinforced Ribs Cast Inside
... THEY STAND UP.
\$4.50 EACH

Specify weighted or empty.
CONCESSION SUPPLY CO.
3916 Secor Rd., Toledo 13, O.

CARNIVAL WANTED

30 to 40 Concessions, 6 to 10 Rides for September 17 through 22. Would consider week earlier. Short local program given nightly. Grounds to be expanded 100%.

Hawamba Fair & Livestock Association
H. L. HOLLAND, Secretary
Fulton, Mississippi

JIMMIE CHANOS SHOWS

OPEN MUNCIE, INDIANA, MAY 3 TO 12

WANT legitimate Concessions of all kinds—Photo, Ball Games of all kind, Long and Short Range Shooting Gallery, Pitch-Till-You-Win, Basketball or any other.

WANT SHOWS—with own outfit—committee money only: Monkey Show, Ten-in-One or any other.

WANT Foremen for Ferris Wheel, Flying Scooter; Man to take charge of Kiddie rides, Rolloplane, and Second Men on all rides—prefer those who drive semis. All replies to

JIMMIE CHANOS

Muncie, Indiana

MERRIAM'S MIDWAY SHOWS

Opening Albia, Iowa, May 9.
Want Concessions and Ride Help.

ALVA MERRIAM

Ogden, Iowa

FRANK J. POWERS

JUVENILE DELINQUENT EXHIBIT,
INC. COACH. GET IN TOUCH
WITH ME.

L. F. KAMP

Arlington, Mass.
(Phone: Mission 8-9300)

WANT FOR MICHIGAN'S BIG THREE

**NEW BOSTON
ROTARY CLUB
FUN-O-RAMA
MAY 9-13
Sportsmen's Park**

**TAYLOR TWP.
LION'S CLUB
HOMECOMING
MAY 15-20
PARDEE PARK**

**LIVONIA
LION'S CLUB
FUN-O-RAMA
MAY 23-JUNE 3
AIRPORT**

Legitimate Concessions of all kinds. Will sell Ex. on Novelties, Hats, Bozo, Jewelry, Glass Pitch, Short Range, Parakeet Pitch.

Shows—Five-In-One, Monkey, Glass House.

Help—Tilt Foreman, Dipper Foreman, A-1 Man for King Dodgem; all must drive.

WADE GREATER SHOWS

C. D. MURRAY, Mgr. Va 8-0708 18931 Prest, Detroit 35, Mich.

PEPPERS ALL STATE SHOWS

Panama City, Fla., this week

Concessions wanted, 1 of each kind, till fair time. Can place Glass Pitch, Coke Bottles, Bear Pitch, Photos, Bumper, Blower, Age and Scales, Agents for office-owned concessions.

Want Man and Wife who have experience on Popcorn, Floss, Candy and Candy Apples, all in 1 trailer. Work all winter at supermarkets. Want Agents for Pan Game, Pea Pool, Coke Bottles, Dart Store, Milk Cans. Must be able to drive and have driver's license.

Johnny Temple, Vernon Brown and Fred Kitchen, contact me at once. Join or wire.

Ride Help: Want Second Men on Wheel and Jetopus. F. W. PEPPERS, Panama City, Fla.

12 RIDES FRAME'S GREATER SHOWS 5 SHOWS

WARREN, PA., APRIL 30TH THRU MAY 5TH
LACKAWANNA, N. Y., MAY 7TH THRU MAY 12TH

Can place Candy Floss, Glass or Pottery Pitch, Duck Pond, Punk Rack, Hi-Striker, Basketball, Cork Guns, Novelties, String Game, Bumper, Tip Coke, Stand Up Coke, Huckley Buck, Pitch Tilt Win. Can place Geek and Talker. Have all equipment. Want Arcade Mechanic to manage Penny Arcade.

HARRY FRAME This week, Warren, Pa.

FOR SALE—RIDES AND SHOW EQUIPMENT

8 American Hot Rod Drive Yourself Cars, \$250 ea.; 35x70 Portable Scooter Building, \$1,500; 10 Scooter Cars, need repair, \$35 ea.; Mangels Kid Roto Whip, sacrifice, \$1,250; Boomerang Waltzer, park ride thriller, big flash and capacity, cost 20 grand, sell \$4,500; Double Loop-p-Plane, special late model, big flash and thrill, cost 7 grand, sell \$1,000; Mangels Coney Island Park Shooting Gallery, flashiest late model, cost \$10,000, sell \$2,250; 35 KVA Westinghouse Light Plant, single phase, 110-220 A.C., like new, on truck, \$1,850; 25 Kw. single phase 110 D.C. on trailer, \$1,000. Sell or trade.

FRED ALLEN

1400 BREWERTON RD. Phone: 54-3000 SYRACUSE 11, N. Y.

SUNSET AMUSEMENT COMPANY

WANT ELECTRICIAN, ALSO HELP FOR TILT, CATERPILLAR, OCTOPUS AND ROCK-O-PLANE. ALL MUST BE ABLE TO DRIVE SEMIS.

CONCESSIONS: Want Photos, Age and Weight, Long Range, Custard open, also Hanky Panks. Want Ball Games, including Basket Ball, Coke Bottles, Milk and Punk Racks. Will place Six Cats and Buckets.

ADDRESS: Excelsior Springs, Mo., this week; Chillicothe, Mo., next.

MIDWAY OF MIRTH SHOWS

Want for Central City, Ill., this week, and Vandalia, Ill., and Celebrations, Centennials and Fairs for balance of season.

CONCESSIONS: Cookhouse, Photo Gallery, Short Range, Bumper, High Striker, Milk Bottles, Bowling Alley, Hoop-La, Glass Pitch.
SHOWS: Will book Mechanical or any other show with own equipment except Girl Show.
RIDE HELP: Want Ferris Wheel Foreman for #2 Unit, must drive. Also Foreman for Spitfire (Blackie Klothes, come on).
ADDRESS: Central City, Ill., this week; Vandalia, Ill., next week.

T. J. TIDWELL SHOW

Wants for San Saba and Llano Centennials (Showing Around Square) and balance of season—

Hanky Panks of all kinds, Photos, Fishpond, Bear Pitch, Guess your Age, Scales, etc. Will book Rides and Shows not conflicting. What have you? Man who can handle Baby Elephant. Must be sober and able to put her through simple act she is already trained for.

All answer T. J. TIDWELL

Copperas Cove, Texas, April 30 thru May 5; then per route.

HOWARD BROS.' SHOWS

OPENING SECOR AND DORR ST., TOLEDO, OHIO, MAY 5

Wants Merry-Go-Round Foreman and Second Man for same, who drive. Ted Cole, can place your Corn Game and Glass. Will be on lot May 2.

CARROLL'S GREATER SHOWS

OPENING AT LEXINGTON VILLAGE, MINN., MAY 16. THOSE BOOKED PLEASE CONTACT.

RIDE HELP: Want Foremen for Ferris Wheel, Octopus, Kiddie Rides and Tubs-O-Fun. Need Second Men on all Rides. Top wages and bonus. Must have chauffeur's licenses. FOR SALE: 1 10-Car teen; 1 Smith & Smith Airplane; 1 Renneaealer Train. These rides all have new paint and in A-1 condition. Also have Concession Tops and Frames for sale.

WALTER (PEWEE) PALIN. PLEASE CONTACT ROSS SINDERSON. ADDRESS: 10734 Central Ave., N. E., Minneapolis, Minn (Phone: Sunset 4-5018)

WANTED: FREAKS

FOR PALACE OF WONDERS, CONEY ISLAND, N. Y. Summer season 1956. Pleasant conditions. One spot all summer. Top salary for outstanding Attraction. WRITE, WIRE, PHONE.

DAVID ROSEN, 4016 Atlantic Ave., Seagate, Brooklyn 24, N. Y. E-Planade 2-2178

CETLIN & WILSON SHOWS

Opening May 25th, Decoration Day Celebration

Auspices American Legion

PETERSBURG, VA.

Can Place all legitimate Merchandise Concession Games. Opening for Photo Gallery and American Palmistry.

CAN PLACE worthwhile Grind and Bally Shows. Glass House, Monkey Show and other good shows to join to open. Have a route of large State Fairs starting first of August and ending middle of November.

CAN PLACE sober Ride Men and Second Men for all rides. Can place Foremen for Roll-Plane and Caterpillar. All Ride Men address B. A. Slover, Ride Supt.

CAN PLACE good Neon Man and Tower Man. LeRoy Hunter, answer.

All Address Winter Quarters P. O. Box 787 Petersburg, Va.



BRISTOL, PA., MAY 7-12 • SOMERVILLE, N. J., MAY 14-19 • PERTH AMBOY, N. J. • DOVER, N. J., AND OTHER BIG STILL DATES. A BIG 4TH OF JULY CELEBRATION AND 14 CHOICE FAIRS

CONCESSIONS—Hankys of all kinds. Good Hanky territory. RIDES—Coaster, Scrambler or any Flat Ride not conflicting. SHOWS—Grind Shows, Acts for Side Show, Geek and Talker for new type Geek Show, Dancing Girls for Tony Mason's Revue and Dancing Shows. Fun House Operator. HELP—Ticket Sellers, 2d Men on all rides. Must drive semis.

Foreman for 2 Wheels—\$75.00 and bonus. Must know your job.

Address JOHN VIVONA, Crum Lynne, Pa., this week



FRANK BERGEN
General Manager

WANT SCRAMBLER and ROUNDUP

Alton Pierson, Charles Cooper, Bill McMurty, write.

Will book UNBORN and WILD LIFE. Operators must know how to treat the public. I will not stand for high pressure tactics.

Want to buy KIDDIE TRAIN, KIDDIE AUTO, KIDDIE WHIP and KIDDIE SWING.

All replies to: FRANK BERGEN, Gen. Mgr.

WORLD OF MIRTH SHOWS 4401 South Wiletta Drive, Richmond, Va. Phone: 5-8932



OPENING 14TH OF MAY, RAYMOND, WASH.

15 Celebrations and Fairs to Follow

WANT WANT WANT

RIDES: Any Rides not conflicting. Good opening for Scrambler, Roundup or Looper.

SHOWS: Fun House, Illusion (McAskill, get in touch with me), or any worthwhile Shows with own equipment.

CONCESSIONS: Hanky Panks of all kinds. John Delaparte and Frank Robertson want Agents.

HELP: Ride Help who drive semis—must be sober.

Write or wire

K. R. (ANDY) ANDERSON

2710 Garfield Road, Tacoma, Washington

Phone Broadway 6969

PARAKEETS

BABIES—\$1.10 ea.

CARNIVAL BIRDS

85c ea.

Shipped Daily. F.O.B. Los Angeles.

Minimum Order, 48 Birds.

Durkee's Bird Farm

8967 E. Gallatin Rd., Pico, California Phone: OXford 9-3210

This Is It! Big "SHAM BATTLE"

MAY 17-20—BROWN COUNTY FAIR GROUNDS, GREEN BAY, WIS.

PARADE—FIREWORKS—TANK RACES—KIDS' DAY PROMOTION—STOCK CAR RACES. 50,000 to 75,000 people expected. Lots of Army, Navy, Air Corps and political brass to be present.

LIMITED SPACE—WIRE FOR CONCESSION SPACE NOW

FOR SALE—8 car Kid Ride with top and sidewall, ready to go, \$750. Can be seen at Spring Quarters Airport, Clintonville, Wis. Will book any small Show, Glass House, Fun House, etc. White Help wanted: Single Men for Rides and Concessions. Will get sleeping quarters, home cooked meals, laundry, pay every week, bonus at end of season. Also want Couple with trailer, man to work on ride, woman to work in office owned Popcorn wagon.

Write or wire—no telephone calls

McKENNA RIDES HERMAN McKENNA
AIRPORT, CLINTONVILLE, WIS.

PAGE BROS.' SHOWS
 Opening Springfield, Tenn., May 7
 Have only 7 Still Dates, rest Fairs.
 Want Bingo, Jewelry, Lead Gallery, Arcade, Scales, Hanky Panks of all kinds. Hardy Brady wants Agents. Ride Help must drive. Girls for Girl Shows.
SHOTGUN PAGE OR HARDY BRADY
 Box 244 Springfield, Tenn.
 Phone 966J

WANTED
 WHEEL FOREMAN. Top pay for top-notch Man. Must drive. Drunks, chasers and agitators, stay where you are. If you can stand better than good treatment and appreciate good equipment, this is it. RICHMOND, MISSOURI CURLEY, LET US HEAR FROM YOU.
 Contact: **JOE GAVIN** or **DUTCH SCHRADER**
ROSE CITY RIDES
 Lutesville, Mo., this week; Leadwood, Mo., May 7-12.

WANTED
CIRCUS SIDESHOW MANAGER
 WITH TALENT OR WHO CAN GET TALENT FOR 100 ft. Top, Banner Line. Must know how.
 CAN ALSO PLACE A FEW MORE HANKY PANKS NOT CONFLICTING.
United Exposition Shows
 Belleville, Ill., this week; then E. St. Louis and Alton, Ill. Sailor's payday, Waukegan, Ill. On the Lake Front to follow.
 P.S.: Ride Help who drive, come on. No boozers.

REWARD—\$25.00—REWARD
 For information as to the whereabouts of **J. W. CAMPBELL**
 An old man, hard of hearing, wears hearing aid sometimes. Snake or Geck Show Operator, with skinny Woman as Geck. Driving Chevrolet panel truck, dark blue, orange trim, rack on top; also gray Hudson car, both with Kentucky licenses.
C. A. VERNON
 United Exposition Shows
 Belleville, Ill., this week.

WANTED
BINGO RELIEF CALLER
 PREFER SEMI DRIVER.
 NO DRUNKS.
BILL STACY
 c/o Western Union, Barberton, Ohio
 (No collect wires)

WANTED
TO BUY OR LEASE RIDE
 For Kentucky Dam Amusement Park. No moving—no junk.
G. E. DIXON
 303 N. 8th St. Paducah, Ky.
 Phone 28055 or 59240

Ga. Amusement Co.
 Will book legitimate Concessions that work for 10c. E. H. (Sammy) Gilliam wants Man & Wife to operate neatly framed Cookhouse on percentage basis; must be sober and furnish reference.
H. H. SCOTT
 Dahlgona, Ga.

EXPERIENCED RIDE HELP WANTED
 For Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Rock-o-Plane and Scrambler. Top salary.
DELGARIAN AMUSEMENT COMPANY
 2308 N. Melvina Chicago, Ill.
 Phone: Merrimac 7-2102

SIDE SHOW HELP
 Magician, Ticket Sellers. Can use Wives on Bally. Pay every week, rain or shine.
 Bill Werderman, Johnny Hagen, write
H. M. VALENTINE
 2930 N. Oakland Ave. Decatur, Ill.

SHORTER'S SHOWS
 Want for May 23 Opening
 Popcorn, Jewelry, Novelties, Photos, Fish Pond, Cork Gallery, 1 Pin Store, or Man with Stores and Hanky Panks, 1 Mitt Camp with 3 Concessions, also any non-conflicting outfit. Girl for Single-O, Husband on Concession or Ride. Will lease Octopus. Playing two and three a week on streets; Iowa, Minnesota, Wisconsin. A. J. Beinal, Howard Roades, answer; good deal.
SHORTER'S SHOWS, Rt. 2, Waterloo, Iowa. Phone: CO 6296—CO 6292.

Gooding Opens Park, Names New Staffers

COLUMBUS, O.—Ned Skinner, Columbus man with some experience in the amusement business, is the newly named assistant manager of Zoo Park, the funspot recently purchased by the Gooding Amusement Company. Skinner is in charge of booking picnics. Hal Eifort is manager of the park, which opened Saturday (28) for the season.
 Bob Purvis, who has been with the Gooding organization for the past several years, is superintendent of grounds. Purvis will leave the park during the fair season, when he will travel with one of the Gooding units.
 Chick Franklin, veteran outdoor

show business press agent, is a new addition to the Gooding staff. Franklin will handle the publicity for Zoo Park and for the Gooding traveling units. In recent years Franklin publicized motion pictures. Prior to that he press-agented carnivals, among them the James E. Strates Shows and the Hennies Bros.' Shows.

Five Units Out
 Five of the Gooding units were in operation the week beginning April 23 and a sixth was scheduled to open Saturday (28). Floyd E. Gooding, president of the Gooding organization, said he was more than pleased with the business enjoyed by the units when they were given good weather and reiterated his belief that this would be an extremely good year for carnivals.

As a prelude to the season's opening, Gooding and his wife hosted most of the organization's key people and office personnel at a dinner Thursday night (19) at the Grandview Inn here.

Besides Mr. and Mrs. Gooding and their daughter, Joyce Ann, those in attendance were Hal Eifort; Mrs. Stewart Relyea, office manager and company secretary, and her husband; John Enright, manager of the No. 1 unit, and his wife; Joseph Gaskell, secretary of the No. 1 unit; Mr. and Mrs. Gerald Franz, manager and secretary, respectively, of the No. 2 unit; Charles O'Brien, manager of the No. 3 unit; Hap Berkshire, secretary of the No. 3 unit; Joel Kempner, manager of the No. 4 unit; Bert Miner, manager of the No. 5 unit, and his wife; Mr. and Mrs. William Leisure, manager and secretary respectively, of the No. 6 unit, and Mr. and Mrs. Ray Riffele, manager and secretary respectively, of the No. 8 unit.

Also Anna Reed, bookkeeper-assistant treasurer; Mrs. Lawrence McCartney, payroll clerk, and her husband; James Wolfe, head painter-artist; George Bouic, superintendent of the machine shop, and his wife; Mr. and Mrs. Ray Gooding, John Callagan, Mr. and Mrs. William Goutermout, Mr. and Mrs. O. Buck Saunders and Mr. and Mrs. John Lampton.

Garman Bows With 2 New Major Rides

EXCELSIOR SPRINGS, Mo.—The 1956 edition of Ken Garman's Sunset Amusement Company bowed here Thursday night (26) with 18 rides and six shows including a new Rock-o-Plane and Dodgem. The stand at its winter base will run thru May 5 under American Legion auspices.

Rides, shows and equipment were all in top shape as the result of several weeks' work in quarters with a crew of upward of 30 refurbishing and repainting.

Big features of the opening stand here, which garnered good space in the local newspapers, were the Saturday kid days with bicycle giveaways as the lure.

Staff, in addition to Garman, includes Mrs. Garman, secretary-treasurer; J. T. McMantus, assistant manager, and A. D. Duffey and Miss Feye Barnes, publicity and advertising.

Travel in Eight States
 This year's route, which will take the show into Kansas, Arkansas, Iowa, South Dakota, Illinois, Minnesota and Wisconsin, will include Chillicothe, Mo., May 7-12; Fort Dodge, Ia., May 14-19; Muscatine, Ia., May 21-26; Dubuque, Ia., May 28-June 3; LaCrosse, Wis., June 5-10; Austin, Minn. June 12-17, and Mankato, Minn., June 18-24.

Fairs and celebrations in Minnesota will include those at Rochester, Montevideo, Pipestone, St. Paul and Winona. In Iowa at Clinton, Manson, Webster City, Decorah and Monticello. In Missouri, show will play Bethany, Lamar, Dexter and Caruthersville. Other dates on the route are at Belleville, Kan., and Harrisburg, Ark.

Latin Fair Business OK, Allen Notes

NEW YORK—Bernard (Bucky) Allen, operator of the fun zone at the Dominican Republic World's Fair, Ciudad Trujillo, reports mid-way business has leveled off but still fair.

Allen, in New York Friday (20) and due to return to the Dominican Republic by air Wednesday (24) after less than a week's stay, was on his first visit to these parts since the fair opened last December

Cold Weather Greet Manning In N. C. Opener

HIGH POINT, N. C. — The Ross Manning Shows, which opened their season here April 14, were greeted with cold weather. Business in the face of the weather was fair.

The show opened with a minimum number of rides. Shows included girl shows handled by Jack Chickarelli and Jackie O'Moore. Speedy Hagen manages the Motor-drome. Ray Randolph has the cookhouse.

Concessionaires include A. R. (Dutch) Whiteside and wife, Nancy; Mike Roman and Mr. and Mrs. Nelson Wilkins. O'Moore is the new show secretary. Tommy Carson is the legal adjuster. Hank Michalson is connected with the Whiteside concessions and also handles the mail and is The Billboard agent.

Okla. City Gross

Continued from page 63
 The grounds swarmed with mopets. The expo announced that the day's gate was 107,000 and that the day's midway take exceeded \$30,000.

The Sky Wheel paced all the midway attractions on that day, grossing \$2,725 at 30 cents per rider.

Dowis said that he has booked the Sky Wheel to work with the Olson Shows at the Illinois State Fair, Springfield; at the Alabama State Fair, Birmingham; with the W. G. Wade Shows at the Michigan State Fair, Detroit; the Upper Peninsula State Fair, Escanaba; Muncie (Ind.) Fair; with the James E. Strates Shows at the York (Pa.) Interstate Fair; at the North Carolina State Fair, Raleigh, and with the World of Mirth Shows at the South Carolina State Fair, Columbia.

The Forsythe and Dowis Shows will open their regular season Saturday, May 5, at North Platte, Neb.

SPOTTY WEATHER CURBS VA. GREATER'S OPENER

SUFFOLK, Va. — Virginia Greater Shows opened their season Wednesday (18) with a 10-day stand here. Included in the route will be a number of celebrations in Virginia, Delaware, Maryland and New Jersey, and a string of fairs in the Carolinas. Going into Pokomoke City, Md., for the April 30-May 5 spot will be a line-up of 6 major and 4 kiddie rides, and 5 shows.

Rocco Masucci, owner and general manager will be assisted by Mrs. Masucci, secretary-treasurer, and William C. (Bill) Murray, assistant manager and general agent. There are eight office-owned hanky panks; others represented among concessionaires are George and Pat Rector, H. W. (Hap) Arnold, Sam Lehman, and the (Betty) Munroes. Joe Mooney has the Cover Girl and Flame Girl revues; also working is the Bill Hoxie Sideshow, the Jungleland Show and an Illusion Show.

Murray states that two of the rides were newly purchased this season.

Opening Lot Mired
 Altho postponed to a later date than last year, the opener still could not avoid unpredictable weather,

which changed daily from rainy to fair and had everyone guessing. Heavy rain for two days prior to the opening mired the lot, necessitating much draining and sawdust. Weather the first night, Thursday (19), was fair, despite the cold. Other concessionaires included Johnny Weber, George Hartley, Ickey Vacey, Buddy and Betty Monroe, and J. Sullivan, one each. Buddy Monroe's new roller coaster got fair business opening night.

Other members are: Ben Stafford, chief electrician; Hoover (Cu. pepper) Byrum, truck and motor mechanic; Leo Matina, canvasman; Roger Jones, show cookhouse; Dutch Kerchner, Merry-Go-Round foreman; George (Tennessee Slim) Gillespie, Octopus; Lester Willits, Chairplane; James Bowser, Ferris Wheel; Norman Whittington, kiddie rides.

Sponsoring Suffolk Elks held a fish fry in the cookhouse Wednesday night (18) for members and show personnel.

Mr. and Mrs. Hap Arnold and their son-in-law and daughter, the Calvin Nelsons, could not make the opening in time from their Tampa home, but will join shortly with their French fries, string game and cork gallery.

WANTED
FERRIS WHEEL
 Thirty to forty feet tall for display purposes. Condition of seats not important, but must be in condition to run all the time with no stops. Preferably near New York.
Suite 1201
 60 East 54th Street
 New York, N. Y.
 Telephone: Plaza 3-2722

WANT DROME RIDERS
 Can use Riders for long season. Best treatment, good pay. Also have one Siladrome for sale. Good condition. Bargain. Show opens late May.
 Contact
EARL PURTLE
 7612 Sweet Briar Rd., Richmond, Va.

FOR SALE
 Ell Wheel, complete and good condition, first \$2750.00 cash, send deposit. 33 ft. 2-barrest Merry-Go-Round, factory rebuilt, new wood, scenery, canvas and aluminum horses, ready June 1, \$4500.00, deposit of \$500.00 will hold. I PAY CASH FOR ANY MERRY-GO-ROUNDS, WHEELS AND FACTORY KID RIDES. WRITE, WIRE OR PHONE.
C. A. GOREE
 Box 507 (Phone: 167) Azle, Tex.
 NEW PARKER & SPILLMAN STYLE HORSES FOR SALE, CAST ALUMINUM.

WANT CONCESSIONS
 Can use Stock Concessions. We have Balloon Dart, Duck Pond, Ball Games, Spindle, Coke Bottle, Roman Targets, Floss, Popcorn. Can use Mechanical Show, Opening June 8 at Lexington, Nebr., Plum Creek Days. Excellent route of Celebrations and Fairs to follow. No Epsies.
W. A. THOMAS SHOWS
 Belgrade, Nebr.
 P.S.: Want to buy Searchlight and Generator mounted on four-wheel trailer.

ROCK CITY SHOWS
 OPENING MAY 16
 Want for 10th Annual Firemen's Celebrations at Cortland, Ill., and all celebrations to follow in Northern Illinois. Popcorn, Candy, all Hanky Panks open, one of a kind. Want Wheel and Merry-Go-Round Foremen. Will book, lease or buy Octopus or any Major Ride not conflicting. Will book Pony or one other Kiddie Ride. Write or wire **GEORGE ISBENHOWER, Mgr., P. O. Box 82, Wenona, Ill.** Phone: 79-R-2.

PARAKEETS
 BABIES—\$1.15 each
 CARNIVAL BIRDS—85¢ each
 Shipped Daily F.O.B. Los Angeles. Minimum Order, 48 Birds.
GOLDEN STATE PET PROD., INC.
 P. O. Box 805 Pico, Calif.
 Phone: OXford 2-4113

SHORT RANGE FOR SALE
 Built in Ford Walk-In Truck. 2 guns, stock, complete, ready to go. \$500.00 cash.
ED HOLLE
 409 No. Sarah St. St. Louis, Mo.
 (Phone: Jefferson 3-8125)

RIDE MEN WANTED
 Ferris Wheel Foreman and Second Man; also Second Men for Tilt. Ride Men for Merry-Go-Round, Ferris Wheel, Octopus and Baby Ride for picnics. WRITE:
MOUND CITY SHOWS
 1417 Grattan St. St. Louis, Mo.

BELLATONI'S RIDES
 Can place Ride Help for Octopus, Wheel, Chairplane, Kiddie Rides, Rollerplane, Merry-Go-Round; top wages, driving not essential. Boozers and chasers not wanted.
A. BELLATONI
 41 Woodbine Ave. Newark, N. J.
 Phone: Essex 3-3161

5-LEGGED PIG
 Preserved—perfect condition. For sale or lease. Best offer.
J. W. WALTERS
 22 Walters Lane, Fort Thomas, Kentucky

FOR SALE
 One Ford Custard Truck, custom body, tiled inside, painted white outside; without machine—very reasonable.
A. BELLATONI
 41 Woodbine Ave. Newark, N. J.
 Phone: Essex 3-3161

Two Philly Dates Set For Strates

PHILADELPHIA—Two dates covering three weeks have been set here for the James E. Strates Shows.

The show will move in on the location May 14 and play thru the week. It will leave the city for a New Jersey date and return a week later, May 28, to play a two-week stand on the lot adjoining Municipal Stadium in South Philadelphia.

Babcock Hit By Weather

EAST LOS ANGELES, Calif.—The Frank W. Babcock United Shows lost its lucky charm that carried it thru successful stands at early California fairs in Indio, Imperial and San Bernardino.

Still dates in recent weeks have been hit by weather and poor spending, F. M. (Pete) Sutton, general manager, reported. Opening still date at Pomona was a loser despite police auspices and a downtown location.

The first week in El Monte was hurt by bad weather and the show remained over a second week to recoup its losses but sizable grosses failed to materialize. The first weekend at Montebello, Calif., was good and scored takes comparable to those registered at the early fairs.

Show is carrying 16 rides, 14 light towers and two searchlights. Staff, in addition to Sutton, included Bob Schoonover, assistant manager; Cecil Cutler, secretary; Dick Schoonover, concessions manager, and Chet Barker, general superintendent.

FERRIS WHEEL OPERATOR WANTED AT ONCE

Good job for clean, sober person.

PHIL ISSER

1916 Ave. K Brooklyn, N. Y. Cloverdale 2-2796

SHOOTING GALLERY FOR SALE

20 ft. Long Range on semi-trailer and 1951 C.O.E. Chev. Tractor, factory built; new canvas, light walls, perfect condition, sound effects; going cheap. 19 Fairs booked. Contact W. COLEMAN CORLEY, Heth Shows, Birmingham, Ala.

WANT

For Carrollton and Virden, Ill., on Main Streets; Joliet and Aurora to follow. Ball Games, Pitch-Till-You-Win, Bowling, Glass Pitch or any other Hunky Panks not conflicting with what we already have. Will buy or book Roller Coaster.

BURKHART SHOWS & AMUSEMENT

East St. Louis, Ill., Till May 5; Carrollton, May 7 to 12.

Maryland Bazaar Co.

OPEN MAY 3, LA PLATA, MARYLAND

Can use a few more Hunky Panks, Ride Help for Wheel and Kiddie Rides. Top pay and bonus.

WANT

SIDE SHOW MANAGER WITH PEOPLE. We have complete outfit. Good territory, good proposition. Address

D 207, Billboard
Cincinnati 22, Ohio

ATTENTION, SHOWMEN!

This is your opportunity to be a part of the biggest events to be held in still-date history and play cities that haven't had a show in 10 to 20 years.

RIDE OWNERS, SHOW OPERATORS, CONCESSIONAIRES, DON'T MISS THE BANDWAGON. THIS IS A TREMENDOUS OPPORTUNITY.

MOTORAMIC FAIRS

Presented in 2 60 x 30 ft. bail ring top. (Attention—Canvasman wanted to handle 2 of these tops. Also Decorator, contact at once.) Auto exhibits with cut-down models. Cars of tomorrow, jet autos. All the latest sports cars, commercial vehicles and latest style passenger cars. General Motors, Chrysler Corp. and Ford Motor Co. co-operating. Entertainment, parades—cities will be decorated. All auto dealers in each city

will exhibit and co-operate in vast advance advertising and publicity programs. Upwards of 50,000 people will attend these events every week. **FIRST WEEK WILL BE PORTSMOUTH, OHIO, STADIUM GROUNDS, MAY 7-12 INCL.**

Then different cities until Aug. 1, when we will start the strongest route of fairs in the east. Out until November.

On the midway

PENN PREMIER SHOWS

(World's Largest Motorized Show)

Space will be limited in all spots. Those contracted first will get available space.

CONCESSIONS

COOKHOUSE, SIT-DOWN. MUST BE LARGE AND NICE AND CAPABLE OF CATERING TO LARGE CROWDS. Wonderful opportunity for the following: Bear Pitch (California type), Custard, Jewelry, Glass Pitch, Derby, Short Range or any other Hunky Panks.

SHOWS

Book any Show not conflicting. Wonderful opportunity for Wildlife, Wax Show, Dillinger Car, Mechanical City.

RIDES

Book Scooter (Ralph Endy, call me), Rockplane, Scrambler, Live Ponies, Flyplane.

AGENTS

Buster Westbrook can use Pin Store or Razzle Agents. Harry Rubin wants head for Razzle. (China Jackson, call me or Buster.) Murray Levitt wants 6-Cat Agents.

HELP

OCTOPUS FOREMAN. Other sober Ride Help who drive semis. Pay every week.

All mail and wires to **LLOYD D. SERFASS, Gen. Mgr., PENN PREMIER SHOWS, Roanoke, Virginia**
All phone calls to **HARRY (BUSTER) WESTBROOK, Bus. Mgr.**
ROANOKE 6-4129 or 6-9996 before noon

TED LEWIS SHOWS FOR SALE

Everything ready to go, newly painted and repaired. 2 G.M. 60 Kw. Light Plants mounted on semi. Plenty of wire. 1 Eli #5 Ferris Wheel, 1 Smith and Smith Chairplane, 1 Kiddie Swing; 1 Schult Tandem Wheel Trailer, complete office with coin sorter and counter; 3 Tractors; 4 Semis; 2 Show Fronts, top and poles complete. Plenty of Show Equipment. Bargain if taken in lot.

TED LEWIS

12-37 Rosewood St. Fair Lawn, N. J. Phone: Fair Lawn 4-0745

COMPLETE CARNIVAL FOR SALE

\$10,000.00, or will sell any part, consisting of Allan Herschell Merry-Go-Round, Top and Organ, Aluminum Horses, Eli Ferris Wheel, Smith & Smith Chairplane, 8-Tub Octopus, Super Rolloplane, Allan Herschell Kiddie Auto Ride, Kiddie Swings; 1 International Diesel Light Plant, 60 kw., mounted on semi; 8 Trailers, 4 Tractors, 3 Show Tops and Banner Line for all, 7 Concession Tops and Frames, Stock. New last year. Also 3 Percentage Tables. Plenty of Ground Cable, Junction Boxes and P.A. Sets. One 24x42 Marquee, lots of miscellaneous too numerous to mention. This show has been out this year, all ready to go, complete. Must be sold at once on account of ill health. All mail and wires: **CARNIVAL CO., Columbia, S. C.**

RIDE FOREMEN WANTED

For Roll-a-Plane, Tilt-a-Whirl and Dodgem (King bldg. built on trailers). Experienced men who can qualify will receive top pay and excellent treatment. Write or wire to

GLENN WADE, WADE EXPO. SHOWS
18110 Melrose Detroit 31, Mich.

WANTED

For **COTTON CARNIVAL, MEMPHIS, TENN.** Good Novelty Man and Specialty Agent. Will sell "EX" on Bug Concession. Also will sell permits for certain items at this date.

Contact **Morris Bluestein**
Claridge Hotel, Memphis, Tenn., after May 3.

FOR SALE

1 Kiddie Car Ride, Kiddie Airplane Ride; Universal Miniature Train, complete with 900 ft. of track. Address:
1113 Karnes, Fort Worth, Tex.
(Phone: TE 8-5638)

WANTED TO BUY

Anything that can be used in a Museum featuring Frontier—Early American—Civil War and Indians. State all first letter, condition and price.

DANIEL BOONE TRADING POST
Cumberland Gap, Tenn.

AGENTS—RIDE HELP—HUNKY PANKS FOR BYERS BROS.' SHOWS

OKMULGEE, OKLA., APRIL 30-MAY 5; COFFEYVILLE, KANS., MAY 7-12. Dutch Wilson wants Agents for Razzle, Pins and Roll Down. Can place Hunky Panks of all kinds. Good opening for 5-in-1 or 10-in-1; also Grind Shows. Ride Help, come on. This show will carry 12 Rides—have 22 Fairs and Celebrations. All replies: **CARL BYERS, Owner-Mgr.; DUTCH WILSON, Concession Mgr., per route above.**

ITALIAN FESTIVAL OF CHICAGOLAND

NOW BOOKING CARNIVAL CONCESSIONS, SHOWS, EXHIBITS

DATES:

Wed., July 25, thru Sun., Aug. 5, 1956 including **TWO BIG WEEKENDS**

PLACE:

West Parking Area—Maywood Park Trotting Track North Ave. (1600 North) River Road (8600 West) **MAYWOOD, ILL.**

Featuring Every Night in Person

"MR. ACCORDION" **DICK CONTINO** ARREN and BRODERICK LOU BREESE and his MUSICAL IMAGES
Star of TV—Pictures—Radio—Stage Musical Comedy Stars 12 Singers and His Orchestra

ADDED ATTRACTION—CONSOLO and MELBA in the Dance of the Bubbles

Write or Phone **JOSEPH De SERTO** 1615 N. 18th Ave. Phone Harrison 7-4675 **MELROSE PARK, ILL.**



MORRIS HANNUM SHOWS

WILKES-BARRE, PA. (PRINGLE). FIRST IN 4 YEARS, MAY 7-12

SHOWS

With equipment, Monkey, Big Snake, Illusion, Mechanical, Side Show Operator with people, Motordrome and Girl Show.

RIDES

Roll-a-Plane, Round-Up, Scrambler, Caterpillar and Rock-a-Plane.

CONCESSIONS

Ball Games, Photos, Jewelry, Hats, Custard, Glass and Bear Pitches, two Wheels and two Grind Stores.

HELP

Semi Drivers without cars. Mature men with ride experience. Some Foreman jobs open. Second Help on all Rides. Man to handle Tower and Fun House who drives semi. Larry Staples, contact Mrs. Mack.

All replies to **MORRIS HANNUM**

Casey Hotel, Scranton, Pa., until May 5; then Sterling Hotel, Wilkes-Barre, Pa.

JOHNNY'S UNITED SHOWS

OFFICIAL OPENING, MAY 12, OPP, ALABAMA
Choice Alabama mill towns following

Opening for the following Concessions: Cotton Candy, Snow Cone, Photos, Long Range, Short Range, Six-Cats, Buckets, Glass Pitch, Bear Pitch, Parakeet Pitch, Cork Gallery, Balloon Darts, Coke Bottles and Pitch-Till-You-Win. Want Agent for Foot-Long Hot Dogs.

RIDE HELP: Wheel Foreman, Kiddie Ride Foreman for new Allan Herschell Auto, Sky Fighter, Airplane and Train. Must be experienced Kiddie Ride Operator. Second Men for Wheel, Octopus, Caterpillar and Merry-Go-Round.
Jim Griggs, Stanley Slaven, Tom Kirkpatrick, Scooter Bill Anderson, please contact at once.

All replies to **JOHN PORTEMONT**
PHONE 23, GANTT, ALA.

When answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!



BIRD CAGES
All metal (Unichrome) wire finish. Pinned base with plastic hook-on cup. for **PARAKEETS or CANARIES**
Size: 6 1/4" long, 6" deep, 6" high. Shipped (K.D.) flat.
Packed 4 dozen to carton. **60¢ EACH**
Price 4 dozen lots
Express or freight shipments only F.O.B. N. Y.
25% deposit with order, bal. C.O.D.
HERSHEY COMPANY
189 Washington St., New York 7, N.Y.
Tel.: Worth 2-5234

JOE SCIORTINO WANTS

TALKER FOR COLORED REVUE. This show now open and will play some of the nation's top spots, including Michigan State Fair.

MUSICIANS FOR COLORED REVUE. Need Tenor Sax and Drums. Queen and Shakey, answer.

GIRLS FOR WHITE GIRL SHOW AND POSING SHOW. Top salaries paid. Transportation and wardrobe furnished.

CANDY PITCHMEN WANTED. State experience.

All answers to JOE SCIORTINO
c/o Western Union or General Delivery, Indianapolis, Indiana.

GEM CITY SHOWS
WANT COOKHOUSE

MUST BE FIRST CLASS, IN KEEPING WITH THIS SHOW. WILL ABSOLUTELY GUARANTEE A TOP SEASON. (BLACKIE WILSON, McGEE OR ANY OTHER CAPABLE OPERATOR, GET IN TOUCH IMMEDIATELY.

CONCESSIONS Fish Pond, Short Range, String Game, Age and Scales, Hoop-La, Coke Bottles, Ball Games, Hanky Panks of all kinds. Also will book Out-right Sales of all kinds.

RIDE HELP Have opens for Foremen and Second Men who drive.

ALL REPLIES TO
THOMAS D. HICKEY—SAM GRECO—DON GRECO
BROADVIEW HOTEL (Phone: Upton 4-6500) EAST ST. LOUIS, ILL.

COLEMAN SHOWS
WANT

ARCADE, FUN HOUSE, MONKEY SHOW, MECHANICAL SHOW

Ride Help who drive semis.

Contact **DICK COLEMAN**
P. O. Box 886, Middletown, Conn., to May 5
Wallingford, Conn., May 7-12.

GREAT NORTHERN SHOWS

Will book or buy for cash Super Roll-o-Plane with transportation. Will book Coaster or any Major Ride non-conflicting. Can place Roman Targets, Ball Games, any non-conflicting Concessions (only one of a kind booked). Will buy Fun House, must be A-1 condition. Also flash Snake and Animal Banners. For Sale—8 Drive-Yourself Cars with trailer to haul same—priced for quick sale. All Fairs and Celebrations from July 3 until closing. Contact

EUGENE W. SKERBECK, BOX 218, ESCANABA, MICH.
Wire or Write—No Phone Calls. Open May 8.

TED CORY WANTS FOR

Spring Fiesta, Omaha, Neb. (24th & Vinton Sts.), Starting May 9. Followed by 6 Weeks of Choice Metropolitan Lots in Kansas City.

CONCESSIONS: Some choice Hanky Panks, Bird Pitch, Duck Pitch and others. **STEVE LEE, CALL ME IMMEDIATELY; VERY IMPORTANT. SHOWS:** Good deal for Grind Shows. Twenty per cent, and you will do well.

Now showing 7th & Mound Sts., Kansas City, Kansas, until May 6; then Omaha. Call Kansas City, Fairfax 1-9040 before noon, or wire c/o Heart of America Shows.

WANT FOR WASHINGTON, D. C.
DISTRICT LINE AND CHILLIAM ROAD, WEEK MAY 7

Can place a few Kiddie Rides and Major Rides not conflicting. Legitimate Concessions of all kinds. Don't miss this one. Can use Ferris Wheel and Chair-o-Plane Foremen and Second Men.

BARNEY TASSELL, Quantico, Va., this week

WANTED

C. A. STEPHENS SHOWS

For Morristown, Tenn., downtown location, next week; Athens, Tenn., this week. Concessions working for stock, Ponds, Cigarette Gallery, Bumper, Long and Short Range, Custard and Novelties. SHOWS Any worth-while Grind Shows, Sideshow with own equipment, Girl Shows for Morristown and spot to follow.

Address: ATHENS, TENN., THIS WEEK.

TICKETS
of every description
Wheel tickets carried in stock for immediate shipment.

THE TOLEDO TICKET CO.
Toledo 12, Ohio

Stock Tickets	Rolls	Special Printed Cash With Order Prices
1 Roll \$ 1.50	2,000 \$ 6.90	
5 Rolls 4.50	4,000 7.80	
10 Rolls 8.25	6,000 8.70	
25 Rolls 18.75	8,000 9.60	
50 Rolls 24.00	10,000 10.50	
100 Rolls 44.00	30,000 15.20	
ROLLS 2,000 EACH	100,000 33.00	
Double Coupons	500,000 133.00	
No C.O.D. Orders	1,000,000 250.00	
Size: Single Tkt., 1x2		

250G WOM Unit's Sale Just Misses

NEW YORK—For a time last week it appeared as tho the World of Mirth Shows equipment at the Dominican Republic World's Fair had been sold to the sponsoring government for \$250,000.

By Friday (27) the deal was reportedly definitely off tho some of the principals had hopes that the deal might be revived and consummated as the May 5 shipping deadline from Ciudad Trujillo neared.

Everything appeared set last Sunday (22) following a meeting in Atlantic City between show owner Frank Bergen, Bernard (Bucky) Allen, his concession manager, and George A. Hamid Sr., who contracted the equipment for the fair. The news that the deal was off followed Allen's return to the Dominican Republic Tuesday (24).

Altho judged a good price for the equipment involved—10 major and 12 kiddie rides, wagons, 6 diesels and the main entrance, principally — Bergen said the sale would have posed tremendous problems. Scheduled to open for a traditional Decoration Day showing at Plainfield, N. J., Bergen said inquiries showed it would be virtually impossible to assemble the needed equipment in the short space of time.

Obligations to a full route of

fairs were of more concern, he said. Rebuilding the show to its expected size and status following such a sale in time for the fairs, which begin in August, would be a herculean job. Reports from several ride manufacturers that their production was sold out posed another serious problem.

The deal, apparently, would work out best from the owner point of view if retirement followed, but, Bergen said, he had not considered leaving abruptly the business in which he has been active for more than 40 years.

The equipment will be returned to this country by boat. It will arrive in Newport News, Va., about May 10 after a five-day voyage. The equipment will be loaded on show cars there and join the remainder of the show train in Richmond for a straight run into Plainfield.

The Dominican showing, involving the first mass overseas shipment of heavy carnival equipment for such a purpose, proved highly successful. According to reports, the midway operation, termed Coney Island by the natives, was the most appealing aspect of the multi-million-dollar fair.

The World of Mirth earned a straight rental fee for the use of its equipment, plus round-trip transportation.

Pan American Up 10% At Yuma, Ariz., Fair

YUMA, Ariz.—Pan American Amusement Corporation wound up its four-day run at the Yuma County Fair here Sunday (22) with a gross that was upwards of 10 per cent better than a year ago. Organization has provided the midway attractions here since the fair was started four years ago.

Jimmie Wood, president of Pan American, attributed the increase to good weather and a new 44,000 gate record. Frank Deason, fair manager, said that the appearance of "Dancing Waters," which is with the carnival for the season, did much to bring repeat business.

Pan American had a layout of 14 rides; two shows, including Fun-house and "Dancing Waters," and 20 concessions, 10 of which were operated by civic groups. The show also furnished a 480-by-80-foot big top for commercial exhibits. "Waters," a free attraction, was in one end of the tent and was presented five-times daily at two-hour intervals starting at 1 p.m.

The show recently added 25 new tractors. Allan Wood, purchasing agent and transportation manager, said the addition of the new equipment cut expenditures for the date to a negligible amount.

Equipment used here included the Merry-Go-Round and some of the concession tops that appear in the movie "Carousel." The tops were purchased from the Anchor Supply Company. Also rented for the film were three shows and about 20 concessions. Other movie rentals were made to Screen Gems for "Circus Boy" and wagons and a big top for KTLA's television show each Thursday evening in Hollywood. Wood also books the acts used on the KTLA "Circus" video presentation.

Lists Staff
Personnel of the show, in addition to Wood, includes Louis Goebel, vice-president; Ova Thornton, secretary-auditor; William Overly, general agent; Pat Graham, manager No. 1 unit; Ruby Cook, manager No. 2 unit; Frank Chiccarello,

Regina Okays \$60,000 Home For 4-H Clubs

REGINA, Sask. — Construction of a \$60,000 fairgrounds building for 4-H Club activities has been approved by directors of the Regina Exhibition Association.

The building, 60 by 150 feet, is expected to be ready for this year's exhibition.

Directors have also approved the spending of \$10,000 to improve parking areas and another \$10,000 to enlarge and improve washrooms under the grandstand.

Other projects this year include removal of the Indian bleachers east of the grandstand, new lighting for the art gallery, a new decorative gate for the west entrance to the grounds, stuccoing of one side of the grandstand and regrassing of half of the race track infield.

Further consideration will be given to plans for extending the race track to five-eighths of a mile.

McKenna Inks 2 Wis. Celes

CLINTONVILLE, Wis.—Two Wisconsin celebrations have been added to the route of McKenna's Rides, Herman McKenna, owner-manager, announced this week.

Dates are the American Legion Sham Battle at Green Bay, May 18-20, and the celebration of the Polish Falcons at Menasha June 8-10. The show hits the road May 10 and will open at Clintonville, Wis., May 11, McKenna said.

Quarters here are open. Recent arrivals include Mr. and Mrs. William Daymon, Sarge and Florence Lowell, Ladi Farbera, August Falier, Pete Gryszewicz, Skip Anderson, Frank Freeman and Charles Martin.

WANTED

Because of disappointment, first-class Girl Revue with own equipment to join at once.

TIVOLI EXPO. SHOWS
Miami, Okla., this week.

NOLAN AMUSEMENT COMPANY

GRAFTON, W. VA., CENTENNIAL, May 28-June 2; MOREHEAD, KY., CENTENNIAL, May 21-26; around Courthouse; WEIRTON, W. VA., May 14-19; NEW MARTINSBURG, W. VA., May 7-12.

WANT CONCESSIONS, SHOWS AND RIDE HELP

CONCESSIONS: Pea Pool, Rat Game, Grab, Arcade, Short Range, High Striker, Photos, Age and Scales, Derby, Ball Games, Novelties, Jewelry Sales, Hoop-La, Glass Pitch, Bear Pitch, Diggers, Rotaries and Concessions of all kinds. **SHOWS:** Girl Show—other Shows, committee money only. **RIDE HELP:** Want 2 A-1 Ride Foremen. Top salary. Also Second Men on all Rides.

FRED NOLAN, Springfield, Ohio, now

BUCKEYE STATE SHOWS
OPEN ZANESVILLE, OHIO, MAY 10-19
Sponsors, Beth Abraham Auxiliary

WANT CONCESSIONS: French Fries, Custard, STOCK BINGO and legitimate Concessions of all kinds. No Grift or Mitt Camps. **WANT RIDE HELP:** First and Second Men for all Rides. Top salaries and bonus. Pay each week. Must drive semis and straight jobs. Come on. Winterquarters now open. No drunks or chasers.

Contact TIM NOLAN, Business Manager
MOXAHALA PARK, ZANESVILLE, OHIO. PHONE: GL 2-8252.

BAKER UNITED SHOWS
WANT CONCESSIONS

Can place Custard, Shake-Up, Novelties, High Striker, Hoopla or any clean legitimate Concession that works for stock. **RIDE HELP:** Want Foremen for Wheel, Chairplane, Rolloplane, Octopus (second unit). Want Second Men on all Rides. Must drive and have license. **SHOWS:** Can place Snake, Fat, Illusion and 10-in-1 for small percentage. All replies and wires to

ERNIE ALLEN, 469 Swan St., Terra Haute, Ind.; Greencastle, Ind., to follow.

NEW TERRIFIC - OUTSTANDING
ANCHOR TENT FRAMES
 for CONCESSION and 4-WAY TENTS
 Engineered For 2 Years to Assure the BEST for SHOWMEN
 THE SHOWMEN'S CHOICE
 Best Delivery—Write Today—
 Low Prices.
 DESIGNED OF LIGHT WEIGHT — RUST PROOF ALU-
 MINUM (1 1/2" x 2") • HINGED LEGS, SLIP JOINTS •
 NO SCREWS, BOLTS, PINS OF KEYS.
 Made to the Quality Standards of
ANCHOR SUPPLY CO., INC.
 EVANSVILLE, INDIANA PHONE RA 5-8163
 MFRS. OF CANVAS TENTS FOR ALL PURPOSES



Island Manor Opener Okay At Roosevelt

NEW YORK — The Tamargo family's Island Manor Shows, more than 40 years in operation, opened at suburban Roosevelt last week to surprisingly good business, considering the chilly weather.

Show makes a 21-week season, never leaving Nassau County. Pace is slow, jumps are rarely over 15 miles, and personnel all go home every night, which appeals to several concession people and workers with considerable longevity on the show.

At the opening lot on Babylon Turnpike the show fielded a Ferris Wheel, Merry-Go-Round, Octopus, Coaster, and grouping of kiddie rides. Some half-dozen show owned hanky-panks are in the concession line-up.

On the midway were Bill Taylor, cookhouse; Irene Tamargo, punk rack; Nina Rotella, pitch-tilt-u-win; Midge Tamargo, parakeet pitch; Margaret Lane, popcorn; Molly Manning, star darts; Bob Lanier, long range; Marie Lanier, string game; Bennie's hoopla; Bunny Weinstein, Greyhound Racer; Lottie Weinstein, Coke rings; John Jacobson, midget strikers; Evelyn and John Sauter, nickel pitch; Peggy Minden, duck pond; Margaret Brown, electric roll-down; George Minden, tip the Coke, and Arena's pistol cork gallery. Show hanky-panks are built on trailer chassis and hauled by auto.

Staff is: Lawrence Tamargo, president; Jerry Rotella, vice-president; Warren Tamargo, treasurer, and Margaret Tamargo, secretary. Headquarters are in Elmout, Long Island.

Snow, Cold Greet Panacek

MILWAUKEE — Belle City Shows opened its season here Friday (20) and was greeted with 35-degree weather and snow flurries that continued for the first three days of the stand. As a result the early days were off 50 per cent from last year, according to Charles Panacek, owner.

The lot, at North Tentonia and Capitol Drive, in a well-populated part of the city, is smaller than last year due to the construction of a new building. Despite this, five major and three kid rides were operating along with upward of 20 games.

On the front end were Van Matre with 2; Klatt, 1; Korizik, 1; Joe and Andy Karius, 2; Dallman Brothers, 5; Bill Con, 1; Bennie Wenzel, 2; Howard Voss, 2; Frank Else, 2; E. L. Turner, 1; E. A. Bodart, 2; Joe Henke, 1, and Panacek and Mrs. Klatt, 3.

Macon Okay For Dumont

MACON, Ga. — Lou Riley's Dumont Shows had a successful third week in Macon on the Broadway and Concord lot, and moved out Sunday (15) for its first road stand of the season at Gainesville, Ga.

First two weeks were on the Bay Street lot, where unfavorable weather hampered business, except for weekends. The Broadway lot was reported as much better by Jimmy Davidson, legal adjuster. Show used only rides and concessions on Macon lots, but will add more rides and six shows for the road, Davidson said.

W.G. WADE SHOWS

OFFICIAL OPENING, FRIDAY, MAY 18

EMMETT STREET SHOW GROUNDS, BATTLE CREEK, MICHIGAN

Notice to those previously contracted! Please confirm opening date and time of arrival.

We start moving out of winter quarters Monday, May 14

—CAN PLACE—

SHOWS

Dancing and/or Posing Show with own equipment. No Single-O. Can also use Arcade, Wild Life, Unborn or other Walk-Thru Shows. Have opening for other good Bally or Grind Shows. Can place Fun or Glass House.

CONCESSIONS

Legitimate Games of all kinds. Will sell "X" on Derby, Photos, Novelties, Glass Pitch, etc.

RIDES

Can place for season—2 major rides such as Octopus, Dodgem, Roll-O-Plane, Round-Up, Spitfire or others not conflicting.

All replies only by mail or wire to

D. WADE, W. G. WADE SHOWS

18110 Melrose

Detroit 19, Michigan

ROSS MANNING SHOWS

CAMBRIDGE, MD., MAY 7-12

CONCESSIONS: Hankies, Novelties, Long Range, Short Range. Will place one Mitt Camp, Balloon, Dart, Photo, Cork.

RIDES: Want Kid Rides. Will give X. Robert Fulton, contact.

SHOWS: Satan's Angel wants Girls for Revue. Johnnie Riddick or Fathead Williams, contact Tommie Carson. Mike Roman wants Rat Game Agent. P.C. Dealers, Agents for Buckets and Cat Rack. This show playing Burlington, N. J.; Poughkeepsie, N. Y.; Newburgh, N. Y.; Haverstraw, N. Y.; Valatie, N. Y. (100th anniversary); Hammonton, N. J. (celebration), week July 9-16.

Write or Wire **ROSS MANNING**

P.S.: Dutch Whiteside wants Agents for Coke Bottle and Duck Pond.

VIRGINIA GREATER SHOWS

WANT Agents for Hanky Panks. Want Photo, Custard, Age & Scales, Ball Games. Want Side Show Manager. Have all new canvas. Snake Show, Unborn and Wild Life. Wally White, answer. Suffolk, Va., until May 5; then Pocomoke City, Md.

WILSON FAMOUS SHOWS

OPENING CANTON, ILL., MAY 19, TWO SATURDAYS.

Want a few more legitimate Concessions, Electrician for Diesel, Ride Help; all must drive and have license. If you can't stay sober, don't bother us.

Address until May 15, Astoria, Ill.

FOR SALE WITH TRANSPORTATION

Allan Herschell Merry-Go-Round, 2 years old; #10 Wheel, Ell Seats and Spokes, Parker Towers, Kiddie Airplane Ride, 35 kw. Light Plant, Wire and Junction Boxes, Shooting Gallery on Ford truck, new guns and miscellaneous items. All must be sold due to death. Contact

MRS. CHARLES FULLER
 General Delivery, Parkins, Calif.

DEL FLORE AMUSEMENTS

OPENING MAY 21, CAMPBELL, OHIO

Can use a few legitimate Concessions.

Want Ride Help for all Rides.

AL DEL FLORE DEL FLORE AMUSEMENTS
 1955 SHAW AVE., YOUNGSTOWN, OHIO

WANTED WANTED WANTED

Ride Help on all rides, First and Second Men, must drive semis. (Wilbur Girard, come on in.)
 Will book Shows—Mechanical, Glass or Fun House. Want Hanky Panks of all kinds —no Mitt Camps.
 Bellwood, Ill., May 29-June 3; Kenosha, Wis., June 5-12; Forest Park, Ill. (Centennial), June 16-24.

BIG FOUR AMUSEMENTS

3 N. 21st Ave., Melrose Park, Ill. (Phone: Filmore 3-3751 after 5:00 p.m.)

PECK'S KEY CITY SHOW

OPENING MAY 14, BRADLEY, ILL.

Ride Help: Foremen for Merry-Go-Round, Tilt; Man to handle three Kid Rides; also Second Men on all Rides—must drive semi. All Ride Men contracted come on in or contact. Charlie Ford, contact and come on in. Want Concessions; Need Snow and Floss, Cork, Dish Pitch, Bear Pitch, Photo, or what have you? No flats or 63psies.

C. S. PECK

PHONE 2-8215 P. O. BOX 63, KANKAKEE, ILL.

FIDLER SHOWS

OPENING MAY 12

Want Ride Help for Merry-Go-Round, Tilt, Wheel, Octopus and Kid Rides. Electrician to handle Caterpillar Light Plant. All help must drive. Want legitimate Concessions of all kinds for Street Fairs and Annuals in Illinois. Want Man to handle Bingo Top and Stock. Winterquarters now open. Write

AIRPORT BRANCH, MALDEN, MISSOURI.

W. B. J. SHOWS

Now contracting Rides, Shows and Concessions for your celebration in Ohio, Michigan and Indiana. Have following open dates: May 21-26, May 28-June 2, June 19-23, July 2-8, July 5-8, July 23-29, July 30-Aug. 5; Aug. 6-12, Aug. 13-19, Aug. 27-Sept. 1, Labor Day, Sept. 5-9, Sept. 10-15. We open May 16 at Winter Quarters, Swanton, Ohio. Concessionaires, come on in.

Write **WM. B. JACOBS**

Swanton, Ohio, or phone LU 7-4759, Toledo, Ohio.

100,000.....\$32.00	ROLL TICKETS Printed to Order DAILY TICKET CO. Collinsville, Ill. Union Made	Prices Cash With Order No C.O.D.
10,000.....\$10.00		Coupons Double Price
20,000.....12.50		Stock Tickets, 1x2 Inches
50,000.....20.00		1 Roll.....\$.90
200,000.....55.00		5 Rolls.....4.25
Price Chg.....\$3.00	10 Rolls.....8.00	
Color Chg.....\$1.00	50 Rolls.....23.00	

CAPITAL CITY SHOWS

Want for Dalton, Ga., the Bed Spread Capital of the World. Mills working day and night, plenty of money, week May 7 thru 12. Followed by Dayton, Tenn., Strawberry Festival and a strong spring route. Big Kids' Day every Saturday. Free bicycles and other prizes given away.

CONCESSIONS: Stock Concessions of all kinds, Bingo, Diggers, Custard, Color Block, Age & Scales, Ball Games, Long Range, Balloon Darts, Bear Pitch and Coke Bottles.

SHOWS: Monkey, Wildlife, Snake or any Grind Show with own equipment.

FOR SALE: Smith & Smith Chairplane, 22-ft. tower, \$750.00. Short Range, built on trailer, complete except for guns, \$250.00.

All replies J. L. KEEF, CAPITAL CITY SHOWS, CEDARTOWN, GEORGIA

WANT RIDE FOREMEN

For Tilt and Rolloplane. Also first and second men. Must be licensed semi drivers. Can also place a few non-conflicting Hanky Pank concessions.

Lew Alter can place useful Sideshow Help in all departments. Tony Paradise, Wally Miller and Don Hill, please contact the Colonel.

All wires to

C. C. GROSCURTH, BLUE GRASS SHOWS

Bowling Green, Ky., this week; Evansville, Ind., next week.

POWELSON GREATER SHOWS

Opening Civil Defense Celebration, Coshocton, Ohio, Week May 7.

CONCESSIONS: Can place Bingo, Age and Scales, Arcade, Glass Pitch, Mug Outfit, Jewelry, Ball Games, Games of all kinds; no gift.

SHOWS of all kinds, Motor Drome, Fun House, Side Show, Snake Show, Grind Show.

WANT Ride Help for Tilt, Octopus, Roll-o-Plane. Paul Vance and other good Ride Men, come on.

POWELSON AMUSEMENTS

BOX 125, COSHOCTON, OHIO

PHONE 1088-M

GOLD BOND SHOWS

WANT WANT WANT

OPENING MAY 11 AT CREVE COEUR, ILLINOIS

Want all types of Hanky Panks only. Photos, Jewelry Sales, Jewelry Spindles, Novelties, Ball Games (all types), Roman Targets, Age and Weight, Pitch Games, Fish and Duck Ponds. Shows: Want Wildlife, Mechanical, Monkey, Mickey Mouse. Want Operators for Snake, Peek and Glass Show. Ride Help for Tilt, Merry-Go-Round, Wheel and Octopus, all must drive. Winterquarters open at Fairgrounds, Mt. Sterling, Ill.

Contact **MICKEY STARK, Mgr.**

BOX 229, MT. STERLING, ILL.

OPENING MAY 14

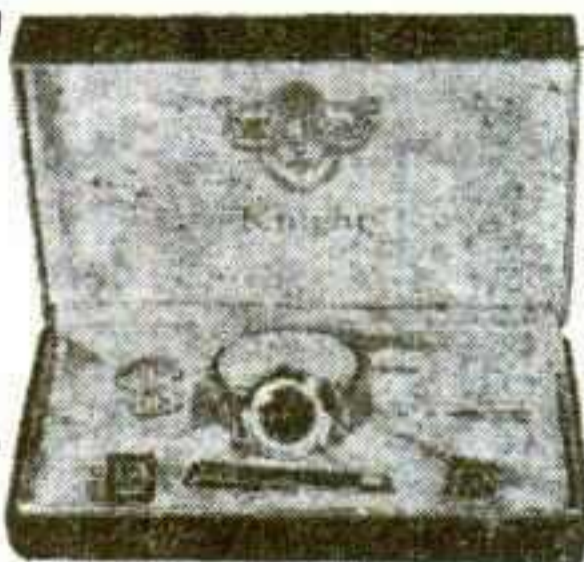
Want Agents for Pins, Count Store and others. Joe Galvin, where are you? Tried to get you on phone. Want Man who can build and take care of Concessions. Minimum \$75.00 per week. For Sale—1,200 feet 3-Conductor Ground Cable, 400 Amp. Switch Box, 20x20 Marquee with poles and other equipment.

Call Jackson 2-0575 or write or wire

PAUL OLLIS, 22 Sumner St., Hartford, Conn.

Sensational CEL-MAX Close-Out!

WHILE THEY LAST
Handsomely Boxed
**6-Pc. Men's
Watch Sets**



- Jeweled Swiss Watch
- Expansion Band
- Gold Plate Cuff Links
- Tie Holder
- Key Chain
- Collar Holder!

6
Complete Sets
for **\$29.50**
only

Offer limited to sets in stock! Cash in on this amazing bargain! 25% with order, balance C.O.D. Get your order in TODAY!! Write for catalog—get on the Cel-Max Bargaineer Mailing List!

Cel-Max, Inc. Importers • Exporters • Distributors
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NOW AVAILABLE—A Complete Line of SNUGGLE Quality Products

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|---|--|
| • Wet Pack Shامmy, Dz. \$6.00 | • Cuff Link Assortments, Dz. \$7.20 |
| • Plastic Table Covers (54x72), Dz. 7.20 | • Clutch Bags, Dz. 7.80 |
| • Silver Retractable Pens, Dz. 4.20 | • Small Cat Cry Salt & Pepper Shakers, Dz. 4.80 |
| • Ball Point Pen Refills, Dz. 1.00 | • Assorted \$1.00 Earrings, Dz. 4.20 |
| • Sunglasses, Dz. 7.20 | • 7-Pc. Screwdriver Sets, Dz. 6.00 |
| • Lighters, Dz. 7.20 | • Men's Linen Hats, Dz. 3.60 |
| • 3 in 1 Spray Blade, Dz. 7.20 | • Mother of Pearl Heart Necklaces, Dz. 7.20 |
| • Handkerchiefs—18 to package, Dz. pkgs. 9.00 | • Everyday Cards—50 in package, Dz. pkgs. 7.80 |
| • Gross Combs in Ice Bucket, Gr. 3.00 | • Lighter—2-Pc. Pen Set Combination, Dz. 9.00 |
| • Embossed Western Wallets—Full Zipper, Dz. 9.00 | |
| • 4 in 1 Magnetic Earrings, Dz. 24.00 | |
- Send \$11.66 for Sample Kit of Above 20 Items.
Visit our Showrooms if possible—hours 8-5:30
- Terms: 25% with order, balance C.O.D.

DIVISION SALES 3341 W. Roosevelt Rd. Chicago 24, Illinois LAwndale 2-7377

MERCHANDISE TOPICS

The latest two-tone styling for ball-point pens is featured by **Modern Pen Manufacturing Company**, 384 Broadway, New York. This pen is fully automatic with non-clip action. Just press top to write and press again to retract. A sample dozen is \$2, but a gross can be had for \$18.72. Refills are \$7.20 per gross. This company will be glad to send its 1956 catalog.

Burton Sales Company, 843 West Madison, Chicago, has what it calls a big profit maker. This is a man's seven-piece jewelry set offered at \$8.95 in lots of six or more. The set includes a 17-jewel wrist watch with expansion band featuring imitation lizard inlays, matching 14-kt. gold-plated cuff links, spring tie bar, money clip and key chain, all displayed in a metal, rayon-lined case of good quality and appearance.

Acacia Printing Company, 6755 North Clark Street, Chicago, manufacturer of bingo tickets, roll tickets and push cards, is featuring jar deals as its spring leader. Officials of the concern point out that faster play is the concern with the tickets, basing this claim on five years of operations that indicate bigger take-over many other methods. Concessionaires of all types of events, including bazaars, picnics and celebrations, have reported increased grosses and profits thru the use of jar deals, Acacia reports.

Alliance Sales Company, 4220 West Roosevelt Road, Chicago, predicts fast sales for the Empire multi-use reversible window fan. The unit is adjustable to fit any window. Direct drafts are prevented by adjustments which direct air up, down and straight forward from four eight-inch blades. Packed one to a carton, the fan

carries a price tag of \$39.95, but your cost is only \$9 each in lots of three or more. A sample is \$10. A portable steel stand accompanies the fan. Alliance also reports a good sales volume for its No. 101 toy grain cowhide zippered saddle wallet. Available in black and brown, it sells for \$8.50 per dozen.

Joseph Bros., 5 South Wabash Avenue, Chicago, recently announced a huge purchase of close-out merchandise. Items such as luggage, carving sets, housewares and appliances may now be bought at Joseph Bros. at big savings. The firm also reports that its package of 10 name brand watches, which includes Gruen, Waltham, Elgin, Benrus and Bulova, continues to sell well. All watches are reconditioned, guaranteed like new and feature the latest styles for men and women. Come complete with yellow expansion band. The price is \$69.75. The firm urges that you write for the new 1956 catalog, for only 25 cents, featuring hundreds of fast selling items. The 25 cents is refunded on first order. Joseph Bros. is considering the opening of an office in Miami Beach, Fla. Any comments should be directed to Barney Joseph, Chicago office.

Division Sales, 3341 West Roosevelt Road, Chicago 24, is currently featuring a complete line of Snuggle quality products with 20 items as the leaders. A sample kit, which includes all 20, is offered at \$11.66. Included are wet pack shammies, table covers, pens and refills, sunglasses, lighters, spray blades, handkerchiefs, combs, wallets, earrings, cuff links, clutch bags, screwdriver sets, jewelry, lighters and other articles. Firm's showrooms are open from 8 a.m. to 5:30 p.m.

PIPES FOR PITCHMEN

By BILL BAKER

E. C. PARDEE . . . postals that while meandering around Pineville, Ky., he ran into his good friend and old-time pitcher, Eddie Philpot. According to Pardee, Philpot will get back on the road this year working Virginia and West Virginia.

SAILOR JIM WHITE . . . former U. S. Navy strongman and the gent whose Samsonoid biceps have brought him far-flung fame, pens the following: "I just turned from Caracas, Venezuela, where I worked as a showman for five months at Coney Island Park. That place is really a gold mine. I only worked three days a week, Friday and Saturday nights and all day Sunday. I noticed a flock of pitchmen working to pretty husky takes right in the main section of Caracas—a section known as the Silencia District. One gadget in particular caught my eye. It was a gimmick that heats water by electricity. I bought one for 15 bolivers, which is the equivalent of five dollars in American money. It's a real handy gizmo and I'm still using it. Down there they don't allow pitchmen to sell internal or external medicine. This would have been a jolt below the belt for me because I'm a member of the old school and used to pitch med. oil, exercisers and health books. Would like to hear from the Ragan sisters, Madeline and Mary, and all the other old-timers. They can reach me at 1515 Summer St., Philadelphia. Good luck to all the men and women of pitchdom." Along with his letter the Sailor also sent us a

publicity piece ballyhooing a pretty tricky stunt that he pulled last month in connection with the launching of a new Navy Recruiting Branch Office in Philly. It reads in part: "Yes Sailor Jim White, former U. S. Navy strongman, will actually pull the USS Philadelphia (The Navy Recruiting Service's ship-model float) down Cottman Street by his teeth. This spectacular event will be the 'opening gun' for the commencement of operations of the new Navy Recruiting branch office. Sailor White's time is taken up by such things as bending 10 and 12-inch dock spikes in his teeth, and bending crowbars around his 19-inch neck. In his youth (he is now 62 years young), he pulled five fully loaded five-passenger cars by his teeth down a New York City street. The heaviest load he has ever pulled is a 12-ton cannon with 30 people on its barrel (total weight about 14 tons). He pulled this great weight some 75 feet by his teeth. You may have seen him on a recent Steve Allen show when he pulled a tractor-trailer unit a distance of 100 feet down the street outside of Allen's studios. He owns the world's second largest bar-bell (316 pounds) and can lift it over his head in one swift movement from chest height. Be sure not to miss this outstanding show of strength! It's a once-in-a-lifetime chance to see such a thing." The only beef that the Sailor had about the whole show, was the fact that they wouldn't allow him to make a tooth powder pitch to the mob that had come from far and near to look in on his act.

OFFICIAL BALLOON OF THE MICKEY MOUSE CLUB



WITH NEW BLACK EARS
NO. 12HMC
OAK'S BIG FLASH
1956 STREET SPECIAL

PRE-SOLD TO MILLIONS OF KIDS
TIE-IN-CASH IN TODAY

See Your Jobber
The OAK RUBBER CO.
RAVENNA OHIO

Costume Jewelry Manufacture

OFFERS REGULAR MERCHANDISE at CLOSEOUT PRICES!
Fashionable earrings, \$1.50 dz.; corded deluxe styled earrings, \$3.00 doz.; corded Scatter Pins, boxed, pairs, \$3.00 per doz.; Pin-Earring Sets, \$6.50 per doz.; boxed Necklace-Earring Sets, \$7.20 doz.; boxed Miracle Prayer Crosses, boxed, \$4.25 doz.; adjustable snap-apart Necklaces, \$5.25 bulk.
NEW FAST SELLING NECKLACE, BRACELET, EARRING SETS! All in beautiful gift boxes!
1. ALL Rhinestone Chain Sets, Per doz. \$24.00
2. Gold plated with Rhinestones, Per doz. 12.00
3. Gold plated in Mirror-Pocket Book box, Per doz. 21.00
4. Iridescent Pearl with Rhinestone Clasps, Per doz. 24.00
5. Lustrous Pearl Sets, Per doz. 12.00
150 other sensational jewelry items. SEND FOR CATALOGUE! 25% deposit on all C.O.D. orders.
PACKARD JEWELRY CO.
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BEAUTIFUL MOTHER'S DAY CARNATIONS

Order now! Life-like cellophane carnations decorated with green florist's fern. Packed 100 of one color (pink or white) to the box.
Per 100 \$ 4.50
Per 1000 42.50
Include postage with order. 25% deposit with C.O.D. order.

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Best Quality—Lowest Prices
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FAMOUS Geneva 7 PC. MENS JEWELRY SET AT THE NEW LOW PRICE \$5.95
Includes:
• Jeweled Wrist Watch, Fancy Dial
• Matching Expansion Band
• Spring Clip Tie Bar, matching Cuff Links
• Retractable Ball Point Pen
• Precipitated Lead Pencil
• Beautiful set in Seed box with life tag and \$71.50 price tag

Sample \$6.95
1 Yr. Written Guarantee
25% deposit with order, balance C.O.D.

NATIONAL DISTRIBUTING CO. 222 CALUMET BLDG. MIAMI, FLORIDA

ARE YOU FRAMING YOUR JOINT?

DART BALLS #5, 10 Gross for \$7.50	WOOD MILK BOTTLES (Plain), Each \$1.00
WEIGHTED DARTS, Gross 4.00	WOOD MILK BOTTLES (Weighted), Each 1.50
BASEBALLS, Dozen 2.85	ALUMINUM MILK BOTTLES (Plain), Each 1.50
CORK GUNS, Each 6.75	SPRING CLOTHES PINS, Gross. .90
CORKS, 1,000 for 2.75	
HOOPLA RINGS, 3 to 7 in. Doz. .85	

CATALOG SENT WITH ORDER ON REQUEST
ALL PRICES F.O.B. TERRE HAUTE. SEND SUFFICIENT POSTAGE.
25% DEPOSIT MUST ACCOMPANY C.O.D. ORDERS.

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Gellman BROS.
SEND TODAY FOR YOUR FREE COPY OF OUR 1956 GENERAL CATALOG AVAILABLE ON OR ABOUT MAY 10
Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.
A GENUINE MONEY SAVING GUIDE FOR Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.
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10 Ass't Watches
Sample Watch, \$9.95 with yellow exp bands
Sample Band, for \$69.75
\$04 only

Reconditioned and guaranteed like new. Latest styles for men and women.

QUANTITY USERS—COME IN FOR SPECIAL PRICES

WATCH MAKERS' SPECIAL
Used Men's & Ladies' Wrist Watches, also Pocket Watches. All in running condition—
as is—
5 for \$10

Display Gift Boxes, 50¢

5-DAY MONEY-BACK GUARANTEE—WE WILL NOT BE UNDERSOLD

New Big 1956 Catalog, only 25¢ (refunded on your first order)

Wholesale only. 25% with order, balance C.O.D. Immediate delivery.

JOSEPH BROS. 5 S. Wabash Ave. Chicago 3, Ill.

LATEST CREATION



FRENCH BERET HAT
All Pastel Colors.
Small, Medium & Large Sizes.
Made of Gabardine Twill.

SWEEPING THE ENTIRE COUNTRY
For Men, Women and Children,
\$5.00 doz. \$54.00 gross

Ivy League Hats \$ 6.50 doz.
Bob Hats, asstd, pastel colors 3.50 doz.
Top Banana Hats 5.00 doz.
Straw Sombreros 4.00 doz.
Bee Bop Hats, asstd, colors.. 3.50 doz.
Black Felt Derbies 5.00 doz.
Black Felt Top Hats 6.00 doz.
Painted Western Straw Hats, asstd, colors 4.00 doz.
45.00 gr.

25% Deposit Required — WE SHIP SAME DAY WE RECEIVE ORDER

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THIS IS OUR ONLY STORE
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(Phones: MA 7-9848—WA 2-6970)
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Send for Our Latest Catalog

You're Always in the Shade
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SOM-UM-BRELLA



Instantly adjusts to fit everyone. In bright assorted colors with white. Lightweight construction, water repellent. It'll be a hit with the entire family... Cash in on all weather sales that can be yours!

Available in following color combinations: RED and WHITE—BLUE and WHITE—GREEN and WHITE—PINK and BLACK.

No. 150, \$12 Doz. No. 100, \$6.75 Doz. Retail at \$1.95 Retail at \$1.00

No. 100 is not water repellent. JOBBERS, DISTRIBUTORS, write, wire or phone for quantity prices.

G & S Mfg. Co.
Dept. B. 504-506 Deaderick
NASHVILLE, TENNESSEE

Introductory Offer!

GREATEST DEAL ON THE LOT

Assorted Novelties, Toys, Gifts, etc., etc. 1,000 Pcs. **\$6.75** Lot

KLONDIKE
19 East 14 St.
New York City

S L U M

COMING EVENTS

• Continued from page 57

Groton—75th Anniversary Celebration, June 10-12.
Hill City—Heart of Hills Celebration, June 23-24.
Martin—Sloux Stampede, July 2-4.
Midland—Celebration, July 4.
Miller—Miller Legion Rodeo, June 10-11.
Miller—75th Anniversary Celebration, June 11-13.
Mitchell—75th Anniversary Celebration, June 7-9.
Moberg—Moberg RCA Rodeo, July 3-5.
Murdo—Golden Jubilee Celebration, June 30.
Pierre—Days of '81, June 16-17.
Plankinton—Tulip Festival, May 11-13.
Presho—Water Carnival, July 4.
Redfield—Celebration, July 4.
Sloux Falls—Centennial Celebration, June 15-23.
Sloux Falls—Sports Show, April 30-May 2.
Sloux Falls—Antique Show, May 10-13.
Tabor—Czech Days, June 25-26.
Watertown—Tulip Festival, May 11-13.
Webster—Webster Diamond Jubilee, June 10-12.

Tennessee
Ashland City—Cheatham Co. Centennial, April 30-May 5.
Ashland City—Legion Centennial, May 2-5. Bud Hallums.
Gallatin—Davies Co. Jr. Lamb Show, June 6. George H. Schmitt.
Lawrenceburg—Lawrence Co. Strawberry Festival, May 13-14. G. H. Lehnert.
Memphis—Memphis Cotton Carnival, May 12-19.
Newport—Tennessee-Carolina Spring Festival, May 1-5. Jack Vinson.

Texas
Brady—July Jubilee, July 2-4. Jack Locklear.
Coleman—Coleman Rodeo, July 11-14. Weldon Davis.
Fort Worth—Home Builders' Show, May 13-20.
Fredericksburg—July Horse Races, July 1-4. Wm. M. Petmecky.
San Antonio—San Antonio Home Show, May 20-27. Irving Wayne, 103 D. Paradise Lane.
Seguin—Cinco de Mayo Celebration, May 6.
Uvalde—Uvalde County Centennial, May 10-13. Bob Wellborn.
Uvalde—Uvalde Co. Centennial, May 10-13. Bob Wellborn.
Waco—National Home Show, May 2-6. Horace Black.

Utah
Delta—Millard Co. Jr. Livestock Show, May 24-25.
Ephraim—San Pete Rambouillet & Livestock Show, May 25-26.
Richmond—Black & White Days, May 18-19.
Salt Lake City—Intermountain Jr. Fat Stock Show, June 6-7.
Salt Lake City—National Home Show, May 27-June 3. Brounlow R. Hall.

Spanish Fork—Utah State Jr. Livestock Show, May 8-12.
Vernal—Basin Livestock Show, June 1-2.

Virginia
Galax—Celebration, July 2-7. Elbert L. Lundy.
Martinsville—Firemen's Celebration, April 30-May 5.
Richlands—Richlands Stock Show, May 13-18.
Roanoke—Motorama Fair & Show, April 30-May 5.
Winchester—VFW Celebration, May 14-19.
Woodstock—Am. Legion Community Week, May 7-12.

Washington
Spokane—Jr. Livestock Show, May 1-4. P. R. Gladhart, Box 2184, Old Union Stockyards.

West Virginia
Piedmont—Centennial, May 21-26. T. R. Combs, Tri-Town Fire Co. No. 1.
Ripley—Celebration, July 4. J. J. Karr, Volunteer Fire Dept.

Wisconsin
Fond du Lac—Water Regatta, June 23-24.
Kenosha—Jaycee Lakefront Fair, July 16-22.
Manitowoc—Eagles State Convention, June 7-10.
Oconto Falls—Jaycee Celebration, May 30-June 3.

Wyoming
Afton—Dairy Day, June 15.
Afton—Field Day, June 22.
Casper—Casper Trade Show, May 4-6.
Fairview—Pioneer Day, July 24.
Lander—Pioneer Days, July 3-4.
Laramie—Horse Show & Races, July 12-14.
Pinedale—Intermountain Horse Races & Chariot Races, June 3.
Worland—50th Anniversary Celebration, July 11-15.

CANADA

Alberta
Cardston—Cardston Rodeo, July 16-17. Bert Gibb.

British Columbia
Vancouver—National Home Show, April 25-May 3. John W. Daly.

Saskatchewan
Saskatoon—Light Horse Show, May 16-19. S. N. MacEachern.

The bag for premiums, incentive awards, gifts or prizes!

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in Extra Heavy 100% GENUINE LEATHER



Style #3333

Each bag PRE-PRICE TICKETED and luxuriously GIFT-BOXED (collapsible window top)

\$30.00 Per Dozen Style #3333

Terms: 25% deposit, bal. C.O.D. Sample bag—\$4.00 (postage incl.) Colors: Natural, White Bark, Ginger, Black, Brown, Red.

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FEATURES:

- Tooled front & back
- Inside zipper
- 45" adj. shoulder strap
- New tooled design
- Spring turn lock
- Saddle stitching
- Safety gusset
- Individually boxed

SEND 25c FOR COMPLETE CATALOG SHEETS!

BRAND NEW SENSATIONAL SELLERS!

SEASHELL BASE CRYSTAL SNOW BALL RELIGIOUS PAPER WEIGHTS

2 1/2-inch ball filled with water. Look like snow when shaken up.

8 styles, assorted per dozen. Each individually boxed:

- 2—Sacred Heart of Jesus
- 2—Little Flower
- 2—St. Anthony
- 2—Our Lady of Grace
- 1—Infant of Prague
- 1—Immaculate Conception
- 1—Holy Family
- 1—Our Lady of Lourdes

\$78.00 per gross **\$7.80** per doz.

Sample \$1.00 each postpaid.

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Make BIGGER PROFITS WITH Galentine!

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New type snap-in Popit Beads. Pink, yellow, white, blue Pearlized Beads.

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Rondels for Popit Beads, \$5.00 Gross. 50¢ Gross in Bulk. Earrings to match. Money-back guarantee. Salesmen, write for territory.

BESSER PRODUCTS CO.
2058 Robbins Ave., Philadelphia 49, Pa. Phone: Jefferson 5-3966

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will bring our FREE wholesale price list of nationally advertised notions, sundries, razor blades, closeouts, etc., etc.

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FAR MORE BRILLIANT THAN FINEST DIAMONDS

The most dazzling jewels on earth. Greatest scientific gem discovery in centuries. Make \$50 to \$75 day. Write for free information. **DIAMONITE**, 8420 77th Ave., Dept. 12, Oakland 8, Calif.

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ALWAYS LOWEST PRICES, FASTEST service; flash 3-color 14x22 Window Cards, \$8 hundred; 17x26 size, \$12.50. Posters for all occasions; adhesive back stick-on Bumper Strips, 4x15 inches, day-glo colors, \$13 hundred postpaid; Bumper Cards 5 1/2 x 26 inches, holes punched, \$6 hundred. Tribune Press, Dept. SP-56, Earl Park, Ind. my18

PHOTO OFFSET: 5,000 8 1/2 x 11" \$18! LOW cost copy, art, layout. Request samples. Maurice Fischer, 711 So. Boulevard, New York 55.

200 8 1/2 x 11 LETTERHEADS, 200 6 1/2 x 9 ENVELOPES, both for \$3.75, black or blue ink. Mallo Press, 767-B Leith St., Flint 5, Mich. my8

200 8 1/2 x 11 LETTERHEADS, 200 LARGE Envelopes in modern typography, both for \$4.95. Postpaid. Royal Printing Service, P. O. Box 62, Circleville, O. my8

SALESMEN WANTED

AD MATCHES SELL AMAZING DESIGNS—10, 20, 30, 40 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality Repeats. Start without experience; men, women; full part time. Buy nothing; sales kit furnished. Match Corp., Dept. D-108, Chicago 32, Ill. my28

GOLDMINE OF 600 MONEY MAKERS—Free copy. Specialty Salesman Magazine, desk 22-B, 307 North Michigan Chicago 1. ch-18

OUTDOOR PLASTIC CHRISTMAS DISPLAYS. Nationally known manufacturer seeks sales representation to Chambers of Commerce of long established line of large lighting units for decorating streets, stores and building fronts. Good commission. Car necessary. Write for details. Also line of proprietary items. General Plastics Corp., Marion, Ind.

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES—OUTFITS, \$25 and up; designs, ink, colors, needles, free catalog. Owen Jensen 120 West 83rd St., Los Angeles 3, Calif. my8

NEW TYPE TATTOOING MACHINES—Money making designs, outfits, colors, concentrated Pelican, #12 sharps Write Milt Zeis, 728 Lesley, Rockford, Ill. se25

NEWLY DESIGNED MACHINES—Complete line of Tattooing Supplies. Free catalog upon request. Spaulding & Rogers, Court St., Jacksonville, N. C. my19

WANTED TO BUY

MERRY-GO-ROUND, BUMPER CAR RIDE, Skating Rink, no junk. Write C. H. Wyatt, P. O. Box 767, Asheville, N. C. Phone 3-1648.

WANTED TO BUY OR LEASE RIDES FOR Kentucky Dam Amusement Park. No moving, no junk. G. E. Dixon, 303 N. 8th St., Paducah, Ky., Phone 28055 or 59240.

WILL BUY ALL KIND OF WAR RELICS, also trailer to be used as mobile unit exhibit. Joseph Stanton, 75 Central St., Manchester, N. H.

LEGLESS MAN WANTS TRAINED, healthy Monkey and Hand Grind Organ. Describe fully. Write to Viv Nelson, 1427 Stout, Denver, Colo.

HELP WANTED

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20¢ a word—Minimum \$4. CASH WITH COPY

Forms Close Thursdays for the Following Week's Issue

ATTRACTIVE GIRL PIANIST OR ORGANIST for club work. Call Mr. Thomas, CYPRESS 6-9147, Key West, Fla., after 9 o'clock nightly. my19

AVAILABLE? SEND \$1 1956 LISTING OF Theatrical Agencies who have work! World Wide Theatrical Guide, P. O. Box 78, Chicago 90. np.my12

BAND, 4 TO 6 PC. MT. VACATION Resort from May 28 to Sept. 23. Union or non-union. 16 weeks Dinner and Dance. About 35 hours per week; room and meals. State in first letter instrumentation, doubling, price per man. Box 873, 1474 B-way, New York. ch-my12

COLORS MEDICINE SHOW PEOPLE ALL lines. White working partner; some capital; city lots here. Charlie Hudson, P. O. Box 1301, Birmingham, Ala.

DRIVE-IN ACTS WANTED—HAVE BOOKINGS for all types outdoor sensational and high acts. Burnett Theatrical, offices, Essex House, Indianapolis, Ind.

EXPERIENCE NOT NECESSARY—MODEL, Dancing Instructress. Call Mr. Thomas, CYPRESS 6-9147, Key West, Fla., after 9 o'clock nightly. my19

GUITAR, TRUMPET, TROMBONE, VOCALIST. Thoroughly experienced. Read and arrange for any size or type band. Large comedy repertoire. Available on or about June 15. Station A, Box 111, Evansville, Ind.

MIDGETS WANTED FOR CARNIVAL Engagement of approximately twenty weeks work. Must be willing to bally. Give all details in first letter, enclose picture or snapshot, name lowest salary. Box 151, c/o Billboard, New York, N. Y.

MUSICIANS, HOTEL BAND NEEDS PIANO drums, lead tenor; read, cut shows; all locations. Write details Leader, 16 Joyce St., San Francisco.

MUSICIANS—10-PIECE ORCHESTRA; guaranteed salary 12 weeks' location coming up. Need lead sax, alto tenor, also trombone. Danny Meyer, Joe Fields, Dewey Geutraux, contact Larry Elliot, 516 Mutual Bldg., Richmond, Va. my12

OPPORTUNITY—ATTRACTIVE GIRL OR personable man accompanist. Rhythm, piano, transpose, essential. Work with established male pop singer. Special material standards. Box C-428, c/o Billboard, Cincinnati 22, O.

RIDE AND MAINTENANCE MAN. FINE position, all year round, good salary, housing accommodations. Venice Amusement Corp., Grant Avenue and Boardwalk, Seaside Heights, N. J. Phone Seaside Park 9-0833. Eugene Thomas, manager. ch

TRUMPET, ALSO TENOR DOUBLING clarinet, Vocalist preferred. Must read good, have good tone. Locations only. Going north. \$90 minimum, tax paid. Characteristic tolerated. Write or wire: Orchestra Leader, 2115 Fannin, Houston, Tex. my12

THREE OR FOUR-PIECE ENTERTAINING Combo. Call Mr. Thomas, CYPRESS 6-9147, Key West, Fla., after 9 o'clock nightly. my19

WANTED—ACCORDION MAN IMMEDIATELY, steady work; polka and modern music. Write L. A. Berg, 214 North Second Ave. West, Albert Lea, Minn.

WANTED—PIANO, GOOD SALARY. WITH modern traveling orchestra. Wire or phone Ronnie Bartley, 1611 City National Bank Bldg., Omaha, Neb.

AT LIBERTY ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursdays for the Following Week's Issue.

CIRCUS & CARNIVAL

ROXAN—HALF AND HALF, NEAT APPEARING, nice wardrobe and flash; no drinking, strong worker. Roxan, 52 Temple St., Detroit, Mich.

DRESSAGE HORSES—UNUSUAL, FLASHY and impressive riding act. Capt. Victor A. Von Alenitch, Clarksville, Missouri. my12

INDOOR AND OUTDOOR CIRCUSES, fairs, rodeos; It's Wild Horse Harry's trick and gun shooting cowpony (Montana Babe), Sherwood, Ohio. my5

MISCELLANEOUS

HYPNOTIST—FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige E. Diehl, Post Office Box 2002, Seattle, Wash. se15

MUSICIANS

BASS MAN, A-1. READ, FAKE, CUT shows, do comedy, M.C. work, pantomime. Experienced; sing; personality; sober; available May 7. c/o Box C426, The Billboard, Cincinnati 22, Ohio. my5

BRASS BASS—EXPERIENCED IN ALL lines; union; dependable. Wire or write now. Carl Berggren, c/o Milner Hotel, Huntington, W. Va.

CIRCUS TROMBONE—DUE TO BAND being pulled off job. Also play enough calliope and bass drum for speck and parades. Would like to try dance band. Lew Meyer, 1541 Peabody, Memphis, Tenn. Broadway 5-8850.

DRUMMER—EXPERIENCED; READ WELL, play shows, all styles and Latin. Prefer location. Dick Glurum, 1941 West Nichols Road, Detroit 3, Mich. Telephone University 4-4237. my12

DRUMMER, WELL EXPERIENCED, Prefer location, read, cut shows, Latin rhythms, jazz, hotel style. Jerry Udelhofen, 843 Wall St., Mankato, Minn.

ELECTRIC GUITAR—LEAD OR RHYTHM, double bass, fake or read chord symbols and treble clef only; well experienced, pops, Latin, etc.; good voice, male, white, union; small combos and location jobs preferred. Musician, Box C-415, c/o Billboard, Cincinnati 22, Ohio. my5

ORGANIST, PIANIST AND ACCORDIONIST, 20 years' experience in all types of music. Have own equipment. F. E. Bazaar, 406 West Washington, Phone Be. 3878, Indianapolis, Ind. my28

SINGER—C&W, ALSO R&B. WIDE EXPERIENCE in fronting band. M. C. work, radio, T. V. Records on a major label. Audition disc, pictures, references on request. Available now. Box C-427, c/o Billboard, Cincinnati 22, O.

SOLO GUITAR—MODERN, UNION, travel or location. Prefer small combos, consider all offers. Vocals, comedy, pantomime. Join immediately. Write or wire Musician, c/o Cedar Hotel, 218 Chicago, Illinois. my12

TENOR, BARITONE, CLARINET, ANY style. Semi-name experience. Sober, reliable. Write Lloyd Carlson, 3418 Dupont, Sioux City, Iowa.

TENOR, ALTO, CLARINET, COMBO NAME hotel exp.; transpose, fake; shows, jazz. Reliable, consider anything. Musician, 1422 Ave H, Birmingham 8, Ala. Phone 58-2833. my12

TENOR, ALTO, CLARINET, DOUBLE Trombone. Sober, married, show experienced, commercial; locations only. Musician, Apt. 105, Library Hotel, Springfield, Illinois. my5

TENOR, CLARINET, FLUTE—NAME EXPERIENCE, all styles. Prefer modern group. Want steady job. Available June 1 or before. Phone 3527 or 1313 Sixth Ave. Sterling, Ill. my12

THE HOWARD KENNY BAND AVAILABLE for summer location job; resort, hotel, club, etc. Music for dancing and entertainment; nine pieces; girl vocalist; male vocalist within band; experienced, union; consider any location. Contact Howard K. Bramstedt, 629 W. Johnson St., Madison, Wis. Phone Alpine 6-1140. my19

TROMBONE—DIXIE OR JAZZ BAND; NO mouse deal. Fiddle double for combo. Pete Bolleau, 415 South 8th Ave., Washington, Iowa.

TRUMPET MAN—PREFER SOCIETY Band; sober and reliable. Free to travel; available May 25. James Rayburn, 2204 W. 14th St., Anniston, Ala. Phone: AD 7-6578. my5

TENOR SAX MAN—PREFER SOCIETY band; sober and reliable; free to travel. Available May 25. Richard A. Jones, Route 3, Gadsden, Ala. Phone 60671. my5

PARKS & FAIRS

AERIAL ACT, ACROBATIC ACT, JUGGLING act, girl revue line. Variety Artists, 2015 Olive St., Fort Wayne, Ind. Phone H-1196.

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. my12

FEATURE TRAPEZE ACT AVAILABLE for all types of outdoor events (platform required). For full particulars address Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Telephone, Eastbrook 3512.

LATEST PARACHUTE THRILL ACT—Emily Brown, parachuting Grandma, and Art Hill's spectacular 5,000 ft. free fall. John Fitzpatrick, Emmetsburg, Iowa. my5

SENSATIONAL HIGH DIVING—AUDACITY, nerve, terrific impact, backwards and over small tank, spears, fire, etc. This Fox Movietone Feature has won first place as a thrill spectacular. Attract a lot of attention by using my large illustrated, three-color advertising posters. They are free. The price is just a trifle more than the average act would cost you and your only concern is a parking problem, making room for the spectators. Capt. Earl McDonald, 456 Lamphier Pl., Warren, Ohio. Tel. 4-5337. my19

THE GOLDEN GLOBE OF DEATH, AN 8 to 10 minute act—3 different rides featuring upside down motorcycle riding. This act is not gimmicked. Owned and rode by Speed Wilson, c/o Edkin, 2960 Belmont Ave., Chicago, Ill.

VARIETY STAGE SHOW OF 4 OR 5 PERSONS in magical illusions, dance and vaudeville. Talented, beautiful costumes, fine equipment and priced to fit your occasion. Wright the Magician, Casey, Illinois.

VAUDEVILLE ARTISTS

FANNIE BLAIS—THE DIFFERENT HALF and Half. Experience, ability; can do openings. Will go anywhere. Jack Bragdon, 313 West 77th St., New York. my8

TEAM, PLAY NOVELTY MUSICAL BOTTLERS, cowbells, single hoofing routine by male; fast magic routines, plenty to offer, specialties, work bits, no orchestra; revue, medicine or tent show for summer. Have car, house trailer. Address Johnny & Pinkie Rasch, General Delivery, Tampa 4, Fla.

Pittsburg Master Painters Products

Formula with titanium. Inside, outside, ready mixed paint in oil, white, not reclaimed product. One gallon U. S. measure, every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only, \$1.30.

RICHARD'S CHROME-FINISH Ready-mixed, all-purpose aluminum paint. Exterior, interior, heat resisting. Uses: Iron, steel, galvanized roofs, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton. Sold in carton lots only. \$1.40 per gallon.

3-PIECE PAINT BRUSH SET Pure bristles, vulcanized in rubber. Self-display window front box, consists of 1", 2" and 3 1/2" size A brush for every painting purpose, individually boxed. Packed 12 boxed sets to master carton—\$1.00 per set.

ADJUSTABLE ANGLE WRENCH 3-pc set 4, 6 & 8" sizes. Quality steel. Polished heads. Red lacquered handles. Packed one set to box. Sold doz. lots only. \$11.70 per doz. sets.

10-PIECE DRILL SETS. From 1/16" to 1/2" sizes. HSS front treads. Chrome steel twist drills. Set in recessed grooved wood self-display box. Sizes shown thru heavy duty sliding clear view front. Per doz. sets, \$7.80.

STILLSON PATTERN WRENCH Steel 8-inch size. Individually boxed. Per doz. \$5.40.

25% deposit—money order or bank check with order. Balance C.O.D., F.O.B. Chicago.

COOK BROS. 916 S. Halsted Chicago, Ill.

Free Wholesale Catalog CONTAINING

- Expansion & Photo Idents
- Heart & Disc Pendants
- Aluminum Chain Idents
- Rings • Pins • Pearls
- Closeouts, Etc.

SEND FOR YOUR COPY TODAY Please state your business.

FRISCO PETE. 226 S. Wells St. Chicago 6, Ill.
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ELECTRICAL APPLIANCES—Household Goods—GLASSWARE—CLOCKS—LAMPS—Assorted Novelties—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—CARNIVAL GOODS—Premium Goods—SPECIAL AUCTION GOODS—Small Novelties for Give-Aways.

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In Business in Chicago for 37 Years

ALL-WEATHER Plastic Pennants

Durable—Tough—Brilliant

48 assorted color—18-inch Plastic Pennants sewed on a tough, heavy tape 100 ft. long ONLY \$4.00 ea. Dozen lots \$3.00 ea. Write for quantity prices. Money refunded if not satisfied.

A & A NOVELTY CO.
Cincinnati 36, Ohio

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ROUTE FRANCHISES OPEN FOR NEW, NON-COMPETITIVE TRAILER LINE

Our Serve Yourself display boards sell for you 365 days a year in local trailer parks.

We need men and women to place and service the display boards which carry our line of exclusive, sell-on-sight trailer specialties.

Since this is a service business, absolutely no selling is necessary. Once you place the display boards in local trailer parks, the cellophane-packaged trailer stationery, trailer greeting cards, and other trailer specialties sell themselves.

You don't pay a cent for your territory or distributorship. Send for complete details on this new, high-profit business today.

SPECIALIZED GIFTS, Dept. BB-45 Box 1417 Beverly Hills, California

NOVELTY DICE LAMP

Advertisement for a novelty dice lamp, featuring a photo of the lamp and text describing its features and price (\$18.00 Doz.).

COTTON STUFFED ALL PLUSH BEAR

Advertisement for cotton stuffed plush bears, listing various sizes and prices, and mentioning Tee Jay Toys, Inc.

AMAZING CLOSEOUTS

Advertisement for amazing closeouts, listing various jewelry items like earrings, necklaces, and bracelets with their respective prices.

GIVE TO DAMON RUNYON CANCER FUND

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

Parcel Post

- List of names and addresses for Cincinnati office, including Hoge, Monroe; Adkisson, Gordon; Huffer, Tom; and many others.

- List of names and addresses for Cincinnati office, including Scribner, W. M.; Shaffer, C. F.; Shipman, Virginia; and many others.

MAIL ON HAND AT NEW YORK OFFICE

- List of names and addresses for New York office, including Balbo, Henry; Barth, Carl; Beaman, Tex E.; and many others.

MAIL ON HAND AT CHICAGO OFFICE

- List of names and addresses for Chicago office, including Adkisson, Gordon; Allison, J. B.; Beaman, Hank; and many others.

MAIL ON HAND AT ST. LOUIS OFFICE

- List of names and addresses for St. Louis office, including Adams, Dewey; Adkisson, Gordon; Amato, Don; and many others.

Have YOU Tried It Yet?

Maybe you'll be a GAGSTER Winner, too! Every winner gets a handsome certificate ready for hanging on the wall, plus an official wallet-size GAGSTER membership card.

IT'S SIMPLE! HERE'S ALL YOU DO:

- Four numbered steps explaining the contest rules: 1. Write a gag line... 2. All gags become the property... 3. Name, occupation and address... 4. Gags received by Wednesday...



Contest Editor, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

Form for submitting a caption, including fields for name, occupation, address, and city/state.

ANNOUNCING! THE WINNER of the Second GAGSTER Cartoon Contest, April 14 issue... Congratulations, William Mayo, 624 Evergreen St., Burbank, Calif. Here is your winning caption:



"I don't care how Disney would do it!"

Advertisement for jewelry, featuring a photo of a ring and text promoting a catalog for engravers and ring demonstrators.

Interboro Workers End 9-Day Walkout

10,000 Candy and Gum Machines on N. Y. Subway System Back in Operation

NEW YORK—The 73 employees of the Interboro News Company, operator of one of the nation's largest candy and gum routes, went back to work Friday (27) after a nine-day strike.

The union, the International Brotherhood of Teamsters & Chauffeurs, Local 816, has signed a two-year pact with the company; the contract calls for a \$4 a week increase the first year and a \$2.25 a week increase for the second year.

Interboro operates 10,000 candy and gum venders in the New York subway system. Its locations have the highest amount of transient traffic in the nation.

Pay Scale

Pay is based on straight salary, plus commissions for routemen. The old contract called for a minimum salary of \$71 a week plus a minimum commission of \$2.75 a week for a total of \$73.75 for routemen.

Master mechanics had been making \$88 a week, chief stockroom clerks were earning \$74 a week and repairmen were getting \$74 a week. The union had asked for increase of \$21 across the board.

The Teamsters' Union became

the bargaining agent for Interboro employees in February when it won an election. Before that, the Vending Machine Employees' Union, Local 2650, had represented the employees.

Specialists

One of the union's objections was that Interboro formerly had routemen specialize on one type of equipment, then had them service all vending machines on their stops.

Representing the company was Herbert Camitta, attorney, while Harry Martin, head of the local, negotiated for the union.

CANADA DRY TO EXHIBIT AT DEMO MEET

NEW YORK—Marking a unique "first," Canada Dry will be one of the select group of National brands to exhibit in the "American Showcase," the first commercial exposition ever to be held as part of a national political convention.

The exhibit will be presented at the Democratic convention in August when the party meets to select a presidential slate at the International Amphitheater in Chicago.

"It is strictly a nonpartisan proposition," Ralph Nims, vice-president of Canada Dry, declared. "We could be just as eager to make our pitch at the Republican conclave if the opportunity were offered."

Grass-Root Facts, NVA Meet Theme

By BILL MASLOWE

CHICAGO—The core of the bulk vending industry, from security thru group action to opening of new locations to greater profits thru diversification, will be minutely presented at the 1956 convention of the National Vendors' Association May 10 thru 13 at the Morrison Hotel here.

Presenting the grass root facts of the penny and nickel bulk vending field will be six speakers, all experts in their respective fields and directly connected with the industry, Paul Crisman, convention head, announced.

In addition, the conclave, billed as "Vendorama of '56," will offer the most complete exhibit of bulk vending machines, equipment and products—gum, nuts, candies and charms—ever presented.

Entertainment

Entertainment-wise, there will be three special events. First, the convention will open with a kick-off cocktail party and dance at

8:30 p.m. to permit members to renew acquaintances before settling down to industry affairs.

The other two will be the Leaf Brands, Inc., buffet dinner-dance and entertainment, by invitation only at 7:30 p.m. Saturday, May 12, followed by the NVA's farewell brunch at 11 a.m. Sunday, May 13, which includes the installation of new officers.

Concluding the business session will be an open forum discussion of the entire membership at 12:15 p.m. Saturday at which the audi-

(Continued on page 90)

Cigar-O-Mat Set on Spurt in Production

PHILADELPHIA—Martin Berger, head of the Cigar-O-Mat Corporation, predicted that production on his cigar machine this year would be between 7,500 and 10,000. In 1955, he added, production was 6,000.

According to Berger, the firm has already produced 1,500 of the latest model Cigar-O-Mat, a unit which can dispense two cigars for 15 cents or four for 25 cents in any of its six columns.

Berger said the 32 per cent mark-up of cigars allows the vender to sell his product at the same prices as does the retail store. The average stop, he said, must do between 40 and 50 sales a week to allow the operator to come out ahead.

Several Purchases

Primary advantage of cigars as compared with cigarette machines, said Berger, is that a cigar smoker may make several purchases a day, while a cigarette smoker seldom makes more than one.

Thus, continued Berger, a stop with only three or four cigar smokers who make several purchases a day can be a profitable location.

Most of the progress being made in cigar vending has been by the diversified operator rather than the tobacco wholesaler. The wholesaler represents some brands on a franchise basis, and he is unwilling to do anything to promote the sale of other brands thru vending machines, even tho competing cigars may be more popular in his area.

Best Sellers

The diversified operator, how-

ever, is bound by no such restrictions. He will stock best-selling brands. Hence, the cigar vending market is considerably more attractive to the operator than to the wholesaler.

According to Berger, while operators may pay slightly more for certain brands than the local wholesaler who represents those brands, his over-all merchandise costs are probably lower.

He explained that when one franchised wholesaler wants to buy a competing brand he must go to his competitor. The operator, however, may order all his merchandise thru Cigar-O-Mat at prices close to those paid by all wholesalers.

Berger feels the high level of the nation's economy in part accounts for the growth of cigar smoking. Cigars, he explained, have always been associated with success and affluence, and a man proclaims his standard of living by puffing on a stogie.

NAMA Regional Meeting Draws 200 in Philly

PHILADELPHIA—More than 200 operators, suppliers, distributors and manufacturers' representatives gathered at the Bellevue-Stratford Hotel here Saturday (21) for the Region I and Region II meeting of the National Automatic Merchandising Association.

Elected chairman of Region III was Gordon Odder, Baltimore Coca-Cola Company. Marcus Kaplan, Roanoke, Va., operator, was elected vice-chairman.

Mort Holland, of Holland Vending, Maspeth, N. Y., was named Region II chairman, and Bob Miller, Miller Enterprises, Hershey, Pa., is the new Region A chairman.

Morning Session

The program was launched with a talk, "This Is Your Life, Where Do We Go From Here," by M. C. Bush, Beech-Nut Packing Company. J. W. Mock, Chicago consultant, then moderated an audience-participation session on controlling operating costs.

Afternoon speakers were John T. Pierson, NAMA president and head of the Vendo Company; Dr. Wilbur England, Harvard Graduate School of Business Administration, and Benjamin Werne, NAMA labor relations counsel.

The Bert Mills Corporation and the Fred Hebel Corporation were hosts at a reception for the registrants and their wives.

Jim-Jak Bows New Snak Unit; Lists for \$70

MINNEAPOLIS — Jim-Jak Industries, Inc., introduced a new three-selection Snak Vendor, Model 201C, at the showing of pre-brew and self-brew coffee venders at King Coffee Company, Detroit, last week.

The new unit lists for \$69.50, including a cord and plug kit for wiring to all models of Jim-Jak coffee units and a National coin unit for straight 5-cent operation.

The three columns will hold 75 packs of cookies and crackers. All three selections are displayed thru an illuminated show window. The cabinet, painted to match the firm's coffee venders, is 36 inches high and 10 inches wide and deep.

Jack Browning, sales manager, also announced a showing of the Jim-Jak line will be held at the Lexington Hotel, New York, May 7 thru 14.

Central Vending Converts Cig Units To Soap Venders

PHILADELPHIA — Bill Goldberg, Central Vending, is currently converting old cigarette machines to powdered soap venders for apartment houses with automatic laundries.

The machines vend powdered soap packages the size of king-size cigarette packs for 10 cents. The packs are made by All. Joe Cooper, Cooper Vending, currently has six of these machines on location.

The firm is currently making 30-cent conversions for New Jersey and Pennsylvania operators who have just experienced a 2-cent per-pack tax boost.

Nestle Testing New Dime Bar

WHITE PLAINS, N. Y. — The Nestle Company is currently test marketing a new 10-cent milk chocolate bar in the Long Island area of New York and the Metropolitan Cleveland territory.

Ingredients of the new product are raisins, hazelnuts and milk chocolate. The bar weighs 1 1/4 ounces and is put up in the conventional 24-count box. Known as the Nestle's Fruit 'n' Nut Milk Chocolate bar, it is put in an attractive red, white, yellow and brown wrapper.

ABC 1st Quarter Sales, Profit Up

NEW YORK. — First quarter net sales for ABC Vending Corporation this year were \$12,210,901, compared with \$10,677,815 for the first quarter in 1955.

Net profit was up from \$200,678 to \$261,181, while earnings per share jumped from 21 cents to 27 cents. The company has 960,199 shares outstanding.

The board of directors voted to declare a regular quarterly dividend of 20 cents a share payable May 25 to stockholders of record on May 4.

Venders Double Milk Sales in Toledo Schools

TOLEDO—Availability. That again proved to be the answer to zooming milk sales—availability thru vending machines. In this instance it is in the 47 elementary schools in Toledo where 90 venders have been installed.

Within a two-month period after the units were placed on location, milk sales more than doubled, Mrs. Bernita Marlow, cafeteria supervisor, told the 1956 American Association of School Administrators' convention in Atlantic City.

"Vending machines accounted for 543,425 half pint sales during the period," Mrs. Marlow reported, adding: "These sales were in addition to the 431,600 half pints sold in the schools with cafeterias."

Favor Chocolate

According to Mrs. Marlow there are 31,000 pupils in the city's schools that do not have cafeterias and the preference is for chocolate milk over white by a nine-to-one margin.

Most surprising point developed in the program to date is that the youngsters ranging in age from six to 10 years drink more milk than the older high school pupils.

"Milk was not available to these children during the school hours until the installation of the venders," she explained. "However, the morning recess period now has also become the conventional milk break."

Prior to the placement of venders in all of the schools, a three-point price formula was established by the Board of Education, the three participating dairies and the local canteen operators following an experiment in several of the schools.

Specifically, it was arranged so half pints could be vended for a nickel, provide the product suppliers with a profit and prevent the school board from losing money on its non-profit phase of the deal.

Thus, dairies supplying the venders are paid 6.1 cents for each half pint sold and receive an additional 1.6 to cover the unit cost of refrigeration and vending. The school board's overhead cost is .3 cents per half pint. The Ohio Department of Education from a federal milk program subsidy makes up the 3-cent difference between the nickel paid by the children and the actual 8-cent cost of buying and distributing the milk.

The milk is sold in bottles as it is a cleaner operation. It also permits teachers to see whether a child drinks all the milk. In turn

(Continued on page 93)

N. Y. Court Ruling Aids All-Charm Machines

NEW YORK—The road for the operator of the all-charm bulk vending machine here may be somewhat easier as a result of a court decision handed down in Bronx magistrate's court Tuesday (24).

Judge Joseph Martinas, sitting in special sessions, ruled that three Bronx storekeepers had not violated the gambling code by operating all-charm machines with look-see viewers.

The ruling held that as long as the purchaser could see the particular piece of merchandise in advance, the element of chance was not dominant and the machine did not come under the purview of Law 982 of the Gambling Code (covering slot machines).

NYBVA Counsel

Defendants Manny Heisler, Louis Glassberg and Herman Messer were represented by the law

(Continued on page 92)

GENUINE FOREIGN COINS!



The Wonderful New 'Money-Maker' for

- VENDING MACHINES
- THEATER MATINEES (Giveaways)
- ADVERTISING & PREMIUM USE

\$6 to \$15 per thousand Coins
Over 25 Varieties Available.

WRITE FOR FREE PRICE LISTS. SEND \$1 FOR SAMPLES OR \$15 FOR SAMPLE ASSORTMENT OF 1,000 COINS (3 Varieties) or \$18 (15 Varieties).

We also have genuine foreign paper money. Send \$10 for 1,000 piece mixture. All orders F.O.B., N. Y.

DON'T MISS OUR EXHIBIT
at the
N.V.A. CONVENTION
MAY 10-13
Morrison Hotel, Chicago

ROYAL COIN CO., Inc.
WORLD'S LARGEST SUPPLIER OF FOREIGN COINS and CURRENCY
Dept. B-9, 47 West 46 St., N. Y. C. JUDson 4-4829

Good Humor Picks Meehan, Mahoney

NEW YORK—David J. Mahoney has been elected president of the Good Humor Corporation, and Joseph A. Meehan has been named chairman of the board. Good Humor supplies ice cream novelties to the vending trade.

Meehan has been president of the firm for 15 years. Mahoney was formerly head of an advertising agency.

Univ. Match Forms Eastern Division

NEW YORK—Universal Match Corporation has formed an Eastern division, with headquarters at White Plains, N. Y., to co-ordinate the activities of the New York and Baltimore offices.

Heading the division will be Arthur E. Nack, New York district manager. Nack has been with the firm for 11 years.

Soft Drink Tax Covers Chocolate

WHITE PLAINS, N. Y.—Vending operators thruout the East are watching the legal action of the Nestle Company here against the West Virginia tax commissioner.

West Virginia has a soft drink tax, which is paid by the gallon on sirup purchases. Recently, the tax commissioner ruled that hot chocolate came under this tax.

As coffee and tea are not included in the soft drink tax, Nestle maintains that the law does not provide for the taxing of hot chocolate.

Mandell Awaits New Sweet 16

NEW YORK—Moe Mandell, head of Northwestern Sales and Service here, announced that he expects the first shipment of the

new Northwestern Sweet 16 candy machine on May 1.

The machine, which will list for \$475, vends 16 different items and has a capacity of from 500 to 600 units. Each of the 16 selections may be set to vend for 5 cents, 10 cents or 15 cents.

See Us at the N.V.A. CONVENTION
Morrison Hotel CHICAGO
May 10, 11, 12 and 13 ROOM 634

DON'T MISS SEEING OUR COMPLETE NEW LINES!

Karl Guggenheim
33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

STILL GOING STRONG!

MARACAS "RATTLE & ROLL" per M \$10.50
KNUCKLE DUSTER "RINGS" per M 17.75
FISH (VACUUM PLATED) per M 7.50
CLOTHESPINS (VACUUM PLATED) per M 7.75
KEY TO THE CITY, per M .. 7.50
#5 PLASTIC CHARMS, per M 1.35
#5 JEWEL PLASTIC CHARMS per M 1.50
POP-IT BEADS, per M 2.50

Suitable for all types of vending
IMMEDIATE DELIVERY!

paul a. PRICE co. inc.
55 Leonard St., N. Y. 13, N. Y. COllard 7-5147-8
GIVE TO DAMON RUNYON CANCER FUND

PENNIES PAY OFF

with greatest money making scale on the market

\$20 deposit puts it to work for you
Good indoors or out
Produces up to 200% profit
Wins Customers for Locations
Two machines in one—weighs, tells fortunes



VICTOR'S TOPPER

1c BALL GUM MACHINE
\$13.25 each
\$12.75 100 or more

more AMERICA'S FINEST BALL GUM VENDOR

VICTOR'S FIVE STAR BABY GRAND \$13.25 each

1/2 Deposit on All Orders
Write for Our Specials on CANDIES--BALL GUM--NUTS--CHARMS

H.B. Hutchinson Jr.
860 North Ave., N.E. Atlanta, Ga.
Phone: EMerson 4300

ROYAL "17"
THE CIGARETTE MACHINE WITH FULL 17-COLUMN SELECTIVITY

17 fully automatic columns of sales-producers. Vends Regular, King Size, Parliaments and other boxed cigarettes. Capacity 400.

This 17-column machine is also available with four reserve columns—total capacity of 500 packages. With or without penny changer.

TERRITORIES OPEN FOR EXCLUSIVE DISTRIBUTORSHIP ON THIS FAST SELLING CIGARETTE MACHINE

— WRITE NOW FOR INFORMATION —
ROYAL MANUFACTURING CO.
1360 Howard Street San Francisco, California




ARE YOU GETTING YOUR SHARE OF DOLLARS FROM THE EVER-GROWING DEMAND FOR MINIATURE PORTRAITS AND ID PHOTOS?

Here is a new concept in AUTOMATIC PHOTOGRAPHY... designed and engineered to capture all potential patronage in the heaviest of foot traffic locations.

Major profit producer
Holds its value
Constant customer appeal
Proven customer acceptance

NEW MODEL 11 AUTO-PHOTO STUDIO will photograph and deliver a strip of four photos, each a different pose, every thirty seconds. Long established major operators of coin equipment from Coast to Coast will tell you that "AUTO-PHOTO" studios are the steadiest income producers in the industry." See us at Exhibit Booth 45 at MOA Convention May 6th, 7th, and 8th, 1956, Morrison Hotel Chicago, or contact your Auto-Photo Distributor.

"The Best Investment in the Coin Machine Field"
AUTO-PHOTO COMPANY
1100 East 33rd Street, Los Angeles 11, Calif.
Telephone ADams 3-6247



AMERICAN SCALE MFG. CO.
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Send more details Send scale
\$20 deposit enclosed

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

GIVE TO DAMON RUNYON CANCER FUND

The ONLY Console Ball Gum AND Package Charm Machine ON THE MARKET TODAY!



"VENDORAMA"

World Wide Manufacturing Company offers you VENDORAMA—a combination console vending machine that vends packaged charms AND ball gum! A ball gum is vended for every penny inserted. On every eighth penny . . . SURPRISE! Customers will love it . . . and fill it! VENDORAMA has four channels easy to remove and interchangeable. Fill machines on location or in your home! Don't forget your best salesman, the attractive display window in the cabinet featuring surprises that will spur sales. All charm boxes accurate in size: 2 1/2" x 2" x 1/2" . . . cash box slips in, slips out! All parts cadmium plated . . . no rust or corrosion. VENDORAMA gives you mechanical perfection without costly service calls.

See VENDORAMA at the N.V.A. Convention MORRISON HOTEL, CHICAGO, ROOM 606, May 10th to 13th

WORLD WIDE MANUFACTURING COMPANY
174 SO. 17TH STREET PITTSBURGH 3, PA.

OPERATORS

NATIONAL VENDORS ASSOCIATION

"VENDORAMA

of '56'" MORRISON HOTEL
Chicago, Illinois

May 10, thru May 13

OFFERS YOU:

The opportunity to see the newest in vending equipment.

The opportunity to hear those who know discuss your problems.

The opportunity to meet others in your field and learn what's new in your industry.

The opportunity to combine business with pleasure.

SEND YOUR RESERVATION

★ ★ **TODAY** ★ ★

N.V.A. 33 NO. LA SALLE
CHICAGO, ILL.

Your ticket to **SALES RESULTS—**
the advertising columns of **THE BILLBOARD!**

SUPPLIES IN BRIEF

Cig Manufacture Up

Cigarettes manufactured in February totaled 32,722,522,128, an increase of 1,926,808,370 over the February, 1955, figure, according to Treasury Department. Agriculture Department expects the 1956 output of cigarettes to be higher than the 412 1/2 billion turned out in 1955. Domestic use of flue-cured, burley and Maryland tobaccos is expected to be substantially the same as 1954-'55 when measured on the customary farm-sales weight basis. It appears that a greater number of cigarettes than formerly are being made from a given quantity of leaf tobacco.

Confectionery Sales Up

Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$91,706,000 in February, 1 per cent above January sales and 7 per cent above total in February, 1955, according to Commerce Department. Sales of manufacturer-wholesalers totaled \$68,615,000, 4 per cent below January but 8 per cent above February of 1955. Manufacturer-retailers estimated sales for February were 58 per cent above January, but only 5 per cent above February, 1955. Sales by chocolate manufacturers were virtually the same as the preceding month, but 5 per cent higher than February of last year. Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first two months of 1956, poundage sales were up 9 per cent and dollar sales 8 per cent above last year's level. Poundage sales of bar goods were up 15 per cent and poundage sales of package goods retailing above 50 cents were up 18 per cent compared with last year.

Harry Sanders, PM Exec, Dies

NEW YORK—Charles Henry Sanders, 57, Philip Morris, Inc., executive, died Monday (23) at Mt. Sinai Hospital here. He was director of Parliament cigarette sales.

Sanders began his career as a salesman for the American Tobacco Company, and in 1936 joined the Webster Tobacco Company. In 1942, he joined Benson & Hedges, then manufacturer of Parliament. When Philip Morris bought B&H in 1954, Sanders joined the parent company as director of sales for Parliaments.

La Crosse Develops New, Small Vender

LA CROSSE, Wis.—A small, compact selective vender designed for locations with limited space—barber shops, beauty shops, small offices—has been introduced by the La Crosse Cooler Company Vending Division.

Known as the Bev' Serv 15, it has a capacity of 35 bottles while pre-cooling 45. The vending rack and coin mechanism are all located under the lift-lid. No price was announced.

CIGARETTE AND CANDY MACHINES

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

- STONER 8-COLUMN CANDY, 160 capacity, prowar model... \$110.00
- STONER 6-COLUMN CANDY, 102 capacity, prowar model.... 80.00
- NATIONAL 9-18 CANDY, 162 capacity..... 75.00
- ROWE 8-COLUMN CANDY, 120 capacity..... 60.00
- DUGRENIER CHAMPION CIGARETTE, 11 column, king size 65.00
- DUGRENIER "V" CIGARETTE, 7 column, king size..... 50.00
- UNEEDA 6-COLUMN CIGARETTE, king size..... 45.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. All 30c conversions available at \$20.00 extra.

NATIONAL VENDING SERVICE CO.
308 Furman St. Brooklyn, N. Y.
Triangle 5-1857

ary, but only 5 per cent above February, 1955. Sales by chocolate manufacturers were virtually the same as the preceding month, but 5 per cent higher than February of last year. Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first two months of 1956, poundage sales were up 9 per cent and dollar sales 8 per cent above last year's level. Poundage sales of bar goods were up 15 per cent and poundage sales of package goods retailing above 50 cents were up 18 per cent compared with last year.

SALINA, Kan.—A new modern Pepsi-Cola bottling plant has been opened here, Mrs. Verla Nesbitt, president of the Pepsi-Cola Bottling Company of Salina, announced.



VICTOR'S SUPER MART

VENDORAMA

(Trade Mark)

"Symbol of Progress in the Bulk Vending Field"

U. S. Patent Pending

Write for complete details and prices. **VICTOR VENDING CORP.**
5701-13 W. Grand Ave., Chicago 39, Ill.

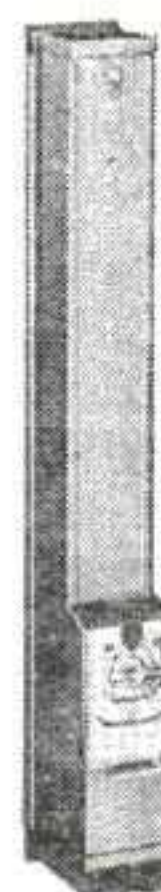
BALL and VENDING

GUMS LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL and TAB

- Bubble Ball Gum, 140-170 & 210 ct. 24¢ lb.
- Chicle Ball Gum, 130 ct. 34¢ lb.
- Chloro-Vend Ball Gum 40¢ lb.
- Chloro-Vend Chicks, 320 ct. 40¢ lb.
- Chicle Chicks, 320 & 520 ct. 34¢ lb.
- Bubble Chicks, 320 & 520 ct. 27¢ lb.
- Tab (short stick), 100 ct. 38¢ box
- S-Stick Gum, 100 packs \$1.90

F.O.B. Factory. 150 Lb. Lots
AMERICAN CHEWING PRODUCTS
4th & Mt. Pleasant • Newark 4, N. J.



ADVANCE SANITARY VENDOR The Finest for Vending Flat-Pack Products

Here is a durable, reliable, sanitary vender . . . with the many exclusive features which have made the Advance name a symbol for the best in vending.

Accommodates flat packages up to 1/8" by 2" by 3 1/4" . . . has separate cash box . . . Advance coin-detector with automatic coin return when machine is empty . . . protected against break-in. Available for 1¢, 5¢, 10¢ or 25¢ operation.

For Details and Prices Write, Wire, Phone Today.
J. SCHOENBACH

Factory Distributor of Advance Vending Machines
1645 Bedford Ave., Brooklyn 25, N. Y.
President 2-2900



IN YOUR POCKET..

When You Buy From Pioneer!

VICTOR Standard TOPPER

SPECIAL!
4 Standard TOPPERS

plus 25 lbs. of Gum plus 1,000 CHARMS
\$64

CALL TODAY! PRescott 4-5358 All Victor models available, f.o.b. Brooklyn. Time payment plan, trade-ins accepted. Write for our filled Victor capsule list.



PIONEER VENDING SERVICE

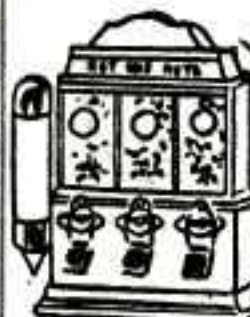
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PResident 4-5358

RECONDITIONED VENDORS

All Machines Completely Checked and Ready for Location—Order With Complete Confidence.

BULK VENDORS

- Silver King, 1¢ or 5¢ \$ 8.50
- N.W. Model 49, 1¢ or 5¢ 12.50
- N.W. 39, 1¢ Porcelain 7.50
- N.W. Deluxe, 1¢ or 5¢ Comb. . . 9.95
- Masters 1¢ & 5¢ Comb. 9.95
- Acorn 1¢ 9.95
- Silver King 5¢ Hot Nut 9.95
- Acorn 5¢ Hot Nut 7.50
- Mills & Col. Tab 17.50



Ajax 5¢ Hot Nut Vendors, recond., incl. stand and cup dispenser. Write for SPECIAL price!

Pop Corn Set—clean, ready for location, 10¢ mechanism. \$64.50 EA.

1/2 deposit, balance C.O.D.

Rake Coin Machine Exchange
609-A Spring Garden St., Philadelphia 23, Pa. LOmbard 3-2676

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GOLD VACUUM-PLATED DICTIONARY CHARM



\$15.25 per 1,000

f.o.b. Jamaica, N. Y. Or: At Our Distributors

This is only one of the many New Gimmicks we shall unfold at the Convention.

THIS YEAR you will see MORE EPPY CHARMS, GIMMICKS and IDEAS than you've ever seen before.

COME to the CONVENTION. Be there. See EPPY. SEE our CONVENTION RELEASES.

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

THE IDEAL SOUVENIR!
REAL WOODEN NICKELS
with
Your Imprint
\$40.00
per thousand
(Retail at from 10c to 15c each)



Send \$1 for 20 Assorted Samples and Our Latest Coin and Currency Lists!

ROYAL COIN CO., INC.
World's Largest Supplier of Foreign Coins and Currency.
Dept. BW-3, 47 West 46th St.
New York, N. Y. JUdson 4-4689

VICTOR'S TOPPER

1c BALL GUM MACHINE
\$13.25 each
\$12.75 100 or more



AMERICA'S FINEST BALL GUM VENDOR
VICTOR'S FIVE STAR BABY GRAND
\$13.25 each

1/2 Deposit on All Orders
Write for "Specials" on
BALL GUM-CHARMS-NUTS-CANDIES

BIRMINGHAM VENDING CO.
540 Second Avenue, N.
Birmingham 4, Alabama

MARBLE SEASON
Will soon be here—order now

Agate—Glass—Assorted Colors

21,000 size 9/16.....	\$21.00
50,000 size 9/16.....	45.00
17,000 size 3/4.....	19.00
40,000 size 3/8.....	35.00

Shipments made at once from factory by truck. Give name of trucking company that delivers to you.

FULL CASH WITH ORDER

CHARMS
Try a bag of charms (450 to 500 charms)
\$3.20 per bag—Parcel Post Paid.

Distributor of all types of machines of Victor Vending Corp., Northwestern Corp., Silver-King Co.

ROY TORR
Lansdowne, Pa.

Giving friendly service & liberal financing since 1910

Great Time-Saving PENNY WEIGHING SCALE

CAPACITY \$10.00
SPRINGS ARE PRECISION CALIBRATED
HEAVY SHEET METAL BASE
TIN SCOOP
DIAL IS GLASS COVERED WHICH PROTECTS POINT ER WHEN IN USE
Skilled hand-workmanship is employed in building this scale to assure reliability and accuracy.
There is sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of string black fibre to meet the hard and constant use that it is subjected to.



\$18.50

ORDER TODAY
1/3 Dep., Bal C.O.D., F.O.B. N. Y. Distributors, Write for Prices.

J. SCHOENBACH
Distributors of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.

GIVE TO DAMON RUNYON CANCER FUND

COINMEN YOU KNOW

Chicago

By KEN KNAUF

CHI INDUSTRY AWAITS MOA VISITORS. Crowds of coinmen from all parts of the nation are expected to come pouring into town this weekend for the Music Operators of America annual convention May 6-8, at the Morrison Hotel. Also on deck May 6 is the National Coin Machine Distributors' Association meet.

Visiting the coin machine factories this week were Mr. and Mrs. Tony Avitable. Tony, of Canyon State Sales Company, Tucson, Ariz., was on his way back from a New York trip. . . Harry Rosenberg, Double-U Sales Corporation, Baltimore, also in town. . . John Casola, United Manufacturing Company roadman working north from Birmingham, thru Nashville and Memphis. Al Thoeke in Utah and Wyoming last week. Herb Oettinger, United vice-president, polishing up the trophy he won in a Calcutta golf contest last summer.

Ralph Sheffield, Genco director of sales, hospitalized last week. Al Warren, sales manager, back from a trip to New York and Philadelphia. . . Visitors at First Coin Machine Exchange last week included Paul Brower, Denver; Earl Fiedler, Rantoul, Ill.; Gene Fiedler, Champaign, Ill.; Dan Savage, Beloit, Wis.; and Ernie Ollis, Danville, Ill. . . Fred Minter, Gateway Distributing Company, all sold out on his games stock, with big orders from resort areas. Late model jukeboxes also going fast, Fred says.

Sam Lewis, Exhibit Supply president, awarded plaques to distributors around the country last week for outstanding pool game sales. Frank Mencuri, Exhibit vice-president and director of sales, finding time to shoot a few games of pool with Ed Hall between orders for new pool models. . . Alvin Gottlieb, D. Gottlieb & Company, once again concentrating on five-ball pinball sales, following the leveling off of the pool game market.

Ted Rubenstein, Marvel Manufacturing Company chief, has new jumbo bumpers ready to roll with the new Marvel Pla-Pool models. . . Art Gold and Irv Brodsky, Carousel Industries, getting in big loads of used kiddie rides from all parts of the country for repainting and repair. . . Isador Edelman, Edelco Products, Detroit, back in town last week.

Herb Perkins, Purveyor Distributing Company, ran into Mark Blum, Wichita, Kan.; Wayne Copeland, Los Angeles, and J. C. Confer, Oklahoma City, during a jaunt to Las Vegas last week. . . Mike Detzek, Champion Distributing Company, expecting visitors to drop in during the MOA Show. Mike has a line of game parts to show them. . . Al Schlesinger, NCMDA managing director, making preparations for the distributor association's annual dinner meeting here Sunday (6).

Detroit

By HAL REVES

ANGOTT MARKS GOOD SALES. Ted Parker and John Bailey, of the Angott Distributors, were out-State calling on music operators this past week. Checking sales resorts, Carl Angott reports the new Wur-litzers "are selling like proverbial hot cakes." . . Albert A. Weidman, founder of Weidman National Sales, was in town for a week from his home in Vero Beach, Fla., visiting the offices of the company, now managed by his partner and longtime associate, Leo Fournier.

Leo J. and Christine McGinnis have established the McGinnis Music Company, in the northwest section at 16890 Greenview Avenue, operating a mixed route of juke boxes and shuffleboards. McGinnis has been in the business about five years, formerly operating a Northern Michigan route centering around Mio, which he has now disposed, to concentrate in the Detroit area exclusively. He is operating strictly on a dime-play policy, and is a firm advocate of this policy as the salvation of the industry.

Charles W. Milewsky has taken over sole ownership of the Southwestern Vending Company, formerly in northwestern Detroit, moving headquarters to the down-river suburb of Lincoln Park (2098 Oceana). The company, which operates cigarette units as well as some peanut and candy machines, was established as a partnership in 1954, but Nick Zlonkevics, one of the founders, has disposed of his interest to Milewsky and is now active in the vending operations of the Fred B. Prophet Company.

George Hester, who operates the Co-Operative Sales in southwestern Detroit, has established a branch service station in Melvindale, in addition to his long-established office on Colonial Avenue. Hester is operating a highly diversified route of amusement equipment, including jukeboxes, games of several varieties and a few shuffleboards. . . Mrs. Wanda DeLorenzo, owner of the Win-Nino Music Company, is returning from a four weeks' sojourn in Florida.

Boston

By CAMERON DEWAR

SET TO OPEN ARCADE. Ed Ravreby, of Associated Amusements, busy with the double job of getting set to move to larger quarters and open his Arcade in Gloucester. His Playland Arcade, which he opened last year with Jerry Pothier, of Gloucester, is ready to go and the boys expect a big year. . . Ed is arranging with other New England operators to leave for the NCMDA convention in Chicago, where they'll put up at the Morrison Hotel. There may be about 25 leaving on the same plane.

Bob Jones, sales manager of Redd Distributors, having a full day last week entertaining delegates from Havana, Cuba, who are interested in music and games. . . Sid Redd was the recipient of two letters last week thanking him for his generous donations of a juke box to a church, and for allowing The Boston Post to use several kiddie rides for the benefit of The Post's Santa Fund at the annual Magic Living show. Si not only loaned the rides, but delivered and picked them up.

Louis Blatt, of Atlas Distributors, reporting spring weather giving a shot in the arm to business. Says AMI is going great guns all over
(Continued on page 80)

BUCK TEETH
and
YOUR OLD MAN'S MUSTACHE



Send 35c for Regular Sample Kit of Charms

SURE LOCK—the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

ORDER TODAY!

World's Largest Selection of Miniature Charms

PENNY KING COMPANY
2538 MISSION ST. PITTSBURGH 3, PA.

Precision-Built for PROTECTION & PROFITS!

ACORN
The only completely die-cast aluminum, precision built
ALL-PURPOSE VENDOR



1c & 5c mechanism slides into place—no screws!

- Vends GU all bulk merchandise.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

IMPROVED!
SILVER-STREAM
BRUSH HOUSING & BALL GUM WHEEL

MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

Western Office: OPERATORS VENDING MACHINE SUPPLY 1023 S. Grand Ave., Los Angeles 15, Calif.
Eastern Sales Office: M. J. ABELSON 2033 Fifth Ave., Pittsburgh 19, Pa.

CIGARETTE MACHINE CONVERSIONS

IMMEDIATE DELIVERY
on 25c and 30c Coin Mechanism Conversions for
ROWE IMPERIALS, ROYALS, NATIONAL 930, 950
PRESIDENTS, CRUSADERS 750, 9A

UNEDA ALL MODELS
Also • ROWE PRICE DIFFERENTIAL BARS
Available: • NEW CIGARETTE MAGAZINES (Containers) for all DuGrenier and National Machines. Will vend King Size & Reg. in all Cols. We can also "King Size" your old Rowe machines.

TERMS ARRANGED—WRITE FOR INFORMATION

CIGARETTE VENDORS

National Model 9A, 9 Cols., 370 Cap.	\$125.00
National Model 750, 7 Cols., 270 Cap.	110.00
Lehigh PX, 10 Cols., 300 Cap.	125.00
Lehigh PX, 8 Cols., 240 Cap.	115.00
DuGrenier Model W, 9 Cols., 270 Cap.	85.00
National 950, 9 Cols., 370 Cap.	115.00
Rowe President, 8 Cols., 340 Cap., 25¢ & 30¢, King or Reg.	130.00
Uneda Model E, 6 Cols., 180 Cap.	70.00
Uneda Model E, 8 Cols., 240 Cap.	75.00

All Equipment Unconditionally Guaranteed. COMPLETELY RECONDITIONED AND REFINISHED
Trade Prices, 1/3 deposit, balance C.O.D.

Uneda VENDING SERVICE, INC.
"The Nation's Leading Distributor of Vending Machines"
250 Meserole Street • Brooklyn 6, N. Y. • HEgeman 3-6295

NATIONAL 9-30
9 Cols., 270 Cap. King Size or Reg. SPECIAL!!!!
Only \$100.00

MAKE MORE MONEY IN VENDING!
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For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry

Enter a Money-Saving Subscription Now!
Fill out this coupon and mail today.
Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$12. (Foreign rate, one year, \$24) 806

Name

Address

City Zone State

Occupation



Cleveland Coin Machine Exchange, Inc.
Northwestern Corporation Distributors
2029 Prospect Ave., Cleveland, Ohio
Tel. 1-6715
Write for prices.

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$12.00
N.W. Deluxe 1c & 5c Comb.	12.00
N.W. 239 1c Porc.	7.95
N.W. 233 1c Porc. B.G.	6.50
Columbus 5c Bulk	6.50
Silver King 1c B.G. or Mdse.	7.45
Silver King 5c	7.45
ABT Guns	30.00
Acorn 1c or 5c	8.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	.77
Pistachio Nuts, Large Tulip	.74
Pistachio Nuts, Vendor's Mix	.67
Pistachio Nuts, Sheik	.59
Cashew Whole	.61
Cashew Butts	.59
Peanuts, Jumbo	.45
Spanish	.32
Mixed Nuts	.55
Tabby-Lets, 520 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.28
Jelly Beans	.28
Licorice Gems	.28
Leaflets (similar to M. & M.), 550 ct.	.40
Assorted Fruit Charms, 100 ct.	.42

Rain Blo Ball Gum, 60 ct., 140 ct., 170 ct., 310 ct., 200 lbs. minimum, prepaid, per pound	.28
100 ct.	.30
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beach-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40

Minimum Order, 25 Boxes Assorted.
Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.
STAMP FOLDERS, Lowest Prices.... Write

THERE ARE BIG PROFITS IN
NUTS
GET YOUR SHARE WITH
Northwestern

49 NUT VENDER
Interchangeable SANI-CARRY globe for faster servicing.
Displays merchandise to best advantage.
Also available in Hot Nut.



NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LOngacre 4-6467

When answering ads...
SAY YOU SAW IT IN THE BILLBOARD!

Ice Cream Production
Frozen dairy products, mainly ice cream, utilized 8.2 billion pounds of milk during 1955, according to Agriculture Department. This was 6.6 per cent of the total of all milk produced, and nearly twice the total used in 1940.

BERNARD K. BITTERMAN
Northwestern Sales & Service
4709 E. 27th Kansas City, Missouri

VICTOR Standard TOPPER 1c Ball Gum VENDOR \$13.25 Each
\$12.75 Each 100 or More
1/3 deposit on all orders



Lowest prices on Victor filled capsule items. Time Payment Plan.
We have on display in our showrooms all Victor machines shown at N.V.A. Convention, Chicago, May 10-13.

FREE NEW CATALOG
32 page catalog complete with all items needed in bulk vending machine operation. Write for your copy today.

BERNARD K. BITTERMAN VICTOR VENDING Sales & Service
4709 E. 27th, Kansas City, Missouri

Experienced Operators Say:
"YOU MAKE MORE MONEY WITH... Northwestern"

VENDING EQUIPMENT PROVE IT TO YOURSELF



Just try a Model 49 all-product vander on your route and see for yourself how you can make more money.

It's available in 1c, 5c or 10c play. Write for complete details of this and other Northwestern money makers today.

THE NORTHWESTERN CORP.
216 Armstrong Street, Morris, Ill.

COINMEN YOU KNOW

Continued from page 79

the territory. Atlas is also moving along with the new line of Keeney games. . . James C. Geracos, of Dorchester, receiving congratulations from operators and friends on his Billboard story on dime conversion. . . Jerry Flatto, of Boston Record Distributors, being interviewed by a Boston paper which is doing a story on Jerry's business.

Lots of out-of-town operators descending on Coin Row now that spring is bustin' out all over. Among them were Bud Sequin, of Newport, Vt.; John Clemens, of Providence, R. I.; Bob Lyons, of Skowhegan, Me.; Martin Oliver, of Portland, Me.; Bernard Smith, of Berlin, N. H.; Oscar Pratt, of Manchester, N. H., and Ralph Ridgeway, of Springfield.

New York
By AARON STERNFIELD

SKED FLIGHT TO MOA. The New York contingent to the MOA convention in Chicago will travel in style. Some 45 operators and distributors leave Idlewild Airport Sunday (6) on a chartered Northwest Orient Airlines double-decker plane. Lou Boorstein, Leslie Distributors, is in charge of arrangements.

Sid Levine, Music Operators of New York counsel, is recuperating from his operation in Atlantic City. . . George Holtzman, president of the Associated Amusement Machine Operators of New York, is back from his Florida vacation.

Dave Stern, Seacoast Distributors, gave an impromptu and unprepared speech Wednesday night (18) at the executive committee meeting of the Coin Machine Division, United Jewish Appeal. Posters for the annual dinner June 13 are being displayed along 10th Avenue. They feature a picture of Al (Senator) Bodkin, guest of honor.

Irving Dinnerman has been hired as a mechanic by George Ponsler, Newark game distributor. . . Ed Burg, Runyon Sales, has received a letter of thanks from the principal of the Memorial Junior High School, Passaic, N. J., for the juke box donated by the AMI outlet.

Stan Lutzger, Elliot Music, is recovering from a virus and vacationing in Florida. . . Jim Sherry, local music operator, is back from his Dallas business trip. . . Jack Ehrlich, Hart Music, has moved to Forest Hills. . . Mrs. Ruth Michaelson, Atlas Music, is on a Florida vacation. . . Dave Stern, Seacoast Distributors, reports that sales of the fibreglas pool cue sticks are going well.

Out-of-town operators on 10th Avenue were Tom Gobel, Beacon, N. Y.; Jack Wilson, Newburgh, N. Y.; Mrs. Gertrude Browne, Beacon, N. Y., and Bob Charles, Binghamton, N. Y. Al Schlesinger, head of the National Association of Coin Machine Distributors, was in town.

Nick Angelo, Lori Vending & Amusement Company, bought part of Bob Luttmann's route. . . Stanley Troy, Paradise Amusements, bought part of Les Boyd's operation. . . Is and Jacqueline Schwartzman bought M&J Amusements from Leonard Milgraum and Norman Jacobson. . . Is and Leon Lutzger bought part of Bill Aaronson's Program Music route.

Ben Meltzer is back on the job part-time after his recent illness. . . Jack Tashman is out of the hospital and recuperating. . . Bernie Boorstein, Leslie Distributors, is off for a three-day golfing weekend at Kaimasha Lake, N. Y.

Dave Simon is nearly ready with his new 10th Avenue offices and showrooms. . . Ken Grathwalk, Suffolk Vending, Greenport, L. I., was a 10th Avenue visitor last week.

Murray Kaye, Atlantic-New York, reports that the Williams Four-Bagger and the Williams Crane have been approved by the New York Licensing Board and the firm is taking orders on both games. . . Barney Sugerman, Runyon Sales, has donated an AMI to the Bergenfield-Dumont (N. J.) Jewish Community Center.

Miami

OPS COMPLAIN OF POOR COLLECTIONS. . . Many juke and game operators complaining about poor collections, and for once cannot put their fingers on why business is not up to expectations. The only locations holding up to a decent average are the ones that have been converted to dime play. . . Two music routes to change hands in the past several weeks were Lauderdale Music Company in Fort Lauderdale, purchased by Sammy Marino, of Marino Music Company, and Sunshine Music Company, of Hollywood, purchased by Al Salk, a newcomer to the coin machine business.

Arnold Rogan, of Juke Box Company, had his share of tough luck these past few weeks. First Arnold stepped on a nail, but was lucky to have no bad after effects. Then his wife, Arlene, steps on a nail, too, and was a pretty sick girl when she proved allergic to the shots the doctor gave her. At last report, she was feeling much better. . . Marvin Leiber, of Pan American Distributing Company, is another guy that is under the weather. Marvin got bit by the virus bug, and is under doctor's care. But even in bed he was making calls hustling new records. And to keep this paragraph for the sick department, we hear that Oscar Garcia, of Key West, is laid up in the hospital.

Bob Baer, sales manager for Wurlitzer, in town for the past week. And the shirt he was wearing today, whoo, whoo. Another visitor is Ruth Michaelson, long time New York juke and cigarette machine operator. Ruth just left here a couple of weeks ago, but after a taste of that April weather in New York, decided to come back here until the weather gets really nice up yonder.

Red Gurkin, of Belle Glade Music Company, and Frank Brady, of Crosby Music in Pahokee, in town last week on a record-buying trip. Both expressed a fervent hope that more rain falls in the Lake Okechobee area. . . A couple of other operators in town buying records and looking over some equipment were Bill Rogers, of E. C. Rogers, Fort Myers, and Randy Mays, from up Palm Beach way. Both report business is good.

\$25 DOWN
Balance \$10 Monthly
400 DELUXE
PENNY FORTUNE SCALE
NO SPRINGS
Large Cash Box Holds \$85.00 in Pennies



WEIGHT 165 LBS.
Invented and made only by
WATLING
Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889-Telephone: Columbus 1-2772
Cable Address: WATLINCITE, Chicago

VICTOR Standard TOPPER 1c BALL GUM VENDOR \$13.25 Each
\$12.75 Each 100 or More
30 day money-back guarantee if not satisfied.
1/3 deposit on all orders
Write for lowest prices on filled capsules. Immediate delivery.



SPECIAL TRADE-IN OFFER
As High As \$6.00 Per Machine On VICTOR TOPPERS
Send Us Your List.

VEEDCO SALES CO.
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Phone: LOcust 7-1448

HELP YOURSELF TO MORE VENDING PROFITS



Get VENDOR Every Month Thru a Money-Saving Subscription

More vending men in all phases of the industry are using the money-saving, money-making ideas in VENDOR every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

SIGN UP NOW — MAIL THIS COUPON TODAY

Vend Magazine 807
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 1 year \$4 3 years \$8
 Payment enclosed Please bill me (Foreign rate, one year, \$8)

Name.....
Address.....
City..... Zone... State....
Occupation.....

...What is OAK'S "PREMIERE"?



See it on display at the National Vendors Association Convention Booth #843 Hotel Morrison Chicago, Illinois May 10-11-12 & 13th

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

PINBALL GAMES

Table with columns: HIGH, LOW, Mean Average. Rows include BALLY (Atlantic City, Beach Club, Beauty, etc.) and GENCO (Golden Nugget).

Table with columns: HIGH, LOW, Mean Average. Rows include GENCO (Golden Nugget).

Table with columns: HIGH, LOW, Mean Average. Rows include GOTTIEB (Arabian Nights, Chinatown, Diamond Lil, etc.).

Table with columns: HIGH, LOW, Mean Average. Rows include GOTTIEB (Pin Wheel, Poker Face, Quartet, etc.).

Table with columns: HIGH, LOW, Mean Average. Rows include UNITED (Hawaii, Manhattan, Mexico, etc.).

Table with columns: HIGH, LOW, Mean Average. Rows include WILLIAMS (Big Ben, Dealer "21", Grand Champion, etc.).

MOST ACTIVE EQUIPMENT (For four-week period ending with issue dated April 28, 1956)

Table with columns: ARCADE EQUIPMENT, MUSIC MACHINES, SHUFFLE GAMES, VENDING MACHINES. Lists top models and prices for each category.

PINBALL MACHINES (Manufacturers with ten or more games listed below)

Table with columns: BALLY, GOTTIEB, UNITED, WILLIAMS. Lists top models and prices for each manufacturer.

ARCANE EQUIPMENT

Table with columns: HIGH, LOW, Mean Average. Lists various arcade equipment models and prices.

MUSIC MACHINES

Table with columns: HIGH, LOW, Mean Average. Lists music machine models and prices.

SHUFFLE GAMES

Table with columns: HIGH, LOW, Mean Average. Lists shuffle game models and prices.

Table with columns: HIGH, LOW, Mean Average. Lists a wide variety of coin machine models and prices.

Explanation of Coin Machine Price Index

Prices given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment.

Highs and Lows. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on music machines which have been advertised 10 times or more for the four-week period.

Mean Average. The mean average is a computation based on all prices at which a machine has been advertised at for the four-week period indicated and reflects the dominant advertised price.

Most Active List. The Most Active Equipment list shows which machines in major categories have been advertised the greatest number of times for the four-week period indicated.

Omaha Conducts Shuffle Play-Offs

OMAHA—The top teams of six divisions competed here the last two weeks for the city's championship shuffleboard crown. The city longboard championship was won by the Northside Team, captained by Walt Holmquist.

Champion Lists Pool Parts Stock

CHICAGO — Champion Distributing Company here completed its stock of coin pool game parts and supplies to include table tops, nylon-wool cloth, jumbo light-up bumpers and levels.

Tacoma, Wash., Pins Face Ban

TACOMA, Wash. — Pinball games here face a proposed ban by the city council. Police Chief Roy D. Kerr last week asked the council to enact an ordinance declaring the games a nuisance.

Pinballs Banned In Malden, Mass.

MALDEN, Mass. — Owners of 15 business places were given 48 hours to get rid of pinball games last week. Three members of the Licensing Commission of the Board of Aldermen ordered the games removed after a tour of this suburban Boston city.

Cincy Group Re-Elects Full Slate

CINCINNATI — Cincinnati's Automatic Phonograph Owners' Association last week re-elected its entire slate of officers and board members for another year. Nat Bartfield, partner of B-W Novelty Company, was renamed president.

MOA Convention Program Augurs Wider Assn. Scope

9th Annual Confab Opens in Chicago Sunday for 3-Day Run; Name Speakers

By BOB DIETMEIER

CHICAGO—That Music Operators of America is broadening its scope well beyond copyright legislation—which brought it into being—to provide more services for operators will be plainly evident at its ninth annual convention.

The three-day meeting, which opens at the Morrison Hotel Sunday (6) and runs thru Tuesday (8), will boast business sessions—forums, panels, speeches and open discussion—on every major subject necessary to successful music operating management.

Business conferences rest squarely on the central dollars-and-cents facts of music operating. All will explore ways and means of checking costs, hiking revenues, offering better service.

A total of 42 exhibitors were confirmed at press time, including 37 firms which will show music and auxiliary equipment, records, and coin-operated amusement ma-

chines. (See list of exhibitors and booth numbers elsewhere in this section.)

Speakers

Speakers confirmed last week include Glenn Fouche, vice-president, Parade Publications (see separate story); William E. FitzGerald, and John W. Haddock, advertising and sales promotion manager and new products sales director, and president, of AMI, Inc., respectively.

A new color movie, "Music For Everyone," produced by AMI, will be shown Monday evening (see separate story in this section).

Altho forums and panel discussions are set, scheduling of the business meets were not set at press time.

(Editor's Note: The May 12 issue of The Billboard, to be distributed at the convention, will carry a complete program schedule, with the time of each meeting.)

Business Discussions

Business sessions will include these subjects: Maintenance and service on location; record buying and programming; dime play; tax-

ation and license problems and what to do about them; public relations; local and State legislation; depreciation; copyright legislation; and operator and disk jockey co-operation (see list of program topics and moderators elsewhere in this section).

Hirsh de La Viez, MOA entertainment committee chairman, Friday (27) announced that the following recording artists had confirmed to appear Tuesday (8) night in the show following the banquet: Nat (King) Cole, Pat Boone, Fontane Sisters, the Blockbusters, Cathy Carr, the Flairs, the Four Lovers, Red Foley and the Square Dance Kids, Cornell Gunter, Hilltoppers, Dick Kallman, Johnny Maddox, the Mariners, Betty Madigan, Betty Ann Steele, Billy Vaughn, Mac Wiseman, Myoshi Umeki, Andy Williams and Gloria Woods. Quipped de La Viez: "Besides many others, we'll also have several surprises." Frank York and his orchestra will play for the show.

Committees in charge of the convention, their charimen and members, are listed separately in this section.

ROGER AND OVER

Juke Ops Get Service Calls Via Short Wave

DETROIT—A new type of radio-phone service that enables an operator to get his route service calls any time he "tunes in," is being used by a dozen leading juke box operators in this area.

The operator or his serviceman is given a pocket-size short-wave receiving set which can be carried along wherever he goes.

At intervals he switches it on, listens to the broadcast from the designated station, and if his code number is on, he is given any phone calls that come in for him.

Offered by Pocket Phone Radio Message Service, this new facility for operators functions by means of a tape recording. Calls coming in from location owners or other parties are listed on the tape, then broadcast on the air.

Calls are broadcast constantly for an hour, so the operator need only listen in once an hour to receive all his messages. Calls are given in convenient sequence by code numbers, so he can quickly tell when his number is coming up.

24-Hour Service

Service, on a 24-hour basis, is adapted to the operator's convenience, broadcasts made to the individual operator when he can best take care of them.

This system has proved more con-
(Continued on page 91)

DIAL DE 2-4820 FOR CALLS TO MOA VISITORS

CHICAGO — Free local phone service will be provided visitors at the Music Operators of America Show May 6-8 at the Morrison Hotel thru the information booth handled by The Billboard.

Visitors can make business contacts and receive emergency calls thru the number, Dearborn 2-4820.

The Billboard booth will take the message or "callback" number and page the convention in the halls or ring his room number. House phones, transportation and other information will also be available.

Fouche, Sales Exec, to Speak At MOA Show

CHICAGO—Glen Fouche, vice-president, Parade Publications, and direct sales expert, will be one of the principal speakers at the Music Operators of America Convention here May 3-8. He'll talk on sales techniques.

Born in Nebraska, he became interested in sales work at an early age. He attended the University of Nebraska, paying his way by part-time sales. He has been a resident of Chicago since 1924 and for 4½ years was with Balaban and Katz as theater manager-producer. In 1930 he became sales manager and later vice-president of the Stayform Company. In 1933 he purchased controlling interest, and until January, 1956, was president of the firm.

For 25 years Fouche has been active in the National Association of direct selling companies and served two terms as president. He is still a director of that association.

In 1950, when Paul Hoffman, of ECA, asked Red Motley to take a team of American businessmen to
(Continued on page 84)

MOA Exhibitors

Phono Mfrs. & Suppliers	Booth Number
AMI, Inc.	5
Rock-Ola Manufacturing Corporation	4
J. P. Seeburg Corporation	7
The Rudolph Wurlitzer Company	6
National Rejectors, Inc.	1-2-3
Permo, Inc.	10
Wico Corporation	44
Star Title Strip Company	15
Paul Bennett Needle Company	54
Record Mfrs. & Music Firms	
RCA Victor	24
Columbia Records	16
Mercury Records	32
Decca Records	23
Coral Records	22
Diamond Records	11
Ferris Records	17
Dot Records	19-20-21
M-G-M Records	18
Capitol Records	25
ABC-Paramount Records	34
Broadcast Music, Inc.	8-9
Music Operators of America	30
Amusement Game, Arcade Equipment Mfrs.	
Auto-Photo Company	45
Capitol Projector Corporation	31
Chicago Coin Machine Company	52-53
Edolite Products, Inc.	29
Exhibit Supply Company	37-38
Fischer Sales & Manufacturing Company	60-61
Genco Manufacturing & Sales Company	58-59
Gym Cycle Amusement Company	49
Horoscopes, Inc.	41
J. H. Keeney & Company	46-47-48
Bert Lane Company, Inc.	50-51
Valley Manufacturing Company	27-28
Williams Manufacturing Company	55-56-57
Other Exhibitors	
Personality Productions	33
U. S. Navy	35
U-Test-M Manufacturing Company	13
Vu-Aid Sales, Inc.	43
Trade Publications	
The Billboard Publishing Company	12
Cash Box	14
Down Beat	36

FitzGerald AMI New Products Sales Director

GRAND RAPIDS, Mich.—William E. FitzGerald was named new products sales director of AMI, Inc., J. W. Haddock, president, announced Wednesday (25).



FITZGERALD

FitzGerald will continue as advertising and sales promotion manager, a post he has held since joining the firm in 1950.

In his additional post, he will direct the promotion, marketing and sale of new products which include a line of high-fidelity home radio-phonographs.

His background includes wide experience in advertising and merchandising. He's served as sales promotion manager for an automobile manufacturer and account supervisor with a Chicago advertising agency. A director of the Grand Rapids Advertising Club and a member of numerous sales and service organizations, FitzGerald lives with his wife and two daughters in suburban Ada.

Three Mfrs. to Show 200's at MOA Meet

CHICAGO — Three juke box manufacturers will show 200-selection phonographs at the Music Operators of America convention May 6 thru 8 at the Morrison Hotel.

The J. P. Seeburg Corporation, first to take the plunge with a 200-selection unit last September, and AMI, Inc., which just recently began shipping their new 200 model, will be joined by the

Rudolph Wurlitzer Company, which will show its 200-selection model at the show.

Wurlitzer is reliably reported to have started shipping its machine for marketing by distributors early this week. AMI's 200-G, initial shipments of which began several weeks ago, has already been shown informally by some of that firm's distributors.

Sked P-R Nite For MOA Meet

CHICAGO—Monday night (7) will be "public relations night" at the Music Operator of America convention at the Morrison Hotel here.

William E. FitzGerald, AMI, Inc., will speak on "You Can Do Something Now About Public Relations." The program begins at 9 p.m. in the Venetian Room.

Following the speech will be the world premiere of the new color movie, "Music for Everyone." The 21-minute film tells the story of the significant contributions by the music operator in providing wholesome entertainment that all can enjoy.

The film, inspired thru a need for better public relations expressed by MOA, was produced by AMI. It is available on loan without charge to all operators or operator associations for showing to civic and service groups in their own communities.

Dime Play Still 50-50 in Philly

PHILADELPHIA—The dime-play situation has leveled off for the time being, according to Joe Ash, local Wurlitzer distributor. Ash said the city is about 50 per cent on dime play, with 65 per cent of the tavern stops converted, but only 20 per cent of the luncheonette locations changed over.

While the pool business has fallen off somewhat, Ash said that 1956 is shaping up as the best year since immediately after World War II.

The decline in pool business was pretty much expected here. The machines were sold at such a rapid rate for the few months following their introduction that the market can't take any more for the time being.

Ash has completely refurbished his offices and showrooms and has added 1,600 square feet of floor space on the second floor.

Calif. Music Group to Hold Meet May 22

LOS ANGELES—A combination business and dinner meeting will be held here May 22 by the Los Angeles Division of the California Music Merchants' Association, Ben Chemers, local business representative, announced.

Chemers said that the exact location for the meeting is not set. But, he emphasized that this will not be the banquet that was postponed in March but a regular meeting. He urged that members planning to attend contact his office to make definite reservations.

While the meeting is still in the planning stage, Chemers is hoping that George A. Miller, MOA and CMMA president, will be able to attend, following the national convention in Chicago. It is quite probable, too, that entertainment will be featured at the local get-together.

Rosen Reports Trade Up 25%

PHILADELPHIA—Dave Rosen, local AMI distributor, reports music and game sales are running 25 per cent ahead of 1955. According to Rosen, one bank has handled \$15,000,000 worth of paper in the coin machine business with virtually no delinquencies.

Dime play in juke boxes, he added, has now stabilized at about 50 per cent, down about 20 per cent from its previous high. He explained that about 20 per cent of the converted stops went back to the nickel when the operators feared loss of their locations.

But on the stops that stayed at 10 cents, he added, revenue has increased an average of 20 per cent. Rosen has received his first shipment of AMI V-200's and three of them are currently on location.

'Heartbreak Hotel' Top MOA Choice

NEW YORK—The Elvis Presley version of "Heartbreak Hotel" on RCA Victor was named the nation's top juke box disk Saturday (28) on "National Juke Box," the ABC radio show prepared by the Music Operators of New York.

Regional favorites were "Hot Diggity," with Perry Como on RCA Victor; "Blue Suede Shoes," with Carl Perkins on Sun Records, and "The Stars and Stripes Forever Merengue," with Gloria Parker on Gloro.

Named the most promising disks were "Graduation Day," with the Rover Boys on AMPA, and "Rock Island Line," with Lonnie Donegan on London.

Appearing on the show were George A. Miller, Oakland, Calif., MOA president; Lewis Ptacek, Manhattan, Kan., MOA director, and John A. Wallace, Oak Hill, W. Va., MOA director.

COINMEN YOU KNOW

Richmond

By BEN POPE

NESLUND RESIGNS SALES POST. After 10 years with Musical Sales Company of Baltimore representing Seeburg in Central Virginia, Robert Neslund has resigned to accept a job with less colorful machines—business machines. Bill Snow, of Norfolk, who has been working the Tidewater section of the State, has taken over Bob's route, at least for the present. . . . Cliff Weil, Inc., who handles many of the cigarette machines hereabouts, recently made news with a much older instrument of the tobacco business. The company contributed a fine old wooden Indian to Richmond's Valentine Museum. Rumor hath it that Old Smoky Joe couldn't handle all the new filters and king sizes.

Miss Myrtle Hairfield has been on and off the job at Berlo Vending Company lately due to jury duty in federal court. . . . Jack Bess, of Roanoke Vending Exchange, Inc., attended a mid-year meeting of the State Loyal Order of Moose at Natural Bridge. He later dropped over to Charleston, W. Va., where Roanoke has a branch office. . . . Bob Bear, general sales manager for Wurlitzer, was down from Buffalo and stopped in at Kenneth A. O'Connor's. . . . The place was really humming down at Wertz Music Supply Company last week and Dan Wertz didn't have much time to talk about it. However, we do know that two of his visitors were T. L. Strawhand, of Eastern Electric Company, and Gilbert Bailey, a Gloucester, Va., operator.

Altho lots of folks are talking about "slow days," there always seems to be a lot going on at Roanoke Vending Exchange, Inc. Just a sampling of recent visitors includes: Claude Griffin, of Griffin Music Company, Edenton, N. C.; Kenneth A. O'Connor, buying games for the Ferry Music Company which operates around Hampton Roads; Sam Northington, of F & M Novelty Company, South Hill, Va.; Bob Lewis, of O.K. Amusement Company, Richmond; Lin Simmons, of Danville Amusement Company, Danville, Va.; J. L. Jones, of A. P. Seta Concessionaires, Richmond; Dwight Casterline, of Gillette Music Company, Norfolk; Lecky Calamas, of Calamas Vending Machine Company, Fredericksburg; Joe Richter, of Richter Music Company, Richmond; Ray Hash, of University Music Company, Charlottesville; Bill Wilson, of Peninsula Music Company, Warwick, and R. D. Easter, of Automatic Music Company, Winchester, Va.

Los Angeles

By JOEL FRIEDMAN

EASTERNERS VISIT OAK PLANT. Danny Cohen, head of the Danco Coin Machine Distributing firm of Baltimore, Md., and M. J. Abelson, general sales manager of Oak Manufacturing Company, Pittsburgh, were recent visitors at the Oak plant in Culver City, Calif. Both were given an advance showing of Oak's new line of Premiere machines, to be previewed to the trade at the National Vendors' Association convention in Chicago May 10-13. . . . Gene DeVilbiss, Big Bear Lake operator, reported a 35-inch snowfall at the resort last week, the heaviest the area has received in the last five years. . . . Harvey Kirby has moved from El Monte to Puente, Calif., and is now a neighbor of former coinman Bill Disson, latter now in the television business. Disson recently sold his route to Dick Norden. . . . Al Silberman, Badger Sales Company, making plans to attend the MOA convention in Chicago. Trip will include a visit to the AMI factory at Grand Rapids, Mich.

Mrs. Jesus Torres was seriously injured in an automobile accident near Sacramento and is currently recuperating at Redwood City Hospital. . . . Al Goodman, Playland Arcade, Long Beach, shopping along coin row. . . . Bill Ketchersid, San Bernardino, and John Wynn, Tucson, Ariz., in town last week shopping for new equipment. . . . Jimmy Wilkins, Paul Laymon Company, reports the sale of Bally's Booster Pool games have been going very well. . . . Fred Gaunt, Badger Sales Company, indicates a new rise in shuffle bowler sales, with the report that some operators have switched to shuffle games in the face of declining pool grosses. . . . Bill Seuter, Manila operator and distributor, due in town during June following a trip to Europe, New York and Chicago. . . . Jack Simon, Simon Sales Company, off on a sales trip covering San Francisco, Reno and Las Vegas.

New Orleans

By JACK DEMPSEY

CROWN NOVELTY SHOP BOASTS EXPERIENCE. Nicholas Carbajal, genial president of Crown Novelty Company, boasts he has the "oldest" mechanic in the amusement field in the South in the person of Gus Lamana—oldest in the point of years served. Carbajal's firm also boasts a father-son team: William DeCourte and his son, Buster. Both are busily employed reconditioning machines bought up and traded by the Crown firm.

Milton Chauffe, who has served as assistant manager at the F. A. B. since 1946, is moaning the "blues" these days. Everyone from Fletcher A. Blaylock, the president, on down the line are talking up the big three-day celebration which the Wurlitzer Company will stage in August at the firm's North Tonawanda plant, and Chauffe has to stay home and take care of things.

Aruns Callery, comptroller and partner in the New Orleans Novelty Company, is considered one of the better golfers in New Orleans. Aruns regularly competes with the top five local golfers. Maybe that accounts for that slim, school boy physique. . . . Ralph Falsetta, widely known phonograph operator from Donaldson, La., was recently elected a police juror in his home locale.

Approximately 40 operators and their mechanics were expected to be on hand for the special service school at the Cawthorn Hotel, Mobile, Ala., April 27. Larkin Etheridge and Harry Gregg, of the F.A.B. firm, were set to offer instructions on Wurlitzer's Model 1900, Wall Box 5207, and Stepper, Model 257. Bob Dupuy, vice-president, reports all food and drinks "on F.A.B."

Eli Lucas, veteran N. O. operator, who has been in ill health for some time, was ordered by his doctor to get away from the rigors and demands of business. He has disposed of the business, as a result, to a

(Continued on page 84)

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

- May 1—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.
- May 1—California Music Merchants' Association, Los Angeles division, monthly meeting, association headquarters, Los Angeles.
- May 1—Washington Music Merchants' Association, monthly meeting, association headquarters, Seattle.
- May 1—West Virginia Music Operators' Association, monthly meeting, Richmond.
- May 2—Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.
- May 2—Summit County Music Operators' Association, monthly meeting, Akron.
- May 3—California Music Merchants' Association, Sacramento division, monthly meeting, association headquarters, Sacramento.
- May 5—Region I National Automatic Merchandising Association, regional meeting, Sheraton-Plaza Hotel, Boston.
- May 6—National Coin Machine Distributors' Association, dinner meeting, Morrison Hotel, Chicago.
- May 6-8—Music Operators of America, annual convention, Morrison Hotel, Chicago.
- May 7—Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.
- May 7-11—National Restaurant Show, Navy Pier, Chicago.
- May 8—Automatic Equipment & Owners' Association of Indiana, monthly meeting, association headquarters, Gary.
- May 8—Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton-Gibson, Cincinnati.
- May 9—Retail Amusement Association of Canton, O., monthly meeting, Massillon, O.
- May 10-13—National Vendors' Association, annual convention, Morrison Hotel, Chicago.
- May 10—Massachusetts Music Operators' Association monthly meeting, Beaconsfield Hotel, Brookline.
- May 10—Western Massachusetts Music Guild, monthly meeting, Ivy House, West Springfield.
- May 14—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.
- May 19—Region VIII National Automatic Merchandising Association, regional meeting, President Hotel, Kansas City, Mo.
- May 21—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
- May 22—Westchester Operators' Guild, fifth annual dinner, 42 Club Restaurant, Scarsdale, N. Y.
- June 2—Regions X, XI, XII, National Automatic Merchandising Association, regional meeting, San Francisco Hotel, San Francisco.
- June 2-3—Nebraska Music Guild, quarterly meeting, Pawnee Hotel, North Platte.
- June 3-6—National Industrial Recreational Association Convention, Hotel Statler, New York.
- June 11—Wisconsin Music Merchants' Association, monthly meeting, Eau Claire, Wis.
- June 13—Coin Machine Division's annual dinner for the United Jewish Appeal, Sheraton-Astor Hotel, N. Y.

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ROCK-OLA

MODEL 1448

Worth More When You Buy It

Worth More When You Trade It

COINMEN YOU KNOW

• Continued from page 83

triumvirate composed of Hector Cerutti, B. B. Anselme and Joe Accardo. . . Friends of Jack Boasberg—and they number in the legions—will be happy to learn that he recovered nicely from his recent serious operation and is now convalescing at Baptist Hospital. Jack, who is known throught the sports world as Jack Sheen, is the father of Louis Boasberg, the popular manager at the New Orleans Novelty Company. Jack says he'd like to hear from some of his old buddies. Write him in care of the Baptist, or the N. O. Novelty Company, 115 Magazine, New Orleans 12, La.



MOA 9TH ANNUAL CONVENTION PLANS SET. General business session to be held mornings with forums slated for afternoons and evening, May 6 thru 8. More than 40 will exhibit. Gala entertainment will be emceed by Howard Miller, popular Chicago disk jockey. (Page 85, The Billboard, April 28.)

OLD-TIME ARCADE BROUGHT TO LIFE IN DISNEYLAND. The turn-of-the-century Penny Arcade is enjoying its greatest comeback as one of the key attractions of Disneyland. It boasts of 100 ancient vintage coin-operated machines. (Page 1, The Billboard, April 28.)

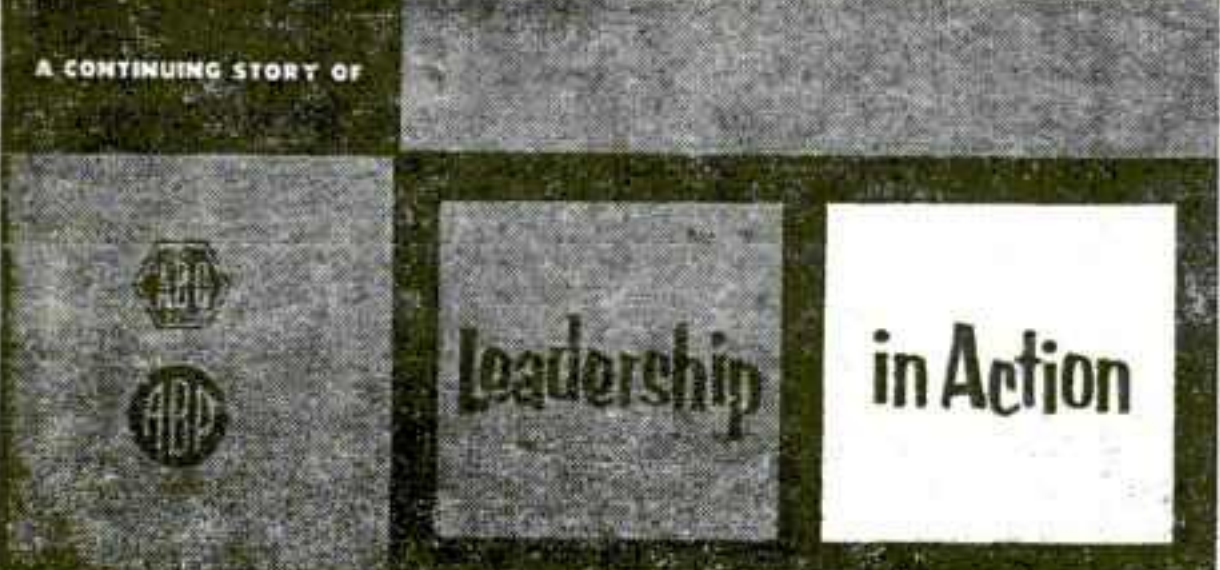
GREATER SELECTIONS BOOST JUKE BOX PLAY. Participants in the Music Operator Forum reported play increased when a newer model was placed on location. Cited for boosting play were better programming, tone quality and modern cabinet design. (Page 89, The Billboard, April 28.)

DETROIT FIRM TO PUSH SLATE-COVERED POOL GAMES. J. L. Verlinden Sales Company discloses further plans for other games. Imports slate tops and other part from Belgium. Games lists at not over \$165. (Page 96, The Billboard, April 28.)

DIME PLAY SLATED FOR ARKANSAS-MISSOURI. Hike in price slated to take place in fall with operators to use from 20 to 25 per cent of the longer playing disks. Program to be patterned after Memphis operators system used last summer. (Page 85, The Billboard, April 28.)

CONTINENTAL PLANS FULL LINE OF FOOD VENDERS. Firm breaks ground for new building to double plant space. Production to include pre-brew coffee machine with pastry, candy and sandwich units to follow. (Page 90, The Billboard, April 28.)

IF YOU MISSED READING THE APRIL 28 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.
Only The Billboard Gives You News While It's New



MUSIC OPERATOR FORUM

How Important Is Programming?



That successful music operating management rests in large measure on good programming is clearly indicated by music operators participating in this week's Forum.

The overwhelming majority of operators polled—81.8 per cent—report that they do have programming formulas to classify tune types on their machines.

Even more significant is the fact that 100 per cent polled believe that in a location which caters to a mixed clientele, the more variety of music programmed, the higher the gross should be.

That the busy music operator places programming high on his list is underscored by the fact that two-thirds of this week's MOF participants reported that they personally supervise programming policy do not delegate that responsibility.

However, because the music operating business is necessarily one which involves a great amount of daily work, and is one which encounters its fair share of problems, over half of operators responding this week felt that altho programming is "very important," it is just one factor of many to be considered in good management. In fact, recognizing all the factors that make up successful music operating, it is very noteworthy to see that 28.5 per cent feel programming is the most important part of operating. Altho over 14 per cent believed that other factors are more important than programming, no one reporting felt it was of minor importance.

MOF operators definitely feel that programming by musical category—altho it requires more time and work—is justified by the results. Recognizing that music operating is a service business, operators see that its service and convenience in selecting music that customers want and programming greatly helps the customer in doing so.

The majority clearly recognize, however, that good programming does require a large amount of record keeping. And they also acknowledge that the business of categorizing some tunes is not always an easy job. Several reporting make telling arguments in pointing out that the classifications on the machines do not always help—either for the operator in programming a particular ditty, nor for the customer in selecting one. For example, regardless of what musical category such

as r.&b., c.&w., etc., that a given tune might properly be classified under, when the tune is at the peak of its popularity, it should actually be classified under hit tunes.

The question is raised, too, of whether the classifications which operators and others in the music business understand mean much to the general juke box playing public. With larger multi-selection machines now appearing on the market, the business of enabling a customer to quickly select the music he wants is becoming even more important. But while most operators will agree on the basic importance of programming, there are large areas of disagreement about some aspects of it. For example, whether or not it is desirable to enable a customer to select quickly. One camp maintains it is for reasons given above. But another argues that even the tunes might be classified in the best possible way, a large group of customers prefer to look at all the title strips before finally making a selection, and may select even more as result.

One point about which there is no disagreement: That programming—the business of getting the right record to the right machine at the right time—is a demanding, exacting one, but one which pays dividends and cannot be ignored by the successful music operator.

How They Voted

	Yes	No
1. Do you have programming formulas for the majority of your locations?	81.8%	18.2%
2. Do you personally supervise programming policy or is an employee responsible?	I Do 66.6%	Employee 33.4%
3. In locations catering to a mixed clientele, do you think that the more variety (pop, r.&b., standard, etc.) you program, the more you stand to gross?	Yes 100%	No —
4. How do you rate programming as a part of your business?		
57.2% It's very important but just one factor of many.		
28.5% It's the most important part of operating.		
14.3% It's important but other factors are more so.		
— It's of minor importance.		
100%		

What They Say . . .

GEORGE YOUNG, George Young Music Company, Selma, Calif.: "I feel that programming pays off for the extra time an operator spends on it. Programming by musical category—pop, c.&w., etc.—looks a whole lot better on the machine, too."

VIC BONDIOLI, B & B Novelty, Inc., Elmwood Park, Ill.: "I don't believe that programming by category takes more money. But it does take a little bit more time. I certainly think that it's worth every bit the extra effort because of the increase in takes. Basically, people are lazy—why not make it easy for them?"

E. D. (ANDY) REBORI, Automatic Amusement Company, Springfield, Mo.: "We have always classified—or programmed—our music machines and have been firm in believing—thru the years—it is the only way to operate them. We keep an inventory of each location's records, the date placed on the machine and the date they're taken off. We are very careful to keep records of meter readings and keep track of each location's inventory as the routemen change records."

GEORGE WOHLERS JR., Ken Ferguson Music Company, Stillwater, Minn.: "I'm 100 per cent for satisfying the customer. Give them whatever they want. Watching the play meters tells you what the customers want."

SEYMOUR POLLAK, Tarrytown, N. Y.: "Operating music machines is not just a matter of saying "here's a machine—it will take in money." The amount of business a music machine takes in depends on how well an operator caters to the type of persons patronizing their locations. Takes definitely justify programming for that reason."

MRS. DON CALKINS, Automatic Music & Record Shop, Knox, Ind.: "Any time involved in giving the locations good records and getting their special requests most certainly is worthwhile."

ED DEVINGER, Mount Pleasant, Iowa: "With the newer, larger machines (200 selections) coming on the market now, proper programming makes it easier to find the types of records customers want to play."

J. R. BUSHINELL, Ferrell Music Company, Huntington, W. Va.: "Classification programming (programming by musical category) is hardly worthwhile. The general public does not recognize the categories as we in the business do. To the public a pop tune means that nearly everyone likes regardless of classification."

Notes From One-Stops . . .

J. T. EDGERTON, Record Supply, Sacramento, Calif.: "A hit or miss program on a juke box with all categories mixed is bad since the customer must read the entire program (which is desirable but unlikely). However, categories should be according to location rather than according to classifications prearranged on the machine. In other words, revamp classifications to suit each location."

RAOUL SHAPIRO, Miami: "To a certain extent only do takes justify programming by musical category. For instance, very few locations need as many polkas and waltzes as the particular groupings on machines call for. The same with old favorites. Yet those types of records should be kept together. If an r.&b. or c.&w. tune is hot, it should be programmed with the hits."

Fouche, Sales

• Continued from page 82

England and Scotland, Fouche was one of 10 men selected to speak in the industrial centers of Great Britain.

Early in 1956 he became asso-

ciated with Motley as vice-president of Parade Publications. He is active in the sales executives club in Chicago, the Chicago Association of Commerce and is a director of National Sales Executives.



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New Memphis Law To Hit Coin Games

Ordinance Would Kill Teen-Age Play; Ops, Already Heavily Taxed, Expect Big Loss

MEMPHIS—A sweeping city law that will cut pinball and amusement game play and may force many operators to pick up games from locations was passed last week by the city commissioners.

The new law, passed on first reading, prohibits anyone under the age of 21 to play pinballs or similar games in places where beer is sold.

The law also prohibits anyone under the age of 18 from playing pinballs or similar games anywhere in locations such as drug and sundry stores and ice cream parlors.

The ordinance must pass three readings to become law. That, however, is routine. It is scheduled to become effective Thursday (8).

May Force Ops Out

The present law allows anyone 16 or over to play amusement games and places no restrictions on the place.

Operators here do not like the new law because it may force many to close down their game businesses. Because of high taxes on pinball, shuffle and other games, the operators realize small profit as it is. Many operators have games on location merely as an

accommodation to the location owner who wants them.

Tax on pinballs and similar amusement games are city, \$15; county, \$15.50; State, \$15.50, and federal, \$10; a total of \$56. An operator having 10 machines on location thus pays \$560 a year tax.

Mayor Edmund Orgill said the request for the new law came from the City Licensing Commission, composed of City Commissioners
(Continued on page 88)

POOL GAME HITS CANAL STREET

NEW ORLEANS — The pool game has come to Canal Street. The New Orleans Novelty Company's Penny Arcade on the "Broadway of the Deep South," has installed a large variety of pool games, covering the entire rear area of the Arcade.

Hilliard Bach, Arcade manager, says the patrons have been a little slow on catching onto the new games, but expects the play to become "terrific" within a few more weeks.

Rivals Seek Control Of Scientific Mach.

Mrs. Levine, Dave Simon Own 50% Each Of Firm; Game Production Continues

NEW YORK — Production at Scientific Machines, Inc., is going on as usual, but there appears to be some question as to who is in charge.

Scientific was founded 25 years ago by Max Levine, who was president until his death March 3. Then the confusion began.

Last week, Nat Cohn, veteran coin machine manufacturer, distributor and operator, announced that he had been appointed administrator and would personally supervise production and sales.

In Active Charge

At present, Cohn, who formerly headed Conat Distributors, Rite-way Sales and Modern Music Sales, was in active charge of the company.

In the meanwhile, Dr. Charles Levine, brother of the late Max Levine, was named executor of the estate when the will was probated Thursday (26).

According to Dr. Levine, Max Levine had owned 50 per cent of the common stock of Scientific, and Dave Simon, head of Simon Sales, had owned the other 50 per cent. Simon had remained in the background.

Officers of the corporation were Max Levine, president, and Ruth

Wolfe, vice-president and secretary-treasurer. According to Walter Feldesman, attorney representing Simon, Ruth Wolfe acted on behalf of Simon.

The board of directors consisted of Ruth Wolfe; Sylvia Levine, widow of Max Levine, and Max Levine. With the death of Max Levine, the Simon appointee is the only officer, while the board is split 50-50 between the widow of Max Levine and the Simon representative.

The former Judge Albert Cohn, representing the Levine interests, is currently negotiating with Feldesman.

Entitled to Voice

Dr. Levine's position is that Mrs. Levine is entitled to a voice in running the business and that she is competent to have such a voice.

Feldesman said that after conferring with Cohn, it had been agreed that Dr. Levine would have the right to "look around the shop."

A series of conferences between the two lawyers is scheduled for the coming week. Meanwhile, full production of Bing-O-Renos goes on in the Brooklyn plant, with orders going out to Arcades all over the nation.

Shuffleboard Back? — Play on Increase

UNION CITY, N. J.—Shuffleboard, not so long ago a standard piece of equipment at tavern locations but virtually extinct in many areas of the U. S. today, is on the comeback trail.

N. Melone, sales manager, American Shuffleboard Company here, feels the game is gradually coming into another boom period.

His basis for this belief is that where operators have placed new shuffleboards on routes, the invariable result has been greatly increased play and revenue.

"These operators," according to Melone, "are now concentrating on replacing their entire route as quickly as possible."

"It has been definitely proven that the game of shuffleboard is still as interesting and appealing as ever and will continue to be so, because it is a competitive game of basic appeal such as billiards, bowling and tennis.

"Revenue of shuffleboard routes has suffered mainly because of dilapidated or inferior equipment used in most cases. The operator should realize that his equipment must be kept up-to-date, and that he cannot expect to keep nursing outdated, inaccurate shuffleboards and still get the proper results.

"The shuffleboard business is steadily and solidly on the increase and we expect it to continue in that vein."

Game Improvements

Melone listed the following improvements in the American Shuffleboard product in the past few years:

1. More accurate playfield, open
(Continued on page 89)

New Shuffle League Slated For Detroit

DETROIT—Plans for a spring shuffleboard tournament as well as a new league set-up next fall are being made by Edward V. Mosteiko under the name of Wayne Shuffleboard Leagues.

Mosteiko is a partner in the Main Bar at Michigan and Livernois avenues, operated by his father, Frank Mosteiko. He has conducted leagues for the past three years, starting with his own league. This past season he operated two leagues and has decided to expand into the wider field of shuffleboard operation.

Mosteiko's immediate objective is to secure sanction of the American Shuffleboard Leagues, Inc., Union City, N. J., for a spring
(Continued on page 93)

Roto-Pool Dubbed 'Delay Fuse' Game

CHICAGO—Roto-Pool, United Manufacturing Company electric pool game, has been termed a "delayed fuse" game by Bill DeSelm, sales manager.

The game seems to have taken a while to catch on, according to DeSelm, but is now coming on fast. "Roto-Pool has been out a month now, and after a slow start is really beginning to draw attention on locations," said DeSelm.

DeSelm explained that it took players a while to pick up the new type of play, which features bank
(Continued on page 97)

Distribs Get Exhibit Pool Sales Award

CHICAGO—Awards to "outstanding distributors of Skill Pool games" were made last week by Exhibit Supply Company.

These awards, according to Sam Lewis, Exhibit president, were presented to distributors whose efforts in pioneering, promoting and selling Skill Pool games were instrumental in making this game "one of the most sensational sales successes, and one of the most played games ever conceived by the coin machine industry."

Awards were presented to First Coin Machine Exchange, Chicago; Miller-Newmark Distributing Company, Grand Rapids, Mich.; Minthorne Music Company, Los Angeles; Lieberman Music Company, Minneapolis; Lieberman Music Company, Omaha; Redd Distributing Company, Boston; Active Amusement Machine Company, Philadelphia; Dunis Distributing Company, Portland, Ore.; B. D. Lazar Company, Pittsburgh; Bush Distributing Company, Miami, S. L. London Music Company, Milwaukee; W. B. Distributors, Inc., St. Louis; Dan Stewart Company, Salt Lake City; University Coin Machine Exchange, Columbus, O.; H. B. Brinck, Butte, Mont., and Modern Distributing Company, Denver.

First Installs Game Refinishing, Spray Equipment

CHICAGO—At First Coin Machine Exchange, workmen have just completed the installation of a new and enlarged paint spraying and refinishing department.

According to Joe Kline and Wally Finke, the new installation features a high pressure air compressor with three times the horsepower of the previous compressor used by the firm. The compressor will provide better application and better finish on reconditioned used equipment.

Other new apparatus includes a
(Continued on page 96)

Exhibit Distribs Get Samples of New Slate Pool

CHICAGO—Distributors of Exhibit Supply have received initial shipments of Slate Pool, a new coin pool game with a slate playfield.

The slate playfield, only recently introduced in the coin pool field, adds weight and playfield speed to the game.

Slate Pool is a regular-play two-hole model, with the usual bumpers and playfield features found on the wooden playfield models.

44 Distribs to Attend Annual NCMDA Meeting

CHICAGO — Forty-four coin machine distributors from around the country confirmed reservations for the annual dinner meeting of the National Coin Machine Distributors' Association Sunday (6), at the Morrison Hotel here.

Main business slated for the meet will be a vote on a new set of by-laws, election of a new board of directors and officers.

Coming under discussion will be the question of trade magazine price lists, public relations and committee appointments.

Al Schlesinger, managing director, reported three new members added to the association last week, bringing membership to 63.

The new members are Frank R. Company, Buchanan, Mich.; Joseph Fishman, R & Y Novelty Company, Newark, N. J., and David Stern, Seacoast, Inc., Elizabeth, N. J.

The Sunday meet gets under way at 7 p.m. A board of directors meeting will be held on Monday (7), at 10 a.m. at the Morrison. NCMDA headquarters at the Morrison will be open day and night from May 6-8.

NCMDA's current officers are Harold Lieberman, president, Minneapolis; Gilbert Kitt, vice-president, Chicago; Irwin F. Blumenfeld, secretary, Baltimore; J. D. Lazar, treasurer, Pittsburgh.

Board of directors include David Bond, Boston; Leo Weinberger, Louisville; Louis Wolcher, San Francisco; W. S. Redd, Boston; Louis Morris, St. Louis; Ron Rood, Orlando, Fla.; Harry Hurwich, Birmingham; John Bilotta, Newark, N. Y., and Barney Sugarman, New York.



SAMUEL B. LEWIS, Exhibit Supply president, is shown presenting plaque to Joe Kline (right) and Wally Finke, of First Coin Machine Exchange. Award was given in honor of First's efforts as a distributor in pioneering, promoting and selling the Exhibit Skill Pool game. This award is one of several given by Exhibit to its distributors throught the country.



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LA ESPANOL

Exhibit Ships Spanish Pool, New Style Play

CHICAGO — Spanish Pool, a two-hole game featuring a new type of play, was shipped to distributors by Exhibit Supply last week.

The game has a 66-inch-long playfield, regular width. Two players or two teams compete, shooting balls from one end to rebound off cushions or ball bumpers into respective red or white hole located near players' end of the table.

Balls which pass over a "foul line" located behind the holes can be shot directly into the holes. Other shots must be rebounded. All shots must be made in forward or sideway direction.

Six balls are spotted on the table by each player or team to begin the game. Each player or team must spot its marked ball first before shooting other balls spotted along the sides of the playfield, or the ball spotted in defensive position behind the foul line.

Ball bumpers are strategically placed in front of the ball holes, near center of playfield, and behind foul line. The game calls for an unusual amount of cushion and bumper shots and blocking action. A playfield light attachment connects to one of the mid-playfield bumpers. Playfield is covered with black cloth.

Marvel Adds Jumbo Bumper To Pool Line

CHICAGO—Marvel Manufacturing Company this week introduced the large-size Jumbo bumper on its coin pool games and pool game tops.

Samples of games and conversion tops with the new bumpers have been shipped and Ted Rubenstein, Marvel head, said the firm has begun regular production of these new models.

Along with the large-size light-up bumpers, Marvel's games now have anti-warp adjusters at no extra cost. The adjusters are also shipped separately for operator conversion of older model games.

The Marvel table top conversion units have light-up bumpers, new cloth, center hole and plug for 2 or 3-hole play, and marked playfield for 3 or 4-side play. Tops, made of Novo-Ply, are available with or without light-up bumpers.

The Marvel light-up bumper attachment has a Jones plug which disconnects from transformer at bottom of cabinet. This keeps excess weight of attachment off the playfield, cutting down on playfield bend, according to Rubenstein.

Reynolds to Bow Mentholated Cig

NEW YORK—The R. J. Reynolds Tobacco Company will introduce a new cigarette brand, Salems, a mentholated, king-size, filter-tip smoke.

The company said Salems will be available in some Eastern markets Wednesday (7) and should have national distribution by the end of May.

Joe Ash says...

When you compare quality with price, Active is never undersold!



EXCLUSIVE DISTRIBUTORS FOR WURLITZER & D. GOTTLIEB & CO. in S. Jersey, Del. and E. Pennsylvania.

Joe Ash says...

Los compradores en el extranjero encontrarán estos aparatos libres de contratiempos a los mas bajos precios de aqui.

Exportamos juegos de bolos (pin games) y veloneras (music machines) nuevas o reconstruidas listas para operacion.

ACTIVE AMUSEMENT MACHINES CO.
666 N. Broad St. Phila. 30
FRemont 7-4495
Write or wire for prices

YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS

GUNS

Biggest Stock in the Country

BEST PRICES

DAVID ROSEN
Exclusive A M I Dist. Ea. Pa.
955 N. BROAD STREET, PHILA. 23, PA.
PHONE: STEVENSON 2-2903

Wire • Phone • Write

NEW OPERATING BUSINESS
NEW OPERATING PROFITS

VUATD RADIO & TV TUBE TESTER
Investment Returned in 6 Months

Get in on the Bonanza. There will be \$350,000,000 worth of tubes sold in 1956 for replacement only. Net 30% of this business in your territory.

VUATD is so simple a child can operate.

Place in Drug Stores and Super Markets on Commission Basis.



Biggest Business Stimulator a Drug Store Ever Had.

VUATD Machine Gives Tubes a Good Test.

Do it yourself age! Everybody wants to save the service charge. Tubes sold at list price.

Visit Booth #43 at M. O. A. Convention, Morrison Hotel, Chicago, May 6, 7 and 8

Write, Wire or Phone

VUATD SALES, INC.
19963 Livernois Avenue Detroit 21, Michigan
Phone: Diamond 1-2316

"GUARANTEED MUSIC"

- MAGNA-CORD CONSOLE \$350
(Background Music Tape Recorder With Amplifier)
- A.M.I. MODEL "E"-120 525
- A.M.I. MODEL "C" 150
- WURLITZER 1400 275
- ROCK-OLA COMET (120) 495
- ROCK-OLA FIREBALL (120) 275



RECONDITIONED—REFINISHED LIKE NEW!
Terms: 1/3 Dep., Bal. C.O.D.

ATLAS MUSIC COMPANY

A Quarter Century of Service.

2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A.

ARmitage 6-5005

GAMES WANTED!

WILL PAY HIGH DOLLAR—CASH or TRADE!

GOTTLIEB MULTIPLE PLAYERS

- SUPER JUMBO
- JUBILEE
- TOURNAMENT
- MARATHON
- GLADIATOR

GOTTLIEB 5-BALLS

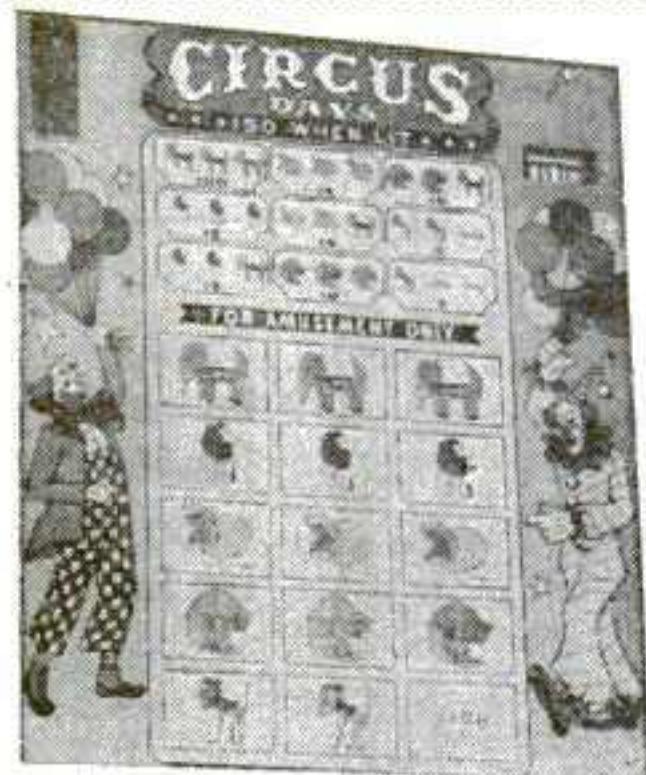
FRONTIERSMAN—WISHING WELL—SWEET ADD-A-LINE—SOUTHERN BELLE—SLUGGIN' CHAMP—GYPSY QUEEN—TWIN BILL—DIAMOND LILL—STAGE COACH—FOUR BELLES—LADY LUCK—HAWAIIAN BEAUTY—JOCKEY CLUB—MYSTIC MARVEL—LOVELY LUCY—GREEN PASTURES—ARABIAN KNIGHTS—MARBLE QUEEN—QUEEN OF HEARTS—GRAND SLAM.

WELCOME, M. O. A.

For Real Buys in New and Reconditioned Equipment, SEE NATIONAL!

NATIONAL COIN MACHINE EXCHANGE

1411-13 DIVERSEY BLVD. (Phone: BUckingham 1-6466) CHICAGO 14



CIRCUS DAYS

- ★ A proven Money-Maker
- ★ Fun to Play
- ★ Location Tested
- ★ Mechanically Tested

See CIRCUS DAYS During Your Visit at the M. O. A. Convention, Morrison Hotel, May 6-7-8. PHONE: DE 7-0078

UNITED DIST. CO.

800 So. 18th St. Mattoon, Illinois Phone: MAttoon 8533

Double your Profits with Double - U - Sales

ATTENTION!

ARCADE OPERATORS!

THIS IS YOUR OPPORTUNITY TO REALLY SAVE A BUCK FOR TOP EARNING EQUIPMENT

UNITED **MARS** } \$175
SHUFFLE ALLEY
UNITED **DERBY ROLL**

Guaranteed Like New—1/3 Dep. With Order.

Double - U - Sales Corp.
1101 CATHEDRAL STREET Baltimore 1, Md.
Telephones: SARatoga 7-4770

Memphis Law

Continued from page 86

Stanley Dillars, chairman; Henry Loeb, and Police Chief James C. MacDonald.

Mayor Gives View

Mayor Orgill said: "There are pinballs in a lot of places where beer is sold, and we do not want minors hanging around places that sell beer."

Language of the law is that "it is deemed in the best interest of the public welfare, safety and morals that the use of said machines be regulated." Observance of the restrictions is placed on location owners. They are charged to check age of players if in doubt to see that the law is not violated. A violation is punishable by fine from \$1 to \$50. In establishments which have the machines and sell beer to be taken off the premises for consumption, the 18-year-old minimum limit for players will apply.

Operators generally approve of the intent of the law, to keep minors from being corrupted, but all agree there is little or no bad influence engendered by the amusement games.

Parker Henderson, general manager of Southern Amusement Company, said the law will curtail game play considerably, probably putting some operators out of business.

Big Teen-Age Play

Machines in drugstores and ice cream parlors get play mainly from the high school students, and now this business will be cut off.

"The tax just about puts the operator out of business," Henderson said. "This new law may do it now."

Southern Amusement Company has some 150 games on location, including pinballs, shuffles, guns and others. The firm also distributes games. Operators take the position, Henderson said, that they have a terrific investment in equipment and pay exorbitant license fees and should be given some consideration.

Pinball license fees are higher than juke boxes and cigarette vending machine fees. And pinballs depreciate faster than any other machine, Henderson said. Henderson disclosed his company has some pinballs in ice cream parlors and drugstores they would pick up. With limited play, they would not now pay for themselves, he said.

Favors Lower Age

Edward F. Newell, general manager of Williams Distributing Company, asserted he thought the age should be 18 instead of 21 in the new law.

A case in point, he said, is the big naval air station 20 miles from Memphis which has 15,000 personnel. Most of them are young sailors drafted at 18 and not yet 21.

"If a man is old enough to serve his country, he is old enough to drink a bottle of beer," Newell declared.

Commissioner Stanley Dillard, queried by The Billboard correspondent, said reason for the law was that numerous restaurant operators were losing their beer licenses because they sold beer to minors.

Cites Reason

"We thought if we changed the age on who played pinball machines it might help the cafe operators. That is the purpose of the law. The law was not designed to hurt anyone."

Told it would hurt the game operators, Dillard said minors didn't have to play the games in places where beer was sold.

Told that game operators had machines in ice cream, drug and sundry stores for high school students, Dillard said the clause making it a violation for anyone under 18 to play was requested by Police Chief MacDonald. MacDonald said police had complaints on this from parents and that was why he favored the age 18 minimum.

NEW ENGLAND'S LARGEST STOCK of GUNS—ALLEYS and every kind of POOL TABLE!

- CHICAGO COIN BULL'S-EYE ALLEY—New \$395
- UNITED TEAM BOWLER 125
- HOLLYWOOD BOWLER 295
- BALLY BEACH CLUB 85
- MIDGET MOVIES with Film 95
- BALLY MOON RIDE
- CHICAGO COIN CLOVER
- EXHIBIT SKILL SCORE
- BALLY BOOSTER POOL
- ROYAL 17-COLUMN CIGARETTE MACHINE

WRITE! WIRE! CALL!



298 Lincoln St., Allston 34, Mass.

ALgonquin 4-4040

Exclusive distributors for WURLITZER—BALLY—EXHIBIT—CHICAGO COIN



COIN MARKET PLACE CLASSIFIED ADVERTISING

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 20¢ a word—Minimum \$4.00.

CASH WITH ORDER

In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATES: \$1.00 a line—\$14.00 per inch.

CASH WITH ORDER

Unless credit has been established.

ADDRESS ALL ORDERS AND INQUIRIES TO:

THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

Business Opportunities

EARRINGS, PINS, CAN-BE PUT IN CAPSULES, \$6 per gross only, plus postage, c.o.d. New England Jewelry, 124 Empire St., Dept. B. C., Providence, R. I. my26

EXCELLENT MONEY MAKING OPPORTUNITIES in coin radios & coin television for operators & distributors; installations made in hotels & motels; write or wire for details and prices. Coradio, Inc., 196 Albion Ave., Paterson 2, N. J. ch-my26

Help Wanted

AA-1 EXPERIENCED VENDOR SALESMEN. New, high-speed, hot sandwich machine. Designed for route sales. Not an infra-red. Electrical operation, priced for real volume sales. Automatic. Non-coin operated. All papers accept your ads. We drop ship your orders. Top commissions. Full details furnished if your first letter states experience in vendor sales and what lines sold. Write Box 165, c/o Billboard, Chicago, Ill. ch-my12

Parts, Supplies & Services

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust 7-1488. my26-eb

Routes for Sale

VENDORS—OVER 300 LOCATED YEARS: Gum, Nuts, Candy, Cigarettes; sunny Oakland area. Vend-OL-Ayers, P. O. Box 2087, South Berkeley, Calif.

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES, \$25 and up. Other vending machines, \$5 up. Established over 29 years. Mack II, Postel, 2952 Milwaukee Ave., Chicago 18, Ill. my26

A FEW VERY NICE PANORAMS FOR sale; also life size Kicking Mule Ball Game, good working order. H. E. Loebsock, 1428 N. Emporia, Wichita, Kan.

CIGARETTE-CANDY-COFFEE-CIGAROMAT

—Factory Distributors—

U-Select-It, Candy & Coffee, Lehigh, P.X., Royal "17" Cigarette, Watling Scales, White's Comb Vendor & Combs. Write for complete details, prices, installment terms. TEXAS ASSOCIATED ENTERPRISES P. O. Box 1068, Amarillo, Texas, Dr. 3-8022

CLEAN ARCADE EQUIPMENT NOW ON location; desirable pieces at fair prices; call or write, Howard, 19500 Puritas, Cleveland 11, Ohio.

FOR SALE—USED BINGOS STARS, \$25; Atlantic City, \$25; Tropics, \$40; Tahiti, \$50; Leader, \$25; Rio, \$60; Havana, \$75; Jumping Jack, \$25; 1015 Wurlitzer, \$35; 1017 Hideaway, \$50; Wurlitzer 3020 Wall Boxes, \$5; Wurlitzer 219 Stepper, \$7.50 each. All machines ready for location. Send 1/3 deposit. Frank Guerrini, 1211 West 4th St., Lewistown, Pa.

FOR SALE—38 Revco Ice Cream Vending Machines and Supplies. Jack & Jill Sales & Service, 41 Cathedral St., Nutley, New Jersey. myl

SCALES—MILLS, JENNINGS, ROCK-OLA, Pace, Navco, etc.; route of 85 or single 18 Wurlitzer Skee Ball Alleys. A. M. Johnson, Sylvan Beach, N. Y. myl

SKY WHEEL, \$50; SCIENTIFIC BATTING Practice, \$45; Hi-Ball, \$25; Flying Saucers, \$40; Leo Winter, 104-27 49th Ave., Corona, N. Y. IL 7-3257.

VENDING MACHINES, PARTS, ALL SUPPLIES, Ball Gum all sizes, 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies, 1¢ Hershey's, 320 or 520 ct. Candy Coated Gum, Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Post Pens, new and used Venders. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. my28

Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. my28

POKERINOS, AT LEAST 14, MANUFACTURED by Perfect Games Co. Please state condition, price and quantity. Box 131, Geneva, Ohio.

VENDING MACHINES WANTED—NORTH-western 49's, Silver Kings, Acorns, Toppers, counter games. Send us your list. Bake, 609C Spring Garden St., Philadelphia 23, Pennsylvania. chfin

WANT ROTARIES FOR RESALE IN States of N. Y., N. J., Mass., Penna., Conn. and Md. Will pick up. Also need merchandisers and Holly Cranes in same States. Phone collect: Prospect 5-1744 and Prospect 4-2991, Asbury Park, N. J.

WANTED — ONE-CENT PIKES PEAKS, also Kickers and Catchers machines. Leo Hirschler, 160 East Mitchell Ave., Cincinnati 17, Ohio. my3

THIS IS A 10-LINE AD

For only \$10 you can buy this space to profitably buy or sell Used Machines, Routes, Parts, Supplies or Services.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

ROYAL
DISTRIBUTING, INC.

GAYETY	\$140.00	CLASSIC	\$ 65.00
SURF CLUB	90.00	HOLIDAY MATCH BOWLER...	195.00
MANHATTAN	195.00	IMPERIAL	80.00
TRIPLE PLAY	225.00	LEADER SHUFFLE ALLEY.....	110.00

CLEANEST GAMES YOU'VE EVER SEEN!
1/3 DOWN, THE REST "SIGHT DRAFT"

Ask For Ben Mackie or Harold Hoffman
3726 KESSEN AVE. CINCINNATI, O. MONTANA 1-5004

BINGO BARGAINS

New original crates Starlets @ \$350.00
New original crates Caravan @ 425.00
United Manhattan @ 185.00

SURF CLUBS PALM SPRINGS HAWAII	\$89.50 Each	DUDE RANCH BEACH CLUB RIO TAHITI BEAUTY TROPICS HI-FI	\$69.50 Each
YACHT CLUB PALM BEACH SPOT LIGHT CONEY ISLAND ATLANTIC CITY	\$49.50 Each		

NEW, ORIGINAL CRATES, UNITED 5th INNING.....@ \$225.00
NEW, ORIGINAL CRATES, UNITED DERBY ROLL.....@ 225.00
All Used Games Shopped—Ready for Location
Terms: 1/2 Deposit With Order. WRITE, WIRE OR CALL

Mayflower Distributing Co.
2218 University Ave. St. Paul 4, Minn. Midway 6-7901

It's here!

ROCK-OLA

120 Selection
HI-FIDELITY
Phonograph
MODEL 1448



Visit Our Showrooms and See It Now!
PUGET SOUND NOVELTY CO., INC.
114 Elliott Ave., W. Phone: Alder 1010 Seattle 99, Wash.

MUSIC FOR COINMEN!

WURL. 1800's	WRITE	SEEBURG 100A's	\$215.00
WURL. 1700's	\$575.00	SEEBURG 146	40.00
WURL. 1600's	325.00		
WURL. 1400's	175.00		
WURL. 1250's	139.50		

UNITED ROYAL IMPERIAL BOWLERS. Each ..\$100.00

WURLITZER 1500's 1550's	\$285 ea.
WURLITZER 1500A's 1550A's	\$325 ea.

We will allow \$100 on Wurl. 1015's and \$135 on Wurl. 1100's IN TRADE FOR WURLITZER 1500, WURLITZER 1500A's and 1550A's.

WE ARE EXCLUSIVE WURLITZER DISTRIBUTORS

WRITE! WIRE! PHONE!

MUSIC DISTRIBUTING CO.
2001 Fifth Ave., Pittsburgh, Pa.

Atlantic 1-1745

Shuffle Play
Continued from page 86

seams eliminated almost completely.

2. More durable lacquer.
3. Each board equipped with climatic adjusters.
4. Leg adjusters are one piece type, instead of former three piece.
5. Electric scoreboard, requiring little maintenance, compliments the board.

Electric Scoreboards

Practically all of American's shuffleboards are sold with the electric coin-operated scoreboard. Most scoreboards are shipped so the game is set to play at 20 cents, 15-point game; 40 cents, 21-point game; 50 cents, 51-point game.

Coin chutes take dimes only. Insertion of dimes does not control the operation of the game, but merely permits manual scoring up to the number of points paid for.

Most of American's sales are made to coin machine distributors and operators. In the Northeastern States, the majority of shuffleboards are purchased by location owners, but since success has been made during the past several years in converting to play via coin-operated electric scoreboards, operators have started to set up shuffleboard routes in this area. The firm gives operators a discount on both new boards and supplies to encourage this trend.

American has distributors in many areas of the country. In line with factory policy, however, distributors work on a small margin in sales made to operators. This contrasts to "excessive prices charged by distributors in the unbridled boom days," according to Melone.

League Play Strong

League play, which has always gone hand-in-hand with the shuffleboard game, is flourishing more than ever before, Melone observed. He bases this deduction on increased sales of trophies, league equipment, and requests for information on how to conduct leagues.

Within the last league season, American sold \$7,000 worth of trophies. Just concluded is a 65-team tournament in the State of Washington. Some 22 teams competed last week in a State tourney in Pennsylvania. Others are expected to be conducted within the next few months.

American ships quantity orders of shuffleboards on the export market, but did not confirm the extent of these shipments. Shuffleboards are being manufactured in Germany and are sold thru Europe by other firms. American hopes to compete on the European market on the basis of quality, versus the substantially lower prices of the European game.

Other improvements made in American's product in the past few years include new-type puck weights with bright plastic tops; chrome ferrules to prevent damage to table legs; league blackboards and other tourney equipment furnished as standard equipment; built-in fluorescent lamps to illuminate the board; new products to improve play on the game, such as glaze and waxes which produce different puck speeds.

CORRECTION NOTICE

Due to typographical errors in the April 28 issue, the prices of SHUFFLE GAMES should read as follows in the ad of

FIRST COIN MACHINE EXCHANGE, Inc.
1750 W. North Ave., Chicago 22, Ill.

CHICAGO COIN

Bull's-Eye	\$325.00
Thunderbolt	295.00
Advance	135.00
Crown	85.00

UNITED

Team	\$155.00
------------	----------

BINGO SPECIALS!

MIAMI BEACH	\$375.00	DUDE RANCH	\$90.00
BIG TIME	315.00	PALM SPRINGS	90.00
GAY TIME	275.00	BEACH CLUB	80.00
VARIETY	190.00	FROLICS	80.00
GAYETY	190.00	YACHT CLUB	70.00
ICE FROLICS	110.00	PALM BEACH	60.00
SURF CLUB	110.00	ATLANTIC CITY	60.00
HI-FI	135.00	CONEY ISLAND	40.00

NEW POOL TABLES WITH LIGHTS.....\$240.00
NEW POOL TABLES WITHOUT LIGHTS..... 190.00
USED BALLY POOL TABLES WITH LIGHTS..... 175.00

POOL BALLS.....\$1.40 ea. or \$12.00 a set

1/2 DEPOSIT
FRANK MILLS, Mgr., Dept. R-6

SUPERIOR SALES CO.
7855 Stony Island Ave. Chicago Bayport 1-1616

"PLA-POOL" for Big Profits

SENSATIONAL BUMPER-TYPE POOL GAMES..... 2 SIZES

Center Hole Has Removable Plug for 2 or 3 Hole Play!



- 5-Oz. Phenolic Balls
- Pockets set in from end permit rebound action
- Dimensions: Deluxe Model, 72"x36"x32" Regular Model, 52"x36"x32"
- Table Top on Hinges with 2 Locks
- Cash Box Inside, also with Lock
- ABT Double 10¢ Chute Bumper Posts
- New Plastic Light-Up

- Anti-Warp Adjusters included
- Repair Kit included

POOL SUPPLIES

Set of 10 2 1/4" Balls.....	\$12.00
Set of 10 5/8" 2 1/4" Balls.....	14.50
ABT 20¢ Coin Chute.....	8.00
Overhead Light w/brkt.....	15.00
48" Cues.....	1.95
Cue Chalk, gross.....	3.50
Anti-Warp Adjusters.....	8.95
Set of 2.....	8.95
Billiard Rail Brush.....	.75
Cue Repair Kit.....	4.95

Write for complete list of parts.

Pool Game Playfields

Novoply—complete, ready for installation. 3-hole models, center hole equipped with plug for 2 or 3-hole play. Each ..\$35.00
Large size tops. Each .. 45.00
Tops with lights in bumpers ..\$10.00 addl.

MARVEL MFG. CO.
2845 W. Fullerton Chicago 47, Ill. Tel. Dickens 2-2424

BALLY Exclusive Distributor For **ROCK-OLA**

<p style="text-align: center;">SHUFFLE ALLEYS</p> <p>Bally Gold Medal</p> <p>Bally Jet Bowler</p> <p>Bally Magic Bowler</p> <p>Bally Champion</p> <p>Keeney Pacemaker</p> <p>Keeney Bonus</p> <p>Keeney Bikini</p> <p>United Rainbow</p> <p>United Imperial Bowler</p> <p>United 6-Play Star</p> <p>United Deluxe Comet Target</p> <p>United Clipper Deluxe</p>	<p style="text-align: center;">PINBALLS</p> <p>Atlantic City</p> <p>Bally Night Club</p> <p>Bally Broadway</p> <p>Miami Beach</p> <p>Gaytime</p> <p>Gayety</p> <p>Palm Springs</p> <p>Yacht Club</p> <p>Hi-Fi</p> <p>Surf Clubs</p> <p>Ice Frolic</p> <p>Coney Island</p> <p>Tahiti</p> <p>Bright Spot</p> <p>Dude Ranch</p> <p>Beauty</p> <p>Big Time</p> <p>Race the Clock</p> <p>Peter Pan</p>
--	--

WHILE THEY LAST—LIKE NEW
Chi Coin Criss Cross Target

MUSIC

Rock-Ola 1448 Hi-Fi, 120 Select	Write
Rock-Ola 1446 Hi-Fi, 120 Select	\$695.00
Rock-Ola 1438 Comet, 120 Select	499.50
Rock-Ola 1436 Fireball	249.50
Seeburg M100B	399.50

WALL BOXES
Seeburg 3W1 Chrome

ARCADE

Bally Bull's-Eye Kiddy Gun	Write
Bally Hot Rod	Write
Chi Coin Super Home Run, 6 Pl.	\$249.50
4 Bally Space Ships (extra clean)	325.00
2 Bally Speed Boats (extra clean)	325.00
Genco 2-Pl. Basketball (extra clean)	199.50

POOL TABLES? WE HAVE THEM

Bally Booster
Chicago Coin Advance
Center Hole Plugs Use as a 2-Hole or 3-Hole Game
Light-Up Bumpers or Regular Bumpers
King Size or Regular Size
End holes in or end holes out
3-sided play or 4-sided play

Calderon Distributing, Inc.
450 Massachusetts Ave.
Indianapolis, Indiana
ME1rose 4-8468

when answering ads . . .
Say You Saw It in The Billboard

EXCLUSIVE FACTORY DISTRIBUTORS
AMI - CHICAGO COIN - GENCO - EXHIBIT

BINGOS

Table listing various bingos with prices: Crosswords, Gaytime, Variety, etc.

SPECIAL PRICES ON HUNTERS, BUGABOOS. Immediate Delivery

ARCADE

Table listing various arcade games with prices: Genco Super Big Top, Genco Wild West, etc.

FOR SALE RECONDITIONED POOL TABLES \$135.00

BOWLERS

Table listing various bowling equipment with prices: CC Bowling Team, CC Score-a-Line, etc.

WANTED TO BUY BALLY ABC BOWLERS

MUSIC

Table listing various musical instruments with prices: AMI F-120, AMI Model A, etc.

1/2 DEPOSIT WITH ORDER, BALANCE C.O.D. OR SIGHT DRAFT

MONROE

COIN MACHINE EXCHANGE INC

2423 Payne Ave. Cleveland 14, Ohio. Superior 1-4600



You SHOULD BE DOING BUSINESS WITH

TRIMOUNT

America's foremost exporters of Reconditioned coin-operated equipment

- List of reasons for choosing Trimount: Trimount has New England's largest stock of used Phonographs, etc.

WRITE FOR NEW PARTS CATALOG, EXPORT BROCHURE, CATALOG SHEET AND PRICE LIST

Exclusive Gottlieb, Williams, Seeburg, Genco and International Mutoscope Distributors.



Remember IN NEW ENGLAND IT'S TRIMOUNT

40 WALTHAM STREET BOSTON 18, MASS

Grass-Root Facts

Continued from page 76

ence will participate in presenting answers to questions concerning the industry.

The convention program will be as follows:

Thursday, May 10

Registration will begin at 9 a.m. on the sixth floor. The board of directors' meeting and luncheon will be at 11 a.m. The ladies' committee meeting will be held at 1:30 p.m. in the NVA's headquarter's suite. Exhibits will be open from 4 p.m. to 7 p.m. The kick-off cocktail party and dance will begin at 8:30 p.m.

Sponsors of the party are Paul L. Price Company and Karl Guggenheim, Inc., both of New York; Northwestern Corporation, Morris, Ill.; Victor Vending Corporation, Chicago; Oak Manufacturing Company, Culver City, Calif.; Penny King Company, Pittsburgh; Plastic Processes, Inc., Freeport, N. Y., and Samuel Eppy & Company, Jamaica, L. I., N. Y.

Friday, May 11

10 a.m., welcoming address by Moe Mandell, president NVA; 10:15 a.m., "Security Thru Group Insurance," by Rolfe M. Lobell, Chicago, Leaf Brand, Inc.; 10:45 a.m., "Proper Accounting Means More Profits," by Irving Shepherd, Chicago, Shepherd and Schwartz, certified public accountants; 11:15 a.m., "Now Is the Time to Fight," by Milton T. Raynor, Chicago, NVA legal counsel; 12 p.m., movie; 2 p.m. to 6:30 p.m., exhibits open; 7:30 p.m., hospitality night in exhibitors' suite.

Saturday, May 12

10 a.m., election of officers; 10:15 a.m., "A Look at Things to Come," by Harvey Carr, Chicago Coin Machine Journal; 11 a.m., "The Real Meaning of Industry-wide Organization," by Fred Brandstrader, former legislative counsel of the National Automatic Merchandising Association; 11:45 a.m., "Operator's Potential Thru Diversification," by Frank Menciuri; 12:15 p.m., open discussion; 2 p.m. to 6 p.m., exhibits open; 7:30 p.m., buffet dinner, Leaf Brands, Inc., by invitation only.

Sunday, May 13

11 a.m., farewell brunch, installation of officer and movie, "Wide, Wide World," by Rolfe M. Lobell, Leaf Brands, Inc.

WANTED

Bally Bright Spots, Bally Bright Lights. No others. Shopped or "as is."

Write—Wire—Call TRI-COUNTY AMUSE. CO. 307 Nice Ave. Jenkintown, Pa. Turner 4-5164



LET'S GO TO REX FOR BEST GAMES BUYS!

Table listing various pool games with prices: VENUS \$165, MARS 175, COMET 150, etc.

REX

COIN MACHINE DISTRIBUTING CORP. 821 So. Salina St. Syracuse 3, N.Y. Phone: 2-8255

SHAFFER SPRING SPECIALS RECONDITIONED PHONOGRAPHS

SEEBURG

Table listing Seeburg phonographs with prices: M100-C \$595.00, M100-B 475.00, etc.

WURLITZER

Table listing Wurlitzer phonographs with prices: 1800 \$649.50, 1700 495.00, etc.

AMI

Table listing AMI phonographs with prices: E120 \$465.00, C40 109.50

ROCK-OLA

Table listing Rock-Ola phonographs with prices: 1438 COMET \$495.00, 1434 149.50

Write for Free Catalog Showing Complete List

Shaffer Music Co.

In the Coin Machine Business Over 25 Years

Table with three columns of addresses: COLUMBUS, OHIO; CINCINNATI, OHIO; INDIANAPOLIS, IND.

BUMPER POOL GAME SUPPLIES

BUY YOUR POOL GAME EQUIPMENT DIRECT FROM HEADQUARTERS—OVER 30 YEARS' EXPERIENCE SUPPLYING BILLIARD TABLE EQUIPMENT—SERVICING MANUFACTURERS, SUPPLIERS AND OPERATORS

ATTENTION, M. O. A. CONVENTIONERS Be sure to stop in and pay us a visit

Modernize your old style Pool Game Tables

With New Reconversion Playfields. The latest style beds to convert your obsolete tables at low cost. Be smart and save

RECONVERSION PLAYFIELDS COMPLETE

Table listing reconversion playfields with prices: Cat. #130 Regular Size \$32.50, Cat. #140 King Size \$49.50

Table Beds, furnished with Imperial Grade Rubberback Billiard Cloth, installed on NOVOPLY Beds, LINED for 3 or 4-side play, with plastic lite-up bumper posts. State style. Regular holes close to cushion. Special holes away from cushion.

BUMPER POST LITE SYSTEM

Table listing bumper post lite systems with prices: Regular Size \$9.50, Jumbo or King Size \$10.50

BILLIARD CLOTH—BED AND RAILS

Table listing billiard cloth and rails with prices: RUBBERBACK BEDS, Imperial \$9.75 \$18.50, etc.

BILLIARD SUPPLIES

Table listing various billiard supplies with prices: RUBBER CUSHIONS, reg. size, \$8.75 per set, etc.

PLAYFIELD RECOVERING SERVICE \$14.50 Per Table Bed

We will install new billiard cloth with hole rings within 48 hours after received. Remove bumpers, old cloth and hole rings. Simply tie bare table beds in bundle and ship express prepaid: If collect, we will add charges to bill.

DO YOU HAVE DEAD RUBBER CUSHIONS! Interchangeable Complete Set Rails \$15.75

Don't fret! complete set of LIVE rubber cushions installed on wood strips covered with Billiard Cloth. Simply screw New Rails on to your old table.

LUXOR BALLS 2 1/8" Flashy—Top Quality Plastic Finish

Table listing Luxor balls with prices: Per 10-Ball Set \$16.50, Lots of 10 Sets 15.50, etc.

— Cue Tips — ELK MASTER. Per box 50 \$1.95

lots of 10 boxes, \$1.75 box. ROYAL OAK, Per box 100 1.45, etc.

WRITE, WIRE OR PHONE • IMMEDIATE DELIVERY WE ARE AS NEAR AS YOUR PHONE OR MAIL BOX

TERMS: MINIMUM ORDER \$5.00. C.O.D. ORDERS 25% deposit. 2% Cash Discount on all prepaid orders. All prepaid orders desired parcel post, please include postage. Overpayments will be promptly refunded. Guaranteed Satisfaction. ORDER WITH CONFIDENCE. Quotations of unlisted items upon request.

MARVEL Billiard Supply Company

1604-06 W. LAKE ST., CHICAGO 12, ILL. Phone: MONroe 6-8855

WANT TOP MECHANIC

No drunks or floaters—top wages paid.
MILLER MUSIC CO.
 Route #1 Huntsville, Ohio
 Phone: Russells Point 4-2031

BEST IN THE MIDDLE WEST

(USED)

- POOL TABLES \$125.00
- Genco WILD WEST 325.00
- Genco RIFLE GALLERY.... 225.00
- Genco QUARTERBACK.... 245.00
- Exhibit SPORTLAND 225.00
- Chi. Coin SUPER HOME RUN 225.00
- Gottlieb WISHING WELL .. 225.00
- Gottlieb DIAMOND LIL ... 175.00
- Gottlieb CROSSROADS.... 95.00

UNIVERSITY Coin Machine Exchange
 858 No. High St. Columbus 8, OHIO
 Tel: AXminster 4-3529

Roger and Over

• Continued from page 82

venient in a number of ways than the automobile radio system used by many operators, and also more economical. Cost is \$20 a month for a single unit, or \$17.50 when bought as a group.

A number of Detroit operators now have up to six units, giving one to each serviceman while he is on the job.

Detroit operators at first found that the short-wave system could work to their disadvantage, but they countered with a "trick of the trade." When calls were first put on the air, operators were puzzled by some lively competition which developed. Competing operators tuned in on the broadcasts and used the addresses of stops to do some business of their own.

They went out to solicit service at the locations, using the telling sales argument that the location had suffered a breakdown of the machine under the regular operator, that they could give better service, and so on.

This cute trick was nipped in the bud when operators using the tape service simply assigned code numbers to each location. With these broadcasted, rather than the location addresses, only the operator or his serviceman knows where the spots are located.

SEE THE
NEW! SENSATIONAL!
GYM-CYCLE

BOOTH 49 AT THE
MOA CONVENTION
 MORRISON HOTEL, CHICAGO
 MAY 6-7-8

10c
 Coin
 Operated



HERE IS A PROVEN MONEY-MAKER!!!

Can be placed on location anywhere

- ARCADES • DRIVE-INS
- MIDWAYS • PARKS
- RINKS • SUPERMARKETS
- TERMINALS • CHAIN STORES

- A GYM CYCLE for Every Age
- Three sizes of bicycles are available

- Trouble Free. Fewer Service Calls —Easy Servicing
- Fun and Exercise at Same Time
- SPEEDOMETER Designed and Tested by Stewart-Warner. Everyone will want to see how fast they can go. Shows MPH speed
- Constructed of finest material
- Coin box with electric coin rejector
- Colorful — Eye Catcher

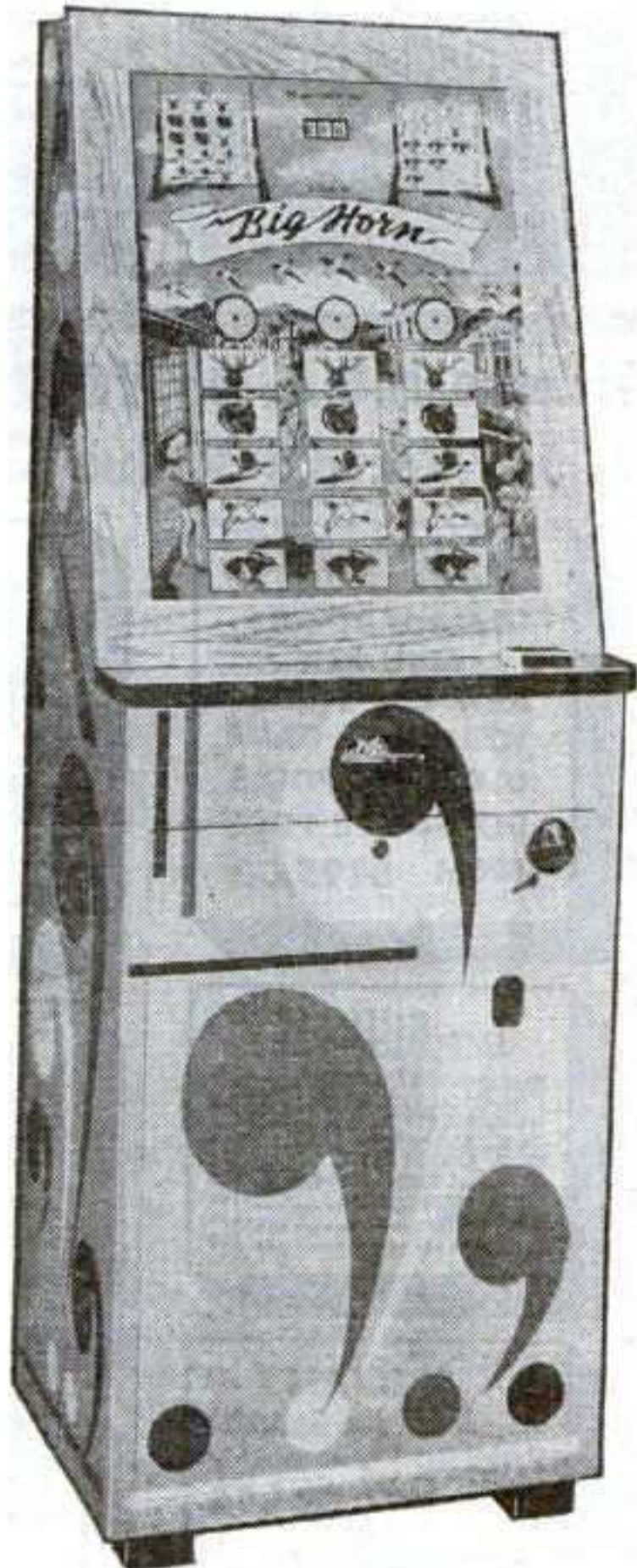
FOR FURTHER INFORMATION—WRITE, CALL OR WIRE

THE GYM-CYCLE AMUSE. CO.

106 15th Ave., North
 Nashville, Tenn.
 Phone: CHapel 2-2313

"IT'S NEW"

BIG HORN



Fits any location.

Depth, 17"

Width, 24"

Height, 66"

FEATURES

- LOCATION TESTED—NOW IN PRODUCTION
- Fascinating Double Feature Fast Play—Tops in Player Appeal
- COIN OR NON-COIN OPERATION
- TROUBLE-FREE MECHANISM
- ELECTRICAL RELAY COUNTER

Games, Inc.

Manufacturers
 663 North Wells Street Michigan 2-5101 Chicago 10, Illinois

FISCHER

offers

EXPERIENCE...

QUALITY...

THE BEST FOR LESS...

POOL GAMES

AND SUPPLIES

CUE-STAR CUE-ETTE

SEE THEM at
 BOOTHS
 60 and 61

AND THE SENSATIONAL NEW

DOUBLE BANK

FIRST ALL-MECHANICAL ONE-END PLAY BUMPER POOL GAME!

This is the one you and the public have been waiting for! Exciting, new added skill features get and hold the play. . . Dependable Fischer profit features get and hold the locations!

See or Call, Write, Wire Bill Weikel, Sales Mgr.

FISCHER SALES & MANUFACTURING COMPANY

9 S. CLINTON STREET, CHICAGO 6, ILLINOIS. PHONE SPring 4-5514. FACTORY: TIPTON, MISSOURI

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the 27th Edition of our Supplies & Accessories Catalog



Whether you need shuffleboards, weights, or powdered wax; gutter felt, bumper pads or any other replacement parts . . . American can supply every requirement for a successful shuffleboard operation. We are the one-stop source for all your shuffleboard needs.

The 27th edition of the American Shuffleboard catalog is your COMPLETE guide to the most modern, dependable line of quality accessories, supplies, and equipment. Send for your FREE copy today.

NEW... OPERATOR MERCHANDISING PLAN

American offers a special merchandising plan for operators. Write today! Get full information how you can benefit from dealing with American . . . the one-stop source for shuffleboard operators.

American SHUFFLEBOARD COMPANY
210 PATERSON PLANK ROAD • UNION CITY, NEW JERSEY
UNION 5-6633

N. Y. Ct. Ruling

Continued from page 76

firm of Kreitzer, Heller and Selman, counsel for the New York Bulk Vendors' Association.

In a case tried at the same court earlier this year, the all-charm machine with the look-see viewer was declared in violation of the law.

At that time tho, the operator had failed to place the viewing glass in the machine, and the only image of the merchandise could be seen from the chrome. The judge had ruled that the image from the chrome was not clear enough to see the merchandise.

Hails Decision

Sam Eppy, local charm manufacturer, hailed the decision, and added that major expansion in all-charm vending should follow in the wake of the ruling.

According to Eppy, some 2,000 charm machines with look-see viewers are already on location in the city. He said that the device, which allows purchasers to see what they are buying, acts as a magnet for children and stimulates purchasing desires.

Orange Concentrate

Pack of frozen orange concentrate in Florida thru April 7 totaled 38.4 million gallons, 2 per cent under the same period of 1955. Stocks held by Valencia packers were slightly larger than a year earlier, but movement to processors is expected to run heavy during late April, May and June. Grower prices for oranges are expected to be about as high as last spring, due to continued strong demand for processing and export.

LONDON—Donald C. Fleming-Williams has been appointed vice-president of Schweppes (U.S.A.) Ltd., F. C. Hooper, managing director of Schweppes Ltd., London, announced. Schweppes maintains offices in New York City and controls Schweppes operations in North and South America.

POOL CUES HIGHEST QUALITY

Buy Direct From Manufacturer

Buy the best in cues at savings of 50% and more. Created especially for bumper pool games. 48" long, 1 1/4" butt, rubber cushioned, beautiful balance and taper. Made from select straight grained Northern hard wood for long life. Body milled, sanded and waxed to incredible smoothness. Two-tone finish. Quality leather tip. 12 to a carton. No less sold. Money-back guarantee. \$17.90 per doz., check or deposit with order.

STATE CUE CO.

924 State St. Racine, Wis. Melrose 2-1951

★ ★ ★ ★ ★ GUARANTEED, READY ★ ★ ★ ★ ★

FOR LOCATIONS

- ★ Bally Variety \$195.00
- ★ Bally Miami Beach 365.00
- ★ Bally Atlantic City 50.00
- ★ Bally Beauty 75.00
- ★ Bally Beach Club 90.00
- ★ Bally Yacht Club 65.00
- ★ Bally Dude Ranch 95.00
- ★ Bally Palm Springs 105.00
- ★ Bally Surf Club 105.00
- ★ Bally Gayely 215.00
- ★ United Pixies 365.00
- ★ Games Inc. Hunter 295.00
- ★ Genco Jumpin' Jacks ... 35.00
- ★ United Classic Bowlers... 50.00
- ★ Unified Leader Bowlers... 135.00
- ★ Also other Bingos and Bowlers. All machines completely reconditioned.
- ★ Money refunded if not completely satisfied. 1/2 down, balance C.O.D. or S/D.

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Phone 5-7549

DAVIS 6-POINT



GUARANTEED EQUIPMENT

... looks and operates like new because it is thoroughly rebuilt and reconditioned by expert technicians. Davis location-ready equipment is ideal for your Summer-Spot. 6-Point phonographs are available converted to dime play, if requested. Have you written for your copy of the "10¢ Play Fact Sheet?"

SEEBURG

148ML	\$ 99
M100BL	475
M100C	575

AMI

B	\$150
D40	225
D80	319

WURLITZER

1800	\$695
1700	575
1600-1650	375

ROCK-OLA

1428	\$ 99
1432	175
1434 45 R.P.M.	225
1436 Fireball 120, 45 R.P.M.	259

WALL BOXES

SEEBURG 3W1 Hammerloid	\$55.00
SEEBURG 3W1 Chrome	75.00
SEEBURG 5c, 20 selection, 3-wire or wireless	4.95
SEEBURG 5c, 10c, 25c, 20 selection, 3-wire or wireless	14.95
SEEBURG 5c, 20 selection	4.95
SEEBURG 5c, 10c, 25c, 20 selection	14.95
WURLITZER 5207, 3 wire 104 selection	59.00
WURLITZER 5205, 3 wire 104 selection	55.00
WURLITZER 5204A, 3 wire 104 selection	50.00
WURLITZER 4820, 3 wire 48 selection	15.95
WURLITZER 3020, 3 wire 24 selection	9.95
WURLITZER 210 Stopper	9.95

Our Address in Europe
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403 Ave. Louise, Brussels, Phone 47.66.63

All currencies accepted: Franks, pound sterling, guilders, lire, marks, etc.

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Cleveland Coin Machine Exchange, Inc.
Valley Manufacturing Distributors
2029 Prospect Ave., Cleveland, Ohio
Tel. 1-6715
Write for prices.

Welcome, M. O. A., to WORLD WIDE ... World's Value Center!

POOL TABLES

CANNOT BE TOLD FROM NEW

NEW CUE STICKS WITH EACH GAME
DLX BANK POOLS
DLX SENIOR POOL
FROM \$125.00

ARCADE EQUIPMENT

NEW WMS. CRANS.. Write
NEW DLX. 4 BAGGER Write
WMS. SIDEWALK ENGINEER \$175
UNITED DLX. CARNIVAL 235
GENCO SKY ROCKET ... 345
GENCO WILD WEST ... 355
GENCO 2-PL. BSKTBL. ... 235
WMS. SUPER PENNANT BSEBL. ... 175
WMS. POLAR HUNT ... 345

LATE SHUFFLES

CHI COIN BLINKER \$385
CHI COIN HOLLYWOOD. 295
DLX. CAPITOL 325
DLX. CLIPPER 295
DLX. LIGHTNING 275
DLX. ELEVENTH FR. 185
DLX. MERCURY 195
BANNER 160
ACE 150

BRAND NEW CLOSEOUTS

United Starlet
Exhibit Skill-Score
WRITE—CALL FOR SPECIAL PRICE

SPECIAL!

Set of Genuine Brunswick Pool Balls.

ONLY \$14.95

Rubber Back Cloth for All-Type Pool Tables.

ONLY \$10.80

BINGO GAMES

GAYTIME \$265
GAYETY 155
SIGTIME 310
VARIETY 185
PALM SPRINGS 90
SURF CLUB 115
FROLICS 85
TRIPLE PLAY 275
PIXIES 385

Cable Address: "GAMES," Chicago

Terms: 1/3 Deposit, Balance Sight Draft.



Chicago 47

2330 N. Western Ave.

Phone: EVerglade 4-2300

COIN MACHINE SERVICE, INC.

ROCK-OLA DISTRIBUTORS FOR NORTHERN CALIFORNIA

422 Wilson St., Santa Rosa CALIFORNIA

Phone Paul Speer Santa Rosa 1498 or write for prices

OHIO SPECIALTY Best Buys

- Beach Club \$ 60.00
- Yacht Club 40.00
- Palm Spring 65.00
- Surf Club 75.00
- Four Horseman 45.00
- King Bowler 65.00
- Royal Bowler 65.00
- Deluxe Lightning Bowler 200.00
- 3 Rock-Ola Scales. Ea.. 25.00
- 3 Mills. Ea. 40.00

OHIO SPECIALTY COMPANY, INC.

539 S. 2nd St. Louisville Ky. WAbash 2465

Every conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES has been sold in The Billboard.

What Do You Have To Sell?

Write BOX 666 2160 Patterson St. Cincinnati, Ohio

Shuffle League

Continued from page 86

tournament to open the latter part of May. Proposed plan is to have two groups of 32 teams each—an open tournament for the "hot shots," who may be considered really good players, and one for novices playing on not more than two teams.

First prizes of \$500 for the open and \$300 for novices are planned, with second prizes of half and third and fourth prizes of a quarter of each respective amount.

Turning to his long-range objective, Mosteiko said: "I feel there is plenty of room in Detroit for an additional league service." It is his goal to lower the cost of league operation, providing a service to the location owner, the player and the operator alike. "My main purpose is to bring the price down and still give everybody a fair shake," he said.

His own experience has been as secretary of the leagues with which he has been connected, and he believes that this can be offered as a similar service to leagues in general upon an economical basis. Significantly, Mosteiko believes that the wider availability of such service, competing with existing league services, can serve to stimulate the shuffleboard business in the city and lead to the formation of new leagues.

Venders Double

Continued from page 76

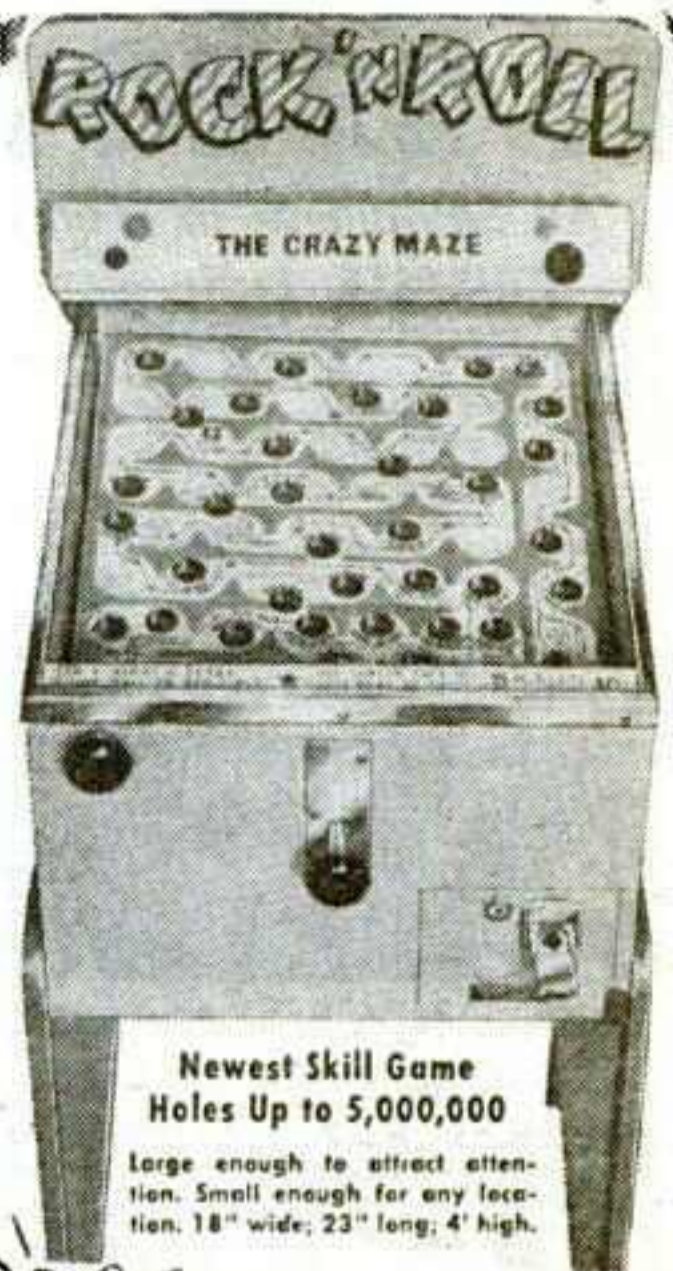
children like to see the chocolate milk, and in bottles have no trouble distinguishing it from white milk.

Further there are no "house-keeping" problems because dairies pick up empties each day. Cartons would have to be disposed of by the school janitors.

It's crazy, man ...but how they like to play it!



See ROCK 'N ROLL On Display At Your Distributor or write to



Newest Skill Game Holes Up to 5,000,000

Large enough to attract attention. Small enough for any location. 18" wide; 23" long; 4' high.

Player rocks playing field in all directions to move ball along the road, thru the maze. The further he travels the higher the score and excitement mount. A fast, suspenseful, thrilling game that keeps them playing and spending.

INTERNATIONAL MUTOSCOPE CORPORATION

44-02 Eleventh Street, Long Island City 1, N. Y.

Stillwell 4-3800

POOL TABLES

Now Delivering the Latest Models by UNITED—VALLEY—FISCHER CONTACT US FOR THE VERY BEST DEALS

BINGOS

You name it—we have it The very latest numbers —Priced to Sell—

SHUFFLE ALLEYS

You name it—we have it THE VERY LATEST MODELS Priced to Sell

ARCADE EQUIPMENT

- Bally Big Innings .. \$ 85.00
- C.C. 4-Pl. Home .. 175.00
- Run .. 175.00
- Pitch'm & Bat'm .. 175.00
- Wms. Deluxe .. 125.00
- Baseball .. 99.50
- Wms. World Series .. 150.00
- Wms. Pennant .. 75.00
- Baseball .. 145.00
- Lite-a-League .. 35.00
- Evans Bat-a-Score .. 35.00
- Heavy Hitter .. 395.00
- Star Super Slugger .. 150.00
- Coon Hunt .. 125.00
- Sbg. Bear Gun .. 275.00
- Bonus Gun .. 250.00
- Carnival .. 125.00
- Bally Defender .. 50.00
- C.C. Pistol .. 300.00
- Dale Gun .. 175.00
- Wms. Safari .. 95.00
- Ex. Sportland .. 95.00
- Ex. Gun Patrol .. 95.00
- Ex. Six Shooter .. 125.00
- Genco Sky Gunner .. 125.00
- Silver Bullet .. 125.00
- Ex. Jet Gun .. 225.00
- Genco Rifle Gallery .. 185.00
- Ex. Shooting Star .. 125.00
- Champion Hockey .. 75.00
- C.C. Hockey .. 95.00
- C.C. Goales .. 195.00
- C.C. Basketball .. 350.00
- K.O. Fiter, new .. 100.00
- K.O. Fiter, F.S. .. 150.00
- Telequiz .. 85.00
- Vibrators, F.S. .. 95.00
- Fl. Model 13-W .. 150.00
- Grip, new .. 150.00
- Shoe Brush-Up .. 175.00
- Shoe Shine Mach. .. 275.00
- Derby Rolls, used .. 50.00
- Derby Rolls, new .. 475.00
- Mut. Card Vendors .. 100.00
- Phil. Toboggan (10)

Genco Bingo Rolls \$ 50.00

- Sidewalk Engineer 195.00
- Muto. Photomat .. 350.00
- Auto Photo, early 1,700.00
- Auto Photo, newest Write .. 395.00
- Balloonomat, new .. 345.00
- Balloonomat, F.S. .. 345.00

WRITE US FOR COMPLETE LIST FIVE BALL PIN GAMES.

UPRITE & SPECIAL GAMES

- Saddle & Turf (3) \$275.00 (club model)
- Hunters (2) .. 395.00
- Genco 400 (25) .. 49.00
- Genco Gold Nugget .. 59.00
- Circus .. 295.00

NEW—10 DERBY ROLLS \$250.00

MUSIC

- Rock-Ola 46 (3) .. \$ 30.00
- Sicum 200 Hide-away .. 295.00
- Wur. 1500 (12) .. 250.00
- Seeburg 100 A .. 250.00
- AMI 5/10c Wallbox .. 8.00
- Buckley Wallbox (100) .. 5.00
- Packard Wallbox (100) .. 5.00
- Teardrop Speakers 10.00
- AMI Model B .. 150.00

CIGARETTE MACHINES

- LEHIGH 12-COL. NEW All-Coin Combinations .. \$235.00 (mechanical)
- National 930, used \$ 95.00
- National 950 .. 110.00
- PX 8 Col. 85.00
- PX 10 Col. 115.00
- Electro 8 Col. 95.00
- PX 8 Col. Electric. 85.00
- Keeney 9 Col. Elec. 135.00
- Mercury 9 Col. 150.00

All used equipment shopped and refinished with 25¢ and king size.

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Cleveland Coin MACHINE EXCHANGE, INC.
2029 PROSPECT AVE., CLEVELAND 15, OHIO
All Phones: Tower 1-6715
Terms: 1/3 deposit with all orders, balance C.O.D.

WAIT! UNTIL YOU SEE

GENCO'S HI-FLY BASEBALL

SOMETHING REALLY DIFFERENT IN A BAT AND BALL GAME!

PIN GAME SIZE! NEW FEATURES GALORE!
HIGH FLY BALLS WITH NO RAMPS!
1 OR 2 CAN PLAY!

COMING... VERY, VERY, SOON!



SEE GENCO

AT THE M. O. A. SHOW
BOOTHS 58 and 59

CLOSEOUTS!

All Equipment in Working Order

PINBALLS Each		BINGOS Each	
Dreamy	\$30.00	Bally Bright Lights	\$ 40.00
Flying High	70.00	Bally Coney Island	55.00
Georgia	30.00	Bally Spot Lights	45.00
Guys and Dolls	70.00	Bally Palm Springs	125.00
Hayburner	55.00		
Nitty	30.00		
Pinky	30.00		
Pin Bowler	30.00		
Rag Mop	30.00		
Rainbow	30.00		
Shindig	105.00		
Skill Pool	70.00		
Whiz Kids	70.00		

MUSIC Each

As Low as \$40.00 Each

F.O.B. PHILADELPHIA, EXPORT PACKING INCLUDED • RUSH YOUR ORDER

INTERNATIONAL SCOTT CROSSE COMPANY

SCOTT CROSSE COMPANY
1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.
Rittenhouse 6-7712
Branch: 819-821 Lockawanna Ave., Scranton, Pa.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

Mass. Ops Set To Aid Palsy Drive in May

BOSTON—The coin machine industry in the Bay State will again assist in the fund raising campaign during the month of May for the United Cerebral Palsy Fund. Tak-

ing the lead is the Massachusetts Music Operators Association whose president, David J. Baker, has made a strong appeal to all operators and distributors to help in this worthy cause. Last year the Massachusetts music industry collected more than \$10,000 for the crippled children.

The appeal has been issued to all music operators whether or not they are members of MMOA. The campaign will be handled somewhat differently from last year when each operator took pledge cards and signed up for a stated amount. This year canister bearing each operators number will be distributed and placed for the entire month in locations.

Operators have been assigned the job of assisting distributors in the loan and placement of records and music machines in locations to be designated by the CP organization. They are also urged to contribute as many records as possible. These will be used in various ways thruout the campaign, and particularly during an 18-hour telethon to be televised in Mechanics Building over WNAC-TV May 26-27.

The records will be played during the slow and will be distributed to the audience with the compliments of the MMOA. They will be handed out at spaced intervals and spotlighting the source of the donation.

Last year's campaign by the music operators resulted in excellent publicity and good-will for the industry which was cited twice recently for the fine work done in the last campaign.

Dale Guns, Each	\$ 35.00
Drive Mobiles, Each	95.00
1 Astrology Machine and Cards	95.00
Midgel Movies, Each	85.00
Latest Model Peep Shows, Each	175.00
1 Punching Bag	85.00
Silver Gloves, Each	135.00
Jet Guns, Each	45.00
2 Voice-O-Graphs, Each	275.00
Pin Ball Games, Large Assortment Each	15.00

What do you need in this type equipment? We have it cheap—write. All above equipment priced F.O.B. Augusta, Georgia, uncrated.

KING PARRY'S MUSIC SERVICE
1924 Battle Row, Augusta, Georgia
Phone 6-6140 or wire. No collect wires or calls.

WANTED FOR CASH GUNS
ALSO LATE ARCADE GAMES.
Give Details and Price in First Letter.
ECONOMY SUPPLY COMPANY
579 Tenth Ave. N. Y. 18, N. Y.
CHickering 4-8628

THANKS
for your generous response to our announcement on
Non Warp PLY-FLEX Custom Built FIBRE-GLASS CUES

No Doubt About It They Are The Best In America For Your Pool Tables
Precision molded one-piece construction gives you rifle-like accuracy and indestructibility. Will never warp, shatter or snap. Unequaled strength. Stronger than any wood. Always uniform.

GUARANTEE!
PLY-FLEX GLASS CUES ARE FULLY GUARANTEED against faulty workmanship or defects in materials and against breakage in normal use for one full year!

Special Low Prices
Write, Wire, Phone Today! or Contact Your Local Distributor
Inquiries Invited From MANUFACTURERS and DISTRIBUTORS of POOL TABLES
Seacoast, Inc.
1200 North Avenue
Elizabeth, New Jersey

1st AND STILL GROWING
M. O. A. VISITORS...
See Chicago's largest display of games of all kinds. Relax in our famous "Koinmen's Koffee Room" where refreshments and real hospitality await you at all times!

FIRST Conditioned POOL GAMES
COMPLETELY REFINISHED LIKE NEW!
TOP FRAMES scraped, sanded, stained, varnished. Complete with 4 Cue Sticks, Ball, Chalk, Instruction Card. Ready for location!

Exhibit SKILL POOL	\$125
Chi. Coin CROWN POOL	125
Keeney FASCINATION POOL	125
Genco TOURNAMENT POOL	125
Fischer CUE-STAR (late)	95
Wms. BANK POOL	125
Bally DELUXE POOL (Hinged Top)	140
Exh. 84 DELUXE POOL (Hinged Top)	140

NEW POOL GAMES
Immediate Delivery on All Models!
Electric Scoring Games

C. C. ADVANCE POOL	
C. C. CLOVER POOL	
EXH. SUPER STAR	
EXH. SKILL SCORE	

Non-Electric Games

C. C. CHAMPION	
C. C. CHAMPION MODEL 35	
C. C. JUMBO POOL	
EXH. 800 SKILL POOL	
EXH. 750 KING SIZE SKILL POOL	

"FIRST" IN POOL GAMES
CHICAGO COIN'S NEW ADVANCE POOL
Greatest Front Play Pool Game!
FEATURING FOR THE FIRST TIME: EXCITING POP-UP HOLES!

- Progressive Advance Scoring
- Level-Matic Adjusters
- Non-Breakable Plexi-Glass Back Glasses
- 5-Drum Automatic Scoring
- Another "First!"

NEW PLAYFIELDS!
ANNOUNCING FIRST COIN'S NEW "SPORT POOL" TOPS!
NOW YOU CAN BRING YOUR EARLY GAMES UP TO DATE WITH THE FINEST NEW PLAYFIELD TOPS. DO NOT CONFUSE "SPORT POOL" PLAYFIELDS WITH ORDINARY REPLACEMENT PLAYFIELDS.

JUST LOOK AT THESE TREMENDOUS FEATURES:

- THREE HOLE MODELS: Center hole with plastic plug.
- Includes new metal Runway beneath center hole.
- Includes brand new specially designed Rocker Ball Trough.
- Your choice of two models: End Holes against rails—or—End Holes set in 4 inches from rails.
- CHOICE OF: Plastic bumpers with lights (\$10 extra), Plastic bumpers without lights.
- FITS FOLLOWING: EXHIBIT, WILLIAMS, KEENEY, GENCO, CHICAGO COIN.
- New type plastic bumpers with extra-live rubber rings.
- Screened with squares for use as 3 or 4 sided play.
- Top grade billiard cloth. Plastic hole liners. Extra live rubber rings. Novoply base.
- Includes "3rd hole" PLASTIC CARD.

ONLY \$35 COMPLETE 5 or More \$31.50 EACH (without lights)
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King Size Tops, \$10 additional. State length of top for King Size games. Order a sample now on our money back guarantee or send for literature.

INSIST ON THE GENUINE "SPORT POOL" PLAYFIELDS
Protect Your Investment. Do Not Accept Substitutes.

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FIRST-Conditioned CHICAGO COIN

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*FEATURE	185
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*SUPER FRAME	165
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*KING	120
*GOLD CUP	115
*TRIPLE SCORE	85
*CROWN	85
*DOUBLE	75
*NAME	65
*10TH FRAME	65

UNITED

*DeL. CAPITOL	\$335
*DeL. CLIPPER	295
*DeL. LIGHTNING	275
*DeL. VENUS	250
*DeL. MERCURY	235
*DeL. MARS	235
*BANNER	215
*DeL. COMET	185
*TEAM	155
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*BONUS	125
*PACEMAKER	95

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FIRST-Conditioned GENCO

WILD WEST C. C.	\$355
RIFLE GALLERY	195
SKY GUNNER	115

EXHIBIT

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SIX SHOOTER	95
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UNITED

DeL. CARNIVAL	\$245
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RANGER	\$250
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SEEBURG

COON HUNT	\$175
SHOOT THE BEAR	145

*DOMINO \$ 75
*CARNIVAL 65
*10 PLAYER 55
*6 PLAYER 45

*Indicates Match Play

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FIRST-Conditioned BALLY

GAYTIME	\$275
GAYETY	165
BIG TIME	310
VARIETY	185
SURF CLUB	125
ICE FROLICS	110
HI FI	95
PALM SPRINGS	90
DUDE RANCH	90
BEACH CLUB	85
YACHT CLUB	75
ATLANTIC CITY	75
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UNITED

MEXICO	\$135
HAVANA	115
RIO	105
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BUMPER POOL PLAYFIELD CLOTH
Strong, Durable, Nylon-Wool, Rubber-Backed, Playfield Cloth, 58" Wide
Sold only in approx. 50-yard bolts.
ACT NOW! SUPPLY LIMITED!
Send for FREE SAMPLE.
Terms: 1/3 down, balance C.O.D.
Complete stock of parts and supplies for all types of coin-operated machines. Write for price list.

\$3.75 PER YD.

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We can use all models of used Phonographs in trade on new 1900 Wurlitzer Phonographs.
HIGHEST PRICES PAID

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SPANISH POOL

PHONE VAN BUREN 6-3100
CABLE ADDRESS "EXICO"

The **EXHIBIT** *Supply Co*



EST. 1901

MANUFACTURERS OF COIN CONTROLLED AMUSEMENT, SKILL AND VENDING MACHINES

4222-30 WEST LAKE STREET
CHICAGO 24, ILLINOIS

AN OPEN LETTER TO ALL OPERATORS:

In July, 1955, The Exhibit Supply Co. introduced to the nation a very simple, yet fascinating new form of amusement. It was a game called Skill Pool. Many laughed, many scoffed; and some few sneered, but to date over 100,000 Skill Pools, and variations of it, have been placed in taverns, clubs and other gathering places all over the country.

The game of Skill Pool swept the nation like no other game before it. All of us in the Coin Machine Industry watched with awe the progress of this game.

Undoubtedly sales of these games will continue for many months to come: in some areas for years to come. The play is simple, fascinating and skillful, yet easy to learn.

Is it possible for the manufacturers within the industry to come up with another game embodying these same qualities and with the same popularity and sales potential of Skill Pool?

We, at Exhibit, have examined this problem at length. We have made variations of the Skill Pool game and so have our competitors. Some of these games have been successful. Others have not. Certainly none of them have met, nor were expected to meet, with the complete success of the original Skill Pool game. So we decided to go back to the source from which Skill Pool came.

Skill Pool originated in Europe and has been played there for perhaps the past twenty or twenty-five years. Was it possible that another such game existed in Europe?

We examined many variations of the European games. Now, we feel that we have come up with a game that embodies all the features of Skill Pool, plus a fresh appeal that will equal the peak popularity of Skill Pool. It is simple. It is fascinating. It is easy to learn. It requires skillful playing. It is completely mechanical. It can be sold for a very low price. And it takes up even less playing area than the original Skill Pool!

Because of its background we call this game SPANISH POOL!

We predict it will be placed in every location where the original pool game play has started to fall off!

We predict that it will be placed in many locations that could not accommodate a Skill Pool game because of the playing area required! We predict that it will become a companion game to many of the Skill Pool tables that are now on location!

Remember—SPANISH POOL is by far the greatest game of Skill since Skill Pool. It is not an imitation—not a copy—not a variation. It is an entirely new innovation in pool game play!

Samples are in your distributors' showrooms. Plan to see them soon!

THE EXHIBIT SUPPLY CO.

Samuel B. Lewis

Samuel B. Lewis,
President

Exclusive Distributors for

UNITED

HIT POOL—FLASH POOL—ROTO-POOL

4-Side Play Alternate Pocket One-End Play
Electric Scoring Shots Thrills a Plenty!

It's Baseball Time!

STAR SLUGGER

POOL GAMES

WILLIAMS

- Star Pool
- Kikbilliards
- Bank Pool
- Senior Bank Pool

GENCO

- Baseball Pool
- DeLuxe Tournament
- King Size Tournament
- Supreme Tournament

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SUPER BIG TOP ... NEW	Dale Gun	\$ 89.50
Polar Hunt ... \$345.00	Sky Gunner	145.00
Sportland Shooting Gallery	Skyrocket	345.00
De Luxe Bonus Gun	Mauser Pistol	89.50
Jet Fighter	Shooting Gallery	125.00
Shoot the Bear	Rifle Gallery	195.00
Coon Hunt	DeL. Sportsman	225.00
	DeL. Carnival	245.00

5 BALLS

GOTTLIEB SCOREBOARD

Wishing Well	\$225.00	Quartet	\$110.00
Super Jumbo	375.00	4 Corners	90.00
Jubilee	375.00	Chinatown	85.00
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Big Ben	\$165.00	Times Square	\$ 89.50
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Dealer	125.00	Disc Jockey	85.00
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Lazy Q	125.00	Thunderbird	135.00
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- Gil Kitt
- Joe Robbins
- Jack Burns
- Jerry Bremner

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WILLIAMS DELUXE FOUR BAGGER WILLIAMS CRANE

All Star Baseball	\$195.00
Big League Baseball	175.00
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Space Ranger	295.00
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Mute Football	275.00
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Flash Hockey	99.50
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Set Shot Basketball	275.00
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Bat-A-Score	179.50
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EXPERTLY RECONDITIONED	GUARANTEED
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HF 100R ... \$825	E120 ... \$495
M100C ... 585	D80 ... 375
M100B ... 475	B ... 150
M100A ... 295	C ... 165
	WURLITZER
	1800, Like New ... \$745
	1400 ... 295

1/2 deposit, balance Sight Draft or C.O.D.

Empire COIN MACHINE EXCHANGE
1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

2 WAY LIGHT-UP CONVERSION TOPS \$42.50 Complete

First Installs

Continued from page 86

new type air transformer, special tanks, and the latest paint spraying guns and nozzles. Together with First's permanent spray booth and high power blower arrangement, the firm is now equipped to perform any kind of refinishing, whether a small or major touch-up work or a complete paint job.

Kline and Finke explained that one of the factors influencing their acquisition of the new equipment was the popularity of pool games which have a new-type multi-color finish on the cabinets.

"With so many thousands of pool games on the market, we realized that many of these games would soon start reaching the used market and we wanted to be prepared to handle them with the kind of treatment we give to other reconditioned equipment," said Finke.

First, according to Finke and Kline, is now able to duplicate, with its new equipment, the original finish applied by the factories in the production of these games.

MUSIC! ARCADES!

AMI 'C's	\$125
AMI D40's	200
SEEBURG 100B's	400
AMI E120's	450
DRIVEMOBILE	525
(1955 MODEL)	

ATLAS

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1024 COMMONWEALTH AVE.
Call BEacon 2-3870
BOSTON, MASS.

Your American Red Cross Is Always There After Disaster Strikes



GOTTLIEB'S 4 PLAYER

Score-Board

An Exciting New Approach in Multiple Player Amusement Machines!

- 1-2-3 or 4 Can Play at the Same Time
- Multi-Tilt Feature Permits Play to Continue if Some Players "Tilt-Out"
- 2 Separate Double Bonuses
- New Style "Wide-View" Cabinet
- Fast Play - 3 Balls Per Player
- Extra Heavy Duty All Steel Legs & Plated Side Rail Cigarette Holders

- 5 Hi-Speed Pop Bumpers
- 2 High Score Targets
- 2 Super Powered Flippers

Available at your Distributor Now!

Amusement Pinballs
as American as Baseball and Hot Dogs!

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
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ARCADES—OPERATORS

POOL TABLES—POOL PARTS

EXHIBIT, ALL MODELS Write
Pool Balls, red or white, ea. \$.75
Pool Balls, set of 10, top quality .. 12.50
Cue Sticks, 48", ea. 1.75
Cue Sticks, fibre glass, heavy duty 2.75
Cue Chalk, per gross 3.50
Cement, dozen 2.00
Clamps, per dozen 1.95
Cloth, rubber back, per yard 7.50
Bumpers, light-up, complete, ea.35
Bumpers, solid rubber, ea.20
A.B.T. 20¢ Shoots 8.00
Brushes for Tables, ea.50

MUTOSCOPE ROCK 'N' ROLL ..\$149.50
WILLIAMS SIDEWALK ENGI-
NEER, NEW 245.00
Williams Jet Fighter, new 275.00
Lane Fire Engine, new Write
Grandmother, Mystic Swami, new Write
Genco Quarterback Football, new Write
Whip Kiddie Ride, new 325.00
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FREE: New 1956 Catalog,
325 Illustrations

MIKE MUNYER

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New York 36, N.Y. BRyant 9-6677
44 YEARS SERVICE • EST. 1912

Dub Roto-Pool

• Continued from page 86

ing shots off cushions into holes that light up one at a time for bonus scores. "Now that players have learned to bank shots from several different angles to make each hole, they like the game," De-Selm said.

Played from one side only, Roto-Pool has a playfield of five ball holes, each hole worth a different point value. Bumpers adjacent to these holes light up individually to "spot" holes which are then worth 100 to 200 extra points.

BANK-A-BALL
THE SMALLEST ADV.
PROFIT OPPORTUNITY

The BIGGEST OPPORTUNITY
Orms only mfr. in United States with 9 years' experience making Belgian Pool.



Terms:
Low as
\$10.00
per
week.

ORMS MFG. Co. 2814 MAIN DALLAS, TEXAS

**Nestle Building
New Headquarters**

WHITE PLAINS, N. Y.—Construction has started on the new, three-story office building of the

Nestle Company, Inc., here on Bloomingdale Road, Hans J. Wolfisberg, president, announced last week.

The ground floor exterior will be of dark granite and the upper stories of buff brick with the en-

tire building to be air-conditioned. It will be of modern design inside and out with movable steel and glass partitions, flush fluorescent lighting, and designed to permit additional construction should more space become necessary.

**MODERNIZE YOUR
POOL GAMES**

With
New Playfield Tops

ANTI-WARP TOP ADJUSTERS

For all models of
Pool Tables **\$7.00** a Set

Guaranteed to correct any warping anywhere on playfield. Easy screw adjustment to pull any part of playfield down or push any part up.

• 10% Deposit, Balance C.O.D. or Bank Reference

SOLOTONE MFG. CO.

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DETROIT, MICHIGAN
PHONE: TEmple 2-1498

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Tops for Late Models 3-Hole—(no lights) plastic bumpers. Finest fabric cotton-backed cloth. All parts necessary to convert to 3-hole play. Plug to cover third hole. Silk screened for 3 or 4-sided play. **\$27.50**

Same as above with lights transformer, lights, bolts, sockets and wire. **\$29.50**

TOPS for early models 2-hole play (no lights), no conversion parts. Plastic bumpers. **\$25.00**

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* NEW POOL TABLES *

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

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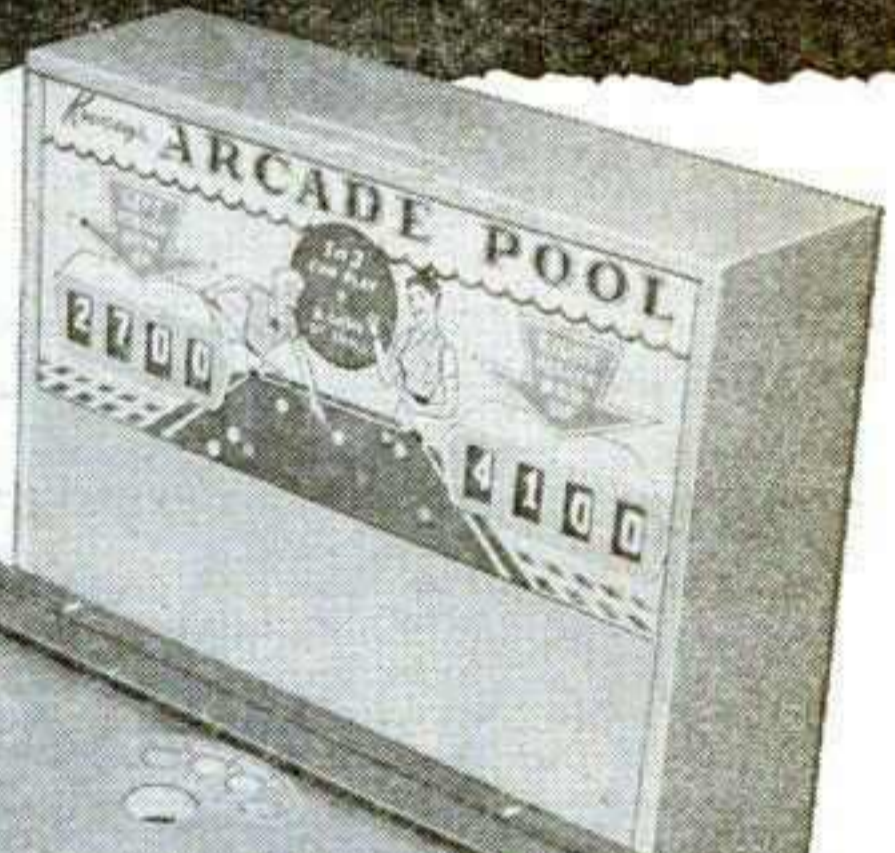
BIG
MONEY

ARCADE

4 CHANGING VALUES OF
100-200-400-OR 800 LITE-UP AT
ALL POCKETS AS BALL DROPS THRU!

NEW...TOTALLY DIFFERENT SCORING!

1 or 2 player
POOL TABLE
or up to 4 players
as two teams!



1 COIN
5 BALLS
•
2 COINS
10 BALLS

SIZE: 60" L. x 36" W.



**Keeney's
ARCADE POOL**

Players get FAST ACTION and a real opportunity to build up HIGH SCORES in direct proportion to their pool shooting skill. Yet, CHANGING VALUES of all pockets give amateur players an opportunity to compete and catch up with the well-practised players who practically live with this new pool table.

J. H. Keeney & CO., INC.
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MORRISON HOTEL
MAY 6-7-8
BOOTHS 46-47-48

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KEENEY DISTRIBUTOR!

**STAY IN THE RUNNING WITH
KEENEY POOL TABLES:**

FLICKER POOL a HIGH SCORE game featuring a unique combination of SKILL and TIMING that fascinates the amateurs and challenges the experts!

**FASCINATION
POOL**

Regular or JUMBO Models

Emco POOL GAMES

\$165⁰⁰
Size 52" x 36" x 32"



BRAND NEW

(Lite-Up Bumpers Included)

YOU CAN'T BEAT OUR WORKMANSHIP AND QUALITY

TERMS: 1/2 Deposit, Balance C.O.D. or S/D. All orders F.O.B. Chicago. 100% satisfaction guaranteed.

PLAYFIELD CONVERSIONS

- \$25.00 3 Hole Finished Playfield
- \$30.00 with Lights in Bumpers
- \$10.00 New Rail Cushions

EMCO 53 W. Jackson Blvd., Suite 1505
 Chicago 4, Illinois
 Phone: HARRISON 7-4343

TERRITORIES OPEN—DISTRIBUTOR INQUIRIES INVITED

CINCINNATI—Central - Western Vending Machine Company has sold its property at 13 East Eighth Street for \$125,000.

Buyer was Citizens Discount Corporation, which has had the structure under lease and option since June of 1954.

Recently remodeling of the structure cost \$50,000, according to the buyer.

WANTED BINGO MECHANIC

Write
The Billboard
BOX 853
 Chicago, Ill.

COIN MACHINE SALESMAN WANTED

From one of Chicago's leading distributors. Good pay and commission. All replies kept confidential. Write
BOX #854, THE BILLBOARD, CHICAGO 1, ILL.

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Puts out fires caused by oil, gasoline, paper, grease, defective wiring, **IMMEDIATELY!**
 • Doesn't Stain Equipment or Clothing!
 • Dries **INSTANTLY!**
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 Unlike similar products on market because **FIRE SHIELD DOES NOT CONTAIN CARBON TETRACHLORIDE.**

FIRE SHIELD IS DISTRIBUTED NATIONALLY BY ASSOCIATED AMUSEMENTS, INC.

DISTRIBUTORSHIPS AVAILABLE!
 Terrific Seller. **FIRE SHIELD** Retail for \$1.98. You make a minimum 40% profit! More with quantity orders!

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Telephone: ALgonquin 4-3338. Exclusive Distributors for **ROCK-OLA MFG. CO., UNITED MFG. CO., KEENEY MFG. CO.** Distributors of Games of Leading Manufacturers.

NOW ... in **ONE GREAT GAME!**
 all the **THRILLS** of **BASEBALL**
 ... all the **SKILL** of **POOL!**

GENCO'S EXCITING NEW
BASEBALL POOL
 for 2 or 4 PLAYERS

5 ELECTRIC WAFER BUMPERS
 score Singles, Doubles, Triples!

6 PLAYFIELD HOLES
 score 1, 2, 3 and 5 Home Runs!

Plenty of action . . . plenty of skill and thrills with all the features of baseball . . . singles, doubles, triples, home runs, innings, etc. No wonder everybody wants to play Genco "BASEBALL POOL"!

★ **BONUS SCORING—Double and Triple Hole Scoring on Last 4 Balls!**

⊙ **Live-action base running in backrack!**

⊙ **Guaranteed warp-proof playfield with Steel Anti-Warp Bars!**

HINGED PLAYFIELD — LEVELS — STEEL SHEATHED CASH BOX — TROUBLE-FREE MECHANISM — EASY-SERVICING

PLAYFIELD SIZE 36" x 52"

NEW PATENTED ELECTRIC WAFER BUMPERS
 SCORE WHEN HIT

⊙ **Instructions screened on playfield—no card necessary!**

BE FIRST IN YOUR AREA with this great ACTION GAME—See Your Genco Distributor AT ONCE!

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Steady Income

Practically Service Free



Aluminum De-Greased DISCS

BULLETIN

HARVARD Customers — We have purchased from Harvard Automatic Machine Co., of Lorain, Ohio, the Harvard Typers, Parts and Discs. These will be manufactured and sold exclusively by us.

For Prices Write
STANDARD METAL TYPER, INC.
1318 N. Western Ave., Chicago 22, Ill.



NEW YORK—Samuel Eppy & Company, Inc., local charm manufacturer, is releasing three new lines for the annual convention of the National Vendors' Association, to be held in Chicago, May 10-13.

They are a series of Webster Dictionary charms, plastic-colored connecting beads, and a series of 100 gold and colored vacuum-plated items.

Cleveland Coin Machine Exchange, Inc.

American Shuffleboard Distributors
2029 Prospect Ave., Cleveland, Ohio
To. 1-6715
Write for prices.

COIN MACHINE SERVICE, INC.

VALLEY MFG. CO. DISTRIBUTORS
422 Wilson St., Santa Rosa CALIFORNIA
Phone: Paul Speer
Santa Rosa 1498
or write for prices

PURVEYOR'S SPECIALS



SPECIAL GENCO MATCH POOLS \$95.00

SUPPLIES

Cue Sticks, Ea. \$2.50
Chalk, Gr. 3.50
Cue Tips, Per 100 1.75
10-Minute Cement, Tube . . . 20
Cue Clamps, Ea. 25
Plastic Cups, red or white, Ea. 50
Coin Chutes, Ea. 10.80
Playfield Cloth . . . 9.50
Write for Complete List.

SPECIAL POOL GAMES
Reconditioned Renovated
\$125.00



MISCELLANEOUS

9-Ft. American Bank Shot . . . \$150
18-Ft. Rock-Ola Shuffleboard . . . 125
Genco Rifle Gallery 195
Ex. Gun Patrol . . . \$ 95
Genco "400" 45
Genco Silver Chest 110
Genco Quarter-back Write

CUE STICKS—\$1.85 in Lots of 12



COME IN AND SEE OUR POOL TABLES

NEW—IMMEDIATE SHIPMENT

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Automatic Scoring—4 sided play. Flick the switch and play the original 2 hole game. Remove the plug and play the center 3 hole game.

★ ★ **ARCADE** ★ ★ By KEENEY

Automatic Scoring—All shots from one end.



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SURF CLUB . 100
HI-FI 100
DUDE RANCH 90
BEACH CLUB 75
BEAUTY . . . 75
FROLICS . . . \$ 75
PALM BEACH 60
ATLANTIC CITY 60
YACHT CLUB 60
SPOT LIGHT. 50
TRIPLE PLAY 295

SHUFFLE GAMES

Keeneey Speedlane \$275
Keeneey American 225
Keeneey Century 195
Keeneey Diamond 160
Keeneey Carnival 85
Keeneey 10 Player 70
Un. Targette 175
Un. Comet 195
Un. Mars 195
Un. Team 125
Un. Leader 115
Un. Imperial 100
Un. Chief 90
Un. Royal 110
Un. Olympic 70
Genco Match Pool 95
Genco Shuffle Pool 75
C. C. Criss Cross Target 150
C. C. Advance 100
C. C. Gold Cup 110
C. C. Triple Score 75

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Keeneey Ranger . . . \$295
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Seeburg Coon Hunt 175
Seeburg Shoot the Bear . . 125

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CHICAGO, ILLINOIS

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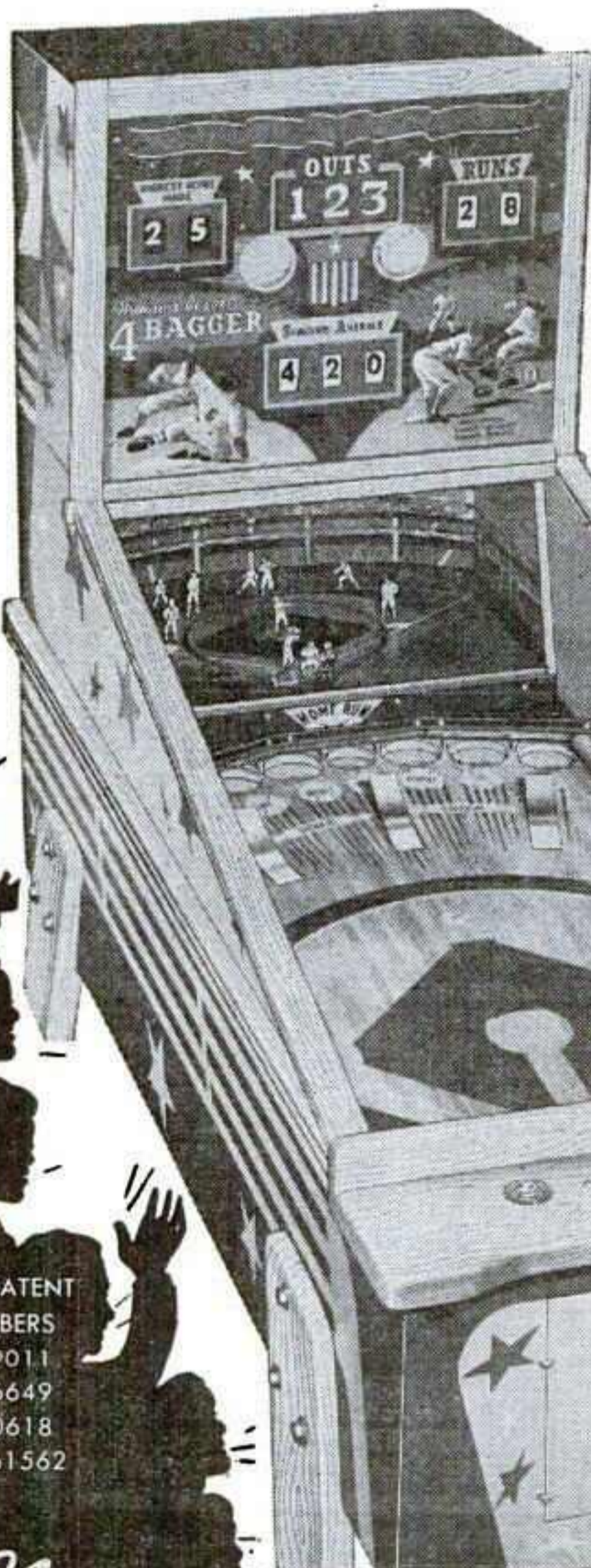
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of all time!

PLAYERS ACTUALLY RUN THE BASES!

BALL HITTING PLEXIGLASS CREATES ILLUSION OF BALL SAILING OVER THE FENCE!

PITCHER ACTUALLY THROWS THE BALL!



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SINGLES! DOUBLES! TRIPLES! SACRIFICE HITS!



Remember "King of Swat"?
4-BAGGER is even BETTER!

4

ALL NEW ADVANTAGES INCLUDE:

- FORMICA PLAYFIELD
- National Slug Rejector Coin Chute
- Improved Bat
- New "SLUGGING AVERAGE" Feature

Previous High Score Remains On Backboard—A Powerful "Carry-Over"

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at the Convention**

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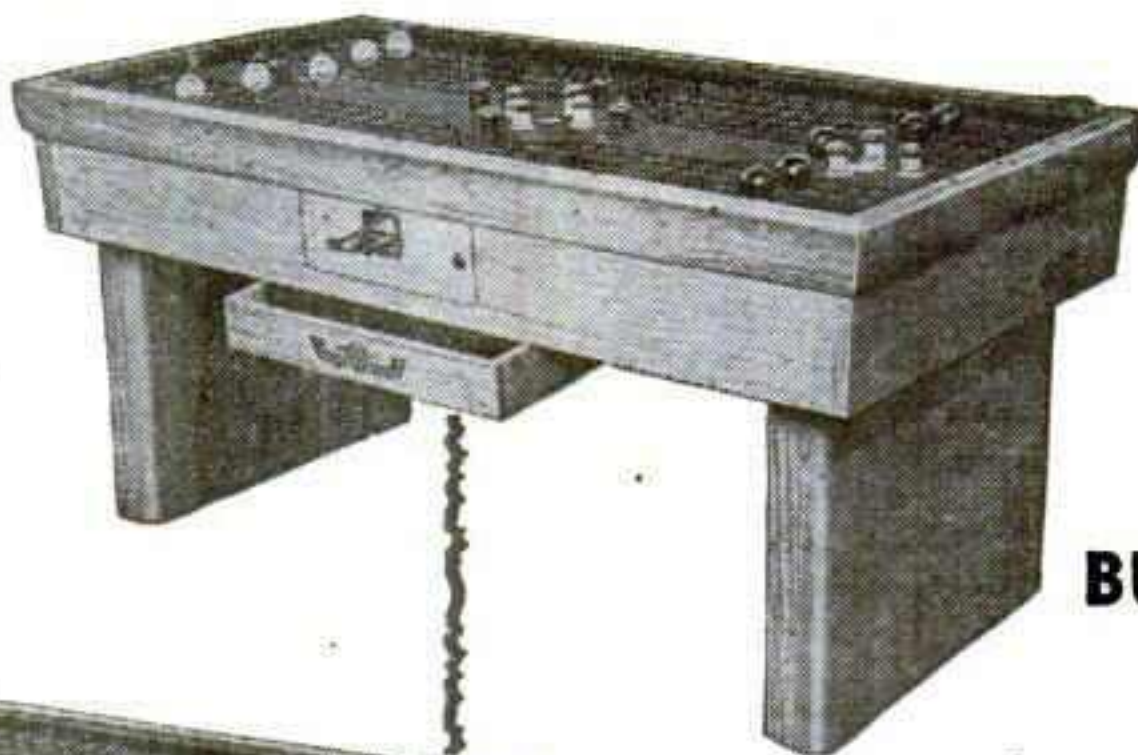
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*Distinctive Quality—
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—IN CONVENTIONAL PLAY:
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PRO POOL
Ultra-Skill Play
King Size



KING SIZE
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NO OBLIGATION!

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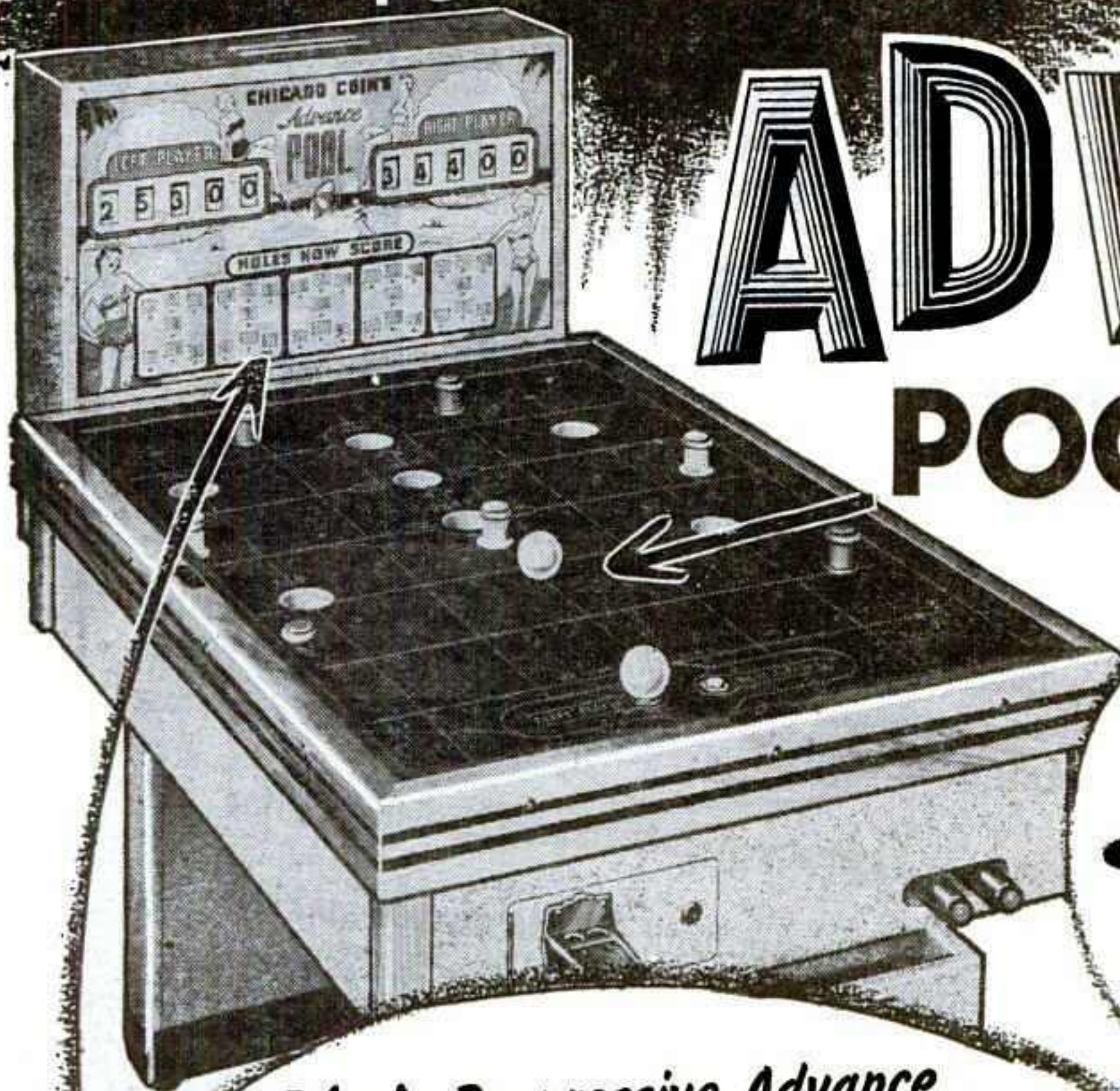
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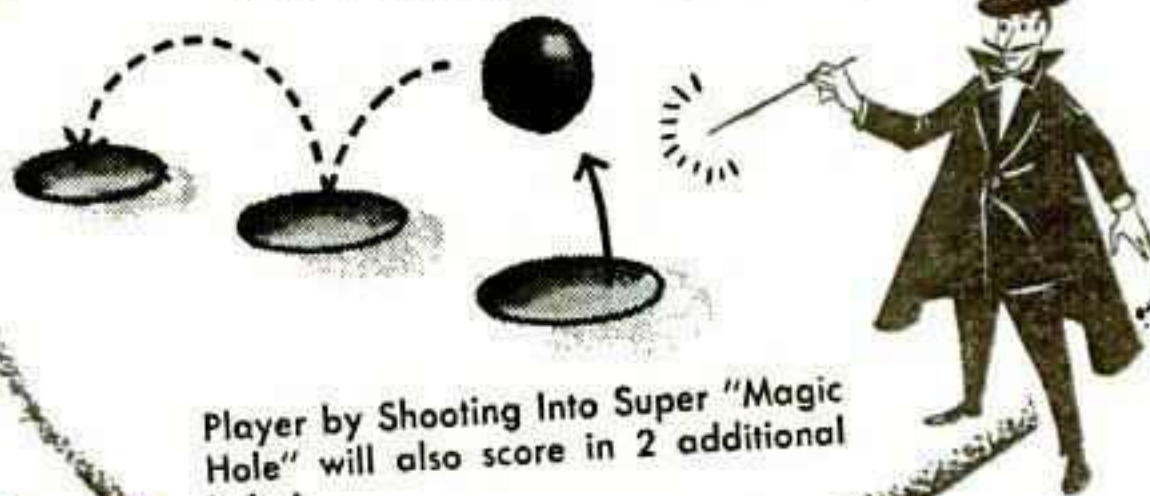
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ADVANCE
POOL



Featuring
Three Pop Up Holes!
... *Ball Pops Up!*



Player by Shooting Into Super "Magic Hole" will also score in 2 additional holes!

Plus Progressive Advance Scoring On The Back Rack Glass



All holes advance in scoring as game progresses. (5 scoring panels lite up progressively to show new scoring value of each hole.)

- Features Front Play!
- Features Automatic Scoring!
- Features Lite-Up Posts On Playfield!
- Unbreakable "Plexi-Glass" Back Glass!
- 5 Drum Scoring!
- "Level-Matic" Adjusters—Standard Equipment!
- Brilliantly Colored Cabinet!

TOPS IN PLAY APPEAL!!



Clover Pool

★ Plus Clover Model 35

3 in 1 game which can be converted to 2 or 3 hole or automatic play at the flip of a switch. Automatic scoring with popular 4 sided play. New advance type scoring on all holes. Available with "Level-Matic" playboard adjusters.



Champion Pool

★ Plus Champion Model 35

Available in 2 or 3 Hole Models With The Exciting Center Hole Feature!
New Type Ball Drop Mechanism . . . Simple . . . Positive . . . Fool-Proof!
End holes are located 4 inches closer to center!
3 or 4 Sided play!



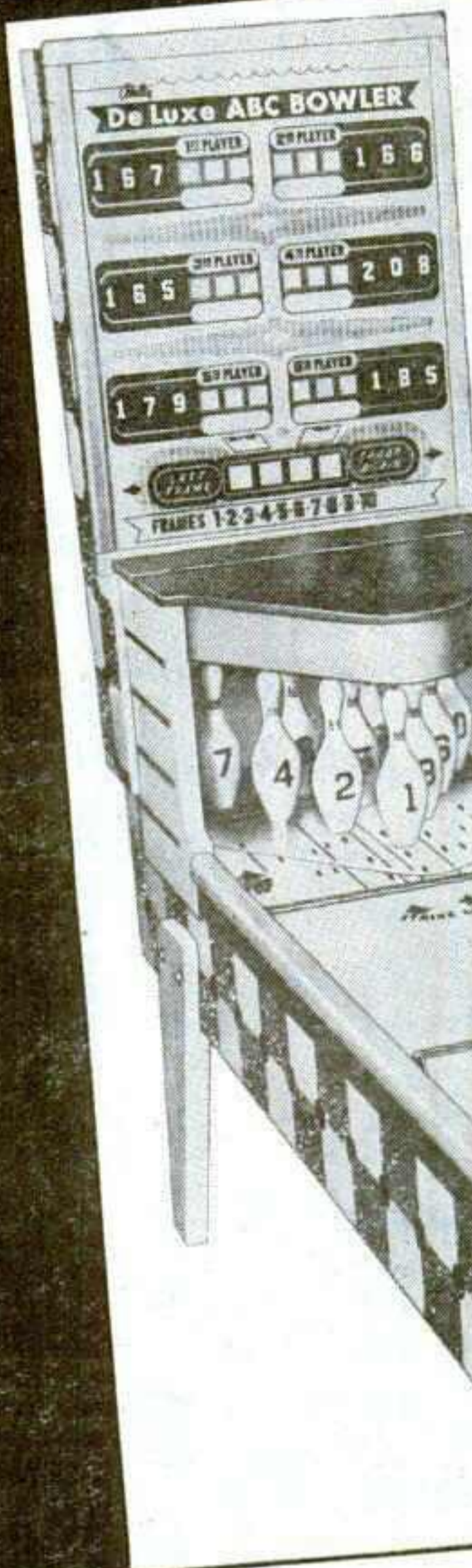
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2 or 3 Hole Models With or Without Lighted Bumpers!
18 inches longer than regular size (70 inches by 36 inches)!
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Automatic Progressive Scoring

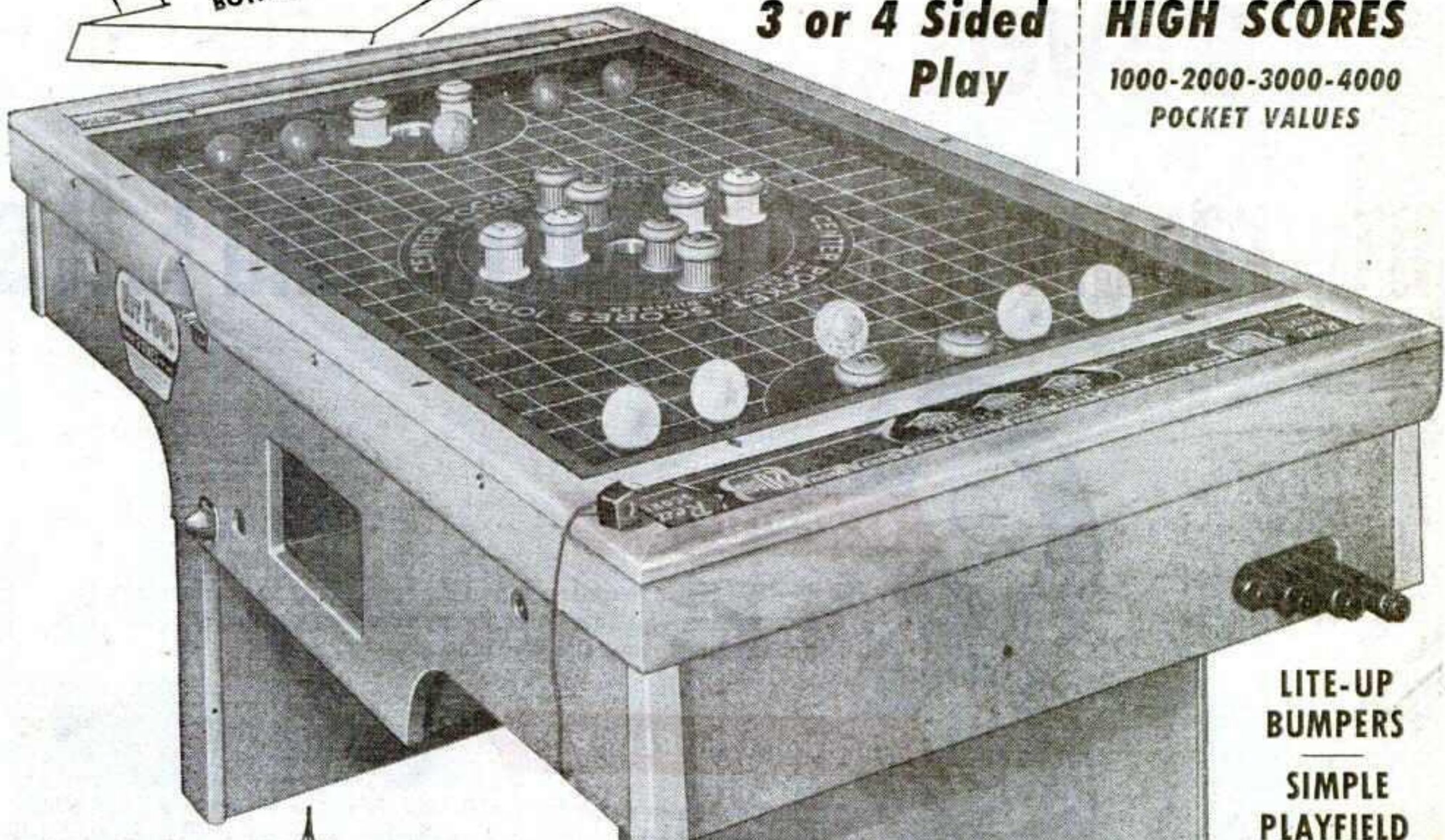
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 BOTH ENDS OF TABLE

2 OR 4
PLAYERS

2 DIMES
PER GAME

3 or 4 Sided
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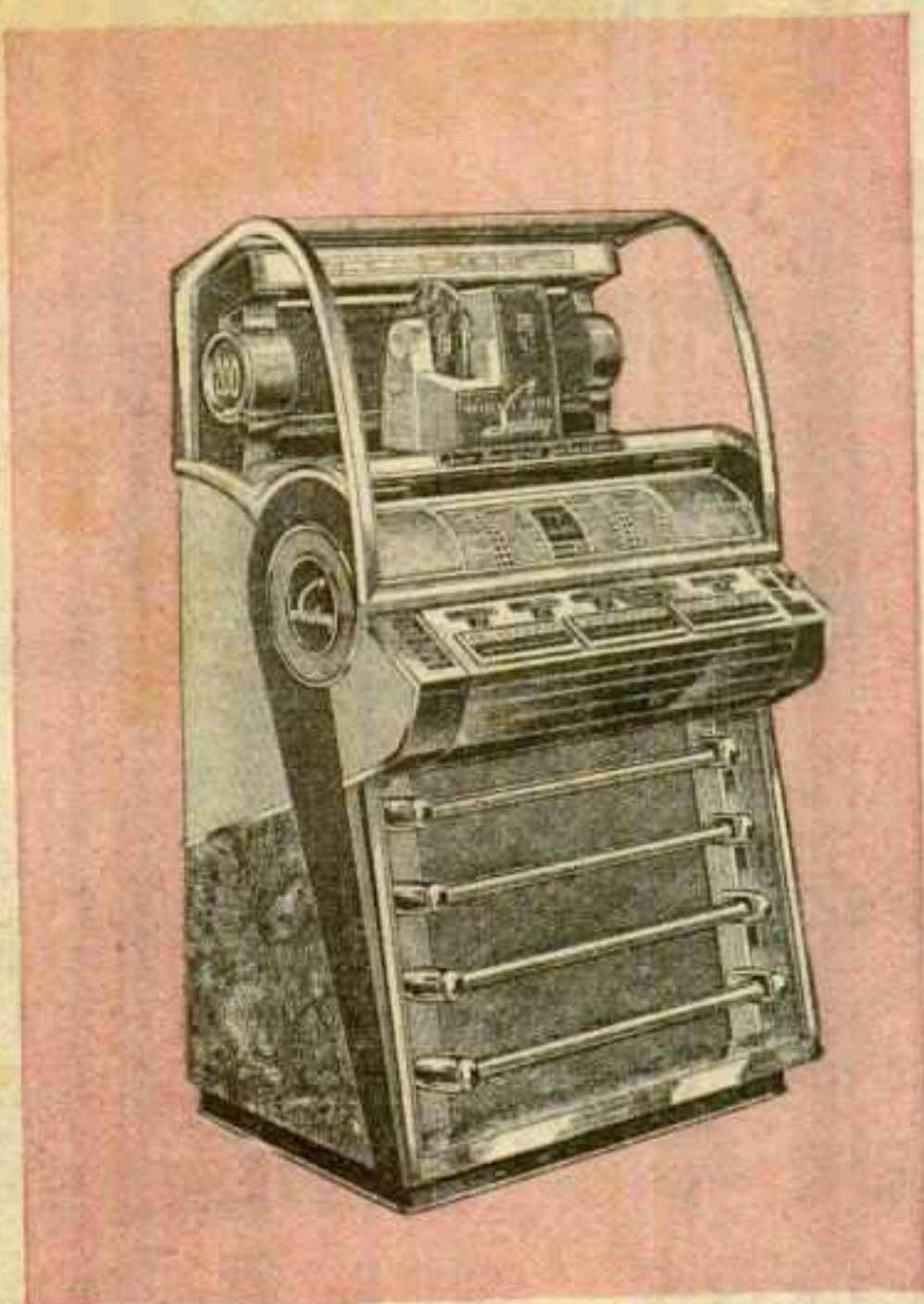
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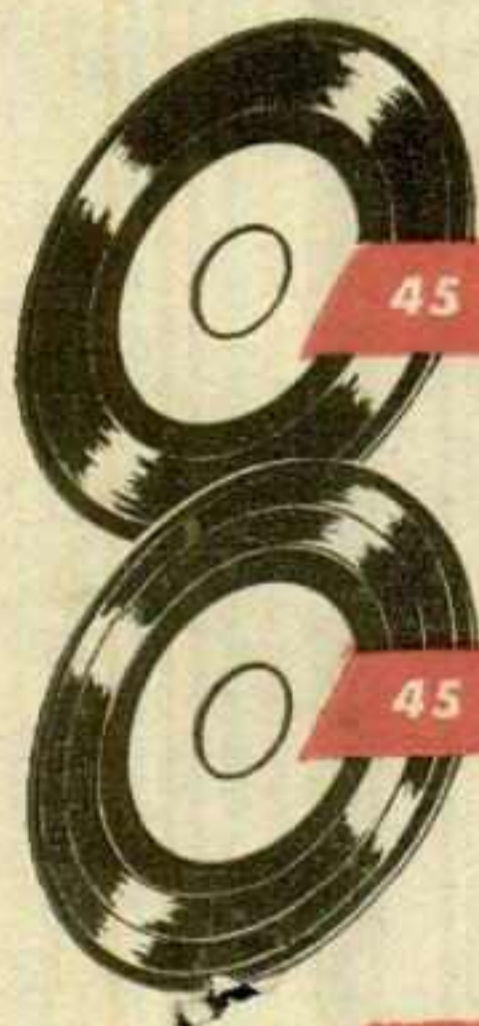
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