WINNERS The Billboard

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THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

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Come, Come to the Fair—That's Twice

Oklahoma to Try Two: Spring Industrial Show, Fall Agricultural; May Cue Trend

By HERB DOTTEN

CHICAGO, March 10.-Can a big spring and industrial exposition as well as the traditional fall agricultural fair succeed on a fair- a traditional fair revue at night grounds?

The answer will be given this year when the two-year-old, multimillion-dollar Oklahoma State Fairboth for the State Fair of Oklahoma and the Southwest American spring expo's cattle show, in coninvestments.

out the country may take the cue Kansas City, Mo., and Chicago. and stage both a spring and a fall event, one with an industrial slant, the other based on agriculture, and thus give greater use to their full plant, a use now generally confined to their annual fall agricultural fair.

Seek Much Usage

The conception for the multimillion-dollar Oklahoma fair plant was to provide an exhibit and show center for the State. In two years the plant has been put to much use. Increased usage is foreseen when additional facilities are made possible by the passage of more bond issues.

The Southwest American Exposition, to be held April 22-29, will hew close to a State Fair attraction pattern, the it will skirt confliets with major attractions booked each fall by the State Fair of Oklahoma.

To Have Midway

It will have a midway with some 36 rides and 12 shows but no games concessions. Several of the shows are being built especially for the expo and a few will be radical departures from the usual midway tented attractions. Its grandstand program will offe an ice show ("Holiday on Ice"), an Indian pageant with a cast of 400, a rodeo, and running-horse races. On the midway will be the na-

Manley Show Of Food Units

CHICAGO, March 10. - You can't demonstrate how effectively drive-in theater concession units function unless you have crowds.

The Southwest American Exposition, to be held April 22-29 in Ok-Jahoma City, will have the crowds. At least Manley, Inc., manufacturer of popcorn equipment and concession equipment, think so.

Manley will operate five drive-in theater concession units, said to be engineered to handle 2,500 patrons in 15 minutes, and eight self-conged popcorn, hot dog, soft drink s at the expo. Manley will inle drive-in theater ops from thruout the Southwest to attend the expo and to see how the units handle crowds.

tion's largest carnival, the Royal American Shows, with their rides, shows and games. For grandstand entertainment the fair will present and also auto races and a Thrill Show.

The livestock shows of the two events will contrast sharply. The grounds in Oklahoma City is used fair's is highly competitive and pulls hundreds of entries. The Exposition, a huge outdoor expositrast, will not be competitive, but tiem designed to sell Oklahoma as will be limited in size and be of The locale for new industries and the highest quality, for it will show the best of breeds in the livestock If both shows click, fairs thru- shows held in Fort Worth, Denver:

To Embrace Many Shows

Exhibit-wise, the spring show is to feature manufacturers' exhibits, whereas the fairs' commercial exhibitors range a broad field. The spring manufacturers' show promises to be outstanding. Already about 330 of the State's manufacturers have contracted for space.

The spring expo will embrace a variety of shows not found at the fair here. The "Do It Yourself Show," sponsored and presented here independently for the past five years by The Oklahoman and Times, Oklahoma City papers, is one of these.

Others are a sports and travel show, an antique auto show, a boat show; a heavy-power show, planned as a miniature of General

(Continued on page 53)

ROCK AND ROLL GETS REFINED FOR THEATERS

NEW YORK, March 10 .-In a move to eliminate some of the rowdier audience elements of rock and roll stage shows, thereby making such packages more acceptable to movie theater houses, Associated Booking here is booking a "refined" rock and roll show (featuring specially screened lyrics and acts) on a threemonth tour, starting April 2.

The show - tagged "Rock-A-Rama" and packaged by Joe Delaney and Buck Ramhas already been booked into theaters owned by the Stanley-Warner and Fabian chains, marking the first time that the former chain has presented rock and roil shows.

Alarmed by stories of destruction reportedly wrought upon some theaters by wild r.&b. fans in the past, the Stanley-Warner chain heretofore turned thumbs down on the venture. However, Associated convinced them that its new "sedate" version of r.&b. will enable them to keep audiences under control.

The show - Associated's first rock and roll packageis being booked into theaters on a guarantee and percentage (50-50) basis for four shows a day. The talent lineup includes the Chuckles, the Penguins, Eddie Fontaine, Shirley Gunter, Arnold Dover and the Blockbusters. All of the acts are managed by Ram and Delaney.

(Continued on page 18)

Libraries in U. S., Can. Offer \$10-Mil Disk Industry Mkt.

5 Million Records Now on Shelves, With Potential Still Increasing

By REN GREVATT

NEW YORK, March 10.-A potential record market worth as much as \$10,000,000 a year awaits record companies, distributors and dealers who actively cultivate the more than 13,000 libraries in this country and Canada, according to reliable trade estimates.

Sources indicate there are more than 5,000,000 disks now on the shelves for loan in more than 3,500 libraries, with the number increasing substantially each year.

Need Replacements

The potential library market with no renewal privilege. breaks down in different ways. Katz also said that altho con-First, many now have a preponderance of old 78 r.p.m. records. These will be replaced with longplaying versions. Also, existing LP collections are being supplemented by new material coming on the market. Still another facet is the replacement market for worn records. Library records get as many as 100 plays per year, and frequently are damaged and ultimately destroyed by poor needles.

But aside from this, lies perhaps the most important consideration of all . . . the use of libraries as a new-styled "listening booth" to reach a mass market of record-

buyers who want to hear before they buy.

Richard A. Katz, manager of the record section of New York City's Donnell Library, said many of his patrens have indicated they are collectors and borrow only for audition purposes.

Commenting on his collection, Katz said the library had 4,000 LP's and that about 500 new disks were being added monthly. He said that 75 per cent of the records were out on loan at all times and that loans were restricted to two LP disks or one album per week

sideration has been given to dealing with mail-order firms, Donnell is now being supplied by the Elaine Music Shop, a local dealer, which gives, he says, excellent service and 30 per cent off on all records.

Local Dealer Buying

Other suburban New York libraries tapped at random tend to bear out the pattern of local dealer buying and of a high rate of record borrowing. In Newark, N. J., the city library currently has 6,000 records in stock, which includes about 1,000 LP's. The 78's are being continually replaced via Encore Music, a local dealer, which allows a 25 per cent discount. Howard Vogt, staffer in charge, reported that his facilities included two listening booths. At least 50 per cent of records were reportedly out on loan at all times, with a one-week, no renewal loan period in effect.

In at least a half dozen other communities checked, libraries had records in substantial quantities (Continued on page 18)

NEWS OF THE WEEK

There'll Be Summer Time Open, Despite 'No Hiatus' Policies . . .

Despite the no-hiatus policy of CBS-TV and NBC-TV, there will be many choice half-hour availabilities on the TV networks this summer. The reason is that several sponsors will beg out of hot weather sponsorship even tho it means losing some discounts. Page 2

N. H. Station Files FCC Plaint vs. Rival's Excl. Film Contracts . . .

A ringing complaint has been lodged with the Federal Communications Commission about TV film deals with exclusivity clauses that bar purchases by stations in markets that overlap. The complaint was filed by the VHF station in Manchester, N. H., which said it was barred from buying a film package because it was already sold in Boston. Protection against sales in overlapping markets is common in TV film syndication. Page 11

Upsurge in 12-Inch LP Sales Documented in Broad RIAA Report . . .

Confidential record industry report maps giant boom in 12-inch LP sales, switch in ratio of 45 r.p.m. versus 78 r.p.m. sales, and decline of 10-inch LP. Twenty-one reporting manufacturers report \$199,000,000 volume in

RCA Victor, British Decea, EMI in Global Reshuffle . . .

RCA and British Decca set reciprocal distribution deal as RCA's 55-year pact with Electric and Musical Industries of England draws closer to its April, 1957, termination date. British Decca's London disk operation here to continue as is, with "additional" material to be released thru RCA's Victor and other labels. Decca to issue new RCA monogram in England and elsewhere. Earlier termination of RCA-EMI pact considered

DEPARTMENTS AND FEATURES

Repertoire ..

Amusement Games 86	Music
Carnival	Music Chi
Circus 68	Music Ma
Coming Events 76	Parks & 1
Classified Ads	Pipes
Coin Machine Market., 78	Radio
Drive-In Theaters 70	Rinks
Fairs & Expositions 59	Roadshow
Final Curtain 58	Routes
General Outdoor 53	Television
Honor Roll of Hits 24	TV Film
Letter List	TV Review
Merchandise	Vending N

N. Y. Library Airs Concerts

NEW YORK, March 10.-New Yorkers have ample opportunity to satisfy their music appetites with free recorded music concerts conducted by the New York Public Library. Tho the venerable Fifth Avenue institution does not lend records, it does offer Monday thru Friday noontime concerts in adjoining Bryant Park in the summer months.

Thruout the year weekly Wednesday noon concerts and monthly Wednesday evening concerts are held within the library itself.

All records played from the Archive Collection of more than 30,000 disks are identified to listeners, which officials feel increases the public's record consciousness.

Copyrighted malanal



Communications to 1564 Broadway, New York 36, N. Y.

SHOW CHANGE

New Look

Sat. Night

NEW YORK, March 10.-Sat-

urday night on CBS will have a

brand-new look next season. The

only show that will carry over from this season is the Jackie Glea-

son show, which reportedly will

continue in its current 8-8:30 p.m.

The web, it's understood, has

decided to put the new hour long

"Perry Mason" adventure series,

based on the Erle Stanley Gardner

properties it recently bought, into

the 10-11 p.m. time slot. The 9-10

p.m. period, according to reports,

will be programmed with Herb

Shriner's new hour long variety

show. "Beat the Clock." currently

in the 7:30-8 p.m. period, is slated

to be replaced, the Sylvania prob-

It's not known whether Procter

& Camble and Liggett & Myers,

which currently sponsor the 9:30-

10:30 p.m. programs, will pick up

pieces of the new shows or will

decide to shift their money else-

Revion Allots

\$1,000,000

NEW YORK, March 10.-Still

stepping up its network expendi-

tures, Revlon has earmarked about

\$1,000,000 for a daytime satura-

tion buy. The advertiser is shop-

ping for shows at CBS-TV and

NBC-TV primarily.

ably will hold on to the time.

time slot.

where.

For CBS'

EVEN AT CBS, NBC

Summer Slots Can Be Had, Despite 'No Hiatus' Policies

spite of the decision of CBS-TV and CBS may have several. and NBC-TV not to allow its ad- At NBC sponsors may be able Tune," Tuesday 7:30-8. "Person to vertisers to take a summer hiatus, to purchase any one of the Tues- Person" will take a vacation as it there will be many choice half day to Friday quarter hours, 7:45 did last season, and Elgin may hours of time available. Several to 8 p.m., currently occupied by want to reserve its budget for a sponsors who do not wish to use Eddie Fisher and Dinah Shore. fall push. network video during the warm Each does two shows weekly. Both weather months will ask for relief Coca-Cola and Chevrolet will summer time periods at ABC. On even if they lose their network discounts as a result.

time periods, of course, will be for sale at ABC-TV, which has not set to be vacated by General Foods. Go" will all exit during the warm a no-hiatus policy. NBC will have

Old Gold to Cut Tab on 'Truth'

NEW YORK, March 10.-Old Gold is cutting back to alternate sponsorship of "Truth or Consequences," Fridays 8-8:30 p.m. on NBC-TV. Thirteen of 26 weeks in the next cycle are available to an interested client.

Budget considerations are the reason for the cutback. The property was brought into TV by Old Gold, which has been its sole sponsor. It is undecided whether the program will remain in its present time period next season. Lennen & Newell is the agency.

Toni Summer 'Party' at 10, CBS Thurs.

NEW YORK, March 10.-CBS' Thursday 10-10:30 p.m. time slot, the object of considerable juggling the past few weeks, has finally been firmly buttoned down by Toni for the spring and summer months. The bankroller will program the "Arthur Murray Party" in the period until the fall, when CBS' "Playhouse 90" takes over the time slot.

Toni and Hazel Bishop were reportedly vying for the period, but Toni apparently won out. Indications are that were it not that the two advertisers are competitive. they might have jointly occupied the time period. Toni spousored the "Arthur Murray Party" on NBC-TV last summer.

Scott for New 'Father' Time

NEW YORK, March 10.-Scott Paper Company is seeking a new fall time slot for its "Father Knows Best," which it currently airs on NBC 8:30-9 p.m.

The bankroller is reportedly unhappy with the fact that the current time slot pits it against ABC's "Disneyland" on the West Coast, where it suffers badly from the competition. The sponsor reportedly is satisfied with the audience the show is pulling thruout the rest of the country, but because of its "Disneyland" competition in the West, it's national rating drops sharply.

Broadening Scope For 'Wide World'

HOLLYWOOD, March 10. -"Wide, Wide World" will get wider in its reach for far away places, NBC President Robert Sarnoff told The Billboard. Within two years, Sarnoff visualized originations for "World" being beamed live from the old world. On-the-spot European originations will become part of the regular TV diet within five years, Sarnoff predicted.

Fight Curtailment

the fights, will probably program run. sports film 10-10:30 p.m.

sponsoring "Person to Person," and their goods.

NEW YORK, March 10. -In a number of choice slots for sale, possibly Whitehall Pharmacal dropping out of "Name That

There will be no shortage of probably ask out, with the soft Thursday between 8-9 and 9:30drink client a possibility to remain 10 p.m. there are three half-hour The greatest amount of prime with another musical show. Tues- periods for sale. Bishop Sheen, me periods, of course, will be for day evening 8-9 is almost certain "Stop the Music" and "Down You Chevrolet, RCA and Sunbeam, weather. Half of "Wyatt Earp" The hour most likely will be cut in can also be bought during the half for two half-hour shows and summer, because Parker Pen is asking for relief. Saturday night's "Ozark Jubilee" is also available, NBC will also have available as is the 10-10:30 portion of "Fa-Friday nights 10:30-11. This is mous Festival" on Sundays. The the latter half of the Gillette Fri- American Motors half-hour segday night boxing show. Gillette, ment of "Disneyland" reportedly ia lieu of summer curtailment of can also be bought for a summer

> The leaner pickings on CBS will nears more opportunities will offer probably consist of Friday nights themselves to clients who want to 10:30-11, where Elgin is currently use that portion of the year to sell

DOUGH RISING

'Tonight' Heads for Solid '56 Success

entation which include "Today" in September, 1954. and "Home," "Tonight" will probably be a solid financial success in

Its billings this year are already \$4,000,000, which is \$700,000 more than it grossed all during I 1955. Its latest order, and the biggest in its history, was for about \$800,000 from the Miller Brewing Company. It consists of 120 participations over a yearly span.

Reports were that the network did not make any profit on the show last year. With its strong head start towards a projected billings mark of \$6,000,000, the show should be a money maker for the network this year.

to sell when they were first pre- occupied by Jack Paar. sented but later turning into solid NBC-TV financial achievements.

NEW YORK, March 10.—"To- over 25 per cent. Emsee Steve policy of programming kines of the right seems to have broken thru Allen's personal prestige has also show during the summer months. the sponsorship burrier. The only gone up tremendously as a result The advertiser, who has had disshow among NBC-TV's regularly of his records, books and movie agreements with the network, is programmed omnibus type of pres- work. "Tonight" first went on TV reportedly conferring on some new

CBS Maps Program Changes for Fall Days

to revamp and strengther, its entire Paar.

peated the history of "Today" and for a programming change is the time slots. "Home," both having been tough 1-1:30 p.m. time slot, currently

Ir. show, which just hit the air a vacation this summer. CBS may "Tonight" is especially impres- few weeks ago, hasn't met with put another program into Moore's sive during the summer in terms overwhelming acclaim, but feeling time slot for the summer and if it

NEW YORK, March 10. - A other. The network apparently number of CBS daytime program- aims to concentrate initially on ming changes are on tap for next building up the time slots curseason as part of the web's plans rently occupied by Lewis and

As reported previously (The Reportedly slated for axing is Billboard, February 11), the web the Robert Q. Lewis 2-2:30 p.m. has hopes of building Johnny Caracross - the - board show, which son into a strong daytime personal-CBS has been having a lot of i.y. and cinnices are he may wind The program seems to have re- trouble selling. Also being eyed up next season in one of these two

Carry Moore, one of the web's strongest daytime personalities, is The early morning Will Rogers reportedly planning to take a long

of viewing. It reportedly increased at the web is that it hasn't had shows signs of strength give it a the sales of Gemex watchbands time to prove itself one way or the fall berth.

television readers will want the NEW ...

Billboard

NEW SIZE STITCH & TRIM EASIER TO READ MORE FOR EVERYONE

The NEW Billboard . . . out March 24 . . . packs more punch than ever . . . and packs it into a new, easier to read and easier to use package. You'll love it!

Special 1/2 Price introductory subscription offer

HAUNTED AND **ROBBED HOUSES**

NEW YORK, March 10 .-One of the most successful parties in the history of TV was staged this week, a shindig which garnered an impressive amount of publicity for Bristol-Myers, the sponsor of "Alfred Hitchcock Presents." Young & Rubicam staged a haunted house party for the client at Alfred Hitchcock's residence.

The result was front page pictures in several local dailies, a four-column United Press break, a five-column picture layout in the New York World-Telegram, a spread in the roto section of the New York Daily News, a layout in the Women's Home Companion and terrific coverage by several national columnists. Two NBC radio programs covered the event.

The twist, however, was that while Hitchcock was helping to haunt his house, here, his Hollywood residence was being robbed.

NBC Allows Bishop Drop From "Life"

NEW YORK, March 10.-NBC-TV has allowed Hazel Bishop to exit from alternate sponsorship of "This Is Your Life," first sponsored by this client Wednesday evenings 10-10:30 p.m. Procter & Gamble, now the alternate-week client on the show, will sponsor the package weekly thru September, 1957.

Bishop did not agree with NBC's

The purchase would be for April, May and June. Two agencies, Batten, Barton, Durstine & Osborn and C. J. La Roche are primarily scanning the availabilishows for next fall.

Billböard

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Editors

R. S. Littletora Jr Editor in Chief, New York Paul Ackerman Music-Radio Editor, N. Y. Herb Dotten ... Outdoor Editor, Chicago Robt, Dietmeier Coin Mach, Editor, Chicago Wm. J. Sachs Exec. News Editor, Cincinnati Is Horowitz Music-Radio News Editor, N. Y. Leon Morse Television News Editor, N. Y.

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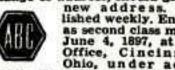
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Brief & Important

GE INTERESTED IN HALF OF 'EARP' FOR FALL . .

General Electric has displayed interest in picking up half of "Wyatt Earp" on ABC-TV next fall. It is not known which of the current clients, General Foods or Parker Pen, would surrender its alternate-week sponsorship.

RED BUTTONS MAY SUB FOR 'HOWDY,' LEE . . .

Red Buttons is being considered as the summer replacement for "Howdy Doody" and Pinky Lee on NBC-TV. The package has been presented by Goodson and Todman.

WHITEHALL MAY HAVE TO STAY ON 'HAYRIDE' . . .

Whitehall Pharmacal wants to move out of its alternate-week sponsorship of "Midwestern Hayride," Wednesdays 10:30-11 p.m. on NBC-TV. Unless the network finds a client, however, the sponsor will have to stay with the show, because its contract runs to the summer.

REVLON MAY NEED HELP ON 'BEAUTIFUL GIRL' . . .

C. J. La Roche is said to be looking for a client to go alternate weeks on "The Most Beautiful Girl in the World," the agency-developed show which Revlon is said to be readying for next fall. Prime target is Warner Brothers, ladies' undergarments.

KENT, REVLON HUNT NEW '64G CHALLENGE' MC . . .

Kent cigarettes and Revlon are looking for an emsee for "The \$64,000 Challenge," which goes into Sundays, 10-10:30, on CBS-TV in April. Mike Stokey and Tom Brown are said to be under consideration.

TOLUCA PRODUCTIONS GETS 'RED SPARROW'

> Toluca Productions, company owned by William Holden, last week acquired rights to a second property intended for a TV series. Title is "The Red Sparrow," an adventure yarn authored by Charles Rufer. Toluca recently purchased "English Coronets" for use as a TV series.

KTTV ACQUIRES SG FEATURES

Station KTTV, indie which has built ratings and reputation on TV film programming, Saturday (10) pulled a major switch by buying the complete Screen Gems block of 104 features. It's believed that the purchase marks the largest single feature transaction by any West Coast TV channel. Station execs said they were not yet certain as to how the pix would be programmed, and to what degree it would affect their TV film purchases. Altho no price was announced, it's believed to be in the neighborhood of \$750,000.

BY THE WEEK

CBS Puts **TV Writers** On Payroll

NEW YORK, March 10.-The weekly pay check has come to TV writers. CBS-TV is now offering a select number of video writers firm three-year pacts at \$12,500 each

They are to produce five scripts each year for the network, which means they will be paid \$2,500 per script. But they are paid on a weekly basis to make for a certain measure of security. Among the writers recently signed are Harry Junkin, Alvin Sapinsly and Loring Mandel.

'64G' Time Switch Poser

NEW YORK, March 10.-Revlon is said to be opposing the CBS-TV network's desire to shift "The \$64,000 Question" from 10-10-30 p.m. Tuesdays to 9. The move would be made to beef up the CBS Tuesday programming, so that the show's strength would be communicated to other show's earlier in the evening.

Such a switch, however, would have repercussions on other networks. It would make the alternate 9:30-10:30 hour on NBC-TV where Pontiac will cancel "Playwrights '56" very valuable for a client. And it might cool off General Electric's desire to purchase Tuesday at 9 p.m., on ABC-TV. a time period it is reportedly interested in.

Ed Madden Joins Latex as Veepee

NEW YORK, March 10. - Ed Madden has joined International Latex as veepee and special con- vertising next fall. sultant on TV advertising. The Daytime video is expected to be turing Charles Francis (Socker)

'Matinee' Ups **Trendex Count**

NEW YORK, March 10.-NBC TV's "Matinee" seems to have survived a major crisis. Buffeted by the impressive initial start of ABC-TV's competing "Afternoon Fam-ous Film Festival," the show was in some danger of being canceled, but it has made a strong rating comeback recently.

A Trendex rating taken during the week of February 27 gives 'Matinee" an increased average share of audience of 32 per cent, as against 26 per cent two weeks previously. ABC stanza was down to 16 per cent in the last week of February in comparison to its 24 per cent the two weeks previously. During the Trendex week "Matinee" presented such names as Sarah Churchill, Gene Raymond, Zsa Zsa Gabor, Hugh O'Brien, June Havoc and Diana Lynn.

NBC Hunts Milton Berle Replacement

NEW YORK, March 10.-NBC-TV is already looking for a replacement for Milton Berle. The comedian will probably take a year's leave from the medium to recover some of his strength and freshness. NBC-TV, nevertheless, will probably continue to rotate comics in the hour, which will probably be occupied, for the most part, by Martha Raye and Bob Hope, as is joined the press department of Ted

being done this season. The web doesn't have to use any one personality. It may use a number of its top talents, such as Eddie Fisher, Dinah Shore and possibly Tennessee Ernie, who is being utive producer of all ABC-TV groomed for big things at the web. shows, has been signed by pro-Another possibility is Ernie Kovaes, a comedian that NBC thinks has nighttime value because of the way he succeeded in daytime.

least \$2,000,000 for network ad-

client is reportedly readying at an area of prime consideration.

Film Programs Help ABC's Slow, Steady Station Clearance Progress

Outlets Needed for Top Stature; Series Line-ups Biggest; There's a M'kt Limit

THE BILLBOARD

billings and stature would sky- in many areas. rocket faster and farther than it has to date if the network could more easily deliver to advertisers all the markets they would like.

As it is, ABC's embracement of filmed programs has made it possible, because of the fact that film shows can be aired on a delayed basis more readily than live shows, for the web to obtain impressive station line-ups for many of its shows. Its ability to do this has brought many advertisers to the network who two years ago wouldn't have given ABC a second glance. The collapse of the Du Mont network, too, undoubtedly helped its clearance problem.

NEW YORK, March 10.-Slow | The process of clearing difficult | boast coverage factors of over 90.

Film Line-ups

For instance, "TV Reader's Digest" jumped from a line-up of 52 stations in January, 1955, to 86 stations in January, 1956, to increase its Nielsen coverage factor from 73.8 to 83.7. "Rin-Tin-Tin's" line-up jumped from 61 stations last year to 93 stations this year, increasing its coverage factor from 76.3 to 84.2. "Du Pont Theater" last year had only 44 stations. This January, it was reaching 82 outlets, which brought its coverage factor up from 69.5 to 82.9.

Last January, only two ABC snows - both film - were able to

and steady progress is being made markets, however, is still a slow They were "Disneyland," with a by ABC in the field of station and laborious process for the web. coverage factor of 95.3, and "Ozzie clearance, which still remains a Its current impressive station line- and Harriet," with a coverage facmajor stumbling block in the net- ups on many of its shows have tor of 92.8. This year, the web work's attempts to reach equal status with NBC and CBS.

There's no doubt that the web's been built up only gradually. The gains it has made, however, over the past year have been impressive coverage factor hit 96.7 in January; "Break the Bank," with a coverage factor of 91.5; "Masquerade Party," 91.1; "Mickey Mouse Club," 91.0, and "Make Room for

Station Limit

Daddy," 90.1.

The gains that ABC has made this year will be the starting point for further progress the web will undoubtedly make nex season. But there is a limit, imposed on it by the limited number of stations available in certain key markets, beyond which it cannot go. Its progress beyond this point will have to depend on moves by the Federal Communications Commission to open up more channels in these blocked markets. ABC, of course, is doing its best to point up its dilemma to the FCC and is applying heavy pressure for fast action to alleviate its problem.

Clients Eye NBC Grid, Altho Price Not Set

NEW YORK, March 10.-Even to be presented regionally. NBC before setting a price on its col- should also have little trouble in lege football package, the NBC- disposing of pre and post-football TV network has aroused consider- programs. It's 1955 college footable sponsorship interest in the ball was very successful commerproperty. Two of the interested cially, and a lush source of revenue advertisers are Gulf Oil and Sun- even to the stations which used it beam. Two clients who sponsored for co-op sale. last season's football, White Owl cigars and Crosley-Avco, are also making bids. If Gulf buys the sport, it would be up to the Rocky Mountains, beyond which it has no distribution.

The network, however, is also trying to put together a sports package consisting of college football and college basketball which would run about 20 weeks and give sports-minded clients some continuity of advertising. It would obviously favor the sponsorship of such advertisers in its college football package.

The National Collegiate Athletic Association is receiving well over the \$1,250,000 price of 1955. The package includes eight nationally televised games and five

RESTLESS

PEOPLE

Jr., assistant manager of WRCV

AM-TV, Philadelphia, has been

appointed national sales manager

of Westinghouse Broadcasting

Company. Dannenbaum succeeds

Eldon Campbell, who resigned last

week. . Keith Kiggs, administra-

tive assistant to George B. Storer,

president of Stoner Broadcasting,

and Ewald Kockritz, director of

programming for over-all Storer

Company, were elected vice-presi-

dents at a recent meeting held in

Miami. . . . John B. Soell, formerly

H-R Television representative, has

joined WISN-TV, Milwaukee, as

Mort Schwartz, TV talent agent

with Henry C. Brown, Inc., is re-

signing from the agency March 16.

He formerly had been with

J. Mitchell (Mike) Jablons has

Bates & Company. He was for-

merly public relations counsel for

the Blue Cross Commission of the

American Hospital Association.

. . . Harvey Marlow, one-time exec-

ducer Sid Luft as associate pro-

ducer of the Judy Garland show,

CBS-TV special event telecast, to

air April 8.... Theodore Granik, radio-TV producer, has completed

plans to produce a new TV series

entitled "The Living Story," fea-

Coe, writer and raconteur.

the William Schuller office. . .

director of television.

Alexander (Bink) Dannenbaum

Quit 'Mickey'

NEW YORK, March 10.-A considerable amount of unrest has been reported among advertisers sponsoring ABC's "Mickey Mouse Club," despite the phenomenal ratings being pulled in by the

The major reason for the sponsors' discontent, according to the reports, is that they feel there are too many commercials being aired on the show. Stations, they feel, are being given too many station breaks which give the show the appearance of being all but saturated with commercials. As a result of the number of commercials aired during the hour for different products, the network sponsors feel that their own commercials lose a great deal of their effectiveness.

ABC's president, Bob Kintner, reportedly is attempting to work out the problem with the stations and advertisers involved. Among the bankrollers rumored to be considering giving up the show are Mars, Coca-Cola and Welch's Grape Juice. A reported 30 per cent hike in the program cost of the show for next season may be another factor that is making the show's advertisers unhappy.

ABC May Expand Day Programming

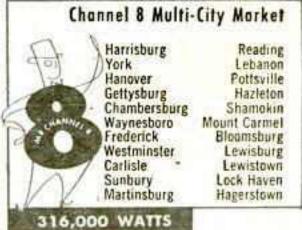
NEW YORK, March 10.-ABC-TV's daytime programming line-up will be expanded next season if current negotiations with an undisclosed bankroller for sponsorship of two quarter-hour shows in the 2:30-3 p.m. time period are successfully concluded.

The web's only daytime programming this season has been between 3 and 6 p.m. ABC is also considering the possibility of programming the 10 a.m.-12 noon period with new fare next season.



ADVERTISERS know exactly what THE BILLBOARD delivers because The Billboard is a member of the Audit Bureau

do yourself LANCASTER, PENNA. NBC and CBS BUY the Channel 8 Multi-City Market. Consider the facts: population-31/2 million; TV sets-917,320; yearly effective buying income



-\$51/2 billion.

STEINMAN STATION CLAIR McCOLLOUGH, PRES.

Representatives:

MEEKER TV, INC.

New York



america's no. 1 distributor of television film programs

CHICAGO CLEVELAND ROSTO

FITTS BURGH

CHICAGO TO THE STREET TO THE STREE

NEW ORLEANS

HOUSTON

CINCINNATI

KANSAS CITY NO.

MEXICO CITY

serving you with 30 offices.

TV's finest film series!

WASHINGTON

ROANOKE

TAMPA

ATLANTA

coming-3 great new series made expressly for syndication!

SEATTLE

SAN FRANCISCO

BEYERLY HILLS

SAITLAKECHY

it's going to be a great year for the local and regional buyer!

THE

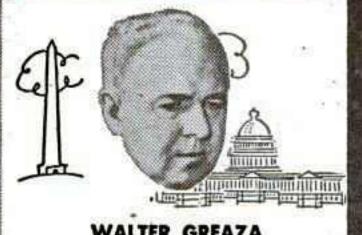
osemary looney

Most expensive, most talented, most IMPORTANT new TV film series ever offered for syndication! 39 stunning half hours...immediately available ... featuring current hit songs in every showt ALREADY SOLD to FOREMOST DAIRIES, Inc. IN 57 CITIES

This series will not wait-call MCA today!

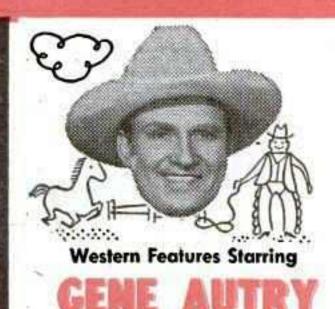
GET READY FOR A BOOST IN SALES!

these MCA TV shows attract the biggest audiences

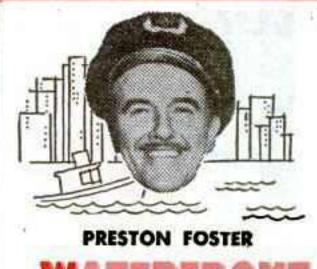


WALTER GREAZA

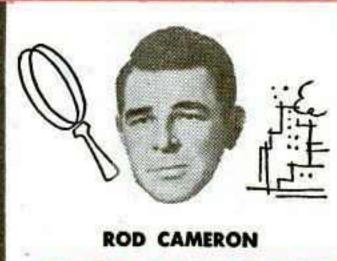
39 half hours



56 hour-long features



78 half hours



65 half hours

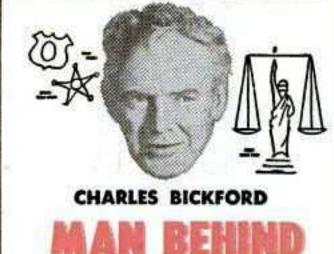


ROYAL CANADIANS 78 half hours



SHOW

76 half hours



39 half hours



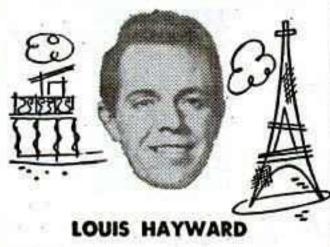
THOMAS MITCHELL

39 half hours

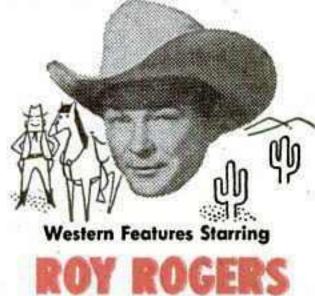


JOHN HOWARD

39 half hours



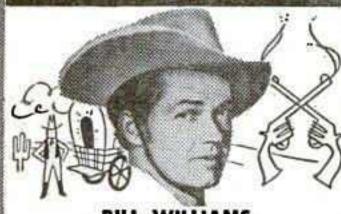
39 half hours



67 hour-long teatures



Over 250 half hours



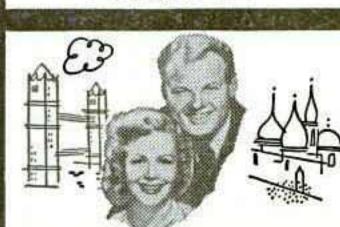
BILL WILLIAMS

104 half hours





39 half hours



ALAN HALE, JR. RANDY STUART



39 half hours



40 half hours.



39 half hours



78 quarter hours

only MCATV has a show for every product, every market, every budget! only MCA TV has award-winning merchandising, advertising and publicity!



18th ANNUAL PROMOTION COMPETITION

For the best audience promotion of programs by networks, stations and distributors

Bigger the Mart, Better the Job, Say Competition Judges

Quality, Quantity Correlative to FCC Breakdown on Size of Markets

the entries submitted in The Bill- tions in the U. S. It is twice as efforts on behalf of network film board's 18th Annual Promotion many stations as entered the last programs. Competition. That was the opinion time the competition was run on expressed by the judges at the re- a presentation basis, two years ago. viewing and voting session held (Last year promotion awards were Monday, Feburay 20 at the Ad- given on the basis of an industryvertising Club in New York.

The station entries were categorized according to the number of stations in the market as allocated tions of audience promotion camby the Federal Communications Commission. This breakdown, of course, roughly parallels the popu- tions were grouped according to lation of the markets. Aside from whether the programs covered were were not the subject of many enquality considerations, the number network, local or film. of entries submitted from singleof entries submitted from single-channel markets was proportion-of the promotion competition, the "Ford Star Jubilee"; one from a ately behind the total number of such markets in the country.

Slightly over 100 TV stations submitted entries in this year's promotion competition. That is ap-

WEB BESTS

Judges Prefer CBS; NBC, 2d; ABC, 3d

The CBS-TV network does the best job of promotion. This was the consensus of the judges in The Billboard's 18th Annual Promotion Competition. Second place winner was NBC-TV, which was not far behind, with ABC-TV ranking a distant third. The judges' decision was based on their observations of the promotion work of the networks thruout the year. The networks were not asked to submit presentations of their work.

There were many reasons given the web was "most co-operative with agency planning and most creative, with network audience building." Another gave the nod to CBS because of "constant promotion on the air thruout the day." He also maintained that its "special sock ads for special occasions have been most impressive." A third, three-station markets; WGBS-TV promotion work was proved by the one-station markets. the strong ratings of its shows.

ments as to the promotion work second and third respectively in done by NBC. One top promotion three-station markets. WAFB-TV, executive, a veteran in the field, Baton Rouge, La., and KOMO-TV, however, pointed out that NBC's Seattle, were the second and third promotion was "consistently good" place victors in the two-station and that the web was "extremely markets. And in one-station marco-operative." An interesting as- kets, the runnerup was KELO-TV, sessment of ABC's promotion ac- Sioux Falls, S. D., with WSTV, tivity was made by another of the Steubenville, O., right behind. judges who wrote that "ratings have been gained by publicizing standing for its promotion of "Mir- motion was linked to schools and shows via newspaper and on the acle on 34th Street," presented featured teaching aids. One of the air plugs to make rome of their over the "20th Century-Fox Hour" judges termed it a "tailored ap-

The bigger the market the better proximately 20 per cent of the sta- entries concerned the distributors' wide vote.)

Triple Grouping

The stations submitted presentapaigns they carried out in 1955 on individual programs. The presenta-

TV film distributors this year were invited to participate, and their entries drew special praise from the judges. It was said that the over-all quality of their entries was outership and originality in their pro-

that distributors' entries would con- and experience. centrate on the promotion kits that are the stable of syndication. But by a scant few votes. this thought overlooked the current concentration on national sales in the station category. CBS proin the TV film industry. As it grams were the subject of more of turned out, two of the top five

Feature Films

Feature films got a good ride from the stations in this competition. About 20 per cent of the station entries on film programs concerned movies. And the "Million Dollar Movies" was one of the few recurring titles in the list of winners, as well as the list of total entries.

The spectaculars, oddly enough, tries. One submission from a singletwo-channel market concerned 'Producers' Showcase," and that

Of the three networks, CBS seems to have made the best showstanding, that they displayed lead- ing on the whole, tho by a fairly narrow margin. The networks motion work and showed a keen themselves were not asked to subsense of what sponsors want and mit presentations. But the judges, all TV and promotion executives In a number of ways the results of leading sponsors and ad of the promotion competition re- agencies, were asked to vote for flect the current trends in program- the top promotion network in 1955 ming. For example, it was expected on the basis of their own knowledge

In this vote CBS topped NBC

CBS also had a good showing (Continued on page 7)

WEB PROGRAMS

WCBS, WCCO and WGBS, WTRF Win

for the CBS preference. One of of The Billboard's 18th Annual Macy's which rated plenty of the execs at an agency stated that Program Competition was note- newspaper space in the dailies. worthy for the quality of the entries and the revelation of the promotion bid made by so many of the stations. First place winners for their promotion of network shows were WCBS-TV, New York, in the markets of four stations or more; WCCO-TV, Minneapolis, in the advertising manager for a top Miami, in two-station markets, and network sponsor, felt that the CBS WTRF-TV, Wheeling, W. Va., in

KMBC-TV, Kansas City, Mo., There were fewer specific com- and KCCC-TV, Sacramento, were

marginal time periods valuable." during the Christmas season. It

The network program category featured a tie-in with Cimbels and

"Big Pay-Off"

The WCCO victory was based on its promotion of "The Big Pay-Off" which came to town for the Minneapolis Acquatennial Swim Show. It drew the attention of the city for an entire week. Results for the sponsor, as shown by orders for Colgate products were nothing short of phenomenal.

Right on its heels in the voting was KMBC, which had as its problem the publizing of then unknown show, "Wyatt Earp," and did the job magnificently. Hugh O'Brien, the star, was invited there for a frontier parade, and the support of the State was behind the promotion.

Another ABC show, "The Mickey Mouse Club," got the benefit of a tremendous ballyhoo engen-The WCBS-TV entry was out- dered by UHF'er KCCC. This pro-

(Continued on page 8)

THE WINNERS

18th Annual Promotion Competition

NETWORKS

 CBS-TV PRES. J. L. VAN VOLKENBURG PROM. DIR.: JOHN COWDEN

2. NBC-TV PRES.: ROBERT SARNOFF PROM. MGR.: JOHN PORTER

PRES.: ROBERT KINTNER

3. ABC-TV PROM. DIR. GENE ACCAS

STATIONS

Promotion of Network Programs

- Markets of 4 or More Stations
 - 1. WCBS-TV, New York Gen. Mgr.: Sam Cook Digges
 - Prom. Mgr.: Robert G. Patt
- **3-Station Markets**
 - 1. WCCO-TV, Minneapolis Gen. Mgr.: F. Van Konynenburg Prom. Mgr.: Gene Godt
 - 2. KMBC-TV, Kansas City, Mo.

Gen. Mgr.: John T. Schilling Prom. Mgr.: Donald D. Davis (first vice-president)

- 3. KCCC-TV, Sacramento Gen. Mgr.: Ashley Robison Prom. Mgr.: Eleanor Fait
- 2-Station Markets
 - WGBS-TV, Miami

Gen. Mgr.: Walter Koessler Prom. Mgr.: Bob Nashick

- 2. WAFB-TV, Baton Rouge, La. Gen. Mgr.: Tom E. Gibbens
- Prom. Mgr.: Grace McElveen 3. KOMO-TV, Seattle
 - Gen. Mgr.: W. W. Warren Prom. Mgr.: Margaret Frey
- 1-Station Markets
 - 1. WTRF-TV, Wheeling, W. Va. Gen. Mgr.: Robert W. Ferguson Prom. Mgr.: Greg Van Camp
 - KELO-TV, Sioux Falls, S. D. Gen. Mgr.: Evans A. Nord Prom. Mgr.: Marcia Daughtry
 - WSTV, Steubenville, O. Gen. Mgr.: John J. Laux Prom. Mgr.; Bill McClinton

Promotion of Local Live Programs

- Markets of 4 or More Stations
 - 1. (Tie) WBKB, Chicago Gen. Mgr.: S. C. Quinlan Prom. Mgr.: Ell Henry
 - 2. (Tie) WCBS-TV, New York Gen. Mgr.: Sam Cook Digges Prom. Mgr.: Robert G. Patt
 - 3. KTTV, Los Angeles Gen. Mgr.: R. A. Moore Prom. Mgr.: Jack O'Mara
- 3-Station Markets
 - 1. WBNS-TV, Columbus, O. Gen. Mgr.: Richard A. Borel Prom. Mgr.: Barbara Haddox
 - WTVN, Columbus, O. Gen. Mgr.: J. W. McGough Prom. Mgr.: Sue Sternberg
 - (Tie) WEWS, Cleveland Gen. Mgr.: James C. Hanrahan Prom. Mgr.: Donald L. Perris
 - (Tie) KSI-TV, Salt Lake City Gen. Mgr.: D. Lennox Murdoch Prom. Mgr.: A. Richard Robertson

and the way will be a recent

- (Tie) WISN, Milwaukee
- Gen. Mgr.: I. E. Showerman Prom. Mgr.: C. J. Lanphier

2-Station Markets

1. KOMO-TV, Seattle Gen. Mgr.: W. W. Warren Prom. Mgr.: Margaret Frey

WICU, Erie, Pa.

Gen. Mgr.: Ben McLaughlin Prom. Mgr.: Jack Schumacher

3. WTTV, Indianapolis Gen. Mgr.: Robert Lemon

Prom. Mgr.: Keith Wilson WGBS-TV, Miami

Gen. Mgr.: Walter Koessler Prom. Mgr.: Bob Nashick

1-Station Markets

1. KIMA-TV, Yakima, Wash. Gen. Mgr.: Thomas Bostic Prom. Mgr.: Ed Morrissey

2. WIBW-TV, Topeka, Kan. Gen. Mgr.: Ben Ludy Prom. Mgr.: Vic Boutwell

3. WPFH, Wilmington, Del. Gen. Mgr.: David Kaigler Jr. Prom. Mgr.: Wm. J. Conran

Promotion of Film Programs

Market of 4 or More Stations

1. WRCA-TV, New York Gen. Mgr.: Hamilton Shea Prom. Mgr.: Max Buck

2. KBTV, Denver Gen. Mgr.: Joseph Herold Prom. Mgr.: Wm. G. Walker

3. WOR-TV, New York Gen. Mgr.: Gordon Gray

Prom. Mgr.: Robert J. Sullivan

(Tie) KLZ, Denver Gen. Mgr.: H. B. Terry Prom. Mgr.: Harold Storm

3-Station Markets

 WBZ-TV, Boston Gen. Mgr.: F. A. Tooke Prom. Mgr.: E. J. Muriaty

2. WCCO-TV, Minneapolis Gen. Mgr.: F. Von Konynenburg Prom. Mgr.: Gene Godt

3. KMBC-TV, Kansas City, Mo. Gen. Mgr.: John T. Schilling Prom. Mgr.: Donald D. Davis (first vice-president)

2-Station Markets

 WREX-TV, Rockford, III. Gen. Mgr.: J. M. Baisch Prom. Mgr.: Chuck Olson

2. WICU, Erie, Pa. Gen. Mgr. Ben McLaughlin Prom. Mgr.: Jack W. Schumacher

3. WOW-TV, Omaha Gen. Mgr.: Frank P. Fogarty Prom. Mgr.: Robert Seitzer

1-Station Markets

1. KTVH, Hutchinson, Kan. Gen Mgr.: H. O. Peterson Prom Mgr.: Dale Larson

KTEN, Ada, Okla. Gen. Mgr.: Bill Hoover Prom. Mgr.: Helen Moreland

3. WGEM-TV, Quincy, III. Gen. Mgr.: Joe Bonansinga Prom. Mgr.: Ellen Tripp

FILM DISTRIBUTORS

PROMOTION OF A SINGLE SERIES

1. Ziv Television Programs Pres.: John Sinn Prom. Dir.: Mel Bernstein

Gen. Mgr.: Ralph Cohn Publ. Dir.: Frank Young 3. MBC Television Films

Vice Pres.: Carlton Stanton Prom. Dir.: Jay Smolin

PROMOTION OF A FEATURE. FILM PACKAGE

1. National Telefilm Associates

Pres.: Ely Landau Prom. Dir.: Martin Robert

2. ABC Film Syndication

Pres.: George Shupert Prom. Dir.: Lee Francis

PROMOTION OF ENTIRE CATALOG

1. Television Programs of America

Pres.: Milton Gordon Publ. Dir.: Jerry Franken Merch.: Martin Stone

LOCAL LIVE SHOW 1STS

WBKB, WCBS Tie; WBNS, KIMA, KOMO Top in Class

nual Promotion Competition.

In the competition among outand WCBS, New York, tied for first place. WBKB's promotion of Norman Ross and his show, "This spread acceptance of this personand 50 minutes a week. This also made Ross one of the city's best liked local personalities.

launching of its 11 p.m. "Ron in the four-or-more-station-market Cochrane and the News" effective category for promotion of its live tively challenged WRCA - TV's heretofore dominant position in the 11 p.m. news competition. As a result of the WCBS campaign, Cochrane's audience soon equaled that of the competing news show.

WBNS-TV

in promoting the presentation of a statue of Christopher Columbus of Genoa, Italy, wen for WBNS a first-place award. The station's international boundaries in its fossar's Hour.'

First-place award among stations in two-station markets was won by KOMO-TV, Seattle, for

W'KLY FEATURE ON PROMOTION

Detailed descriptions of the promotion campaigns, that drew top honors in The Billboard's 18th Annual Promotion Competition will be given in a weekly feature that will begin in the next issue of The Billboard. The feature will be titled "Top Show Pluggers." Each week's installment will cover the campaign contained in a single outstanding competition entry.

In view of the high caliber of entries in this year's competition, "Top Show Pluggers" should prove a valuable bank of ideas for promotion executives at stations and agencies.

turn out in abundance.

KIMA-TV First

In the competition in one-sta-Is the Day," resulted in such wide- tion markets, the judges voted KIMA-TV, Yakima, Wash., first ality that the station gave Ross place for its audience promotion additional shows to do, thus in- on behalf of Uncle Jimmy's "Clubcreasing his time on the air from house Gang," a campaign that's 50 minutes a week to eight hours climaxed by an annual grand picnic for the community's small fry.

Other top winners in the promotion competition included KTTV, WCBS' campaign following the Los Angeles, which won third place telecast of the Salk Polic Vaccine tion entries. The winning network Conference, which the station made special arrangements to telecast live from Ann Arbor, Mich., on the morning of April 12.

three - station - market entries was Among stations located in three- WTVN, Columbus, O., which the station markets, the extensive job judges felt did an outstandingly that WBNS-TV, Columbus, O., did creative job in promoting its daily third place, CBS and NBC had morning "Romper Room" show.

A three-way tie vote for thirdto the city of Columbus by the city place winner in the three-station category was shared by KSL-TV. Salt Lake City, which launched a campaign, which reached across new kid show, Engineer Ron's "Fun Time Express," against a strong tering of good will, was climaxed competitive kid show, and then proby a telecast of the statue's un- moted it strongly enough so that work shows. In fact, only three veiling. The show pulled an Ameri- it pulled an average of 15.9 ARB can Research Bureau rating that rating two months after its prealmost doubled that of its closest miere. The WEWS-TV, Cleveland, network competitor, NBC's "Cae- entry, making use of contests and other promotionl activities on behalf of "Tip Top Cartoon Club," hiked the program's Telepulse rating from a 5.0 to 8.8, and WISN-TV, Milwaukee, whose January Poliothon promotion and the handling of a contest on when its new tower would be completed won it recognition of the promotion competition judges.

WICU's Second

A month-long "Name the Pony' contest held by WICU, Erie, Pa., on behalf of one of its shows, earned for that station the secondplace award in the competition in two-station markets. Tied for third place in this category were WTTV, Indianapolis, for its campaign promoting its Indiana University basketball games, and WGBS-TV, Miami, which put on closed circuit TV demonstrations, where the public could see themselves on TV, and set up tie-ins with department stores for promotion of its shows.

For its campaign on behalf of "What's Cookin'?" show,

How extensive audience promo- its audience promotion campaign WIBW-TV, Topeka, Kan., won tion campaigns on local shows can on behalf of "Mother Goose of second place among the one-stapay off, not only in heightened Magic Island." One of the key- tion market contestants. The staratings but also in good will from notes of that campaign was a tion ran a highly promoted "send the public, was demonstrated by heavy schedule of personal appear- in your best recipe" contest, the many of the TV stations who won ances by the star of the show, who winner of which was treated like awards in The Billboard's 18th An- averaged two p.a.'s per week at a community hero. Third place in such spots as department stores, this category was copped by the Junior Chamber of Commerce WPFH, Wilmington, Del., for the lets located in markets with four children's parties and other gather- campaign it put on in behalf of or more stations, WBKB, Chicago, ings where the small fry would its collegiate basketball telecasts.

Station Entries Follow in Part Web Examples

 The judges' selection of the top network for audience promotion is paralleled to a degree by the stawas CBS. And the greatest number of station entries in the network program category were on CBS shows. However, among the win-Second-place winner among the ning entries it was a dead heat between CBS and NBC shows. There were two each among the first-place awards. Going down to four each among the winning promotions.

Two of the station awards were for daytime shows, "The Big Pay-Off" (CBS) and "Home" (NBC).

The station entries revealed virtually no concentration of promotion forces on any particular netshows were the subjects of as many as two entries. They were "Disneyland," "Mickey Mouse Club" and "The Lone Ranger."

WCAU Launches 9-Week Contest On 'Susie the Sec'

WCAU-TV, Philadelphia, staging a giant "Susie the Secretary" contest for the show it debuted last week, 6-6:30 p.m. across the board. Over the next nine weeks, 75 per cent of the station's on-the-air plugs will be for the contest.

Gimbel's department store is tying into the promotion in its ads and window displays. The store is also making available some of the prizes. The winner, who will be elected by viewers from five nominees chosen by a distinguished board of judges, will get a trip to California.

Bob Pryor, WCAU's promotion manager, conceived the contest and worked it out with the help of Television Programs of America, the show's distributor. The station is advertising the "Susie" contest in newspapers thruout this terri-

Judges Say · Continued from page 6

the station displays than those of the other two networks. Among the winners, CBS was even up with

Another feather in the CBS cap with a little shorter gauge, downed was the fact that its New York a second place on the network flagship, WCBS-TV, was the only station to win two first-place awards.

In a luncheon discussion among seem to have been in the two-chan- the judges it was observed that too many of the entries lacked the stations pulled multiple honors organization and cohesion that might have made their promotion WGBS-TV, Miami, walked off stories more impressive. Too many TV, Seattle, was the winner of the the results of their campaign at ventiveness and creative thought.

Copyrighted material

Six Outlets Win Double Awards in Competition A number of stations-six to be | work program, and its second

specific-proved in The Billboard's 18th Annual Promotion Competition that a topflight team was a topflight team regardless in what area it worked.

A prime example is the job done by WCBS-TV, New York, whose promotion stories in its entries earned high praise from the judges. The station won first place for promotion of a network program and a tie for first for promotion of a local show. It was the only station to win two first-place awards. Both were in the four-or-more channel division of the Competi-

In the three-channel market, two outlets-WCCO-TV, Minneapolis, a first place for its job on a net- motion.

round brought down a second NBC. place in the film division. KMBC, level and a third for film promo-

The hottest promotion teams nel market category. Here three down on their own heads.

with the best in class for network of them, it was said, failed to program promotion and tied for state their specific objectives at third on the local level. KOMO- the outset and then failed to prove local show promotion honor, but the conclusion. And in too many of bowed to two opponents to take the presentations the original ideas and KMBC-TV, Kansas City, Mo., third on its network job. WICU, were buried midst of mass of rouproved as potent as two double- Erie, Pa., evened its marks with a tine promotion work, it was argued. barreled shotguns. The Minneap- second place on the local level for It was suggested that their entries olis station landed its first shot with both live and film program pro- in the future should emphasize in-

Superior Entries Show Distributor Leadership in Program Promotion

Ziv Noses Out Screen Gems; NBC, TPA, MCA Also Lauded at 18th Annual Billboard Judging

The Bilboard's 18th Annual Pro-motion Competition. Said Hal Da-Contest," a nation-wide talent hunt the public service tie-ins suggested seems to lead the way in promo- Guide. gret that the station entries on rether than syndicated shows. film programming did not show terials supplied by the distributors.

Ziv-TV edged out Screen Gems for the top award in the distributor designating this category, The Bill- to be, and was, personal and subcategory. Their entries took entirely board had in mind the work done tle. The entry contained an extendifferent slants.

Ziv sent in complete packages of promotion materials on five of the syndicated shows it had in never made a specialty of library production last year.

Screen Gems sent in a portfolio outlining the publicity campaign it staged to get "Father Knows dising that this distributor does in show-when you have-can over-Best" back on network after the show was canceled by Kent Ciga- on every one of its shows. It in- under the influence of a slight drop rettes.

Not far behind these, in the opinion of the judges, was the entry submitted by NBC Television Films. This was a gimmick entry. Essentially it told the story of the extensive pre-debut exploitation of "Steve Donovan, Western Marcowboy personalities. The gimmick cally told how NBC Films made show involved. a fan of seven-year-old Debbie of Debbie Davis."

for fourth place between Television listing all the items, and each lettent role in the category covering motion of film programming turns entries and MCA ter ron into three pages single Programs of America and MCA- ter ran into three pages, single station promotion of film program-TV. TPA copped this place with space. But the judges were not ming. A little less than 25 per a presentation on its promotion of unaware of the novelties in the cent of the entries in this category "Lassie," which put special empha- Ziv entry. Special note was made sis on the Treasury Department of Ziv's "Enthusiasm" kits, which it tie-in for defense bond sales, put out on its three latest releases. MCA's entry told the complete These outline campaigns by which

The TV film distributors drew story of its promotion of "Dr. Hud- the sponsors can get their own special praise from the judges in son's Secret Journal." It submitted employees excited about their TV vis, vice-president and promotion for a lad to play an important fea- for "The Man Called " and other director of Kenyon & Eckhardt, tured role in the series. The con- shows. "A great display! This category test was jointly sponsored by TV

tion. They show a keen sense of It is interesting to note that two strictly a publicity campaign. It what clients want and need." A of the top five awards were for pointed out the delicacy of the couple of the judges expressed re- distributor promotions of network problem the distributor faced in

greater use of the promotion ma- motion of individual series, there situation, the SG press department was a separate category for pro- could not rely on standard pubmotion of an entire catalog. In licity procedure. Its campaign had by distributors in support of li- sive display of clippings from the brary deals. Ironically, the award many columnists who threw their was won by a distributor that has support behind the show. sales, TPA.

reviewed the extensive merchan- conviction that you've got a good conjunction with Stone Associates come the fickleness of sponsors cluded samples, such as T shirts in rating. The ratings and the satand wallets. In this connection, isfaction of the present sponsor the entry also described TPA's Hats are evidence that it was worth Off! promotion at last year's Na- carrying 'Father's' case to the press tional Association of Radio and and public." Television Broadcasters' convention. It also made special mention STATION PIX of the "Showmanship Section" in shal," which tied in local stations' each one of its promotion kits. This is a separate brochure of exploitawas that the presentation specifi- tions and stunts pertinent to the

What seemed to impress the Davis of Toledo, O. The title on judges most about the mammoth the presentation was "The Capture Ziv entry was its completeness. The materials on each show were There was another tight race accompanied by a covering letter

Screen Gems

The Screen Gems entry was the Kent cancellation of "Father." Aside from the awards for pro- To make the public aware of the

Commented one judge on the ales, TPA. "Father" campaign, "This, I feel, is an inspiring example of how the

Features a Big Part of Promotion

Feature films played an imporwere devoted to movies.

The "Million Dollar Movie" title was a two-fold winner. It won third place for WOR-TV, New York, in the big-market category. It won third place for WOW-TV Omaha, in the two-station markets. It is estimated that about 60 stations around the country are now using some kind of "Million Dollar" handle on its feature

Another feature film winner in The Billboard's 18th Annual Promotion Competition was WCCO-TV, Minneapolis, which took second place in three-station markets pictures.

JUDGES FOR BB'S 18TH PROMOT'N COMPETITION

The following 15 advertising executives made up the board of judges in The Billboard's 18th Annual Promotion Competition. The judging took place at the Advertising Club in New York, February 20.

ADVERTISER PANEL

CHESTER JACKSON JR.

Campbell Soup

JAMES MACWITHEY Bristol-Myers

COL. HARRY HENSHEL Bulova Watch

FRANK PATTERSON Campbell Soup

PAUL CHANDLER

Kraft Foods

ROBERT SCHAUS Quality Bakers

R. G. RETTIG Whitehall Pharmacal

AGENCY PANEL

CHARLES FISHER Benton & Bowles

PETER KRUG Calkins & Holden

HAL DAVIS

Kenyon & Eckhardt

MAXFIELD GIBBONS Ketchum, McLeod & Grove

MYRON KIRK Kudner

GEORGE WOLF Ruthruaff & Ryan

HARRY DEINES

J. Walter Thompson

HARRY RAUCH Young & Rubicam

Stations Show Modicum Use of Distrib Material

It was noted by the judges in award for WBZ-TV, Boston, and The Billboard's 18th Annual Pro- "Top Plays of 1956," a first place any help they received.

An analysis of the 13 station entries that won awards for proup some interesting statistics relative to the distributors.

film winners, there were 10 different program series promoted in the 10 other winning entries. Two Show Quality or those shows were nationally spot booked. They are Patti Page and "Football Forecasts." The proach for the audience to be latter was the subject of a station reached. promotion contest run by Batten, Barton, Durstine & Osborn and thus drew numerous entries to this competition.

The remaining eight winners entered on shows handled by six different distributors. Screen Gems, which came in second among distributors-but for a job done on a network show - has two of the shows: "Jungle Jim," a first-place

motion Competiton that the sta- for KTVH, Hutchinson, Kan. NBCtions' entries did not show much TV Films, which was third among evidence of their use of the pro- distributors, also had two of the motion materials supplied by the shows that had top station pro-TV film distributors. One possible motions-"The Great Gildersleeve," explanation seemed to be that the which copped first for WRCA-TV. stations were shy about contest- New York, and "Steve Donovan," ing for an award on the basis of which was a first for WREX-TV, Rockford, Ill.

"Donovan" was the only show that was the subject of a winning

Aside from the three feature Web Programs

• Continued from page 6

The Storer UHF in Miami, WGBS, mounted a huge volume of promotion firepower on individual shows, spectaculars and even for color TV, which was tied with college football and the World Series. The second place winner, WAFB, was unique fo. its promotion of "The Lucy Show." This job of flacking centered around the teen-agers in the town with organized dance contests and costume parties. It was considered "broad coverage across the board" by one of the judges.

KOMO, which won third place, built its promotion around the visit of NBC's "Heme" show to Seattle. One of the comments about this bit of inspired flackery was that it was "most completely merchandised" and that it "was the best merchandising of any program."

In the one-station markets, WTRF tied into "Bob Hope's Most Beautiful Bride Contest." This was shal." But second, third, fourth considered a "complete job, above and fifth then became a matter of the ordinary" by one of the execs viewing the entry. Joe Floyd's KELO used broad based promotion and linked the start of its satellite station, KDLO, into the World Series, promoting the classic for its own viewing public. WSTV's special effort was publicizing the spectacular "Together With Music," the Coward-Martin show. This one made use of clowns, radio and TV spots.

Miami Ad Club Lauds Nashick's Personality

Bob Nashick, advertising and promotion manager of WGBS-TV, Miami, ought to be a proud and "Top Plays of 1956" sufficiently happy man. His station won two to the attention of its audiences awards in The Billboard's Promoand to its judges to win first place. | tion Competition. But that's not KTEN, Ada, Okla., heralded the all. Only two weeks ago the Ad-There was a wide divergence of arrival of Patti Page in her Olds- vertising Club of Greater Miami opinion on the top film entry in mobile, for second place, and named Nashick the "Advertising ABC Film Syndication won sec- from the seven seas. KTTV, Los the two-station category. WREX- WGEM-TV, Quincy, Ill., asked Personality of the Year." This is ond honors for its promotion of Angeles, placed fourth with its TV, Rockford, Ill., took first place viewers to listen to the fiddles of only the second time this honor

Copyrighted material

Award Hands Down films. A separate category was desig-promotion presentation. Each page nated in The Billboard's 18th An- giving the sales pitch on a picture

NTA Wins Feature

films. National Telefilm Associates particular picture. won this award hands down for its job on the "Fabulous 40" pack-

In outlining the plan for its campaign, the NTA entry acknowledged the two handicaps it faced at the outset: 1. It was a British made package, and because of the poor British pictures that had hit TV in the early days, the trade and public were bearish on all imports. 2. Because of the inconsistent pattern in station programming of feature films, the problem of co-ordinating and centralizing the promotion was far greater than on a program series running under one title.

But NTA was undaunted by problems that made feature film promotion a lost art in the past.

It launched its campaign with motion jobs. a "cheese cake and corned beef" ture.

nual Promotion Competition for was actually a pocket in which distributors' promotion of feature were the press materials for that for its job on the Autry-Rogers

STATION FILM PROMOTION

WRCA, WBZ, WREX and KTVH Best of Fine Entries

promotion of film programming in Show." The Billboard's 18th Annual Promotion Competition was noteworthy for many fine entries in most of the market subdivisions. The winners can be the most justly proud of the 'udges' selections in a field marked by so many top pro-

In markets of four channels or promotion at last year's conven- more, WRCA-TV, New York, outtion of the National Association of witted its opponents by making Radio and Television Broadcasters. New York over into "Gildersleeve It followed that up in one market City." The outlet made extensive with a pre-sale consumer ad on use of every media possible to plug the package. It prepared a neat its opening of "The Great Gilder-and thoro brochure of press ma-sleeve." KBTV, Denver, called in terials that had been used in the the marines to win second place. theatrical promotion of these pic- | The KBTV promotion was centered tures. It provided each station with on "Uncommon Valor" with a nata reel full of trailers on each pic- ural tie to Marine recruiting. WOR-TV, New York, and KLZ-The NTA entry contained nu- TV, Denver, tied for third on the merous samples of each promotion judges' tally. WOR-TV touted its tool and wound up with a run- "Million Dollar Movies" for sucdown of the ratings pulled by the cessful results, and KLZ made pictures in the "Fabulous" package. | "Long John Silver" popular far

3-Channel M'kt

In the three-channel voting it was nip and tuck, with WBZ-TV's humorous campaign on "Jungle Jim" barely nudging WCCO-TV's it seems to have done.

In three and four slots were KMBC-TV, Kansas City, Mo., and WCAU-TV, Philadelphia, respectively. The former, a close third, ran an "I Spy" bumper sticker contest to good effect, and WCAU heralded the arrival of Waterfront' with floats, parades and homecoming celebrations.

its "Anniversary" package. This was promotion of "Highway Patrol," by a fairly comfortable margin. It "The Crand Ole Opry" for third has been bestowed by the Miami a combined sales and audience and WCBS, New York, was fifth made great use of Douglas Ken-place.

The category covering station on its job for its "Early" and "Late nedy on a personal appearance tour for "Steve Donovan, Western Marevery man for himself. WICU, Erie, Pa., a winner in another recent contest for its job on "Frank ballyhoo on the Roy Rogers-Gene Leahy's Football Forecasts," took Autry Westerns back to second second. WOW-TV, Omaha, nipped place. Both campaigns were of an in at third with its "Million Dollar all-out nature, with WCCO-TV, Movies" on its creative mind. Minneapolis, pulling a coup on WTTV, Indianapolis, grabbed Autry's p.a. at the Minnesota State fourth with its "Little Rascals" pro-Fair. "Jungle Jim's" ambition was motion. WDBJ-TV, Roanoke, Va., to set staid Boston on its ear, which and WMT, Cedar Rapids, Ia., tied for fifth.

The small one-channel-market entries also seemed divided in the judges' minds. KTVH, Hutchinson, Kan., and its little Wichita Windy cartoon character brought

New TV Spot Campaigns

Future National Spot Drives-**Contracts Being Signed Now**

This tabulation is the result of a survey made by The Billboard among all U. S. TV station. It shows new national spot campaigns for which contracts were reported as set during the survey period listed above, regardless of the starting air date of those campaigns.

NATIONAL SUMMARY

(Campaigns placed in more than one region)

Product and Advertiser Ballard Oven Ready Biscuit, Ballard & Ballard Bissell Carpet Sweepers, Bissell Carpet

Sweeper Carey Salt, Carey Salt Co. Clothing, Robert Hall Coty's Cosmetics, Coty, Inc. Crackers, Lance Crest Toothpaste, Procter & Gamble Dash, Procter & Gamble 5-Day Deodorant, 5-Day Labs

Hacksaw, Grant Co.

Hams, Swift & Co.

Hep Oven Spray Cleaner, Bostwick Hood Rubber & Canvas Footwear & Tilling, Hood Rubber

Product and Advertiser Instant Maxwell House Coffee, General Foods

Italian Swiss Wines, Italian Swiss Colony Jet Sport Shoes, Mishawaka Rubber Corp. Kellogg Special "K," Kellogg

Ladies' Home Journal, Curtis Publishing Medigum, Pharmaco, Inc. Nutrena Dog Food, Nutrena Mills Oxydol, Procter & Gamble Profile Bread, Continental Baking Robin Hood Flour, International Milling Roto-Broil, Roto-Broil Corp. Sald Mixer, Grant Co. Spic & Span, Procter & Gamble Vaseline Hair Tonic, Chesebrough Mfg. Wisk, Lever Bros. Wonder Bread, Continental Baking

REGIONAL SUMMARIES Eastern

Aeroshave, Boyle-Midway, Inc. All Starch, Monsanto Chemical Baby Foods, Beechnut Packing Bathtub Enclosures, Better Living Bissell Carpet Sweepers, Bissell Carpet Sweeper Co. Blue Label Creamed Onions, Curtice

Bros. Borden's Instant Coffee, Borden Co. Chock Full O' Nuts Coffee, Chock Full O' Nuts

Clark's Candies, D. L. Clark Co. Clothing, Robert Hall Coca-Cola, Coca-Cola Co. Coty's Cosmetics, Coty, Inc. Crackers, Lance Crest Toothpaste, Procter & Gamble Crisco, Procter & Gamble Dash, Procter & Gamble Decaf Coffee, Nestle Co. Drift, Procter & Gamble Duffy Mott Products, Duffy Mott Duz, Procter & Gamble Espotabs, Eastco, Inc. 5-Day Deodorant, 5-Day Labs. Franklin Cane Sugar, Franklin Sugar Refining Frozen Steaks, Minute Maid

Gorton's Sea Foods, Gorton-Pew Fisheries Hacksaw, Grant Co. Hams, Swift & Co. "Harder They Fall," (Movie) M-G-M Hood Rubber & Canvas Footwear & Tiling, Hood Rubber

Hostess Cakes, Continental Baking Ice Box Cookies, Pillsbury Imperial Margarine, Lever Bros. Instant Chase & Sanborn Coffee, Standard Brands

Instant Maxwell House Coffee, General

Ivory Snow, Procter & Gamble Jet Sport Shoes, Mishawaka Rubber

Keds, United States Rubber Co. L & M Cigarettes, Liggett & Myers Loans, Beneficial Management M-O-Lene, D-Con Co. Medigum, Pharmaco, Inc. My-T-Fine Desserts, Penick & Ford Nair Lotion, Carter Products New Continental Baking Bread, Continental Baking

Old Gold Cigarettes, P. Lorillard Oxydol, Procter & Gamble Pablum Baby Food, Mead Johnson &

Packard Cars, Packard Div. Perma Starch, Milner Products Piel's Beer, Piel Bros. Pine Sol, Milner Products Pond's, Pond's Extract Powder Blender, Power Products Profile Bread, Continental Baking Quick Home Permanent, Hudnut Co. Red Cap, C. M. Kimball Rinso Blue, Lever Bros. Robin Hood Flour, International Milling Rocket, Grant Co. Roto-Broil, Roto-Broil Corp. Rust-Oleum-Rust Preventative, Rust-

Oleum, Inc. Salad Mixer, Grant Co. Schaefer Beer, F & M Schaefer Brewing Spic & Span, Procter & Gamble Studebaker Cars, Studebaker Div. Vaseline Hair Tonic, Chesebrough Mfg. Viceroy Cigarettes, Brown & Williamson Wise Potato Chips, Wise Potato Chip

Wonder Bread, Continental Baking

Southern

Ballard Oven Ready Biscuit, Ballard & Ballard Carey Salt, Carey Salt Co. Coal, Olga Coal Cotton & Yarn, Coats & Clarks Crackers, Lance Dash, Procter & Gamble Hood Rubber & Canvas Footwear & Tiling, Hood Rubber Liquid Make-Up, Charles Antell

King Fluff, Mangels, Herold Co.

Mounds Candy Bar, Peter Paul Nestle Coffee, Nestle Co. Nutrena Dog Food, Nutrena Mills Oldsmobile Cars, Oldsmobile Div. Oxydol, Procter & Gamble Poll Parrot Shoes, International Shoe Roto-Broil, Roto-Broil Corp. Royal Crown Cola, Nehi Corp. Salad Mixer, Grant Spic & Span, Procter & Gamble Texize Household Cleaner, Texize Chemical Wisk, Lever Bros.

Hypo-Zyme 6, Dr. L. D. Legear

Midwestern

Airline, Delta C & S All Detergent, Monsanto Chemical Ballard Oven Ready Biscuit, Ballard & Ballard Beeman's Gum, American Chicle Benrus Watches, Benrus Watch Co. Bissell Carpet Sweepers, Bissell Carpet Sweeper Bond Biscuit, General Baking Bosco Chocolate Milk Drink, Bosco Co. Build-Up, Revion Canvass Shoes, P. F. Canvas Carey Salt, Carey Salt Co. Cereals, Kellogg Clothing, Robert Hall Coffee, McLaughlin Manor House Colgate-Palmolive Shave Cream Colgate-Palmolive Crest Toothpaste, Procter & Gamble D-X, Sunray Oil Drewry's Ale & Beer, Drewry's Brewing Durkee Margarine, Durkee Foods 5-Day Deodorant, 5-Day Labs Feed Supplement, Pfizer Co. Gold Bond Stamps, Gold Bond Stamps Grape Jelly, Welch Hacksaw, Grant

Medicine Instant Maxwell House Coffee, General Foods Italian Swiss Wines, Italian Swiss Colony Jet Sport Shoes, Mishawaka Rubber Corp. Kellogg Special "K." Kellogg Ladies' Home Journal, Curtis Publishing Life Magazine, Times, Inc. Nutrena Dog Food, Nutrena Mills Philco Products, Philco Corp. Pontiac Cars, Pontiac Div. Profile Bread, Continental Baking Purina Chows, Ralston-Purina Robin Hood Flour, International Milling Roto-Broil, Roto-Broil Corp. Rug Shampoo, Glamorene S & H Green Stamps, Sperry & Hutchinson Saran Wrap, Dow Chemical Sneakers, B. F. Goodrich Sofskin, Vicks Chemical Spic & Span, Procter & Gamble Staff Bread, Continental Baking Wonder Bread, Continental Baking Vaseline Hair Tonic, Chesebrough Mfg. Vernor's Ginger Ale, James Vernor View Master Stereoscopes, Sawyer's Wisk, Lever Brothers

Southwestern

Arrid Deodorant, Carter Products Hacksaw, Grant

Hair Preparations, Charles Antell

Hilex, Hilex Co.

Tiling, Hood Rubber

Hep Oven Spray Cleaner, Bostwick Labs

Hood Rubber & Canvas Footwear &

Italian Swiss Wines, Italian Swiss Maxwell House Coffee, General Foods

Zing, Cream of Wheat

Rocky Mountain & West Coast

Bissell Carpet Sweepers, Bissell Carpet Sweeper Blue Jay Foot Powder, Blue Jay Products Cascopak Heating Pads, Casco Products Cheese, Kraft Foods Coty's Cosmetics, Coty, Inc.

Dr. Ross Dog Food, Lewis Food Deep Magic, Toni 5-Day Deodorant, 5-Day Labs Ford Cars, Ford Motors Hams, Swift & Co. Hep Oven Spray Cleaner.

Kellogg Special "K," Kellogg Ladies' Home Journal, Curtis Publishing Leslie Salt, Leslie Salt Co. Medigum, Pharmaco, Inc. Oh Henry Candy Bar, Williamson Candy Oxydol, Procter & Gamble Parade of Progress, General Motors Phillips Milk of Magnesia, Sterling

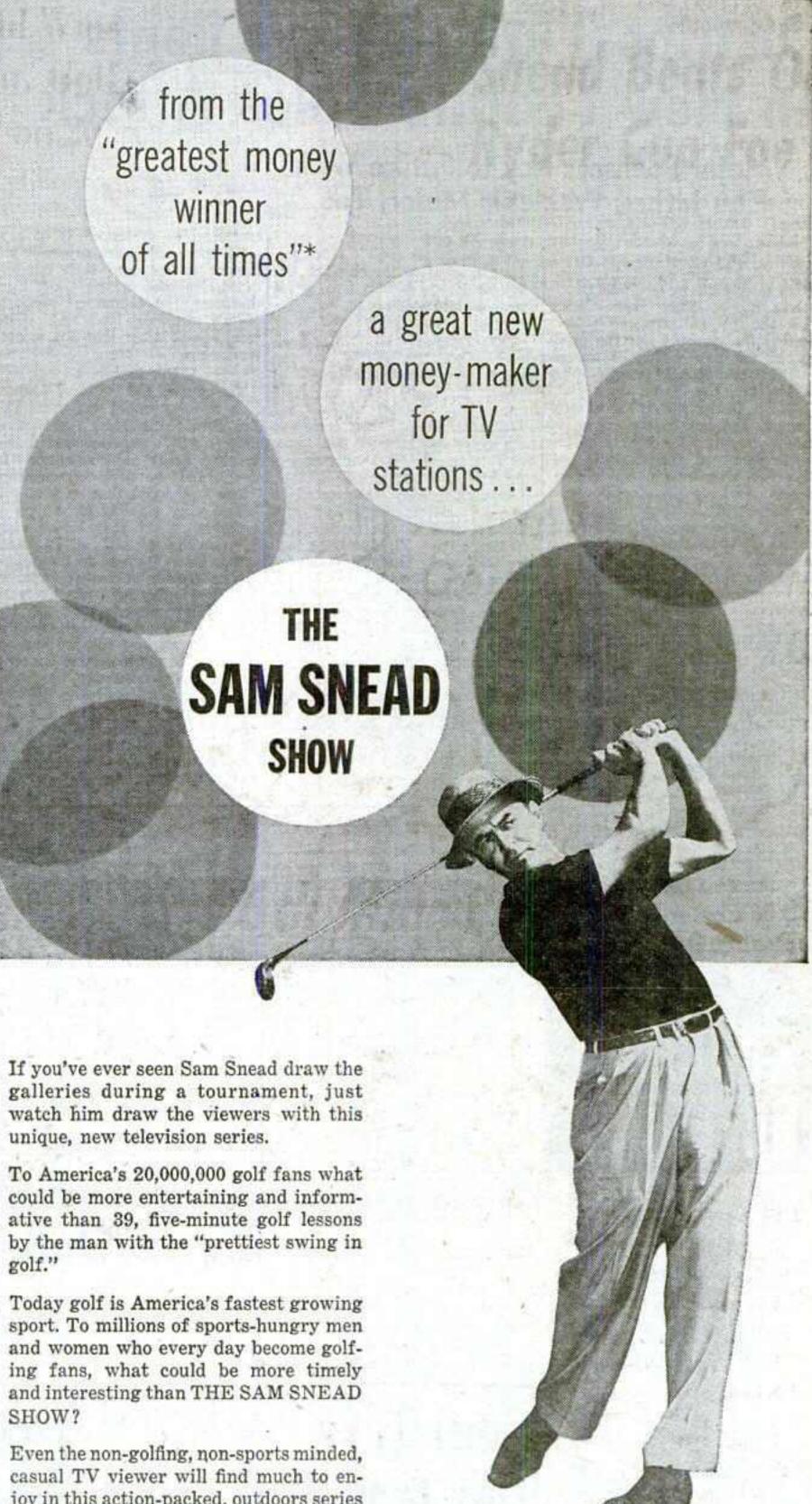
Drugs Reddi-Wip Cream, Reddi-Wip SSS Tonic for Blood, SSS Co. Skylark Bread, Safeway Stores Snowdrift, Wesson Oil - Snowdrift

Spic & Span, Procter & Gamble Stokely-Van Camp Vel, Colgate, Palmolive White King "D," White King Soap unique, new television series. golf." SHOW?

joy in this action-packed, outdoors series filmed in color, on location, at The Greenbriar, White Sulphur Springs, West Virginia, and at Indian Creek Country Club and La Gorce Country Club, Miami, Florida.

Is it any wonder that THE SAM SNEAD SHOW has been called the show with "built in audience loyalty." And with unlimited, built in merchandising and publicity opportunities, too! The kind that are possible only with a star and a personality like Sam Snead, golf's "greatest money winner of all times," and one of the most publicized men of our era.

*Source: "TIME" magazine.



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Distribs Turn to Big Clients In New Feature Sales Attack

Major Sponsors Key to Future With Film Influx; Problems Major, Too

feature film distributors will either developments so early. However, work sponsorship are generally rebreak down the entrenched pro-salesmen of first batches of big luctant to get into such compligram sales patterns or choke them- pictures indicate they have good cated clearance maneuvering. Furselves trying. They acknowledge reason to be optimistic. that the TV industry can absorb neither the quantity nor the quality of the new influx of movies in the established programming molds, i.e., the "Late Show" and "Million Dollar Movie" local programs. The key to the future of movie programming is held by the major sponsors. The leading feature film distributors, whose sales operations have traditionally been a matter of beating the station bushes, have already turned the center of their attack on Madison Avenue.

So far there has been no deal of importance to serve as tangible evidence of a new programming

'Finest 52' showing its "Finest 52" to top agency people the past couple of weeks, is understood to have Of course, the national feature aroused the interest of four big film sponsor could get ABC-TV. advertisers. One of them is said to But then features on a networkbe Procter & Camble. The price despite ABC's experience to dateture is reported to be \$75,000.

have a 'erbal understanding with balk against clearing for a type of ABC-TV that if the former sells program that has traditionally out the "Finest 52," the latter will I cen theirs to sell at 70 cents clear Monday, 9-10:30 p.m., for rather than 30 cents on the dollar. the-pictures.

and merchandising TV.

sponsor cannot hope to clear the tifying billboards and such devices, necessary prime time on CBS-TV this type of buying entails a loss or NBC-TV. Therefore, it would of sponsor identification not desirhave to fight the clearance battle able to many of them. on the local level, that 's buy time on a spot basis. Advertisers ac-

DUPONT CHOOSES

first year's series of "Cavalcade of

America," which DuPont spon-

sored on NBC-TV and ABC-TV

beginning in October, 1952, was

put into syndication this week by

Official Films. Official has re-

Story." The 39 films were pro-

duced by several different outfits,

including Screen Gems, Jack De-

nove, Chertok Productions, Flying

A Productions and Sovereign Pro-

ductions. DuPont owns the show.

Official is handling it on a percent-

It is understood that DuPont

DuPont is presumed to have

picked Official to handle the series

after screening all of the top

age basis.

distributors.

named the series "The American Productions.

Official Films Handles

Cavalcade' Syndication

NEW YORK, March 10. - The still another 78 "Cavalcade of

NEW YORK, March 10.-The | trend. No one expected any solid | customed to the comforts of netthermore, the promotion supporting a spot line-up tends to be more RKO Teleradio, which has been troublesome than that for a network show.

Net Problems

Of course, the national feature tag Teleradio has put on each pic- involves a risk not encountered in the usual network sponsorship. Also, Teleradio is reported to There is the risk that stations will

A sponsor switch from half-hour that few advertisers are likely to its second Marx Brothers picture shows to feature films would prob-ably entail a couple of very basic movies. The success of the feature in Casablanca," which was rechanges in its manner of buying films depends on still further ac- leased theatrically in 1946 by ceptance of the magazine concept, United Artists. Bob Berger, head For one thing, a feature film Altho the sponsor can use iden- of Standard, said his first Marx

> The feature film distributors are ' (Continued on page 15)

America" films, those which ran

m ABC-TV the seasons of 1953-

'54 and 1954-'55. In the fall Offi-

cial will get distribution of the

current season's "DuPont Caval-

cade Theater," which is included

in its acquisition of Four Star

GE Pacts Medic for **Third Time**

HOLLYWOOD, March 10.thru its third year, calls for 31 or within the space of 10 days. 32 half hours, bringing the total in the can to around 90.

certainty that Gulf Oil will pick ment. up the tab for another season. The program, produced by Tom Mcair, with another year's production pushing the number of stanzas above the 170 mark.

Standard Distribs Marx 'Casablanca'

HOLLYWOOD, March 10.-The second important factor is Standard Television this week put Brothers feature, "Love Happy," has now been sold in 35 markets. He also said "The Little Fugitive" has been sold in 50 markets.

Berger this week immediately made two sales on "Night in Casablanca," one to WCBS-TV, New

Schwimmer to Sell AMA 'Baby Time'

CHICAGO, March 10. - "It's Baby Time," a 15-minute film series produced in co-operation with the American Medical Association, will be syndicated by ciation, will be syndicated by Walter Schwimmer, Inc. The show has been sponsored since the fall by Libby Baby Foods in 25 markets. It is produced by Herb Laufman Production here. There are 52 films in the can.

"Baby Time" features Dr. W. W. Bauer, director of the AMA's bureau of health education.

Pilots Roll Off Prod Lines

HOLLYWOOD, March 10-TV "Medic," the NBC-TV semi-docu- pilots have begun rolling off the mentary produced by Frank La production lines at the rate of sev-Tourette, has been renewed by eral a week, with nearly every or-General Electric for next season. ganization showing activity. Hal The pact, which will carry the show Roach Studios is shooting three

Filming on "Probe," a CBS-TV property, was started this week. Negotiations are also presently Series is a mystery drama in which under way for another NBC-TV medical and pathological evidence series, "Life of Riley," with almost plays a large part in the denoue-

The middle of next week "Brief Case," the Worthington Miner prop-Knight, is one of the oldest on the erty that deals with the legal profession, goes before the cameras. A few days later "Tugboat Annie" is scheduled to roll for TPA.

At Motion Picture Center "Sheriff Cochise" (or "Sheriff of Cochise County") was completed this week and is being taken by executive v-p Martin Leeds to New York for

airing next week. Also at MPC, packager Lou Edelman is scheduled to film "The Long Highway," a story of the trucking industry, and "Jim Bowie," a Western, early next week.

"Chicago 212," a combined project of Warren Lewis and Don Sharpe, was completed this week. Show stars Frank Lovejoy as a fire department investigator.

Four Star Films rolls next week on a situation comedy, titled "Roommates," in which Maureen O'Sullivan plays the lead. Program deals with the adventures of two girls in a college.

'Kidd' 6th New

NEW YORK, March 10.-"Captain Kidd," starring Anthony Dexter, will be the sixth new show to be brought out this spring by Television Programs of America. "Kidd" will be produced for TPA by Douglas Fairbanks Jr, in England. Filming starts next week. It will be directed by Dennis Vance.

TPA's other five new shows are: "Tugboat Annie," "New York Confidential," "Hawkeye," "One False Step" and "Stage 7." The last named will go into syndication next month.

Hank Humphrey Joins **Electronicam Division**

NEW YORK, March 10.-Hank Humphrey, former film director of WABD here, has been named manager of operations of the Electronicam Production Services diviheaded by Jim Caddigan.

NATFD Survey Pins **Down Outlet Problems**

PROVIDENCE, March 10.-The | two biggest headaches in a station's film room operation are the late arrival of film and the arrival transshipment records, 49 per cent of damaged films which then have use a card file, 40 per cent a to be repaired.

This is the major finding of a survey just completed by the tech- technical problems to be discussed sion of Du Mont. He is thus third National Association of TV Film next month. Directors. Bill Cooper, film director of WJAR-TV, here, is chairman

A total of 33 per cent of the respondents mentioned the above two difficulties as "the one detail that gives you the most trouble in film room operations." In addition, 10 per cent said their biggest bother was editing feature films to The show is being distributed fit the time slots, 10 per cent said their biggest bother was editing had trouble with syndicated shows "Code 3" will replace "The that are not marked for commer-

Objectives

The survey indicated that NATFD is making some headway in its efforts to standardize cueing, one of the first objectives laid down when the organization was formed two years ago. Altho 21 different cueing methods were mentioned, the proponderence of the stations, 38 per cent, said they used the NATFD recommended tively engaged on that front so far.

Asked if they'd abolished hand punch cuers, 91 per cent said ves. On their manner of keeping

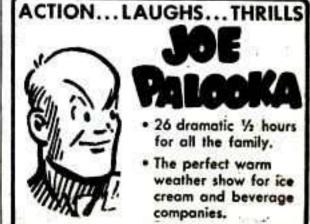
shipping ledger. The survey elicited 45 different nical standards committee of the at NATFD's national convention man in the division, which is

of the committee. The questionnaire was sent to every station in National Sponsor Field Lure to Screen Gems

NEW YORK, March 10.-Screen feature films, SG has apparently Gems, which has just moved into the feature film business on the station front with its "Hollywood Movie Parade" package, is rumored to be itching to get into the national sponsor front with a new and still more impressive package of Columbia pictures. In the face of an increasingly tough situation in the station market for movies, Screen Gems is apparently most satisfied with its sales so far on the 104-title "HMP" package. It has been picked up by 11 stations in the course of the past three weeks.

The national front is a relatively new one for movies. ABC-TV, RKO Teleradio, National Telefilm Associates and Associated Artists Productions are the only ones acnewly created excitement alway been included to take another crack with a specific package of high quality pictures.

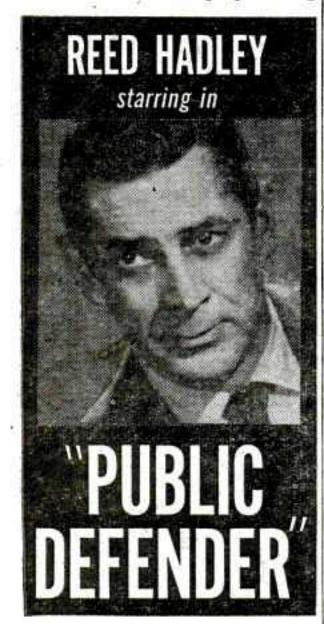
Among the stations that have bought the "HMP" package are KTTV, Los Angeles; KCMO-TV, Kansas City, Mo.; KUTV, Salt Lake City; WOW-TV, Omaha; KOB-TV, Albuquerque, N. M.; WTTV, Indianapolis; KRON-TV, San Francisco; KFJZ-TV, Dallas, and WCBS-TV, New York.



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He's a rugged, no-holdsbarred square shooter who works tirelessly to win a case. And a sizable section of the population is always on hand pulling for him.

In fact, even more women than men make up that big following of Reed Hadley in Public Defender.

Put this hard working, proven audience puller to work in your market. Whatever you're selling, the Public Defender series can influence a big jury of enthusiastic fans to choose your brands.

69 HALF HOURS First run in many markets! Powerful re-run value in ALL markets!



Signal Oil Co. Buys 'Code 3'

NEW YORK, March 10.-The Signal Oil Company has purchased "Code 3" for airing in seven West Coest markets starting in April. Stations in Washington, Oregon and Northern California will air the program.

by ABC Film Syndication. It is being produced by Hal Roach Jr. feature films to fit the time slots, and has already been purchased 10 per cent complained about by Rheingold Beer for its market blocking out old cues, 8 per cent

Whistler," which Signal Oil has cial inserts. had this past year.

10 Sales in 2 Wks. On Hygo Features

NEW YORK, March 10.-Hygo Television Films has sold its new package of 22 feature films to 10 stations in the two weeks since its

WTMJ-TV, Milwaukee.

Among the stations that have other 14 per cent said they used has dabbled with it in the past.

signed are WTVN, Columbus, O.; audio and visual cues only. Three The outfit was previously reported KRON-TV, San Francisco; CKLW, other systems (nine-seven-two sec- to be talking picture deals with Detroit; WISH-TV, Indianapolis; onds; ten-five-one, and three-one) NBC-TV and with Ford. Nothing WOPO-TV, Cincinnati, and were each mentioned by 5 per came of those talks. But with the

Four Top Sponsors Eye New Properties

HOLLYWOOD, March, 10.— get the time, and is on the lookout Four top sponsors are actively for a new half-hour series to add searching for new web properties to "Screen Directors' Playhouse," for the fall. One, General Foods, renewal of which is understood may make a wholesale switch in to be set despite the fact that the its program line-up, and likely will program has had its ups and pick up more than a single new downs. show.

M & A Alexander Markets 16 Pix

HOLLYWOOD, March 10 .-M&A Alexander this week placed can be found, will be Kaiser Ala new package of 16 films on the American and European releases, prestige type program. are being sold on a multiple run basis, with deals already having been negotiated in about 10 mar-

Titles, with stars and running time (in minutes) are as follows:

"Mrs. Mike," Dick Powell, Evelyn Keys (99); "Africa Screams," Abbott and Costello (79); "Lucky Stiff," Dorothy Lamour, Brian Donlevy, Claire Trevor (99); "Man Eater of the Kumaon," Sabu, Wendell Corey, Joanne Page (79); "Man of Conflict," Edward Arnold, John Agar (72); "Stingaree," Irene Dunn, Richard Dix (76); "One Man's Journey," Lionel Barrymore, May Robson, Joel McCrea (72).

"A Tale of Five Women," Eva Bartok, Gina Lollobrigida (86); "Captain Scarlett," Richard Greene (75); "Terry Ship," William Lun-digan (72); "Double Harness," William Powell, Ann Harding (70); "Lady at Midnight," Richard Denning, Frances Rafferty (62); "Strange Mrs. Crane," Marjorie Lord, Robert Shayne (62); "Tomorrow Is Too Late," Pier Angeli, Vit-torio Desica (103); "Desert Storm," Georges Marchal, Dany Robin (75); "Living On Love," James Dunn, Whitney Bourne (61).

WCAU Strips 'Susie' Series

PHILADELPHIA, March 10. In this city, where stripping of syndicated film series was born, stripping is still a popular programming gimmick. WCAU-TV this week will begin stripping "Susie" Methodist May week will begin stripping "Susie" 6-6:30 p.m. It bought the 78 films, reruns of "Private Secretary," from Television Programs of America.
This is said to be the second station to put on "Susie" on a strip basis.

ago when WFIL-TV did it with cussing a budget of \$4,000,000 to "Ramar of the Jungle." WRCV revivified the practice this fall with years. The church has already "My Little Margie," 1-1:30 p.m., paid out \$250,000 for its present a deal that started a rend on that TV film series, "The Way," which

M-G-M's TV **Decision Due**

NEW YORK, March 10. M-G-M is expected to come to a decision any day now as to what kind of deal it will make for the TV distribution of its pictures. Its interest is said to be centered on a group of 37 pictures consisting of Brewery is getting into TV spon-15 "Andy Hardys," 13 "Dr. Kildares" and nine "Maisies," all produced between 1935 and 1941.

ing \$50,000 each. However, it is also said tha. M-G-M might still ginning April 16. Its agency, the listen to a deal for a 10-year lease Reingold Company, is now clear-of its entire pre-1948 library, con-ing time in other New England sisting of about 750 sound movies markets. and 1,100 shorts, about 300 of

which are cartoons.



Eastman Kodak is planning to adding a new series to its present son, ranging in length from 30agency reps have so far not been spectaculars. seen, but are gravitating toward Fox properties, with the "pilots' property, "Susana," starring Gale spring. These are "Belvedere, life on a cruise ship.

if a suitable series and time slot Lamas in the lead roles.

Foods line-up may take on major and boy opera, has been in producproportions. Already canceled is tion on and off since last year, with understood to be the primary reathe feeling seems to be that negotiated between TCF-TV gen- half hour for talent, with an overalso.

monthly hour show, and one of the story elsewhere this issue). periods.

TCF Plans **Production Increase**

HOLLYWOOD, March 10.-TCF-TV, which this year produced only the "20th Century-Fox Hour, has plans under way for seven and Colgate, also, is interested in possibly eight programs next sea-

too impressed with what they've All of the half-hour series are a half-hour still on the drawing of several of them due to be tried boards. This is the Hal Roach Jr. out on the hour-long anthology this Storm, a situation comedy about starring Reginald Gardner, and "Broken Arrow," an adult Western

Another possibility for a similar uminum. The company is reported- tryout is "A Man Called Peter," in the role he created on the screen.

The changes in the General "My Friend Flicka," the horse Johnny Carson. "Our Miss Brooks," approximately half a dozen shows son why Hazel Bishop is pulling

"Mama" is just about played out eral manager Irving Asher and all time-talent tab of nearly \$120,-CBS, the the number apparently 000. Add to that the reported cancel- still remains undecided. "The 20th lation of "The M-G-M Parade," Century-Fox Hour" for GE will its half-hour "GE Theater," one of and the uncertainty of whether continue next season if the prob- the most successful anthology pro-"I Love Lucy" will become a once- lem of costs can be settled (see grams, and its hour-long "20th TV Distributors which is peddling

biggest sponsors on TV may have In addition, properties have balance, because of costs respecto completely revise its nighttime been accumulated for a half-hour tively exceeding \$50,000 and \$100,programming. It's understood that anthology series, tho no definite 000. (Billboard, March 3.) The General Foods is trying to assure production plans are set. Jacques latter program will probably not itself that no matter what happens Surmagne, assistant to Darryl be renewed unless the price is cut to the particular shows involved Zanuck, is also moving over to the considerably. it will be able to retain the time TV subsidiary to produce a yet un- Even such old established series decided new show.

NEW PROBLEM LOOMS

Rising Costs Snarl **Program Renewals**

tions, and reluctance to take a for next season. chance on new pilots.

A new entry into the TV field, with John Lupton and Fernando the market this year will cost ap- \$150,000 next season, and, except At this price-especially with the hours haven't been able to hold market. The pix, consisting of both ly looking for the institutional- which Richard Todd would portray agencies are extremely reluctant to been programmed opposite them. recommend anything new.

Even in live programming the cost is zooming upward. Price is which almost went by the wayside last season, is definitely shaky, and The 90-minute spex are being out of "This Is Your Life," which reportedly costs about \$58,000 per Sells Pianists'

> General Electric is not renewing Century-Fox Hour" hangs in the

as the Loretta Young Show (\$40.-

HOLLYWOOD, March 10.- | 000) are running into negotiation Skyrocketing programming costs, difficulties because of producer causing considerable concern to demands for more money. Two some TV execs because of the pos- of the more notable successes of sible effect of driving sponsors out the present season, "Alfred Hitchof the medium (Billboard, March cock Presents" (\$40,000 plus) and expand its TV exposure, if it can slate. Reportedly, the client's minute series to a set of 90-minute 3), are resulting in show cancella- the Jane Wyman Show (\$35,000) tions, snarls in renewal conversa- are both having their antes raised

Agencies are even beginning to One of the reasons why prac- be doubtful about the live hourtically no new programs have been long anthologies, which to date bought to date is the fact that, have been among the best buys. according to budget figures avail- Program and station costs for these able, the average series going on will be in the neighborhood of proximately \$38,000 per half hour. for rare instances ("Climax") the time it takes to build ratings- their own when strong series have

Concert Tour '2 Grand' Pix

NEW YORK, March 10.-Something unique in syndicated selling has been developed by National "Two Grand," a quarter-hour vidfilm series featuring the duo-piano team of Whittemore and Lowe. The program has already been moved into four markets-Dallas, Fort Worth, Charlestown, S. C., and Portland, Ore. - with Miami and Charlotte, N. C., on the verge of signing.

The initial selling contact is made by Whittemore and Lowe during their concert tour, which takes them into most cities in the country. They screen the prints and then have interested stations contact National TV Distributors. They also invite the station brass to their concerts and are available for special shows on the local stations. One such will be presented in Dallas. The show can be bought in cycles of 13 or less for short campaigns. Baldwin piano dealers have picked it up in several

N. H. Station Attacks 'Discrimination' In Outlets' Pacts With Film Distribs

Says Programming Impossible Asks FCC Bar Exclusivity in Overlap Areas

By MILDRED HALL

WASHINGTON, March 10. -Another trouble spot has opened up on the TV film programming scene. Hard on the heels of a recent Department of Justice decision to look into alleged "block booking" practices among film dis-

NEW YORK, March 10.—Metho-Stripping began here three years dist Church leaders are now disbe spent on TV over the next four bowed over WABC-TV, here, last Saturday (25).

> The "Way" series was produced by Family Films Productions and distributed by the Broadcasting & Film Commission of the National Council of Churches.

Dawson Brewery Takes 'X' for N. E.

BOSTON, March 10.-Dawson's sorship thru New England on Ziv-TV's "Man Called X." It has bought one market so far, Boston, M-G-M is understood to be ask- where its show will go on WBZ-TV, Monday, 10:30-11 p.m., be-

> Dawson's is the sixth brewery to pick up "X." The others are Blatz in Wisconsin, Arizona Brewing for A-1 Pilsener in the Southwest, Hamm's in the Midwest, Genesee in Rochester, N. Y.; National in Batlimore, and Piel's in Schenectady, N. Y.

tributors, comes a New Hampshire | supplier who denied WMUR films contracts with film suppliers.

shire, Inc. (WMUR-TV), of Man- | Manchester," and "efforts to deteradd this ruling on film agreements: any contract, arrangement or un- Manchester was considered a part derstanding, expressed or implied, of the Boston market." with a supplier of films for television stations, which prevents or hinders another broadcasting any film programs, would have to rely programs of said supplier of films."

of net affiliations with nearby ing on the "vital and valuable" contracts with the Boston stations."

flagrant discrimination by a film critical," in such cases.

VHF station's plea Thursday (8) on the basis of a Boston station to the Federal Communications contract that forbade use of the cities. Commission to refuse licenses to films by another station within a TV stations having "discriminatory" 75-mile radius of Boston. Yet the films were released to a "Provi-The Radio Voice of New Hamp- dence station closer to Boston than chester, N. H., asks the FCC to mine the reason for such a discriminatory practice indicated that "No license shall be granted to a Providence and Boston were contelevision broadcast station having sidered separate markets, whereas

WMUR concludes that other stations like it, shut out of quality entirely on local live programs, WMUR claims it is not only which would mean finis. The stadenied network programs because tion cites a precedent in FCC rulpowerful Boston stations, but is need of network programming to even denied film programs because stations, and points out that for of "restrictive provisions in film TV operators without net programming, "the same can be said of

Tint TV Tape In Two Years

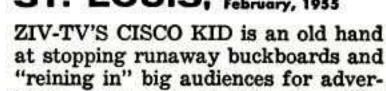
HOLLYWOOD, March 10.-Magnetic tape recording of television will be in regular use within two years, according to NBC President Robert Sarnoff, and will be employed first in airing delayed broadcasts of color TV shows.

Sarnoff told The Billboard that the RCA TV tape systems have been perfected and now deliver the desired quality of image. Actual use of the equipment is being held up until the bulk of the equipment can be reduced so that their installation can be practical at the The station cites an allegedly films-in fact, films are even more various TV studios where needed in the U.S.





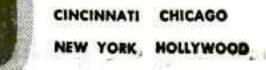
To pull in big TV audiences, get in touch with . . .



Melevision

tisers . . . for example this strong 23.7 in the three station

St. Louis market,



Feb.

LOCAL PROGRAMS - NATIONAL SPOT CAMPAIGNS - TV FILM PROGRAMS - COMMERCIALS IN PRODUCTION NETWORK

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

ARB Audience Composition Studies

Network Adventure Shows

AMONG WOMEN FEBRUARY RATINGS Show, Sponsor & Web Show, Spousor & Web Rating Rank Robin Hood, Johnson & John-1. Gunsmoke, Liggett & Myers son, Wildroot (CBS).....33.0 (CBS) 1.01 2. Rin Tin Tin, National Biscuit Big Town, Lever Bros., Gen'l. Motors, A. C. Spar'. Plug 3. Gunsmoke, Liggett & Myers (NBC)1.00 3. Warner Bros. Presents. "Cheyenne," Gen'l. Elec., Monsanto, Liggett & Myers (CBS)25.2 Wyatt Earp, Parker Pen, Cen'l, Mills (ABC)......25.0 5. Big Town, Lever Bros., Gen'l. Motors, A. C. Spark Plug 3. Frontier, Reynolds Metal (NBC)22.0 (NBC) 95 6. Warner Bros. Presents 5. Wyatt Earp, Parker Pen, "Cheyenne," Gen'l. Elec., Monsanto, Liggett & Myers Gen'l Mills (ABC) 90 5. Brave Eagle, Sustaining (ABC)21.4 7. Roy Rogers, Gen'l. Foods Quaker Oats (CBS).......89 8. Sgt. Preston of the Yukon. 8. Robin Hood, Johnson & John-Quaker Oats (CBS).....19.0 9. Frontier, Reynolds Metal 10. The Lone Ranger, Cen'l. Mills, Amer. Dairy (ABC).17.0 Mills, Amer. Dairy (ABC), 76 AMONG MEN AMONG CHILDREN Show, Sponsor & Web Per Set Show, Sponsor & Web Per Set 1. Frontier, Reynolds Metal Fury, Gen'l. Foods (NBC)...1.90 (NBC) 1.07 2. Tales of the Texas Rangers. 2. Gunsmoke, Liggett & Myers Curtis Candy, Gen'l Milis (NBC)1.02 3. Warner Bros. Presents, "Cheyenne," Gen'l. Elec., Monsanto, Liggett & Myers 3. Wild Bill Hickok, Kellogg (CBS)1.63

A. C. Spark Plug (NBC). . .90

Gen'l. Mills (ABC)........88

(CBS)

Motors, A. C. Spark Plug

3. Wild Bill Hickok, Kellogg

Wyatt Earp, Parker Pen,

7. Brave Eagle, Sustaining

10. Roy Rogers, Gen'l. Foods

5. Big Town, Lever Bros., Gen'l.

8. Captain Gallant, H. J. Heinz

Web Winners

ADVENTURE OF ROBIN HOOD -

Women

Per Set

Children

One of the outstanding successes among the 7:30-8 p.m. network programs, "Robin Hood" last month garnered a whopping 33.0 American Research Bureau rating, which made it the highest rated network adventure show on the air. It also copped eighth place among adventure shows for the number of men viewers per set it attracted, drawing 76 males per set, which should make Wildroot, one of its cosponsors, happy indeed. The other cosponsor, Johnson & Johnson, reaped similar rewards inasmuch as the show also ranked eighth in popularity among women, its main customers, by pulling 81 ladies per set. The show did not attract enough kiddle viewers per set for it to rank among the top 10 adventure shows in 'at category.

Films to Watch

STAGE 7-Television Programs of America TPA will start syndicating this new anthology next month. But it has already gone on the air on the West Coast for Chevron gasoline under the title "Hall of Stars." In some of those markets it made quite a mark in the January Pulse surveys In Portland, Ore., for instance, it pulled 30.5, the second best syndicated rating This was also good enough to top the two competing shows, "Climax!" and "Star Tonight," both of them off network. "Hall of Stars" also bettered the preceding show, "Dragnet," which had a 30.0 Telepulse, as well as the following show, "Ford Theater," which had 27.0. In Spokane, "Hall of Stars" 'rew 25.9 against a 31.2 for "Climax!"

ARB Top 25 Network Shows

February Ratings of **Leading Web Programs**

This breakdown of network program ratings shows the 25 leaders for the past rating month, listed in-rank order. This chart runs once monthly, and appears in the issue of The Billboard dated the third Saturday of each month. For additional information on audience size and coverage, please consult ARB, National Press Building, Washington,

(* Indicates Film)

Rank	Show, Sponsor & Web		Rating
1	\$64,000 Question, Revion (CB	S)	57.0
	Ed Sullivan, Lincoln-Mercur		
3	*I Love Lucy, Gen'l. Foods, I Gamble (CBS)	Procter &	52.5
4	"You Bet Your Life, DeSoto-F		
5	Perry Como, Dormeyer, Int'nl Armour, Gold Seal (NBC).	. Celucotto	on, 44.2
6	December Bride, Gen'l. Food	ds (CBS)	40.0
6	*Disneyland, Participating (A	BC)	40.0
	I've Got a Secret, R. J. Reyno		
9	*Big Surprise, Speidel, Purex ((NBC)	39.0
	Godfrey's Talent Scouts, Toni		
11	George Gobel, Pet Milk, Armo	our (NBC).	37.4
	Climax, Chrysler (CBS)		
	*Dragnet, Liggett & Myers (N		
	Your Hit Parade, Lucky Strike		
15	Red Skelton, Pet Milk, S. C. Je	ohnson (CE	S)35.9
16	Private Secretary, Amer. Tol	bacco (CBS	3)35.0
	What's My Line? Jules Monte Remington Rand (CBS)	nier	11 00 00
18	*Life of Riley, Gulf Oil (NBC	:) 	33.4
	*Ford Theater, Ford Motor (N		
20	*The Millionaire, Colgate (CB	S)	
21	This Is Your Life, Hazel Bish Procter & Gamble (NBC).		33.2
22	*Robin Hood, Johnson & John	ison, Wildr	oot (CBS)33.0
	Burns & Allen, Gen'l. Mills, B. F. Goodrich (CBS)	Carnation,	
24	Lux Video Theater, Lever (N		
	Playhouse of Stars, Schlitz (

7. Roy Rogers, Gen'l. Foods (NBC) 1.54 Robin Hood, Johnson & John-8. Gene Autry, Wrigley (CBS). . 1.43 son, Wildroot (CBS).........76

9. Captain Gallant, H. J. Heinz (NBC) 1.42 10. The Lone Ranger, Gen'l Mills, Amer. Dairy (ABC). 1.29

3. Captain Midnight, Wander

6. Lone Ranger, Gen'l, Mills

5. Rin Tin Tin, National Biscuit

(CBS)1.63

(ABC) 1.61

The Billboard Scoreboard

PROGRAMS

The Pulse Audience Composition Studies

Syndicated Film Adventure Shows

	JANUARY RATINGS			AMONG MEN			AMONG TEENS	
Rank	Show & Distrib.	Avg. Jan. Rig.	Rank	Show & Distrib.	Men Per 100 Homes Tuned In	Rank	Show & Distrib.	Teens Per 100 Homes Tuned In
2. I 3. H 4. Cc 5. W 6. Cc 7. Pa 7. So 9. Ju	perman (Flamingo) Led Three Lives (Ziv) ighway Patrol (Ziv) ount of Monte Cristo (aterfront (MCA) rosscurrent (Official Flassport to Danger (AB oldiers of Fortune (Mi angle Jim (Screen Gen umar of the Jungle (T	TPA) 13.2 TPA) 13.213.0 ilms) 11.4 C)10.9 CA)10.9	2. Fo 2. I I 4. Hi 5. Cl 5. Th 7. Di 8. W 9. Pa	osscurrent (Official reign Intrigue (Official Led Three Lives (ghway Patrol (Zivonina Smith (NTA), ne Falcon (NBC), ne falcon (NBC), atterfront (MCA), ssport to Danger cret File, U.S.A.	fficial)	2. For 2. Sea 4. Cor 4. Lor 6. Sol 7. Jun 7. Pas 7. Wa	perman (Flamingo reign Intrigue (Of erch for Adventur Bagnell) unt of Monte Crist ing John Silver (C diers of Fortune (egle Jim (Screen of soprt to Danger sterfront (MCA)	ficial)25 c25 to (TPA)24 BS)24 MCA)23 Gems)22 (ABC)22
Rank	VIEWERS/100 HO/	MES Viewers Per 100 Homes Taned In	Rank	Show & Distrib.	MEN Women Per 100 Homes Tuned In	Rank	AMONG CHILD	REN Kids Per 100 Homes Tuned In
2. 1 1 3. So 4. Fo 5. Ch 5. Cr 7. Th 8. Da 8. W	ighway Patrol (Ziv) . Led Three Lives (Ziv) Idiers of Fortune (MC oreign Intrigue (Office oina Smith (NTA) osscurrent (Official) ne Hunter (Tafon) angerous Assignment (aterfront (MCA) cret File, U.S.A. (Official))223 CA)221 ial)220 214 214 212 NBC) 205 205	2. Da 3. Cr 4. I I 5. W. 6. Th 7. Co 8. Hi 9. Th	reign Intrigue (Oungerous Assignment of Control (MCA). A sterfront (MCA). A see Hunter (Tafon), and of Monte Cristylle Falcon (NBC). A sina Smith (NTA).	ent (NBC) 90 d)89 Ziv)88 85 84 to (TPA)81 v)79	1. Sup 3. Lor 4. Jun 5. Sol 6. Hig 7. Chi 8. The 9. 1 L	mar of the Jungle berman (Flamingo ing John Silver (C ingle Jim (Screen of diers of Fortune (ina Smith (NTA). Hunter (Tafon) ed Three Lives (2	(TPA)96 b)96 BS)94 Gems)79 MCA)65)41 37 36 Ziv)31

Pulse Top 25 Non-Net Shows

January Ratings of Leading Film Shows

This breakdown of non-network film ratings shows the 25 leaders for the past rating month, listed in rank order. This chart runs once monthly, and appears in the issue of The Billboard dated the third Saturday of each month. The Average Rating is based on the rating scored by each show in the 22 basic markets studied monthly by The Pulse, which markets account for the bulk of U. S. set circulation.. Each market is weighted in proportion to its TV population. For additional information on audience size and coverage, please consult The Pulse, Inc., 15 West 46th Street, N. Y. C.

Rank	Show & Distributor	Jan. Rating
	.Life of Riley (NBC)	18.4
9	.Mr. District Attorney (Ziv)	17.9
	.Superman (Flamingo)	
4	Little Rascals (Interstate)	15.4
π	.Dr. Hudson's Secret Journal (MCA)	15.0
Ö	Annie Oakley (CBS)	115.0
4	Amos 'n' Andy (CBS)	14.3
1	.Badge 714 (NBC)	14.3
9	.I Led Three Lives (Ziv)	14.0
10	. Cisco Kid (Ziv)	13.9
10	.Wild Bill Hickok (Flamingo)	13.9
12	. Man Behind the Badge (MCA)	13.7
13	.Highway Patrol (Ziv)	13.5
14	. Meet Corliss Archer (Ziv)	13.3
14	. Douglas Fairbanks Jr. Presents (ABC)	13.3
14	.Science Fiction Theater (Ziv)	13.3
17	.Count of Monte Cristo (TPA)	13.2
18	.Eddie Cantor (Ziv)	13.1
19	.Waterfront (MCA)	13.0
20	.Celebrity Playhouse (Screen Gems)	120
21	.Steve Donovan, Western Marshal (NBC)	11.6
91	Stories of the Century (Hollywood)	11.0
22	Contain Zoro (Atlas TV)	11.0
23	.Captain Zero (Atlas TV)	11.3
24	. Crosscurrent (Official).	11.4
20	.Confidential File (Guild)	11.3

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Continued from page 13

OMAHA (2 Stations)	170,000 TV Homes
THE TOP 15 ONCE-WEEKLY S	HOWS (* Indicates Non-Network)
1. \$64,000 Question, WOW, T	9. What's My Line? WOW, Su
1. *Weather, News (10 p.m.), WOW, MF27.1 2. *Weather, News (10 p.m.), KMTV, MF25.4 3. Mickey Mouse Club, KMTV, MF24.6 4. *News, Sports (10:15 p.m.), WOW, MF22.7 5. *News, Camera On Sports (10:15 p.m.), KMTV, MF	6. Eddie Fisher, KMTV, W., F

	Camera On Sports (10:15 p.m.), MF.	22.3
	THE TOP 30 LOC	CALLY O
Rank Title	(Distributor) Station, Day-Time	Rating
 Cisco Ki Dr. Huds 	nree Lives (Ziv), WOW, T9:30 id (Ziv), WOW, W6:30 ion's Secret Journal (MCA), KM	33,2 TV,
 Soldiers Kit Cars Supermar His Hone 	Fiction Theater (Ziv), WOW, T4 of Fortune (MCA), KMTV, Th4 on (MCA), KMTV, Su2:00 or (Flamingo), KMTV, F7:30 or, Homer Bell (NBC), WOW,	3:00.27.8 26.0 24.0
10. Celebrity	kley (CBS), KMTV, F6:00 Playhouse (Screen Gems), KMT	V,
11. Highway 12. Stars of	Patrol (Ziv), WOW, Th9:30 the Grand Ole Opry (Flamingo) I10:30	20.3
13. Buffalo I	Bill Jr. (CBS), WOW, S5:00 Cassidy (NBC), WOW, S5:30	19.0

	Rank Title (Distributor) Station, Day-Time Rating
ì	15. Texas Rasslint (Sterling), KMTV, W10:3018.1
	16. Wild Bill Hickok (Flamingo), WOW, S6:0017.3
	17. †Sky King (Nabisco), WOW, Su4:3016.5
	18. Inner Sanctum (NBC), WOW, M10:3015.8
	19. Crosscurrent (Official), KMTV, T10:3013.3
	20 Jungle Jim (Screen Gems), WOW, Su5:3013.0
	21. Captured (NBC), WOW, W11:0012.0
	22. †Andy's Gang (Brown), WOW, S4:0011.5
	23. Foreign Intrigue (Official), KMTV, W11:30.10.3
	23. China Smith (NTA), WOW, M11:0010.3
	25, Heart of the City (TPA), KMTV, M11:00 9.5
	25. †Patti Page (Oldsmobile), KMTV, M6:15 9.5
	27. Championship Bowling (W. Schwimmer),
	WOW, T11:00 8.8
	28. Victory at Sea (NBC), WOW, Su1:00 8.3
	29. Colonel March of Scotland Yard (Official),
	KMTV, Su11:15 8.0
	30. Mr. and Mrs. North (ATPS), KMTV,
	Th11:30 7.8

.300,800 TV Homes HOUSTON-GALVESTON (3 Stations)

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

1. George Gobel, KPRC, S40.5	9. Perry Como, KPRC, S
2. \$64,000 Question, KGUL, T40.1	10. "Waterfront, KPRC, W
3. Producer's Showcase, KPRC, M39.7	11. Four Star Playhouse, KGUL, Th30.0
4. Your Hit Parade, KPRC, S	12. *Curly Fox-Ruby, KPRC, F29.3
6. Robert Montgomery, KPRC, M34.1	12. Truth or Consequences, KPRC, F29.3
7. Climax, KPRC, Th31.1	14. Fireside Theater, KPRC, T29.1
7. Groucho Marx, KGUL, Th31.1	14. This Is Your Life, KPRC, W29.1
THE TOP 10 MULTI-WEEKLY	SHOWS (* Indicates Non-Network)
1. Mickey Mouse Club, KTRK, MF	6. *News, Weather (6:15 p.m.), KPRC, MF 12.3

re, KPRC, W29.1
Non-Network)
(6:15 p.m.), KPRC, MF 12.3 (10:30 p.m.), KPRC, MF. 12.1 6 p.m.), KPRC, W., F 11.7 KPRC, MF

Rank Title (Distributor) Station, Day-Time Rating	Rank Title (Distributor) Station, Day-Time Rating
1. Waterfront (MCA), KPRC, W8:30	

Commercial Cues

ALL OVER THE MAP

Business is booming for United World Films, Inc., the PASSPORT TO DANGER Universal-International TV commercial subsidiary. Not WIVE, Richmond, Va.: only is United World scheduled to shoot 45 commercials at its studio this month for six different clients, but crews will be journeying all over the U. S. In New Orleans, five one-minute ads will be shot for Falstaff beer and another five in Yosemite National Park. A series of DeSoto plugs will also be shot in Florida.

WHEN TO PULL THE PLUG

Pros and cons fly thick and fast over the length of commercials-longer, shorter, what-but the question seems to be: Is it interesting? Length has very little to do with it, and the public is the least reliable source for answering the question. Dull commercials make bored watchers, irritated at what seems an interminable time lag. To add credence to these statements, Schwerin research gives some specific cases. In part, the plugs on one program occupied per cent of the program's time, and 45 per cent of those polled yelled "too long!" On another show, with 21 per cent ad time, only 44 per cent disapproved of the length. Again, a program's 12 per cent plug portion drew a mere 35 per cent negation. So who's to know? Make them interesting, and the time will take care of itself.

ID, S

The Crew Cuts, popular young singing quartet, will make commercial films for Budweiser beer and ale in the account's "Where there is life, there's Bud" campaign. With full orchestra, sets and extras, the D'Arcy Agency estimates the first five films will cost about 35G. Filming starts in Chicago March 26. . . . The Rose-Martin, Inc., agency has named Channing M. Hadlock as director of radio-TV . . . L. Henry Miller Jr. has joined the production staff of George Blake Enterprises. The firm has just completed seven Ronzoni spot films, two Omega Oil spots for Block Drug and a series for Schaefer beer.

Distribs Turn

Continued from page 10

not selling sponsor identification but rather audience, impact and excitement. They are selling essentially the same values as the spectaculars, but perhaps at a better cost per thousand.

Survival Fight

The feature film distributors are taking on not only the networks but the half-hour syndicators as

NOTICE

Due to the death of my partner, Mr. Bob Strickland, am forced to immediately the Hillbilly and Western Film Show, Smoky Mountain Jamboree. There are thirteen 131/2-minute shows ready to run, with prints, brochures; all rights will be sold, including music, nationally known motion picture, TV and recording artists, etc. It is tops in country music field package. further information contact

TOMMY SCOTT 5880 Hollywood Blvd., Hollywood, Cal.

CHARACTER MERCHANDISING

LICENSING MGR. AVAILABLE Young, aggressive idea man with dynamic ingenuity, headed own company. Thoroughly experienced in pioneering new marketing programs, developing merchandise, negotiating with manufacturers, dept. stores, and chains. Co-ordination of presentations, a d v e r t i s i n g, Box 46, Billboard, 1564 Broadway, New York, N. Y.

well. The latter insist they're not worried. They can't imagine their stations and sponsors tossing over their shows to make way for movies. What the new movies will knock out, they say, are the old movies. Some acknowledge that they may kill the weak and the old half-hour shows as well.

The feature film salesmen are aware of all these countervailing influences. They admit they have no success story to tell yet. They are aware that they are taking a big gamble on a big change in TV.

In the face of this they are banking on two big trump cards: Program power and sales ingenuity.

The sole source of power in TV is programming, they say, and essentially that is the clue to the networks' dominance. Now, they say, feature films constitute the most potent—and the best proven— TV programming fare.

Also, the feature houses have a few sales gimmicks of their own that the networks and syndicators have never touched. They often sell multiple runs in one deal in which a sponsor, such as Courtesy Motors in Chicago or Falstaff Beer in St. Louis, takes the first run and the station picks up the reruns. A gimmick of this kind may prove the weapon that will advance feature films to higher ground than MAN CALLED "X"

THIS WEEK'S FILM BUYS

ABC FILM SYNDICATION

WTVR, Richmond, Va.: Strietman Biscuit and National Brewing

CBS-TV FILM SALES TERRYTOONS

WSBT, South Bend, Ind.; KBTV, Denver; WFAA, Dallas; KBOI, Boise, Idaho: Adv. TBA

AMOS 'n' ANDY WBDO, Orlando, Fla.; WARM, Scranton-Wilkes-Barre, Pa.; KTTS, Springfield,

SAN FRANCISCO BEAT WGBS, Ft. Lauderdale, Fla.; WTOP, Washington; WKNB, New Britain,

Conn.: Adv. TBA WTAR, Norfolk: High's Ice Cream LONG JOHN SILVER

Adv. TBA INNER SANCTUM WPRO, Providence: Adv. TBA BADGE 714-C

WHIO, Dayton, O.: Burger Beer KOOK, Billings, Mont.: Rainier Beer CAPTURED WPRO, Providence: Adv. TBA Sydney, Australia: Amalgamated Televi-

sion Service HOPALONG CASSIDY-1 HOUR WHIZ, Zanesville, O.: Hallmark Furniture and Coca-Cola Bottling HOPALONG CASSIDY-HALF HOUR-A

WSIX, Nashville; WFIE, Evansville, Ind.

WEAU, Eau Claire, Wis .: Adv. TBA OFFICIAL FILMS STAR AND THE STORY WGR, Buffalo: National Biscuit Co. TELEVISION PROGRAMS

LIFE OF RILEY-D

OF AMERICA WISH. Indianapolis: Drewery's Beer ZIV TELEVISION PROGRAMS HIGHWAY PATROL

WISH, Indianapolis: Wiedemann's Beer

WKBT, La Crosse, Wis.: Hamm's Brew-

WKBT, La Crosse, Wis.: Blatz Brewing

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)

MOS 'B' ANDY	
WBDO, Orlando, Fla.; WARM, Scranton- Wilkes-Barre, Pa.; KTTS, Springfield,	Sponsor, Product & Agency (Show, if any) No. (Seconds) (C-Color) Producer Type Commercials
Mo.: Adv. TBA AN FRANCISCO BEAT	BUILDING AND PAINT SUPPLIES
WGBS, Ft. Lauderdale, Fla.; WTOP,	E. I. DuPont de Nemours, Flow-Kote &
Washington; WKNB, New Britain,	Duco Paint, BBD&O
Conn.: Adv. TBA	Paxton & Vierling Steel Co., Steel Fab-
WTAR, Norfolk: High's Ice Cream	rication, Allen & Reynolds 8 (60) I.A Douglas Miller
ONG JOHN SILVER	CANNED GOODS
WWLP, Springfield, Mass.: Adv. TBA	Minute Maid Corp., Orange Juice, Ted
GUILD FILMS COMPANY	Bates 4 (60) 2 (40),
CONFIDENTIAL FILE	4 (20) LA, SA, FA,
KVTV, Sioux City, Ia.: Nassif Rug Co.	SETransfilm
and Reinhard Bros. (Norge dealers)	Breast-O'-Chicken Tuna, Foote, Cone &
OPCORN THEATER	Belding 4 (20) LA, SA Mercury Intnl.
KKTV, Colorado Springs, Colo.: Cut-A-	Breast-O'-Chicken Tuna, Foote, Cone &
Corner Grocery	Belding
HOLLYWOOD TV SERVICE	(Studio 57)
TORIES OF THE CENTURY	Spaghetti, Maxon (Studio 57) 1 (60) LAMark Stevens
WISH, Indianapolis: Gaseteria	Soup, Maxon (Studio 57) 1 (60) LA Mark Stevens
INTERSTATE TELEVISION	Pork & Beans, Maxon (Studio 57) 1 (60) LAMark Stevens
PUBLIC DEFENDER	Campbell Soup Co., Franco-American
WGR, Buffalo: Bradings Breweries	Spaghetti, Ogilvy, Benson & Mather 2 (60) FA
MCA-TV	Minute Maid Corp. Snow Crop Frozen
FEDERAL MEN	Foods, Ted Bates
KKTV, Colorado Springs, Colo.; Jackson	CLOTHING AND ACCESSORIES
Chevrolet	Robert Hall Clothes, Clothes, Frank
BIFF BAKER, U.S.A.	Sawdon
KWWL, Waterloo, Ia.; Adv. TBA	COFFEE, TEA, COCA M.J.B. Coffee, BBD&O
WKBT, La Crosse, Wis.: Crescent Jewelry	Tree Tea, BBD&O (People's Choice) NA Playhouse Pictures
and Artmar	The Borden Co., Instant Coffee, D. C.
NBC TELEVISION FILM	The Borden Co., Instant Coffee, D. C. S&S LA, SAAmerican Film
CRUNCH AND DES	Hills Bros. Coffee. Inc., Coffee, N. W.
WTWO, Bangor, Me.; WPRO, Provi-	Ayer 1 (10) SA, ID .Academy Pictures
dence: Adv. TBA	Confections (Sirups, Ice Cream etc.)
KDUB, Lubbock, Tex.: Lubbock Floor	Richardsons, Mints, Harvey & Thomas. 1 (-) SEPhoto Arts
Covering	Beech Nut Packing, Beech-Nut Gum, Kenyon & Eckhardt
KTBC, Austin, Tex.: Jack's Beer	DAIRY AND MARGARINE
KKTV, Colorado Springs, Colo.: Ameri-	Challenge Milk, Hixson & Jorgensen NA
can Builders	United States Steel, Bulk Milk, BBD&O. 1 (150) LA
WKBT, La Crosse, Wis.: G. Heileman	DENTIFRICES, SHAVING CREAMS,
Brewing STEVE DONOVAN .	(Mouthwashes, Tooth Brushes)
WPRO, Providence; WLWA, Atlanta;	Colgate-Palmolive Co., Brisk Fluoride
WJBF, Augusta, Ga.: Adv. TBA	Toothpaste, Wm. Esty
KELO, Sioux Falls, S. D.; KTVH,	Deletal Muses Sentry Toothnaste
Hutchinson, Kan.: Consumer Co-Op.	BBD&O
Sydney and Melbourne, Australia: Amal-	Block Drug Co., Super Amm-i-dent, Harry B. Cohen (Matinee Theater) 2 (60), 1 (90) LA, SA, SEGuild
gamated Television Service	American Safety Razor Corp. Gem Ra-
GREAT GILDERSLEEVE	zor, McCann-Erickson
Sydney and Melbourne, Australia: Herald-	North American Phillips Co., Norelco, C.
Sun Pty., Ltd.	J. LaRoche
WPRO, Providence; KTVT, Salt Lake	DEPARTMENT STORES AND SUPER-
City: Adv. TBA DANGEROUS ASSIGNMENT	MARKETS
Sydney and Melbourne, Australia: Amal-	Hinky Dinky Stores, Trading Stamps 5 (60), 1 (20) LA, FA, J Cascade
gamated Television Service	DRUGS AND BRUG STORES
WABC- New York; WPRO, Providence:	Plough, Inc., St. Joseph Aspirin for chil- dren, Lake-Sprio-Shurman
Adv. TBA	uren, Lake-Sprio-Snurman
INNER SANCTUM	(Continued next week)

(Continued next week)

CBS Film to Sell Summer Reruns

NEW YORK, March 10.-CBS-TV Film Sales is entering the field of summer network rerun sales with two packages of 13 films each. The shows, "That's My Boy" and "My Favorite Husband," are available for sale immediately, according to Les Harris, vice-president in charge of the firm.

"That's My Boy," which stars Eddie Mayehoff, was on CBS last season in a Saturday nighttime slot sponsored by Plymouth. "My Favorite Husband," starring Vanessa Brown and Barry Nelson, recently bowed out of its Tuesday night

CBS time slot, where it had been sponsored by Frigidaire. Both slows are situation comedies and are CBS-TV packages.



. . . .

SEL Developes

TOLEDO, March 10.-A long-

play tape cartridge, the first to play

a full hour at 71/2 ips, has been

developed by Sound Electronics

Laboratories, a division of G. H.

only slightly larger than standard

1,200-foot reels, according to

George H. Eash, chief engineer of

the division. Half-hour and 15-

minute size cartridges are similarly

comparable to standard 600 and

300-foot reels. The 30-minute

cartridge is also new, Eash points

out, since no cartridge presently

manufactured commercially will

play more than 15 minutes at

The new product, using a very

simple drive system, has been

thoroughly tested and is designed

for economical mass production.

Using standard one-quarter-inch

tape and the conventional con-

tinuous loop, the principal new

feature is a patented method of

reducing tape friction and static by

the cartridge design. Special tape

is not required. The tape tension

is constant at all times, resulting in

more stable reproduction. Further,

pressure pads are not required to

assure good tape to head contact,

Produced in a plastic case, the

cartridge is simply inserted in the

playing device and automatically

locked in proper position. The tape

itself is never touched or handled.

less than \$40, with player-recorder units slightly higher. The cartridges

will run from 75 cents to a dollar

higher than comparable size open

NEW YORK, March10. - ABC-

Paramount has virtually completed

its foreign distribution setup, with

every major territory but the Euro-

pean continent now covered by the

label. Negotiations for distribu-

tion in this area are now in pro-

gress, and ABC-Paramount chief

Sam Clark will complete them

when he goes abroad this summer.

uted by White and Gillespie in

Australia and New Zealand; Spar-

tan of Canada, Canada; S. A.

Campos, Mexico; Record Distribu-

ting Company, Pty., Ltd., South Africa and Rhodesia; Plarecus In-

distrial Y Commerical Sociedad of

The label is currently distrib-

reels of pre-recorded tape.

ABC-Par Sets

Price of the player unit will be

thus greatly reducing head wear.

Called Fidelipac, the cartridge is

Poulsen & Company, Toledo.

Communications to 1564 Broadway, New York 36, N. Y.

RCA, British Decca, EMI In Global Realignment

Victor-Decca Pact Opens **New Vistas**

NEW YORK, March 10.-One of the biggest international reciprocal deals in the history of the phonograph record industry was signed this week between the Radio Corporation of America and the Decca Record Company, Ltd., of England.

The deal, when fully in effect, which may not be until May, 1957, will supplant the arrangement between RCA (Victor Records) and the Gramophone Company, Ltd., of England, a division of the Electric and Musical Industries, Ltd., (His Master's Voice) label which has been in existence since 1901.

Under terms of the pact, RCA Victor will start making its new recordings available to British Decca in May, 1957, and Decca will issue these under the new RCA monogram, a trademark that already has made its appearance in several European countries.

British Decca, parent company

(Continued on page 46)

Decca Not for Sale': Rackmil

NEW YORK, March 10.-Milton R. Rackmil, president of Decca Records, Inc., this week vehe-mently denied that sale of the record division of the company was contemplated.

The Decca president made the statement by way of scotching the rumor that General Teleradio, owner of the RKO Studios, General Tire and the Mutual Broadcasting System, had been negotiating for the purchase of the label. Rackmil added that he had

never met Tom O'Neill, head of General Teleradio, and he added that no responsible officer of Decca had been approached.

Decca has just completed one of the greatest years in its history (see separate story), and Rackmil predicted even greater gains for

Several weeks ago Irv Green, president of Mercury, denied that negotiations were under way for the sale of his disker.

Col.-CBS Beams Sales Pitch

NEW YORK, March 10.-Columbia Records, in co-operation with its parent company CBS, has worked out an unusually showmanly way of beaming a weekly sales message on new releases to its distributors across the country.

Each week, Columbia utilizes a half hour of CBS's network radio time to air a half-hour closed circuit, broadcast directly into the offices of its distributors. The show spotlights new releases and sales pitches by artist and repertoire chief Mitch Miller, sales topper Hal Cook and other execs.

Columbia cashed in on another tie-up with its parent web yesterday (9), when Don Cherry appeared on the CBS radio situation comedy series "My Son, Jeep" (8-8:15 p.m.). The Columbia warb-ler played himself, and plugged his current hit "Band of Gold" and his latest release "I'm Still a King to You."

EARLIER START ON DISK PACT

NEW YORK, March 10.-The 55-year-old reciprocal arrangement betweer. Radio Corporation of America's Victor label and the Gramophone Company Ltd. of England's His Master's Voice label has until April, 1957 to run, but top industry executives actually expect elimination at a much earlier date.

Despite official denials, spokesmen for both RCA and for Electric and Musica. Industries, parent company of HMV, have admitted some "champing at the bit," Both outfits are believed anxious to get on with their new set-ups, especially since EMI now owns not one, but two of its own labels, Capitol and Angel, in this country.

RCA, currently in a big campaign to establish the RCA monogran in all countries, is deterred in some quarters by its obligation to feed its diskings to HMV exclusively.

highest earnings in its history, ac-

cording to the company's annual

report to stockholders. According

to President Milton R. Rackmil,

net income for the year ended De-

cember 31, 1955, including that

from undistributed earnings of Uni-

versal Pictures Company, Inc., was \$3,794,585. This is equivalent to

\$2.37 a share on the 1,602,501

shares outstanding. In 1954, net income amounted to \$3,070,205,

or \$1.92 a share. The year's sales

for the record division are up 20

Net income earned by the rec-ord division in 1955 took a tre-

mendous jump upward, totaling

\$1,955,134 before taxes, as com-

pared with \$1,170,926 for the pre-

the previous year.

Decca '55 Earnings

Record Division Sales Up 20 Per Cent;

Records, Inc., during 1955 had the long-play disks early in 1955.

Quarterly Dividend Upped to 25 Cents

NEW YORK, March 10.-Decca, a general decrease in the price of

Tops in History

Capitol, Angel To Gain Noted **Disk Talents**

NEW YORK, March 10.-Angel and Capitol Records are due to gain important additions to their artist rosters as a result of the re-shuffling of reciprocal deals by Electric and Musical Industries, RCA Victor and British Decca (see separate story).

The His Master's Voice wing of EMI will no longer figure among the new releases of Victor beginning May, 1957. These disks to be issued in this country by EMI subsidiaries here. Under such an arrangement it is expected that HMV classical vinyl will then be pressed under the Angel imprint, while pop material will carry the Capitol

Classical artists pacted to HMV. long featured here by Victor, which would then move over to Angel, include the singers Boris (Continued on page 46)

Factors contributing to the good

sales figures, Rackmil noted, were

the company's continuing success

in the pop field as well as further

progress in manufacturing and

merchandising activities.

M-G-M PROMOTION

Mooney Flick Cues M-G-M LP Cartridge Plug Pattern

NEW YORK, March 10. - Art Mooney and his band, M G-M Records diskers, have been signed for the parent company's upcoming pic, "The Opposite Sex." Shooting will start on the Coast about April 1.

A spokesman for the diskery indicated that movie slotting for disk artists may get increasing emphasis as a promotion medium for performers and specific disks. It was reported that negotiations are under way for several other pactees to appear in M-G-M-produced flicks. In the case of Mooney, numbers performed by the band in the film will be released as a sound track LP.

Entrance into the film field follows what diskery execs described as successful use of TV spots for record plugging. Sixth major TV plug in recent months was achieved when Red Skelton introduced his first M-G-M disks, "Little Babe," on his CBS-TV show last week (Tuesday, 6). Heavy dealer-distributor response is reported on the disk following the

Sound Track LP Activity

Columbia film, "Pienie," and also the track of another Columbia pic, "The Eddy Duchin Story." Another film album on the diskery's schedule is "Anything Goes," the Crosby.

Foreign Sales This year, Decca previously issued the tracks to Paramount's Among disks which sold over "The Court Jester," Universal-In-

Decca Skeds

NEW YORK, March 10.-Decca Records is increasing its activity in the sound track album field. Diskery is releasing the track of the Paramount film starring Bing

1,000,000 copies Rackmil listed ternational's "The Benny Goodman Bill Haley's "Rock Around the (Continued on page 46) Man With the Golden Arm."

Cap Mails Promotion Pitch on Kiddie Club

Capitol Records' test campaign in of six two-pocket 78 r.p.m. albums, ceding year. Net sales of the rec- the mail-order field got under way valued up to \$3.66. The free disk ord division in 1955 totaled \$22,- last week (2) with the circulation offer is not contingent upon mem-610,809 as against \$18,870,125 for of literature to approximately 40,- bership in the club; subscribers may 000 potential members of the keep the album selected even tho In his report to stockholders, firm's "Children's World of Music," he elects to cancel his subscription. Rackmil pointed out that the 20 the official name for the club.

dollar volume was made despite record field, Capitol is offering sub-

HOLLYWOOD, March 10 .- | scribers a free choice of any one

Gift stamps indicating the memper cent increase in record sales | Relegated solely to the children's ber's selection have been designed (Continued on page 46)

Restonsabilidad, Ltda., Argentina; Melodies Internacionais, Ltda., Brazil; and London, (on a record by record basis) in England.

NEW YORK, March 10.-Universal Attractions' Rock and Roll Cavalcade has been booked for 25 additional one-nighters between March 15 and April 15. The 19act package, which teed off March 1 in Houston, is just winding up 11 solid one-night stands, promoted in the Texas territory by Dallas impresario Howard Lewis.

25 1-Nighters

For R&R Pkg.

The new series of dates begins Thursday (15) in the Auditorium in Sheffield, Ala., and then plays an almost unbroken string of auditoriums, ball parks and armories in Alabama, Georgia, Virginia, South Caroline, Tennessee, Maryland, Pennsylvania, Indiana, Missouri, Iowa, Wisconsin, Michigan and Ohio.

The bill includes Roy Brown, Little Willie John, Percy Mayfield, the "5" Royales, Camille Joward, Joe Tex, Tiny Kennedy, Linda Hopkins and the Jimmy Coe Ork.

Universal's Dick Boone is booking the package.

Copyrighted material

for a real "best buy" you'll want the

Billhoard

NEW SIZE STITCH & TRIM EASIER TO READ MORE FOR EVERYONE

The NEW Billboard . . . out March 24 . . . packs more punch than ever . . . and packs it into a new. easier to read and easier to use package. You'll love it!

Special 1/2 Price

introductory subscription offer

EDITORIAL

Vital Information

Certainly, the major accomplishment of the Record Industry Association of America is its quarterly statistical report on disk sales. For the first time it now makes available to the trade basic information to guide and direct intelligent planning.

Despite the fact that the report bears a confidential tag and is distributed to participating members only, The Billboard feels the information is too vital to the industry at large to restrict its disclosures to a few. Distributors, dealers and music publishers can gain much from its perusal. It is in this constructive spirit that we "break" a story that has long needed wider distribution.

It behooves RIAA members, who so far have not placed their sales data in this information pool, to do so at the earliest opportunity. Complete industry statistics should properly be gathered by the industry itself, and then interpreted to point the trends as they occur. Reliance on excise tax figures and those provided by the Music Performance Trust Fund has never proven entirely satisfactory.

URGES FREEWHEELING

Not Enough Originality In Disk Biz, Says Wald

By JOEL FRIEDMAN

HOLLYWOOD, March 10 .-There's far too much carboning, and not enough genuine originality business today, according to Jerry Wald, executive producer at Columbia Pictures, who opined that the "record industry, like the television and motion picture industries, is competing for people's time, not their money."

"The record business," says

Phonotapes Cuts Lit. Tape Cost

Phonotapes, Inc., producer of re- Iturbi, pianist-conductor long ascorded tapes, has cut the price of its literary series by \$6 per seveninch reel. New price of \$8.95 (7½ i.p.s.-dual track) is equivalent to the list charged for the Musical Industries. Phonotapes music line.

At the same time, the firm has set a promotion for its sampler reel, The Music Demonstrator, to spur consumer sales. Each package of the \$1.98 sampler reel will contain a coupon worth \$1 toward the purchase of a regular Phonotapes reel at list price. The coupons may be redeemed only at dealers, said Gene Bruck, general

Guitar Slim Signs With Atlantic

NEW YORK, March 10.-Atlantic Records has renewed pacts with several of its top artists and has signed a new talent. Latter is Guitar Slim, formerly with Spe-

The artists renewing with the diskery are Clyde McPhatter and the Clovers, both consistent performers in the best selling ranks. McPhatter, who is leaving the U.S. Army shortly, formerly recorded with the Drifters group, but in his last few Atlantic releases has been building solidly as a single. Mc-Phatter is currently in the national rhythm and blues retail chart with "Seven Days," and the Clovers are represented by "Devil or Angel."

ABC-Par. Signs 4 New Artists

NEW YORK, March 10.-ABC-Paramount has signed four new always lucrative field away from artists, preparatory to branching the standard disk-selling channels out into the rhythm and blues re- was dramatized this past week at cording field for the first time. Art- the annual Toy Fair, where six ists include Sabby Lewis and his kidisk producers staged exhibits orchestra, the Vibratones, warbler and wrote the biggest orders in Al Morgan, and Steve Gibson and their respective histories of exhibitthe Red Caps.

lights Lewis and the Vibratones on show by diskeries was reported "Forgive Me My Love" and "Re- heading for toy accounts that have gretting." The disk was recorded never carried records before. in Boston under the supervision of one-stopper Jerry Flato.

Wald, has to continually reinvest in a bit of courage, start taking a stand of its own, rather than try to divide itself slavishly into any comand inventiveness in the music bination of a dozen polled popular directions. The moment any business becomes a prisoner to habits, traditions and ideas, it becomes a prisoner and stagnates. This is a continuous need to free yourself from what was done yesterday."

> Record manufacturers have to recognize that their audiences are constantly going thru changes and a year earlier are supplied particiwill not accept the same style that

(Continued on page 20)

Iturbi Leaves Victor Label

sociated with RCA Victor, has left the label to sign a new exclusive pact with Pathe Marconi, French affiliate of Electric and

that firm's roster of longhair pian- European record fans on her re-Gieseking, Geza Anda and others. Records' r.&b. wax has enjoyed

RIAA Report Spotlights Expansion of '55 Record Biz

Participation Diskeries Tab Gross Sales at \$199 Million

By IS HOROWITZ

NEW YORK, March 10 .-Tremendous growth of the record business in 1955, paced by unprecedented increases in the sales of 12-inch LP's, was documented this week in a composite diskery sales report issued by the Record Industry Association of America.

The report, which covers activities of all major manufacturers, has added significance in that it makes clear internal shifts within the industry in the relative sales of 78 r.p.m. singles as against 45's, the marked decline in importance of the 10-inch LP, and a reduction in the sales of EP's.

The report is the latest in a quarterly series of confidential documents sent by the association solely to members who furnished the required sales data. Other RIAA members were not furnished copies. Nor were copies offered to the press.

Under the pattern of anonymity set up by RIAA, sales data is supplied to an accounting firm which keeps individual company statistics in strict confidence. Only cumulacomparison with the same periods \$163,000,000. pating members.

Share of Total 1955 Sales

(BY RECORD TYPES)

Record Type	Unit Volume	Dollar Volume
12-Inch LP's	12.2%	37.6%
	37.4%	
EP's		11.9%
10-Inch LP's	2.3%	4.8%
THE PARTY OF THE P	10.6%	A STATE OF THE PARTY OF THE PAR

Note: Sales of 12-inch 78's were less than 1 per cent total dollar volume.

Gain or Loss—1955 Vs. 1954

(BY RECORD TYPE)

Record Type Unit	Volume	Dolla	ar Volume
12-Inch LP'sUp	127.9%	Up	111.9%
45 SinglesUp	38.4%	Up	29.5%
7-Inch 78'sUp	22.2%	Up	17.9%
EP'sDown			
10-Inch 78's	17.2%	Down	16.6%
10-Inch LP'sDown	17.4%	Down	27.5%
12-Inch 78's	61.7%	Down	62.2%
Total Record SalesUp	14.7%	Up	22.1%

industry volume, based on excise of the industry's total dollar Companies participating in the tax reports for the first 10 months volume. statistical program reported a total of the year, register a mark

tive figures showing quarterly of \$199,000,000 in record sales in or \$220,000,000 (The Billboard, sales, year-to-date sales, plus a 1955. In 1954 the total was March 10), companies contributing data to the RIAA report cumula-Since estimates of total 1956 tively rack up about 90 per cent

> Among the 21 firms who furnished material for the survey were RCA Victor, Columbia, Decca, Capitol, Mercury, M-G-M, Dot, Angel, Vox, Simon & Schuster, Pacific Jazz, Folkways, Book-of-the-Month Club (Music Appreciation Records), Children's Record Guild and Circle Records.

(Continued on page 46)

R&R to Get Gallic NEW YORK, March 10.honotapes, Inc., producer of returbi, pianist-conductor long aslong types has out the price of

By JUNE BUNDY accent. Nicole Barclay, owner of Continent. His future recordings will be the French label Barclay Records,

some success abroad under the NEW YORK, March 10.-Rock London label, but French lyricand roll may shortly have a French r.&b. disks have yet to invade the

Mrs. Barclay, this week, also made available in this country is making plans to introduce completed negotiations on a new under the Angel label, adding to rhythm and blues in a big way to deal for her reciprocal distribution contract with Mercury Records ists, which now includes Walter turn to Paris next week. Atlantic here, whereby the latter label will henceforth release a minimum of 36 Barclay LP's and a minimum of 24 Barclay singles here during the next year at the rate of three LP's and two singles each month.

The fem wax tycoon has the co-operation of two top U. S. rock and roll experts-promoter Morris Levy and publisher Phil Kahl-on her drive to put rhythm and blues over in Europe. Kahl is currently negotiating a pact with Mrs. Barclay, whereby she will open branch offices for his publishing firms - Planetary, Patricia, and Kahl Music-abroad, while he will open a U. S. branch here for Bar-

Kahl leaves for Paris next week (Continued on page 48)

ASCAP Cleffers Want New Exec For Complaints

New Post Must Be Set Up to Cover **Future Problems**

NEW YORK, March 10. - A number of highly-placed writer members of the American Society of Composers, Authors and Publishers this week sent a wire to all members of the ASCAP board asking that a new executive position be created to handle classification plaints. The advisability of creating such a post was discussed recently at a stormy meeting of the ASCAP board. Retiring president Stanley Adams has been mentioned as a prospect for such a post.

The wire this week stated: "Despite Wolfe Gilbert's widelypublicized expressions to the contrary, we, the undersigned, firmly agree that it is absolutely necessary to create a new executive position in ASCAP which will encompass recommendations regarding the Society's survey system and its applications and which will (Continued on page 20)

PERKINS' 'SHOES'

HITS 3 CHARTS NEW YORK, March 10 .-Carl Perkins' "Blue Suede Shoes" disk this week showed up on all three best selling retail charts-pop, country and western, and rhythm and blues-marking the first time a c.&w. artist ever scored in all three categories within

memory. The Perkins' disk was No. 14 on the pop chart, No. 9 on the r.&b. chart and well up in the top 10 on the country

Copyrighted material

HOLLYWOOD, March 10.- | chairman Herman Kenin, Local 99. Charges, counter-charges and a Portland; Stanley Ballard, Local veiled but vague possibility that 73, Minneapolis; William Harris, the revolt of AFM Local 47 was Local 147, Dallas; Walter Mur-

AFM Committee Studies

der of business this week as a fiveman investigating committee met here to look into the open anti-Petrillo dispute.

Local 47 Revolt

counsel Henry Kaiser, consisted of

"communist inspired" were the or- doch, Local 149, Toronto, and Lee Rep, Local 4, Cleveland.

Kaiser pointed out that the function of the committee was purely clay Music. administrative, and that no puni-The committee, headed by AFM tive action could be taken against to complete the contract while

(Continued on page 42)

TOY ACCOUNTS GET THE PLAY

Kidisks Are on Upbeat **But Dealers Miss Gravy**

By BILL SIMON

NEW YORK, March 10.-There is more children's record business than there ever was, but record dealers aren't getting it, nor are the so-called "major" record com-

The shift of this expanding, ing there. As much as 50 per cent The label's first r.&b. wax spot- of the business written during the

while two entries were book firms of which contained special groupwho are now incorporating records ings of quarter sellers. in lines of "talking books." The latter include the John C. Winston Toy Fair, including the disk activi-Company of Philadelphia, and ties, was the impact of TV on newcomer Grosset & Dunlap, Inc., Children's tastes. "If it has been who will make its first shipments exposed on TV, kids will want it," this summer.

the occasion to unveil new-type products and plans, included way into kidisk editions. Simon & Schuster, Peter Pan, Cricket and Record Guild of America. None of the major general diskeries was represented.

TV Impact

Altho these lines produced the 25-cent records sold in 1955, the

A dominant theme of the entire and this apparently holds true also The diskeries, all of whom used for pop song hits, an increasing new-type number of which are finding their

According to most disk representatives at the Fair, a big portion of their promotion campaigns coming up in the fall will be slanted at the toy-buying public. Simon & Schuster, however, the biggest greatest portion of the 35 million producer by far via its Little 25-cent records sold in 1955, the Golden and Mickey Mouse Club

rever carried records before.

Four of the companies exhibiting passed up lower-ticket disks in favor of higher-priced units, most

toy buyers, for the most part lines, told The Billboard that it will launch a major campaign in June (Continued on page 42)

\$10-MIL POTENTIAL

Libraries in Can., U.S. Offer Rich Field for Disk Sales Cultivation

Continued from page 1

available for loan, and were serviced with new merchandise by dealers in the local area.

In one case, in fact, the dealer allowed 30 per cent off, in return for a promotion sticker on each package sold to the library, indicating the dealer's name as the place to purchase the record.

Active Factors

In other sections of the nation, libraries are also active factors in the record business. Chicago, Cincinnati, Louisville, Detroit and Dallas all have substantial record collections for loan. In Dallas, Whittle Music and Ernstrom's Record Shop, local dealers, were so enthusiastic about libraries as a promotion medium, that they got distributors interested in servicing libraries in the area on a regular

Cash Settles Suit Over 'He'

NEW YORK, March 10.-A suit brought against veteran music man Harry Link by the writers of "He' was settled this week. Link, who had acted in the capacity of an agent for both the publisher, Avas Music, and the writers, Richard Mullan and Jack Richards, had been sued in New York State Supreme Court for alleged fraud in connection with his contractual claim to one-third of the writers' share. He subsequently filed a counter-suit.

According to the writers, Link was to utilize a portion of his share to obtain additional recordings of the tune, which clicked in the Al Hibbler Decca version. They sought to have his contract set aside on the grounds that he failed to deliver.

Meanwhile, Link also had a deal with Sven Sommer, owner of Avas, for 5 per cent of the publisher's sheet music income. This was arrived at as follows: Avas had a selling agent's deal with Nat Tannen's Keys Music for 15 per cent. Link said he could make a deal with Music Dealers' Service for 10 per cent and, as a reward, Sommer turned over the 5 per cent saving to Link.

The tune, as of the settlement date, had sold 460,000 copies. Under terms of the settlement, Link relinquished all rights in the tune in return for one-third of all sheet income to date, or \$4,800. He also settled with Sommer at the same time, terminating that deal for \$2,400 flat.

The tune itself rolled merrily on last week, shipping a reported 12,000 copies for the stanza.

Mullan and Richards were represented in the action by attorney Lee V. Eastman. Irving J. Erdheim represented Link.

KAY STARR IS HOSPITALIZED

HOLLYWOOD, March 10. -Singer Kay Starr was reported in fair condition following injuries sustained in a twocar crash in Corona, Calif., this week (7). Miss Starr was treated at Corona Hospital and subsequently transferred by ambulance to the Beverly Hills Doctors' Hospital, Medical reports indicated the singer had suffered injuries to her neck, arms and legs.

.The police department of Corona yesterday issued a traffic citation against Miss Starr, charging her with running a boulevard stop sign there, which allegedly caused the accident. Two occupants of the other car were reported to have suffered serious injuries.

been cashing in on libraries' record a trade association function to esportedly has 3,400 libraries on his scription pattern. active mail-order buying list. The firm allows roughly 30 per cent off clear that the library market is and sends its complete monthly making rapid advances in direct catalog edition to every library dollar volume as well as in its Record Hunter, another big New that's buying more millions of dollist of regular library customers.

most any local dealer if he wants there for any local dealer and the it. Library people indicated a labels he handles, if they will preference for dealing at the local make the slightest moves to scoop level, because they felt their needs it out. got personal attention and that local outlets would exhaust every means of digging up any hard-toget items.

Mfrs. Overlooking Field

Record manufacturers have largely overlooked the fast-budding library field. None of the major firms has any integrated either thru distribution from the plant via distributors or dealers. plant via distributors or dealers. Nor do any of the majors report any plans in the works to try to exploit the obvious "listening booth" promotional opportunities libraries offer.

Several independent classical labels make an effort to cultivate the libraries with plans which might well be adopted by the bigger firms with their classical lines. One has a mail-order service pin pointed to libraries via ads in vari- from established political camous publications, while another of- paigning this week in urging more fers its complete classical catalog than 1,000 writer and publisher on the same subscription plan in members of the organization to effect with radio stations.

ery exec, whose company does not it they so desired. promote in the library field, said he feels that record companies have a responsibility to make available to libraries the same deal and price structure that radio stations

CENSOR CAN'T DIG 'SALLY'

NEW YORK, March 10.-NBC's song-censorship rules are sometimes considered to be decidedly on the prim side, so the trade was considerably startled when Little Richard's spicey new Specialty disk, "Long, Tall Sally," played last night (9) over the web's "National Radio Fan Club" show.

The record was screened before airing, but after listening to it several times, the censor exec finally just shook his head and told the show's producer Parker Cibbs: "How can I restrict it when I can't even understand it?" The program's teen-age audience dug it the, and voted the r.&b. disk the No. 1 record of this week's new releases.

Decca Puts Dealers On Sales Alert

NEW YORK, March 10.-Decca Records has started a special campaign to alert dealers to the desirability of making every possible sales of a back catalog item. Campaign is pegged to the angle that every single record and album in lackadaisical dealers.

being made thru announcements the Strand, New Britain, Conn.; factory.

Mail-order record dealers have get. He suggested that it might be needs right along. Sam Goody re- tablish a standard fee and sub-

Whatever action is taken, it's that has ever placed an order. value as a direct link with a public York outlet, also has a substantial lars worth of records every year. And the librarians themselves in-But the business is there for al- | dicate strongly that the gravy is

Gilbert ASCAP **Prexy Campaign**

Letter to Members Asks for Action in Candidate's Behalf

HOLLYWOOD, March 10.-L. Wolfie Gilbert, chairman of the ASCAP West Coast Committee and an avowed candidate for the presidency of the Society, took a page "write and wire the members of One highly placed major disk- the board of directors" in his behalf

> The mimeographed letter, outlining a number of Gilbert's principles and his platform, along with a complete list of the other 23 members of the board, was mailed this week at Gilbert's expense.

With election time just around the corner, Gilbert's campaign is expected to draw to a close within the next two weeks. Stanley Adams, indicated they were interested in been in the past. membership opinion.

that date has since been canceled, year on questions regarding any it was learned. Meeting was to have dealt with Herman Starr's proposal that President Stanley Adams be given another job with Bel Canto Gets ASCAP.

No meetings are on the ASCAP agenda other than the upcoming meeting of the Writer's Classification Committee and the monthly executive board meeting, both scheduled for the week of March gotiations have been successfully Cilbert's name is to be officially completed between Dot Records presented to the Writer's group by and Bel Canto Pre-Recorded Tapes Gene Buck at that meeting, as a for the tape rights to the entire candidate. The ASCAP annual Dot catalog. meeting and banquet will be held at the Waldorf Astoria Hotel in Bel Canto made the disclosure New York, April 3.

Refined R&R

· Continued from page 1

April theater bookings for the the active catalog is available, and package line-up are as follows: should the dealer be out of stock, April 2-3, Avon Theater, Utica, he can expect fast service from N. Y., then successive one-nighters the factory. Diskery has started at the Troy, Troy, N. Y.; Strand, the campaign because it is felt Albany, N. Y.; Palance, South that a number of sales are lost by Norwalk, Conn.; Palace, Danbury, Conn., and Warner, Torrington, Special notice of the service is Conn. On April 9-10, it will play on the weekly Decca felease cards, April 11, Roger Sherman, New and via other promotional media. Haven, Conn., and April 12-13, The notices urge the dealers not State, Waterbury, Conn. More one-18-19, Garde, New London, Conn.; Lynn, Mass.

EDITORIAL

Don't Lose That Kid

The influence of rhythm and blues in the country field is already being opposed-just as it was when it made its impact in the pop market. The opposition stems from a number of artists, publishers, disk jockeys and talent managers who take the position that r.&b.-styled material and r.&b.-styled delivery represents a departure from established tradition, and is therefore not in the best interests of the established country field.

It cannot be said at this point whether the impact of r.&b. will be as tremendous in c.&w. as it has been in pop. However, it is more than a flash in the pan. Already two artists, Elvis Presley on Victor and Carl Perkins on Sun, have developed such mass sales, power that they are selling in all marketscountry, pop and r.&b. Perkins, in fact, has made the bestselling charts in all three fields.

It has already been suggested that country artists with r.&b.-styled material, or r.&b.-styled delivery, be excluded from the best-selling country chart. Extremists have been asked that country artists, who record with a pop backing, be excluded from the country charts.

These suggestions are ill-advised and run counter to the basic laws of supply and demand. Those who advocate these suggestions forget that the record business is a business. Should and artist, record manufacturer or disk jockey be so foolhardy as to buck trends in repertoire and performance, he will run second best to those who are quick to capitalize on popular

This is inevitable. The consumer-the kid with the 89 cents in his pocket-is ready and eager to lay his cash on the line for what he likes. Those who won't give him what he wants may be well-intentioned, but they will lose out to someone who will.

This is a blunt fact. Several other blunt facts are pertinent

at this point. Competition is the soul of business. In 1955, the over-all record business had one of the best years in its history. In the pop and r.&b. fields, as well as the package field, competition reached its highest peak. From the standpoint of talent, the struggle was keener than ever. Virtually every artist knew he was in a rough race with every side he cut. Yet, dollar volume in these fields jumped skyward.

The country field needs no apologists. It has made its mark in the treasury of Musical Americana. It will never, never disappear. But it is unthinkable that it should reject competition or fear a new influence. In today's electronic age, the disk business can no longer think small. The boundaries grows broader, not narrower. "Grand Ole Opry" plays to 30,000,000 people over ABC television. It must hold and entertain as many of these as possible.

A final word: The Billboard cannot disregard trends as reflected in its charts which are compiled from dealer returns. An Elvis Presley or Carl Perkins or an Eddy Arnold who sells in various fields must be reported as such. They cannot be arbitrarily dropped out of any one chart. They will be dropped when the kid with the 89 cents feels it is time for a change.

UNCLE SAM WANTS TO KNOW

T-Men Quizzing D-J's on Extra-Curricular Income

NEW YORK, March 10.-The "favors" deejays might have represident of ASCAP, retires from Department of Internal Revenue ceived from artists during the year ber of board members, tho in recent queries reportedly are considerably monetary fashion. weeks several board members have more trade-wise than they have

The special board meeting de- ask jocks specifically whether larly regarding instances on their cided upon at the Society's stormy they've been "cut in" on any pub- returns for last year wherein the February 16 meet, to have been lishers' songs. The department deejays listed paying out specific called within three weeks from also is putting special stress this sums to talent for appearances on

Dot Tape Rights

HOLLYWOOD, March 10.-Ne-

Russ Malloy, sales manager for

here this week. Tape firm will

immediately begin to cull the Dot

catalog for an early release of ap-

proximately four packages. Ac-

quisition of the Dot line will sub-

stantially add to the material avail-

able to Bel Canto, latter having

previously concluded agreements

with Robert Rheims' Christmas

carol line, and the Essex and Palda

manufacture of a tape package dis-

play stand, which will also con-

tain provision for stock. Firm

currently is releasing its material

at a list of \$6.95.

Bel Canto plans include the

office at the end of this month. has been conducting its own ver- (including appearances by talent Gilbert's solicitation of member- sion of "The \$64,000 Question" on record hops or stage shows) ship support is known to have been this month with deejays thruout wherein the jock might have benedeplored to some extent by a num- the Midwest, and the T-Men's fited directly or incirectly in a In line with this, some jocks re-

portedly have been quizzed about For instance, the T-Men now "kickbacks" from artists, particushows and at record hops, while artists in question failed to report receiving the money.

The T-boys are also making a much closer scrutiny this year of spinners' personal living scale, asking them for detailed accountings on purchases of such luxury items as homes in the five and six figure brackets, yachts, cars, etc.

SINGERS TO AIR 'AWARD' TUNES

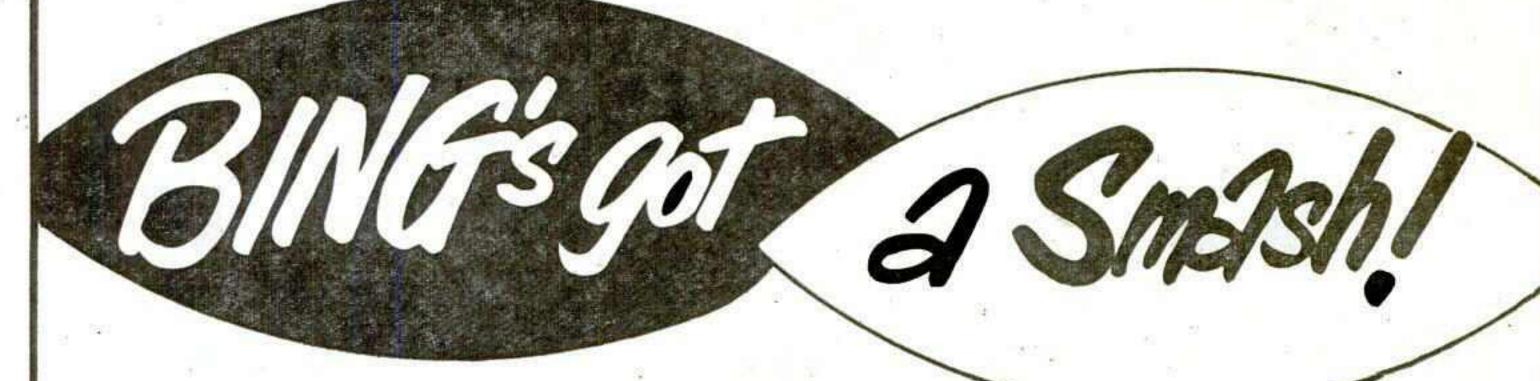
HOLLYWOOD, March 10. —The five songs nominated by the Academy of Motion Picture Arts & Sciences in the annual Oscar derby, have been assigned to a roster of singers who will air the tunes at the Academy presentation March 21.

Named were Harry Belafonte (from New York), "Unchained Melody"; Jane Powell, "I'll Never Stop Loving You"; Eddie Fisher, "Love Is a Many-Splendored Thing" to be aired from New York; Maurice Chevalier, "Something's Gotta Give," and Dean Martin, "The Tender Trap."

Three of the five tunes nominated are published by the big three music firms, with Sinatra's Barton Music and Frank Loesser's Frank Music Publishing the other tunes.

to lose cales, not to lose customers, nighters at the Capitol, Ansonia, April 20-21, Warner, Lawrence, and to take advantage of acceler- Conn.; Cameo, Bristol, Conn.; Mass.; April 22, Palace, Norwich, ated special order service from the State, Manchester, Conn.; Capitol, Conn., and April 23-24, Warner, - America's Fastest Selling Records





SPANSII TOWN

('Twas On A Night Like This)

BING CROSBY

and

BUDDY COLE Trio

DECCA #29850 and 9-29850

Coast to Coast Action S Doalers, Ops, Deepays



A New World of Sound

DECCA records

De Sylva Inheritance **Becomes Union Hassle**

Publishers, Music Publishers' Pro- argues that Congress adopted a tective Association and Songwrit- logical pattern in awarding to the ers' Protective Association filed widow of a deceased author the lentine, guardian of the estate of that the judgment of the District Stephen William Ballentine.

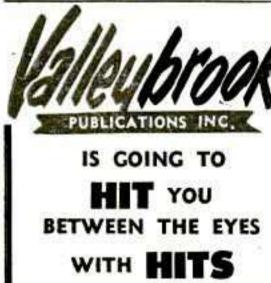
Marie Ballentine claimed, for those held by his widow

an author's renewals-should be reversed and the judgment of the District Court reinstated. The latter judgment held that renewal rights after an author's death were vested with the widow solely, and fell to the children after her death.

expected to start April 23. The music business feels that children were intended." chaos would result if the present ruling, as given by the Court of Appeals, is not reversed.

Herman Finkelstein, attorney for ASCAP, noted in his brief that it has been customary to regard the widow as solely entitled to those renewals which come into being during her lifetime and after her husband's death. He also pointed out that such was the thinking









WASHINGTON, March, 10.- | during De Sylva's lifetime, and Late this week the American So- that De Sylva's estate was planned ciety of Composers, Authors and with this in mind. Finkelstein also Amici Curiae briefs in U.S. Su- renewal rights arising during her preme Court as in the case of lifetime, and to the children after Marie De Sylva versus Marie Bal- her death. Finkelstein concludes Court should be reinstated.

The SPA brief argues that Sec-De Sylva's illegitimate child, rights tion 24 of the Copyright Act in the author's renewals equal to should be construed as granting to an author's widow a priority in Position of the music business status over his children. It further organizations, and also the film in- presents the view that the term dustry, is that the judgment of the children should include only those Court of Appeals-which gives a who are legitimate. "We leave to child equal rights with a widow in the respective parties the argument of the question, whether under California law the infant party enjoys the right of a legitimate child of the deceased author. May we urge, however, that there is no indication that Congress, in employing the term 'children' in the Abel Baer, Edgar Leslie, Alex Hearings ir Supreme Court are year 1909, departed from the conventional view that only legitimate | Harbach and Charles Tobias. Rec-

SPA also holds to the view that SPA Council Friday (16). the case as it now stands-with a child having equal rights-will lead to a flood of ittigation. MPPA and Best Selling others have held similarly. The SPA brief concludes: "We . submit that in the absence of a clear demonstration that the statute requires the widow and chilaren to be treated in one class, and as co-owners . . . a construction to that effect should be avoided. If the widow has no priority, the economic value of the renewal copyright to her will be diminished. In place of the widow's security, she may have only a small share of the proceeds derived from the renewal copyright."

No Originality

Continued from page 17

they liked five years ago, says

Cites Band Leader

"The band leader has to stop trying to give us what the public wants. If he tries to give the publie exactly what they want, they have heard the style before, undoubtedly liked it, but don't want to hear it again. A band leader's

sire for a unique combination is ited only by his own imagina-

"Bands in the future will have be inventive and filled with aucious ideas. There is an imtence of imagination on the part a lot of arrangers who try to py yesterday's arrangements in · hope they can come up with other hit style."

Wald heralded the marriage of cords and motion pictures as long. verdue, averring that some of our est composers and lyricists were reating and perpetuating music hat will be considered standards nany years hence. People in the nusic business, said Wald, should not underrate the public's flexibility, their unwillingness to swallow too many repeat doses of what recording artists thought was good for them. "The test of a musician's ourage comes when he's in the minority."

"Many great records have not been made, and some will not be made because some front office executive at a record company didn't think this was the proper musical arrangement or song that had a big, large letter 'million copy record' right on the orchestration," Wald continued.

No Foolproof Formula

"Frightened people are legend in show business. They point to polls and quote hoary truisms about various brands of juke-box poison, box-office films, etc. A good record can be made of any themeconversely there is no foolproof million record formula. On such a premise, the wise orchestra leader will get the best arrangements and | 20. TUMBLING TUMBLEWEEDS orchestrations that ne can, proceed to pick a song that he likes and make it as best as he can, without jockey is capriciously favoring this Russel, Harry Ruby, Harold Spina, consulting the nearest oracle or season in the way of record enter- Ned Washington, Paul Francis crystal ball as to what the disk tainment."

SPA Launches Payola Probe

NEW YORK, March 10. - The Songwriters' Protective Association nounced its intention of taking such tions, a weekly deejay newsletter action several weeks ago, when it and a monthly dealer bulletin. Fulwas revealed recently that a writer ler reports to Art Schwartz, adverhad relinquished one-third of his tising and sales promotion manashare of the hit tune, "I Need You

SPA prexy Abel Baer said yesterday, "SPA believes that there can be no compromise with the payola or with similar practices in the music industry."

"These can lead only to disaster," Baer declared, "and because talk is no substitute for vigorous action, a committee has been appointed to consider means of eradicating these

The committee line-up includes Kramer, John Jacob Loew, Otto ommendations will be made to the

SHEET MUSIC IN BRITAIN

For Week Ending March 3

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.

Memories Are Made of This-Montclare (Montclare) Young and Foolish-Chappell (Chappell) The Ballad of Davy Crockett-Disney (Disney)

It's Almost Tomorrow-Macmelodies (Northern) ambezi-Fields (Shapiro-Bernstein) Band of Gold-Essex (Ludlow) Jimmy Unknown-Bron (Jefferson) With Your Love-Macmelodies Love and Marriage-Barton (Barton) Pickin' a Chicken-Berry Love Is the Tender Trap-Connelly (Barton Robin Hood-New World (Official) Sixteen Tons-Connelly (American) When You Lose the One You Love-Bradbury (Chappell) Love Is a Many-Splendored Thing-Robbins (Miller)

The Dambusters March-Chappell (Chappell Dreams Can Tell a Lie-Fields (Shapiro-Bernstein) Shifting, Whispering Sands-Maurice (Gallatin)

Stealin'-Leeds (Leeds) Only You-Sherwin (Wildwood)

Best Selling POP RECORDS IN BRITAIN

For Week Ending March 3

Published thru the courtesy of The New Musical Express, Britain's Foremost Musical Publication.

	This L. Week W	
١	1. MEMORIES ARE MADE OF THIS	
1	Dean Martin (Capitol)	
	2. ZAMBESI	
	Lou Busch (Capitol)	١
	3. IT'S ALMOST TOMORROW Dream Weavers (Brunswick)	
	4. ROCK AND ROLL WALTZ	
	Kay Starr (HMV)	
	5. MEMORIES ARE MADE OF THIS	L
	Dave King (Decca)	
	6. ONLY YOU	
	Hilltoppers (London)	
	7. BAND OF GOLD	
	Don Cherry (Philips)	
	Frank Sinatra (Capitol)	
	9. SEE YOU LATER, ALLIGATOR	ç
	Bill Haley Comets (Brunswick)	
	10 YOUNG AND FOOLISH	
	Edmund Hockridge (Nixa)	
	II. KOCK ISLAND LINE	
	Lonnie Donegan (Decca)	(
	12. GREAT PRETENDER	193
	Jimmy Parkinson (Columbia)	e l
	13. DREAMS CAN TELL A LIE Nat (King) Cole (Capitol	ma
	14. SIXTEEN TONS	
	Tennessee Ernie Ford (Capitol)	
	15. IN OLD LISBON	
	Frank Chacksfield (Decca)	
	16. PICKIN' A CHICKEN	
	Eve Boswell (Parlophone)	
	17. ROBIN HOOD	S
	Dick James (Parlophone)	
	18. ZAMBESI Eddie Calvert (Columbia)	5
	19. YOUNG AND FOOLISH	
		969
ļ	20. MY SEPTEMBER LOVE	
,	David Whitfield (Decca)	
	20. TUMBLING TUMBLEWEEDS	

Slim Whitman (London)

MUSIC AS WRITTEN

dise manager of pop, country and Records.
western singles at Columbia Recis making a serious move to in- ords, has been named to the new crease safeguards for its writer diskery post of manager of sales members against payola and cer- publications. He will be in charge tain other practices. SPA an- of two new Columbia publica-

> LOOK NAMES RACKMIL FOR INDUSTRY AWARD.

Milton R. Rackmil, chief of Decca Records and Universal Pictures, has been given Look magazine's Industry Award, one of the publication's annual movie citations. The award cites his aggressive showmanship and consistent confidence in maintaining full production schedules.

DECCA, COLUMBIA PIX IN JOINT "ROCK" PROMOTION.

Decca Records has entered into a joint promotion with Columbia Pictures on the film, "Rock Around the Clock," starring Bill Haley. Decca recently released a 12-inch LP titled "Rock Around the Clock." Five numbers in this package are featured in the film, as well as the song, "R-O-C-K," now being re-leased by Decca. The picture, premiering in Washington, D. C. March 14, is the second film in which the Haley version of "Rock Around the Clock" is featured. The first was the M-G-M release "Blackboard Jungle." Disk has sold well over two million copies already.

MANIE SACKS HONORED BY PHILADELPHIA CLUB . .

Manie Sacks, RCA veepee, was honored this week by the Philadelphia Club of Printing House Craftsmen with its 1956 Share Your Knowledge Award. The citation accompanying the Gold Medal declared that Sacks "has in fullest measures brought the rich and lifting treasures of music to the millions."

RANDLE, FELLER GUESTS AT "SHOWBIZ" COURSE . .

Deejay Bill Randle and ABC-Paramount artist and repertoire chief Syd Feller will be the guest speakers Monday night, March 26, at the New School here for ex-Billboard staffer Bill Smith's course, "Show Business: Work in Progress." Randle, who spins 'em over WCBS here on Saturday afternoons and over WERE, Cleveland, every other day of the week, will discuss "The Role of the Disk Jockey in the Record Business.'

New York

University Attractions, now booking RCA Victor's jazz clarinetist, Tony Scott and His Quartet, has the unit coming into the Cafe Bohemia here for two weeks starting April 6. Prior to that Scott has a week at the Blue Note, Chicago, starting March 14, and follows that date immediately with a week at the Rouge Lounge in Detroit. Universal also has booked the Art Farmer-Gigi Gryce unit into Birdland for two weeks starting Thursday 15. . . . Jimmy Smith, the

ASCAP Cleffers

Continued from page 17

anticipate future problems that may arise. Inasmuch as the survey of performances and its application is the most contentious subject confronting the Society, we feel we would all be short-sighted not to have one ASCAP member, who could devote all his time and who is particularly equipped to function in this capacity. This would enable him to make recommendations to the board to accept or reject as their good judgment indicates."

Signers included Milton Ager, Mack David, Gene DePaul, Ray Evans, Ira Gershwin, Mack Gordon, Sammy Fain, Lester Lee, Jerry Livingston, Jay Livingston, Herb Magidson, Don Raye, Bob Webster and Victor Young.

FULLER COLUMBIA MANAGER | modern jazz organist, now appear-OF SALES PUBLICATIONS . . . | ing at the Bohemia, has been signed Jack Fuller, formerly merchan- to an exclusive dea: by Blue Note

> Prestige records signed cleffer Tadd Dameron for a series of dates featuring his avant-garde jazz works. . . . Tunesmith Lincoln Chase is breaking in his own singing act locally at Joyce Manor. . . . The Mello-Larks set to open Monday (13) at the San Souci, Havana. . . . Zipp Records is a new diskery formed by Jack Aberth in Akron, O. . . . Dick Gersh has taken over Eastern promotion for Fraternity Records of Cincinnati, O. . . . The Crew Cuts signed a deal this week with Annheuser-Busch, makers of Budweiser Beer, to make commercial films for TV. Films will run one minute each.

Arthur Shimkin, co-manager of Simon and Schuster's record division, flew to the Coast this week on business. He's due back Thursday (15). . . . The Martin Kalmanofi-William Saroyan "opera goofo" named "Opera, Opera," has been booked for three consecutive Saturday performances at the After-Dinner Opera Theater. The piece recently completed an 11-day run under the same auspices. . . . Shaw Artists has signed Jubilee thrush, Ethel Ennis. . . . Warbler Steve Clayton opened Friday (9) at the Vogue Terrace, Pittsburgh.

THE POOR **PEOPLE** OF PARIS

Recorded by:

Larry ClintonBell Lawrence Welk Coral Russ Morgan Decca Winifred AfwellLondon *Records listed alphabetically by

REG. CONNELLY MUSIC, INC.

3(•): 12:(0](0)(4:3<u>/13/13/13/13</u>(6)

AVAS MUSIC PUB CO. Inc- 607 5th Ave, N

- ASK ME
- · CAPRI IN MAY
- · ME AND MY SHADOW
- · WHEN THE RED, RED ROBIN
- WHITE BUFFALO

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• Review Spotlight on . . .

ALBUMS

Popular

SONGS FOR SWINGIN' LOVERS (1-12")-Frank Sinatra. Capitol W 653

Frank Sinatra is one of the hottest album sellers in the field right now, and his latest Capitol LP should grab off as many, if not more, sales than his past highly successful packages in view of his recent nomination for an Academy Award. Sinatra is at his vocal best—and that's high praise, indeed—on 12 nostalgic standards, including the joyful "You Make Me Feel So Youag," "Old Devil Moon," "You're Getting to Be a Habit With Me." Needless to say, the LP is a programming bonanza for deejays.

Film Sound Track

SHAKESPEARE: RICHARD III (3-12") - Sound Track. RCA Victor LM 6126

Here is a package of class merchandise backed by such a strong promotional push that it should realize a sales potential far in excess of the usually limited disk market for Shake-speare. The album spotlights the sound track from Laurence Olivier's new London Film production of "Richard II," which was introduced simultaneously to American audiences Sunday (11) night over NBC-TV and in movie theaters. In view of the quality performances and name value of the cast (Laurence Olivier, John Gielgud, Claire Bloom, Ralph Richardson, Cedric

Hardwicke, Pamela Brown, etc.) the album would be a big seller in its field anyway, but the video exposure makes it a strong item for general sales as well. The three 12-inch LP's are handsomly packaged, with a 12-page booklet containing photos and info on the picture, along with a fascinating commentary on the play itself by New York Herald-Tribune drama critic Walter Kerr. The haunting background music is provided by Muir Mathieson and the Royal Philharmonic Orchestra.

Classical

CARUSO (3-12")-RCA Victor LM 6127

Sales of Caruso disks have already returned some millions of dollars in royalties, and the end is not in sight. In this new, handsomely mounted package a host of new disk buyers are due to get acquainted with his artistry, and many older collectors, perhaps ruefully, will replace treasured and worn shellac. The diskery vaults have yielded 46 of the tenor's most important waxings, some dating back to the earliest days of the phonograph record. Also, Victor engineers, in many cases, have been able to inject new aural life into these precious masters so that they blossom forth with unexpected brilliance. Pictures, text and binding are of top appearance and quality. Here's quality merchandise that just about any store can sell, and some in unusual quantities.

Reviews and Ratings of New Popular Albums

IN THE STILL OF THE NIGHT78
Joni James (1-12")
M-G-M E 3328

M-G-M's plaintive-voiced canary has a strong, steady following, and this package should meet with their approval. The thrush sings in her usual stylized manner on a group of nostalgic standards, including the title song, "My "unny Valentine." "Fools Rush In," and "Deep Purple." The cover, a glamorized drawing of Miss James, is a plus-display item

package should meet with their Miss James, is a plus-display item Line ... WORLD'S FINEST RECORD demonstrators 3 PIN CENTER 2 - 6" SPEAKERS NEEDLE BRUSH 3-SPEED TURNTABLE 45 RPM CHANGER • 2 SPEAKERS . 3-SPEED DEMONSTRATOR TURNTABLE . NEEDLE BRUSH . All Grayline models provide full fidelity sound reproduction, truly the best record booth or counter demonstrators you can buy! COMPANY CHICAGO 23 - 11118015

According to the liner notes on this package, RCA Victor's new canary retains the right to record jazz for other labels as long as she confines her pop-piping to the home-firm. Hence this album-a choice selection of fine old standards wrapped up in tastefully simple vocal stylings by the talented thrush. The gal sings with warmth, sincerity and a sure beat, sparing the gimmicks and favoring a straightforward approach to the lyric. Fortunately she has the voice to do it. Backing on these sides is provided by a group of top-notch musicians, including Billy Taylor on piano and Milt Hinton, bass. Selections include "Over the Rainbow," "I Didn't Know About You," and "You Turned the Tables on Me." Should pull both pop and jazz sales.

George Feyer, Piano (1-12") Vox VX 25070

This is the 11th LP in what has developed into one of the most consistent series sellers in the catalog. Here again Feyer shows his originality in an attractive medley of popular Spanish tunes. Disk provides enjoyment as background or active listening music. It should sell well in almost any outlet.

Tapping the song material dealing with the American West, the Great Plains and the life of the cowboy has become very popular lately. It apparently pays off, and this package is likely to catch its share of loot. The competition, tho, is getting rougher, for there's the Robert Wagner Chorale and the Voices of Walter Schumann with similar repertoire on other labels. This Victor package contains "Tumbling Tumbleweed," "Home on the Range," "Sweet Betsy From Pike," "Carry Me Back to the Lone Prairie"—25 in all.

Van Damme's accordion gives this jazz quintet an unusual sound texture, one which can be admired by jazz enthusiasts as well as the average listener who prefers arrangements which are not extreme. The tunes are 12 standards as "Hallelujah," "Poinciana," "Giory of Love," "Stella by Starlight," etc. This is a companion package to Van Damme's earlier "Martini Time."

Folk

MERRY DITTIES75
Milt Okun (1-12")
Riverside RLP 12-603

A fascinating collection of folk material of interest to the collector of such material as well as the seeker after uncomplicated disk enjoyment. All the tunes are somewhat on the daring side, with lyrics handling romance with intriguing frankness or innuendo. Annotation by Norman Cazden, a serious musician who collected these versions of the ditties, is far above the average put to liner backs. In stores with specialty trade the package will move well, while demonstration will pull sales in other putlets.

Documentary

MURPHY, EXPERIMENT NO. 180

(1-12") Research Recordings 1

4112

Research Recordings 101

This disk contains portions of the taped sessions in which hypnotist-author Morey Bernstein follows subject Ruth Simmons back into her previous life as Bridey Murphy. A home recording machine was used, and quality is not up to professional standards, but this on-the-spot revelation of the business that now has the entire country, and particularly the

book-selling industry, in a tizzy, can make the most calloused flesh crawl. The "Conversation" is abridged in order to fit the disk, but it is pieced together intelligently by a narrator. It's doubtful that this will carry interest on repeated hearings, but its effect is great to watch on new audiences, Even at the \$5.95 tag, this should enjoy a healthy sale while the book is topping the lists.

Contemporary C 3508

The bulk of the material in this package has been available previously on a 10-inch LP (Contemporary C 2510). It included such nowfamous selections as "Swing Shift,"
"Viva Zapatal No. 1," "Mambos Los
Feliz," "Witch Doctor," etc. To those 1952 and 1953 recordings are now added three selections recorded in August, 1955, using most of the same personnel as on the 1953 date: Bud Shank, Bob Cooper, Claude Williamson and, of course, Howard Rumsey. On this latter occasion, Stan Levey was on drums and Frank Rosolino on trombone. At this time the key members of the ensemble had played together for three years, and have marvelous rapport. An outstanding demonstration band of the new material would be "Mexican Passport" which features Shank and Cooper doubling on flute and oboe. This truly outstanding LP will be an even bigger seller in its 12-inch package than its 10-inch form.

Pee Wee Erwin and his Dixieland
Band (1-12")
Brunswick BL 54011

Here are modern samples of Dixleland, done with heart, style and a driving enthusiasm. The session was cut at a personal appearance at Fort Monmouth, and has the feeling of a live performance. Included are "At the Jazz Band Ball," "Basin Street Blues," "Memphis Blues," etc. An informative set of liner notes by Hal Webman adds to the attractiveness of the package.

Prestige LP 213

Veteran New York drummer Chapin
heads a unit which includes altoist

Phil Woods and trombonist Billy Byers in leading roles. Chapin, not a big name at this point, is nevertheless a driving ensemble man and an uncommonly resourceful soloist. Byers, in his own arrangement of "The Goof and I," takes off like a house afire, and Woods' work is equally attractive. An intriguing, swingin' set, that can be recommended to adventurous customers.

SELDON POWELL72

(1-12") Roost LP 2205

An uneven collection by one of the outstanding up-'n'-coming tenor men. Powell doesn't get too far out here, and he is obviously enjoying himself. His straightforward approach to ballads is a most satisfying aspect; for example, "Autumn Nocturne," which also features beautiful work by guitarist Billy Bauer and pianist Tony Aless. There's enough rewarding jazz here to merit handling by the average jazz-vending shop.

(1-12") Epic LN 3202

This package contains two interesting jazz talents — for customers looking for something new on the jazz scene. Ray Bryant's piano, when he accompanies Miss Carter or plays with his trio, is ingenious and forceful. The songstress has plenty of flexibility and a cool sound, altho sometimes she seems affected. The ditties are all standards with the exception of "Threesome," a Bryant original. Included are "Moonlight in Vermont," "Old Devil Moon," "Can't We Be Friends," etc.

Latin American

ESTE ES EL RITMO

Panart 3002

Dancers looking for cha cha wax would have to look far to find a more authentic display of the beat. The 10 sides offered here were recorded in Cuba by a band that really knows how to give out with the shakes. A male quartet supplies Spanish lyrics. Should be a strong seller in stores catering to Latin-American trade, but pop customers wanting good terp vinyl add to the potential.

Reviews and Ratings of New Classical Releases

BEETHOVEN: SYMPHONY NO. 5; SCHUBERT: SYMPHONY NO. 8 (UNFINISHED) (1-12")—Cleveland Orchestra; George Szell, Cond. Epic

LC 319580
Having pacted the Clevelanders to an exclusive contract, Epic has undertaken a heavy recording schedule for them. Their lead package, conventional as it may be from a repertory point of view, is very attractive and promises much for the future. The handsome box carrying the LP is graced by striking color photography and art work and contains an interesting illustrated brochure on the Cleveland Orchestra and its conductor. His nervous vitality and strong sense of dramatic values, combined with his usual impeccable musicianship, allow Szell to compete with the best of them in this much-recorded literature.

AN OPERATIC RECITAL BY RENATA

TEBALDI (1-12")—London LL 1255...79
Excerpts of great popularity from
"Boheme," "Butterfly," "Aida," "Manon
Lescaut" and "Traviata," by one of the
most powerful soprano draws in the business. They're taken from complete diskings in the London catalog, but that
shouldn't discourage dealers. This can't
miss being a loot grabber, proving again
that art and the dollar are often brought
together on vinyl.

PAGANINI: VIOLIN CONCERTO NO.

1 IN D; SIBELIUS: VIOLIN CONCERTO (1-12")—Yehudi Menuhin, Violin; London Symphony; Anatole Fistoulari, Cond; London Philharmonic;
Sir Adrian Boult, Cond. RCA Victor
LM 1946

Early Epic releases with the Cleveland are apparently going to lay considerable stress on standard literature. Here is another coupling of proven popularity, the symphonies being among the most familiar by the composer. While many collectors will already have these works in their libraries, Haydn specialists will find good reason for duplication in these buoyant, full-scale readings. Also, for beginning collectors, this LP should prove highly attractive and dealers may recommend it unstintingly. The sound is of the very best offered on vinyl today.

"Magic Flute" undoubtedly skimmed a good deal of the fast action on the repertoire, this new entry should quickly find itself a solid niche among standard opera diskings. By any count it is an important issue, bringing to the fore a Papageno in the case of Fischer-Dieskau that, for many, will provide a yardstick by which the readings of others will be

measured. Again, this Deutsche Grammophon recording uses actors for the speaking roles. A useful innovation is the numbering of interior linings. Libretto and art, too, are of the kind to attract sales.

RUSSIAN SONGS (1-12")—Boris Christoff, Bass. RCA Victor LM 194574 Liner notes flatly state that Christoff

has inherited the mantle of Chaliapin. The some may quibble, there surely is no more convincing candidate for that accolade around today. This is a superb collection of vocal music, outstandingly sung by the Bulgarian basso. Backing by a Russian choir adds to the tonal effect. Any vocal enthusiast becomes a likely prospect, while those who bought the highly prized "Boris" with Christoff are probably pushovers. Many stores will find this LP a good selier.

One of the most popular of the many Mozart Divertimento, the 17th does not lack adequate disk representation. This is another beautifully recorded performance. But it is the only LP which includes yet another work. And the addition of the "Nachtmusik" now gives this edition a powerful edge over others. Figure this as one of the better selling sets in the current Mozart avalanche.

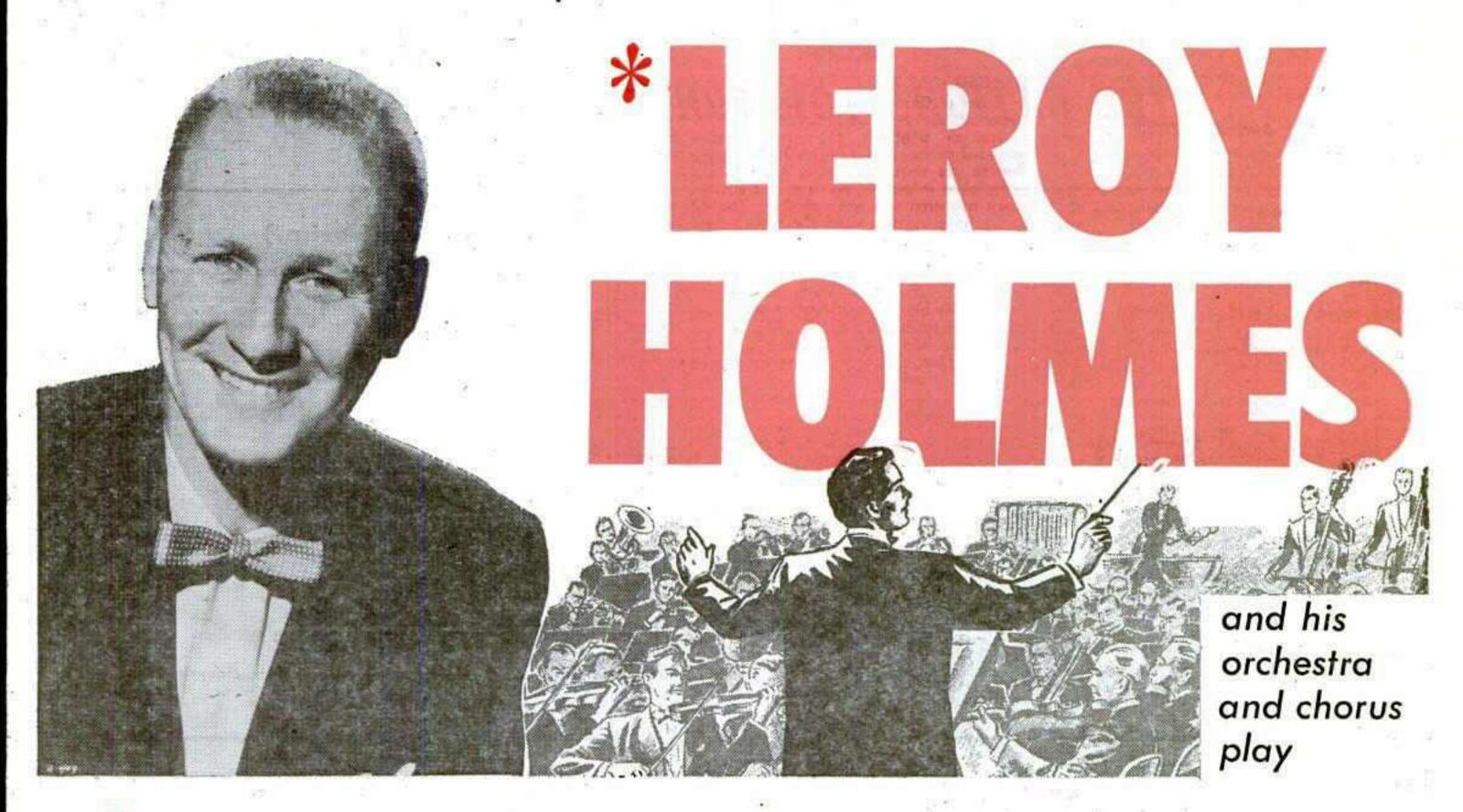
MOZART: PIANO CONCERTO NO. 27; PIANO SONATA NO. 11 (K. 331) (1-12")—Wilhelm Backhaus, Piano; Vienna Philharmonic; Karl Bohm, Cond.

Music, whose only purpose is to please, a goal comfortably achieved in these finely wrought performances. Surely, such music may be sold as quality background or mood music if dealers have the sense to treat Mozart so commercially. After all, that was the music's original intent. In any case, here is the only disk coupling the serenade for wood winds with the divertimento. Competing versions of the Serenade provide no coupling.

This is the first complete recording of an opera heard little today. Like in "Norma," the problems of style and technique posed are exceptional. Miss Simionato, the Leonora, is severely taxed,

(Continued on page 48)

A GREAT COMBINATION OF TALENT* ADDS UP TO A HIE DISK!



MAXWELL ANDERSON'S and ARTHUR SCHWARTZ'



RECORDS, ALBUMS AND SHEET MUSIC-POPULAR, COUNTRY & WESTERN, RHYTHM & BLUES, CLASSICAL

The Billboard Music Popularity Charts

THE MUSIC INDUSTRY'S MOST COMPLETE GUIDE TO THE ACTUAL AND POTENTIAL SALE OF TUNES AND RECORDS IN ALL CATEGORIES

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending March 7

This Week		Last	On Chart	This Week	Last Week	Cha
1.	Poor People of Paris By La Gaustante de Pauvre-Jean-Marguerite Mannot—Published by Alama Music BEST SELLING RECORD: L. Baxter, Cap 3336. RECORDS AVAILABLE: W. Atwell, London 1628; L. Welk, Coral 61592. ELECTRICAL TRANSCRIPTION: Lenny Herman, Lang-Worth.	4	5	6.	Theme From the Three Penny Opera (Moritat) By Kurt Weill-Brecht—Published by Harms (ASCAP) BEST SELLING RECORDS: D. Hyman, M-G-M 12149; R. Hayman-J. August, Mercury 70781.	
2.	Lisbon Antigua By Galhardo-Vale-Portela—Published by Southern (ASCAP) BEST SELLING RECORD: N. Riddle, Cap 3287.	2	12	7.	RECORDS AVAILABLE: L. Armstrong, Col 40587; O. Bradley, Dec 29816; J. Gordy, Vic 20-6419; T. Murphy, Col 40586; L. Paul, Cap 3329; T. Puente, Vic 20-6417; 1956 Jazz Ali Stars, Vic 20-6418; B. Vaughn, Dot 15444; L. Welk, Coral 61574. Memories Are Made of This 6	1
	RECORDS AVAILABLE: A. Dale, Coral 61553; L. Diamond, Vic 20-6406; 1956 Jazz / Stars, Vic 20-6418; M. Miller, Col 40635; L. Welk, Coral 61595. ELECTRICAL TRANSCRIPTIONS: Todds, Lang-Worth; Bill Walker Ork, Standard.				By Gilkyson-Dehr-Miller—Published by Montclare (BMI) BEST SELLING RECORD: D. Martin, Cap 3295. RECORDS AVAILABLE: M. Carson, Col 40573; G. Storm, Dot 15436. ELECTRICAL TRANSCRIPTIONS: Todds, Lang-Worth; Bill Walker Ork, Standard.	
3.	By Dick Ware and Shorty Allen—Published by Sheldon (BMI) BEST SELLING RECORD: K, Starr, Vic 20-6359. RECORD AVAILABLE: L, Welk, Coral 81128, ELECTRICAL TRANSCRIPTION: Lenny Herman, Lang-Worth.	. 1.	11	8.	I'll Be Home By Washington & Lewis—Published by Arc (BMI) BEST SELLING RECORD: P. Boone, Dot 15443. ELECTRICAL TRANSCRIPTION: Lenny Herman, Lang-Worth.	E .
4.	No, Not Much By Stillman & R. Allen—Published by Beaver Music (ASCAP) BEST SELLING RECORD: Four Lads, Col 40629. ELECTRICAL TRANSCRIPTION: Airlane Trio, Lang-Worth.	5	8	9.	Why Do Fools Fall in Love? By Lyman-Goldner—Published by Patrica Music (BMI) BEST SELLING RECORD: Teen-Agers, Gee 1002. RECORDS AVAILABLE: Diamonds, Mercury 70790; G. Mann, Sound 29832; G. Storm, Dot 15448.	X i
5.	Great Pretender By Buck Ram—Published by Southern (ASCAP) BEST SELLING RECORD: Platters, Mercury 70753. RECORD AVAILABLE: J. Riggs, Media 1020. ELECTRICAL TRANSCRIPTION: Lenny Herman, Lang-Worth	. 3	14	10.	See You Later, Alligator By Robert Guidry—Published by Arc Music (BMI) BEST SELLING RECORD: B. Haley, Dec 29791. RECORDS AVAILABLE: O. Bush, Vic 6426; B. Charles, Chess 1609; R. Hall, Dec 29786. ELECTRICAL TRANSCRIPTION: Lenny Herman, Lang-Worth.	
	(6)	Se	econ	d Te		
	Dand of Cold	123-23	16	MAR VALUE	Hot Diggity -	
1.	Band of Gold By Bob Musel & Jack Taylor—Published by Ludlow Music (BMI) BEST SELLING RECORD: D. Cherry, Col 40597 RECORDS AVAILABLE: K. Carson, Cap 3283; Hi-Fi Four, King 48856.	9	10	10.	By Al Hoffman & Dick Manning—Published by Roncom (ASCAP) BEST SELLING RECORD: P. Como, Vic 20-6427.	
	ELECTRICAL TRANSCRIPTION: Bill Walker Ork, Standard.	F25/VE2	0.000	17.	Eddie My Love 17	4
2.	It's Almost Tomorrow By Buss Adkinson—Published by Northern Music (ASCAP) BEST SELLING RECORD: Dream Weavers, Dec 29683. RECORDS AVAILABLE: D. Carroll, Mercury 70717; S. Lanson, Dot 15424; J. Stafford, Col 40595; L. Welk, Coral 61524.	11	19	ilat	By Collins, Ling & Davis—Published by Modern-Roosevelt (BMI) BEST SELLING RECORD: Teen Queens, RPM 543. RECORDS AVAILABLE: L. Briggs, Epic 9151; Chordettes, Cadence 1084; Fontane Sisters, Dot 15450.	
	ELECTRICAL TRANSCRIPTIONS: Bill Walker Ork, Standard; Lenny Herm Lang-Worth,	an,		18.	Eleventh Hour Melody 16	•
13.	By Richard Mullan & Jack Richards—Published by Avas (BMI) BEST SELLING RECORD: A. Hibbler, Decca 29660. RECORDS AVAILABLE: K. Armen, M-G-M 12078; McGuire Sisters, Coral 61501; G. Shea, Victor 20-6292.		26	9	By King Palmer-Carl Segman—Published by Paxton (ASCAP) BEST SELLING RECORD: A. Hibbler, Dec 29789. RECORDS AVAILABLE: L. Busch, Cap 3349; I. Mottola, M-G-M 11885; B. Snyder, Dec 29827. ELECTRICAL TRANSCRIPTION: Airlane Trio, Lang-Worth.	
	ELECTRICAL TRANSCRIPTIONS: Paul Smith Trio. Standard; Henry Jerome O Lang-Worth; Sunshine Boys, Lang-Worth.	rk,		18.	Mr. Wonderful	•
4.	Tutti Frutti By La Bastrie Tennuman—Published by Venice (BMI) BEST SELLING RECORDS: P. Boone, Dot 15443; Little Richard, Specialty 561, RECORDS AVAILABLE: A. Mooney, M-G-M 12165. ELECTRICAL TRANSCRIPTION: Lenny Herman, Lang-Worth.	15	8		By Back Holofcener- Weiss—Published by Valando Music (ASCAP) BEST SELLING RECORD: S. Vaughn, Mercury 70777. RECORDS AVAILABLE: D. Collins, Coral 61591; T. King Vic 20-6392. ELECTRICAL TRANSCRIPTION: Airlane Trio, Lang-Worth.	23
15.	Dungaree Doll By Ben Raleigh & Sherman Edwards—Published by E. B. Marks (BMI) BEST SELLING RECORD: E. Fisher, Vic 20-6337. RECORD AVAILABLE: Rock Brothers, King 4851. ELECTRICAL TRANSCRIPTION: Lenny Herman, Lang-Worth.	14	11	20.	Blue Suede Shoes By Carl Perkins—Published by Hi-Lo Music (BMI) BEST SELLING RECORD: C. Perkins, Sun 234. RECORDS AVAILABLE: B. Roubian, Cap 3373; B. Bennett, King 4903; P. W. King, Vic 20-6450.	8
			Third	d Te	n	_
21.	Juke Box Baby By Noel Sherman & Joe Sherman—Published by Winneton (BMI) RECORD AVAILABLE: P. Como, Vic 20-6427.		1.	26.	Seven Days By Carrol-Taylor—Published by Progressive (BMI) RECORDS AVAILABLE: D. Collins, Coral 61562; Crew Cuts, Mercury 70782; C. McPhatter, Atlantic 1081; S. Lanson, Dot 15445. ELECTRICAL TRANSCRIPTION: Lenny Herman, Lang-Worth.	7
22.	Heartbreak Hotel By Axpon, Durden & Presley—Published by Tree (BMI)	22	2	28.	Teen-Age Prayer 24	1
23.	Tear Fell	30	2	-	By Riechner & Lowe—Published by La Salle (ASCAP) RECORDS AVAILABLE: Robin Hood, M-G-M 12138; D. Cooper, Modern 977; G. Mann, Sound 126; G. Storm, Dot 15436; K. White, Mercury 70750.	
	By Dorian Burton & Eugene Randolph—Published by Progressive (BMI) RECORD AVAILABLE: T. Brewer, Coral 61590.			00	ELECTRICAL TRANSCRIPTION: Lenny Herman, Lang-Worth.	7
24.	Bo Weevil By Antoine Domino & Dave Bartholomew—Published by Reeves (BMI) RECORDS AVAILABLE: T. Brewer, Coral 61590; B. Lou, King 4900.	_	. 1	29.	Sixteen Tons By Merle Travis—Published by American Music (BMI) RECORDS AVAILABLE: G. Baker, Real 1304; J. Desmond, Coral 61529; T. Ernie, Cap 3262; M. Katz, Cap 3342; B. B. King, RPM 451; Marvin & The Chirps, Tip Top 202;	7

25 11

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RECORDS AVAILABLE: T. Arden, Vic 20-6346; R. Draper, Mercury 70757; C. Francis,

M-G-M 12122; C. Johnson, Col 40612; J. Wakley, Dec 29756; S. Wooley, M-G-M 12114.

RECORDS AVAILABLE: T. Brewer, Coral 61590; B. Lou, King 4900.

By Wooley & Escamela-Published by Cordial Music (MBI)

By George Shearing-Published by Patrica Music (BMI)

ELECTRICAL TRANSCRIPTIONS: Ted Heath Ork, Lang-Worth.

RECORD AVAILABLE: Blue Stars, Mercury 70742.

25. Are You Satisfied?

26. Lullaby of Birdland

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.

S. Shore, X 01887; R. Sovine, Dec 29739.

Rubber Soled Shoes

By Bob Haymes-Published by Jimskip Music (BMI)

RECORD AVAILABLE: J. La Rosa, Vic 20-6416.

RECORD AVAILABLE: P. Como, Vic 20-6427.

ELECTRICAL TRANSCRIPTION: Lenny Herman Ork, Lang-Worth.

By Noel Sherman & Joe Sherman-Published by Winneton (BMI)

30. Lipstick, Candy and

30. Ask Me

Capital STATE OF THE STATE OF T



NEW NEW NEW NEW NEW NEW NEW NEW NEW

Ella Mae

Rock And Roll Wedding



Morse

with Les Baxter & His Orch.

Down In Mexico

Record No. 3387

June Christy

I Never Wanna Look Into Those Eyes Again Look Out Up There





The Four

Freshmen

Angel Eyes

Love Is Just Around The Corner

Bob Roubian

with Cliffie Stone and His Orchestra

Blue Suede Shoes

Candy Coated Kisses

Record No. 3373



Edith Piaf



Black Denim Trousers And Motorcycle Boots

(L'Homme a La Moto)

Suddenly There's A Valley

Record No. 3368

(Vallee)

Tommy Leonetti

Too Proud Wrong

War there was a work to the Board Support of

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Record No. 3380



TO STATE OF

Gordon Mac Rae



Who Are We I've Grown Accustomed To Your Face

Record No. 3384

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Why Did Columbia's Mitch Miller Cut

Five Different Ways-With Five Different Artists?

Just listen to themand you've got the answer.



KEN GRIFFIN — Columbia — #40646



SAMMY KAYE — Columbia — #40645



VIC DAMONE — Columbia — #40654



PERCY FAITH -Columbia - #40644



LIBERACE — Columbia — #40647

Remick Music, New York, N. Y.

LANZA at his BEST

Singing

SERENADE

b-w

WAY DESTINY"

From the Warner Brothers' Motion Picture "Serenade"



HARMS, INC. NEW YORK, N.Y.

The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending March 7

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

record, points are combined to determine position on the chart. In such a case, Weeks both sides are tisted in bold type, the Last on Week leading side on top Week Chart

1. LISBON ANTIGUA (ASCAP)—

Theme From Helen of Troy (ASCAP)-Cap 3336

5. GREAT PRETENDER (ASCAP)—

(BMI)—Teen-Agers 9

9. HOT DIGGITY (ASCAP)-P. Como... 12
JUKE BOX BABY (ASCAP)-

Vic 20-6427

11. BAND OF GOLD (BMI)—D. Cherry... 10
Rumble Boogie (BMI)—Col 40597

12. THEME FROM "THE THREE PENNY

BO WEEVIL (BMI)—Coral 61590

17. DUNGAREE DOLL (BMI)—E. Fisher. 15

Everybody's Got a Home But Mc (ASCAP)—
Victor 20-6337

Geronimo (BMI)-Columbia 40643

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Occupation or Title_____

Zone__ State_

The Billboard, 2160 Patterson St. Cincinnati 22, O.

• THIS WEEK'S BEST BUYS

EDDIE, MY LOVE (Modern-Roosevelt, BMI)— The Chordettes-Cadence 1284-The Fontane Sisters-Dot 15450

These cover records of the r.&b.-pop hit, cut originally by the Teen Queens, are now carving off big slices of the melon. The Cadence disk now appears on the Baltimore and Milwaukee territorial charts and is coming close to the national board also. The Fontanes are only a little behind, and have a wide spread of excellent retail showings, particularly in the Northeastern and Middle West. The latter was a Billboard "Spotlight" pick.

LOVELY ONE (Blackwood, BMI)—The Four Voices—Columbia 40643

A "sleeper" that made a fast play for chart scores this week, and edged into the No. 20 slot. A top record in Baltimore and Minmeapolis, "Lovely One" was also reported showing strong action in Atlanta, Buffalo, St. Louis, Milwaukee and New York. Flip is "Geronimo" (Stratton, BMI).

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

WHY DO FOOLS FALL IN LOVE? (Patricia, BMI)—The Diamonds—Mercury 70790—Gale Storm—Dot 15448

The Teen-Agers' original version of this tune has been in the national listings over a month. The two covers above are now beginning to figure in the national charts, too. The Diamonds placed in the top 20 national retail list this week; Gale Storm is on the national juke box chart, and is within a stone's throw of the retail chart as well. The Storm record was a previous Billboard "Spotlight" pick.

TO YOU, MY LOVE (Leeds, ASCAP)-Nick Noble-Mercury 70821

This disk has been slowly showing its power, and at this point looks like a champ. The Chicago, Milwaukee and New Orleans territorial charts have it listed, and Boston, Providence, Baltimore, Buffalo, Cleveland, St. Louis, Durham, and Atlanta also indicated top-notch sales. Flip is "You Are My Only Love" (Meridian, BMI)

Most Played in Juke Boxes

For survey week ending March 7

RECORDS are ranked in order of the greatest number of plays in tuke boxes through the country, as determined by The Billboard's weekly survey of the nation's tuke box operators. When significant play is reported on both sides of a record, points are combined to determine position weeks

3. LISBON ANTIGUA (ASCAP)-

5. MEMORIES ARE MADE OF THIS

7. POOR PEOPLE OF PARIS (ASCAP)-

12. DUNGAREE DOLL (BMI)—E. Fisher. 17 10

Everybody's Got a Home But Me
(ASCAP)—Vic 20-6337

12. ARE YOU SATISFIED? (BMI)—

15. THEME FROM THE "THREE PENNY

OPERA" (MORITAT) (ASCAP)-

17. IT'S ALMOST TOMORROW

(ASCAP)—Dream Weavers...... 16
You Got Me Wondering (ASCAP)—
Dec 29683

18. THEME FROM THE "THREE PENNY
OPERA" (MORITAT) (ASCAP)—

20. MEMORIES OF YOU (ASCAP)—
R. Clooney & B. Goodman.....
It's Bad for Mo (ASCAP)—Col 40616

Most Played by Jockeys

Mercury 70753

M-G-M 12149

5

(BMI)-D. Martin..... 6

Juke Box Baby (BMI)—Vic 20-6427

14. BAND OF GOLD (BMI)—D. Cherry... 10

Rumble Boogie (BMI)—Col 40597

15. JUKE BOX BABY (BMI)-P. Como.... Hot Diggity (ASCAP)-Vic 20-6427

16. MR. WONDERFUL (ASCAP)-

(BMI)-Diamonds You, Baby, You (BMI)-Mercury 70790

18. ASK ME (ASCAP)-Nat (King) Cole ... -

Nothing Ever Changes My Love for You
(ASCAP)—Cap 3328

19. LULLABY OF BIRDLAND (BMI)—

20. LIPSTICK, CANDY AND RUBBER
SOLED SHOES (BMI)-J. La Rosa... 20
Winter in New England (ASCAP)-Vic 20-6416

Blue Stars...... 19

Mema

FROM THE DESK OF JOHN D. DEALER

all Counter personel:

Edvice all customers that we will

have "The Beautiful Girls of Vienna" y David Carroll. Thereury assures us

excellent delivery.

Due to the tremendous acceptance

this record by our disc jockeup, look on this record (Mercury #70822)

to be our biggest traffic item.

Be Trepared for fantastic Sales!

P. S. from Mercury: Be sure you also have all the new Mercury hits such as:

o You My Love /	You Are My Only Love		MERCURY 70821
-----------------	----------------------	--	---------------

NICK NOBLE

My First Formal Gown / Too Young To Go Steady

MERCURY 70820

PATTI PAGE

The Magic Touch / Winner Take All

leld For Questioning / Forty Two

MERCURY 70819

MERCURY 70818

RUSTY DRAPER

THE PLATTERS

Cashmere Sweater / The River, The Moonlight and You

MERCURY 70817

KITTY WHITE

Rock Right / The Greatest Thing

MERCURY 70811

GEORGIA GIBBS

Speak Low / Mambo Italiano

MERCURY 70808

THE BLUE STARS

RECORDS

170,000 ALREADY SOLD IN ENGLAND



The Rockin'
Sensation

LONNIE

AND HIS

SKIFFLE GROUP

#1650

ONDON RECORDS

Hollis Music Inc. BMI

e ffre fre

Exclusively on





GAYDON SISTERS

"HOW CAN YOU NOT BELIEVE"

C/W

"HONESTLY, HONESTLY"

BALLY 1003 (7-1003)

BOB DAVIE and his Planksichord



"MOONPEARLS"

C/W

"CORN POEM"

BALLY 1004 (7-1004)

Bally

THE HOME OF LIVING PERFORMANCE

RECORDS

203 N. WABASH AVE CHICAGO I. ILL.

ANDOYER 3-4677



"THE THREEPENNY OPERA"

MGM 12149 78 rpm • K 12149 45 rpm

SKELTON FEATURED VT HO SHOW THE FOGGY, FOGGY DEW Orchestra conducted by

DAVID ROSE

with The Interludes

MGM 12200 78 rpm . K 12200 45 rpm

DAN DAILEY THE GAL WITH

(Both selections from MGM film

"Meet Me in Las Vegas")

MGM 12198 78 rpm * K 12198 45 rpm

BETTY MADIGAN

TO YOU,

SWEETHEART

OF SONG

FAITHFUL

MGM 12156 78 rpm . K 12156 45 rpm

THE PROPERTY OF THE PROPERTY O CONNIE FRANCIS

GORDON HUTTIN FOR CHRISTMAS BARRY ROCK AROUND SEVEN

featuring ART MOONEY and His Orchestra

ALAN DEAN Without You MGM 12189 78 rpm @ K 12189 45 rpm

SAM (The Man) TAYLOR **Blue Suede Shoes**

HANK WILLIAMS

The Burdens & California Are Greater \$ Zephyr Than Mine 3

MGM 12185 78 rpm • X 12185 45 rpm

The Billboard Music Popularity Charts POPULAR RECORDS

Territorial Best Sellers

For survey week ending March 7 Listings are based on late reports secured from top dealers in each of the markets listed.

Atlanta

1. No, Not Much, Four Lads, Col. 2. Great Pretender, Platters, Mer. 3. Blue Suede Shoes, C. Perkins, Sun

4. Madiera, M. Miller, Col. 5. Why Do Fools Fall in Love?

Teen Agers, Gee 6. Tear Fell, T. Brewer, Cor.

Baltimore

1. Lovely One, Four Voices, Col. 2. Why Do Fools Fall in Love?

Teen Agers, Gee 3. Cry Baby, Bonnie Sisters, Rbw.

4. Large, Large House, M. Pedicin, Vic. 5. Lisbon Antigua, N. Riddle, Cap. 6. Poor People of Paris, L. Baxter, Cap. 7. Blue Suede Shoes, C. Perkins, Sun 8. Juke Box Baby, P. Como, Vic.

9. Eddie, My Love, Chordettes, Cdc. 10. Eddie, My Love, Teen Queens, RPM

Boston

1. Great Pretender, Platters, Mer. Lisbon Antigua, N. Riddle, Cap.
 Poor People of Paris, L. Baxter, Cap.

4. No, Not Much, Four Lads, Col. 5. Crazy Little Palace, B. Williams, Cor.

6. Eleventh Hour Melody, A. Hibbler, Dec. 7. Innamorata, J. Vale, Col. 8. Rock and Roll Waltz, K. Starr, Vic.

9. Why Do Fools Fall in Love? Teen Agers, Gee

10. Hot Diggity, P. Como, Vic.

Buffalo

1. Lisbon Antigua, N. Riddle, Cap. 2. Rock and Roll Waltz, K. Starr, Vic.

3. Great Pretender, Platters, Mer.

4. Poor People of Paris, L. Baxter, Cap. 5. No, Not Much, Four Lads, Col.

Chicago

1. Poor People of Paris, L. Baxter, Cap. 2. Lisbon Antigua, N. Riddle, Cap. 3. Rock and Roll Waltz, K. Starr, Vic. 4. No, Not Much, Four Lads, Col.

B. Haley, Dec. 6. Why Do Fools Fall in Love?

5. See You Later, Alligator

Teen Agers, Gee 7. Theme From "The Three Penny Opera"

(Moritat), D. Hyman, M-G-M 8. Tear Fell, T. Brewer, Cor.

9. To You, My Love, N. Noble, Mer.

Cincinnati

1. Poor People of Paris, L. Baxter, Cap. Lisbon Antigua, N. Riddle, Cap.
 No, Not Much, Four Lads, Col. 4. Rock and Roll Waltz, K. Starr, Vic.

5. Great Pretender, Platters, Mer. 6. I'll Be Home, P. Boone, Dot-7. Theme From "The Three Penny Opera"

(Moritat), D. Hyman, M-G-M 8. See You Later, Alligator

B. Haley, Dec.

9. Ivory Tower, C. Carr, Fty. 10. Juke Box Baby, P. Como, Vic.

Cleveland

1. Lisbon Antigua, N. Riddle, Cap. 2. Bo Weevil, T. Brewer, Cor.

3. Poor People of Paris, L. Baxter, Cap.

4. Why Do Fools Fall in Love? Teen Agers, Gee

5. No, Not Much, Four Lads, Col. 6. Rock and Roll Waltz, K. Starr, Vic.

7. Tear Fell, T. Brewer, Cor. 8. Hot Diggity, P. Como, Vic.

9. Theme From "The Three Penny Opera"

(Moritat), R. Hayman-J. August, Mer. 10. Theme From "The Three Penny Opera"

(Moritat), D. Hyman, M-G-M

Dallas-Fort Worth

1. Lisbon Antigua, N. Riddle, Cap. 2. Great Pretender, Platters, Mer. 3. Poor People of Paris, L. Baxter, Cap. 4. Blue Suede Shoes, C. Perkins, Sun

5. Rock and Roll Waltz, K. Starr, Vic. 6. Band of Gold, D. Cherry, Col.

7. Theme From "The Three Penny Opera" (Moritat), R. Hayman-J. August, Mer.

8. See You Later, Alligator

B. Haley, Dec.

Denver

1. Lisbon Antigua, N. Riddle, Cap. 2. No, Not Much, Four Lads, Col. 3. Rock and Roll Waltz, K. Starr, Vic. 4. Poor People of Paris, L. Baxter, Cap.

5. Great Pretender, Platters, Mer. 6. Theme From "The Three Penny Opera"

(Moritat), R. Hayman-J. August, Mer.

Detroit

1. Hot Diggity, P. Como, Vic. 2. Why Do Fools Fall in Love? Teen Agers, Gee

3. Blue Suede Shoes, C. Perkins, Sun

4. I'll Be Home, P. Boone, Dot 5. Poor People of Paris, L. Baxter, Cap.

6. Tear Fell, T. Brewer, Cor. 7. And the Angels Sing, Three Chuckles, X.

8. Lisbon Antigua, N. Riddle, Cap.

9. No, Not Much, Four Lads, Col.

10. Theme From "The Three Penny Opera" (Moritat), D. Hyman, M-G-M

Kansas City

L I'll Be Home, P., Boone, Dot 2. Poor People of Paris, L. Baxter, Cap.

3. Bo Weevil, F. Domino, Imp.

4. Tutti Frutti, P. Boone, Dot 5. See You Later, Alligator

B. Haley, Dec. 6. Lisbon Antigua, N. Riddle, Cap.

7. Theme From "The Three Penny Opera" (Moritat), D. Hyman, M-G-M

Los Angeles

1. Lisbon Antigun, N. Riddle, Cap. 2. Poor People of Paris, L. Baxter, Cap. 3. Rock and Roll Waltz, K. Starr, Vic. 4. No, Not Much, Four Lads, Col.

Main Title, B. May, Cap.
 Band of Gold, D. Cherry, Col.

7. Great Pretender, Platters, Mer. 8. Theme From "The Three Penny Opera"

(Moritat), R. Hayman-J. August, Mer. 9. Theme From "The Three Penny Opera"

(Moritat), D. Hyman, M-G-M

10. Why Do Fools Fall in Love?

Teen Agers, Geo

1. Poor People of Paris, L. Baxter, Cap. 2. Why Do Fools Fall in Love?

Milwaukee

Teen Agers, Gee
3. Rock and Roll Waltz, K. Starr, Vic.
4. No, Not Much, Four Lads, Col.

5. Eddie, My Love, Chordettes, Cdc.

6. To You, My Love, N. Noble, Mor. 7. Eddie, My Love, Fontane Sisters, Dot 8. Hot Diggity, P. Como, Vic.

Mpls.-St. Paul 1. No, Not Much, Four Lads, Col. Z. Lishon Antigua, N. Riddle, Cap. 3. Rock and Roll Waltz, K. Starr, Vic.

4. I'll Be Home, P. Boone, Dot 5. Poor People of Paris, L. Baxter, Cap. 6. Why Do Fools Fall in Love?

Diamonds, Mer

7. Heartbreak Hotel, E. Presley, Vic.

8. Lovely One, Four Voices, Col.

9. When You Dance, Turbans, Her.

10. Hot Diggity, P. Como, Vic.

New Orleans

1. Great Pretender, Platters, Mer. 2. Rock and Roll Waltz, K. Starr, Vic. 3. Poor People of Paris, L. Baxter, Cap.

4. No. Not Much, Four Lads, Col. 5. Memories Are Made of This

D. Martin, Cap.
6. Lisbon Autigua, N. Riddle, Cap. 7. See You Later, Alligator

B. Haley, Dec. 8. Juke Box Baby, P. Como, Vic.

9. To You, My Love, N. Noble, Mer. 10. I'd Walk a Country Mile

Ink Spots, Kng. New York

1. Lisbon Antigua, N. Riddle, Cap. 2. Rock and Roll Waltz, K. Starr, Vic.

4. No, Not Much, Four Lads, Col. 5. Memories Are Made of This

D. Martin, Cap. 6. Juke Box Baby, P. Como, Vic.

7. Great Pretender, Platters, Mer. 8. Theme From "The Three Penny Opera"

(Mack the Knife) L. Armstrong, Col.

9. Theme From "The Three Penny Opera"

(Moritat), D. Hyman, M-G-M

10. Sixteen Tons, T. Ernie, Cap.

Philadelphia

1. Rock and Roll Waltz, K. Starr, Vic.

2. Lisbon Antigua, N. Riddle, Cap. 3. No. Not Much, Four Lads, Col.

4. Poor People of Paris, L. Baxter, Cap. 5. Why Do Fools Fall in Love?

Teen Agers, Gee 6. Great Pretender, Platters, Mer.

7. Theme From "The Three Penny Opera"

(Moritat), R. Hayman-J. August, Mer. 8. Juke Box Baby, P. Como, Vic.

9. Band of Gold, D. Cherry, Col.

Pittsburgh

1. Blue Suede Shoes, C. Perkins, Sun 2. Hot Diggity, P. Como, Vic.

3. Why Do Fools Fall in Love?

Teen Agers, Gee

4. Rock aand Roll Waltz, K. Starr, Vic. 5. Poor People of Paris, L. Baxter, Cap.

6. No, Not Much, Four Lads, Col.

7. Lisbon Antigua, N. Riddle, Cap. 8. Down in Mexico, Coasters, Ato.

9. Great Pretender, Platters, Mer.

10. Molly O, Gaylords, Mer.

St. Louis 1. Poor People of Paris, L. Baxter, Cap.

 Lisbon Antigua, N. Riddle, Cap.
 No, Not Much, Four Lads, Col. 4. Why Do Fools Fall in Love? Teen Agers, Gee

5. Theme From "The Three Penny Opera" (Moritat), R. Hayman-J. August, Mer. 6. I'll Be Home, P. Boone, Dot

7. When You Lose the One You Love D. Whitfield, Lon. 8. Rock and Roll Waltz, K. Starr, Vic. 9. Heartbreak Hotel, E. Presley, Vic.

10. Juke Box Baby, P. Como, Vic. San Francisco

Lisbon Antigua, N. Riddle, Cap.
 Poor People of Paris, L. Baxter, Cap.

3. No, Not Much, Four Lads, Col. 4. Rock and Roll Waltz, K. Starr, Vic. 5. Theme From "The Three Penny Opera" (Moritat), D. Hyman, M-G-M

6. Band of Gold, D. Cherry, Col. 7. Memories Are Made of This

(Moritat), L. Welk, Cor.

6. See You Later, Alligator

B. Haley, Dec,

D. Martin, Cap. 8. See You Later, Alligator B. Haley, Dec.

Seattle

1. Heartbreak Hotel, E. Presley, Vic.

9. Theme From "The Three Penny Opera"

2. Lisbon Antigua, N. Riddle, Cap. 3. No. Not Much, Four Lads, Col. 4. Poor People of Paris, L. Baxter, Cap. 5. Rock and Roll Waltz, K. Starr, Vic.

Toronto

1. Rock and Roll Waltz, K. Starr, Vic.

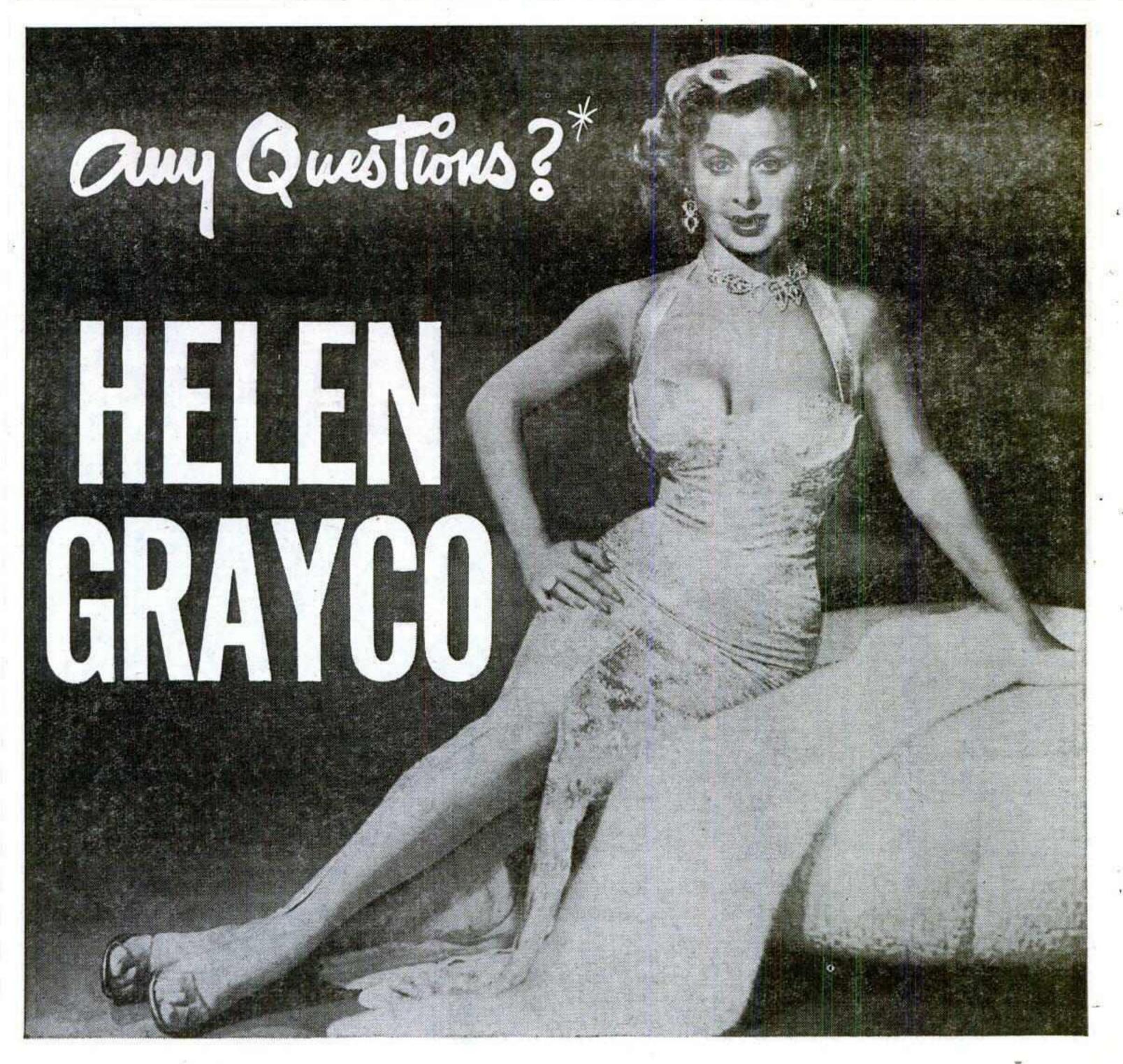
2. Great Pretender, Platters, Mer.

3. Lisbon Antigua, N. Riddle, Cap. 4. Band of Gold, D. Cherry, Col.

5. Poor People of Paris, L. Baxter, Can.

6. No, Not Much, Four Lads, Col. 7. See You Later, Alligator

B. Haley, Dec.



VS CELL #29)

b/w Rock 'n' Roll Wedding

* ... and the record is just as great



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"THE GETAWAY THE CHASE"

"HONEYSUCKLE ROSE"

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Orchestra Conducted by BUDDY BREGMAN

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20/47-6464

Stuart Hamblen

A FEW THINGS TO REMEMBER

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The Billboard Music Popularity Charts

POPULAR

COMING UP STRONG

Listed below are records which have shown solid trade response during the past week, altho actual sales were not yet heavy enough to place them on the National Best-Selling Chart. Compiled thru a survey of all major markets, these records figure strongly as potential chart entries in the very near future.

1. Eddie, My Love The Chordettes (BMI) Cadence 1284

2. Why Do Fools Fall in Love? Gale Storm (BMI) Dot 15448

3. To You, My Love Nick Noble (ASCAP) Mercury 70821

4. Innamorata Dean Martin (ASCAP) Capitol 3352

5. Innamorata Jerry Vale (ASCAP) Columbia 40634

6. Eddie, My Love The Fontane Sisters (BMI) Dot 15450

7. Flowers Mean Forgiveness... Frank Sinatra (ASCAP) Capitol 3350

8. If You Can Dream The Gal With the Yaller

Shoes The Four Aces (ASCAP); (ASCAP) Decca 29809

9. Forever, Darling The Ames Brothers (ASCAP) RCA Victor 6400

10. Mr. Wonderful Sarah Vaughan (ASCAP) Mercury 70777

NOTE: This chart does not have a set number of selections. The number will vary from week to week.

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

Ask Me (R)-ABC-ASCAP Band of Gold (R)-Ludlow-BMI Blue Suede Shoes (R)-Hi-Lo-BMI Eddie, My Love (R)-Modern-BM1 Eleventh Hour Melody (R) - Paxton-

Great Pretender (R)—Southern—ASCAP Hot Diggity (R)-Roncom-ASCAP If You Can Dream (R)-Feist-ASCAP Innamorata (R)-Paramount-ASCAP Lisbon Antigua (R)-Southern-ASCAP Lullaby of Birdland (R)-Patricia-BMI Man With the Golden Arm (R) (F)-Raphael-ASCAP

Memories Are Made of This (R)-Montclare

Memories of You (R)-Shapiro-Bernstein-

Most Happy Fella (R)—Frank—ASCAP Mr. Wonderful (R) (M)-Laurel-ASCAP No, Not Much (R)-Beaver-ASCAP Poor People of Paris (R) - Connelly-ASCAP

Rock and Roll Waltz (R)-Sheldon-BMI Rock Right (R)-E. B. Marks-BMI See You Later, Alligator (R)-ARC-BMI Serenade (R) (F)—Harms—ASCAP Small Town (R) - American Academy-ASCAP

Stars Fell on Alabama (R)-Mills-ASCAI Theme From "The Three Penny Opera" (Moritat) (R)-Harms-ASCAP

To You, My Love (R)-Leeds-ASCAP Valley Valparaiso (R)—Broadcast—BMI Vino, Vino (R)-Paramount-ASCAP We All Need Love (R)-Remick-ASCAP When You're in Love (R) - Chappell-Who Are We (R)-Thunderbird-ASCAP Woman in Love (R)-Frank-ASCAP

Television

All at Once You Love Her (R)-Williamson -ASCAP

Band of Gold (R)-Ludlow (R)-BMI Dungaree Doll (R)-E. B. Marks-BMI Get Up, Get Up (R)-Lowell-BMI Great Pretender (R)-Southern-ASCAP Hot Diggity (R)-Roncom-ASCAP I Could Have Danced All Night (R)-

Chappell—ASCAP Innamorata (R)—Paramount—ASCAP John Barleycorn (R)—Chappell—ASCAP Lipstick, Candy and Rubbersole Shoes (R) Jimskip—BMI

Lisbon Antigua (R)-Southern-ASCAP Little Child (R)-E. H. Morris-ASCAP Lullaby of Birdland (R)-Patricia-BMI Memories Are Made of This (R)-Montclare -BMI

Memories of You (R)-Shapiro-Bernstein-

Merry Mousketeers (R)—Disney—ASCAP Missing (R)-Mellin-BMI Moments to Remember (R) - Beaver-ASCAP

Mrs. Noah (R)-Duet-ASCAP No, Not Much (R)-Beaver-ASCAP Poor People of Paris (R) - Connelly-ASCAP

Rock and Roll Waltz (R)-Sheldon-BMI See You Later, Alligator-ARC-BMI Sing You Sinners (R)-Famous-ASCAP Sixteen Tons (R)-American-BMI Small Town (R) - American Academy-ASCAP Tender Trap (R) (F)-Barton-ASCAP

Theme From "The Three Penny Opera" (Moritat) (R)-Harms-ASCAP When You're in Love (R) - Chappell-Why Do Fools Fall in Love? (R)-Patricia-

Why Is Your Dog Following Me? (R)-Porgie-BMI

• Best Selling Sheet Music

Tunes are ranked in order of their cur-

This Week	et music jobber level. Last Wee		Wee.
.1.	Rock and Roll Waltz	1	
2.	Lisbon Antigua	3	
3.	He	2	2
4.	Poor People of Paris	4	
5.	Great Pretender	5	
6.	No, Not Much	8	Š
7.	It's Almost Tomorrow.	7	1
8.	Theme From "The Three Penny Opera"		
	(Moritat)	9	3

10. Band of Gold 10 1: Ludlow 11. Autumn Leaves 12 2"

9. Memories Are Made of

This 6 1;

12. Dungaree Doll......11 ! E. B. Marks

13. I'll Be Home....-14. Hot Diggity....-

14. See You Later, Alligator .

Harms

Montclare



"NA-NE-NA-NA"

CORAL 61613 (9-61613)



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9684

HER ENCORE ON THE

EYDIE GORMÉ

SINGS

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FROM THE BROADWAY PRODUCTION "MR. WONDERFUL"

ARRANGED AND CONDUCTED BY DON COSTA

B/W THAT'S HOW

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Singing star of "The Steve Allen Show" arrives with a torch ballad that's tops!

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His voice is becoming
as famous as his piano!
A great jazz personality
is coming into his own!

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SINGS
I HAD A LOVER

ORCHESTRA CONDUCTED BY DON COSTA

BW I DON'T HAVE TO WORRY

FULL COLOR FIBELITY

Produced by Sid Feller

(Distributed in Canada by Sparton of Canada, Ltd.)

If They're Asking For Music With A Beat They'll Want These Hits On...





MAIN TITLE

"The Man With The Golden Arm"

BUDDY MORROW

AND HIS ORCHESTRA

WING 90063





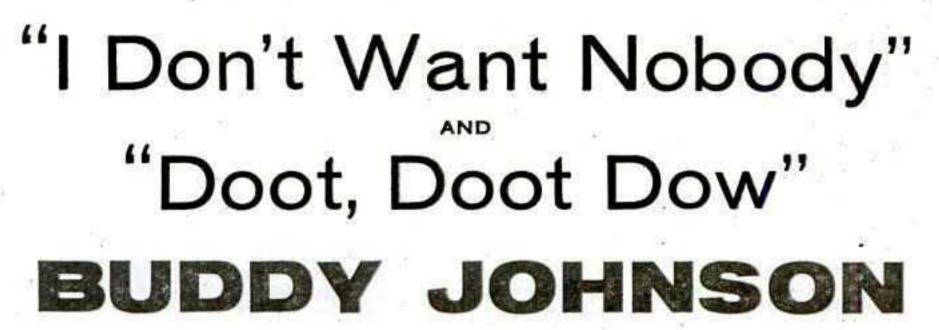
"Hook, Line And Sinker"

AND

"I'm So Sorry"

JERRY TYFER

WING 90061



WING 90064



Copyrighted



"Baby Girl Of Mine"

AND

"Flowers, Mr. Florist Please"

BOBBY SHARP

WING 90056



A SUBSIDIARY OF MERCURY RECORD CORPORATION



OTIS WILLIAMS and CHARMS IVORY TOWER DeLuxe 6093

THAT'S YOUR MISTAKE DeLuxe 6091

BOYD BENNETT MUMBLES BLUES BLUE SUEDE SHOES King 4903

ARE YOU EVER COMING BACK I'M STICKING WITH YOU BABY

King 4893

LITTLE WILLIE JOHN

MOON MULLICAN HONOLULU ROCK-A ROLL-A SEVEN MIGHTS TO ROCK King 4894

JAMES BROWN WITH **FAMOUS FLAMES** PLEASE, PLEASE. PLEASE Federal 12258

EARL BOSTIC I LOVE YOU TRULY 'Cause You're My Lover King 4883

JOE TEX RIGHT BACK TO MY ARMS MY BIGGEST MISTAKE King 4884

NEW RELEASES!!

BONNIE LOU BEYOND THE SHADOW OF A DOUBT b/w

LITTLE MISS BOBBY SOX King 4895

EARL (Connelly) KING DEAR ONE **BIG BLUE DIAMONDS** King 4889

CORA WOODS FATHER FORGIVE HIM FLYING HOME TO YOU BABY Federal 12256

THE HURRICANES RAINING IN MY HEART TELL ME BABY King 4898

BILL DOGGETT IN A SENTIMENTAL MOOD

WHO'S WHO King 4888



The Billboard Music Popularity Charts

RECORDS POPULAR

Review Spotlight on . . .

RECORDS

LONNIE DONEGAN....London 1650................ROCK ISLAND LINE

Here's a sincere unusually appealing warbling job on the venerable folk blues, immortalized by Lead Belly a few decades ago. The disk is a big hit in England and could easily do a repeat click here. There are several covers out, but this looks like the one to beat. Flip is another traditional folk ditty, "John Henry."

EDDIE FISHER....RCA Victor 6470.......................NO OTHER ONE (Meridian, BMI)

WITHOUT YOU.....(Broadcast, BMI)

Fisher warbles with his usual intensity and warmth on "No Other One," a bouncy rock and roll item with a strong, driving beat. Flip spotlights another rich vocal in the singer's usual personable style on a lovely ballad with tender lyrics. Both sides are bound to get plenty of play from jocks and jukes.

TALENT

BEVERLY KENNEY.... Royal Roost 617. SURREY WITH THE FRINGE ON TOP (Williamson, ASCAP)

> THIS LITTLE TOWN IS PARIS.....(Tarpon, ASCAP) Both sides of this disk are from Miss Kenney's recent LP, which brought forth such glowing tributes from the jazz critics. Her voice and style are a real discovery indeed. "Surrey With the Fringe on Top" spotlights a sassily modern reading of the great standard, with original, witty styling by Miss Kenney, while the flip features an equally fine vocal performance on a charming ballad.

LITTLE RICHARD....Specialty 572.............SLIPPIN' AND SLIDIN'

(Venice, BMI)

LONG, TALL SALLY.....(Venice, BMI)

See under rhythm and blues spotlight in this issue.

Previews of New Pop Records

RATINGS-COMMERCIAL POTENTIAL

Each record review expresses the opinion of the members of The Billboard music staff. In determining the commercial rating, the following factors are considered: Interpretation, material, artist's name value, distribution power, exploitation potential. The same considerations are applied to records reviewed in the country and western, and rhythm and blues fields.

80- 89, Excellent 70- 79, Good 60- 69, Satisfactory 50- 59, Limited 0- 49, Poor

90-100. Tops

BILLY VAUGHN ORK Till I Waltz Again With You80 DOT 15454—It shouldn't be surprising if

the one-time click takes off again in this swinging arrangement that has more than a touch of r.&b. in the backing. Bears watching. (Village, BMI)

Sleep 74 Playing of perceptive beauty by the ork, with voice blending that is effective. Good listening, and a great late hour deejay closer. (Miller, ASCAP)

PERCY FAITH ORK

listenable treatment of Columbia's fiveon-one-song is the best of the lot. The arrangement and vocal chorus reflect the same dreamy feeling that made Faith's "Moulin Kouge" theme a click platter. (Remick, ASCAP) Carmellita....76

A melodic instrumental interpretation of a haunting theme with an exotic flavor and sinuous tempo. (Fischer, ASCAP)

LEN DRESSLER

MERCURY 70831-A first-rate version of the unusual folk tune, tho it faces a tough uphill fight against the Lonnie Donegan version on London. (Hollis,

BMI) Real Live Doll 75

Big-voiced warbler Dressler shows that he can swing out in the rock and roll style with the best of 'em. This is an attractive item in the current teen trend and it could see some strong spin action. (Coliseum, BMI)

DON CORNELL

CORAL 61613 - Cornell lends vitality

MILLS BROTHERS

ASCAP)

DECCA 29853 - The Milis boys

warble with their resual smooth dis-

tinction on the lovely oldie with soft,

soothing beat. Fine juke and jockey

Another oldie receives a class vocal

treatment. Tune is Duke Ellington's

haunting instrumental standard, and

dressed up with lyrics by Decca's

a.&r. chief Milt Gabler. (Robbins,

wax. (Dorsey, ASCAP)

In a Mellow Tone....74

BOBBY SCOTT

common piece of material, with a lyric showing the r.&b. trend, and a melody with an insinuating beat. Bobby Scott does it smartly for his first entry since "Chain Gang." (Greta, BMI)

Don't Have to Worry (No More)....75

A very bluesy item, and it's chanted by Bobby Scott with very much individuality. Likely to get good play. (Overtone, BMI)

and spirit to this folkish flavored opus about what happens when the train comes to the toll gate. There's competition in other quarters but if the tune hits this could collect loot.

Ne Ne Na 75

Switching to the romantic mood Cornell voices tender tones on this Neapolitan styled lullaby. Flip is the action side, however.

VIC DAMONE

again. This time it's handed a fine straight vocal by Damone, who phrases the movie lyric effectively. Nice backing by Paul Weston. The jocks will play, but flip is better wax showcase for the crooner. (Remick, ASCAP)

On the Street

Where You Love....76 Appealing warbling by Damone on an

unusually attractive ballad with a swinging lilt. Tune is from the forthcoming Broadway musical version of Shaw's "Pygmalion"-re-tagged "My Fair Lady." This platter should receive fine play from jocks. (Chappell, ASCAP)

LEW DOUGLAS ORK

BALLY 1002-This rousing number gets that kind of performance. The lead singer of the vocal group has a very impressive style, and gets enthusiastic backing. A solid one for the boxes. (Montclare, BMI)

Fiddle Dee Dee 75

A flashy instrumental. The composition is done with zest and has a sound which is not only lush, but interesting as well, owing to a good arrangement. Good deejay programming. (Monitor, ASCAP)

AL CAIOLA

REGENT 7500-A combination of sounds that blend attractively. Whistling, guitar and bells tease the ear and decjays might find it a useful change-of-pace side. (Bregman, Vocco & Coun, ASCAP)

A melodious side, featuring the guitarist in a most pleasing effort, (Bregman, Vocco & Conn, ASCAP)

(Continued on page 43)

OPERATORS' SPECIAL!

3 BIG

Money Makers!

Nick Lucas

"TIP TOE THROUGH THE TULIPS"

and

"PAINTING THE CLOUDS WITH SUNSHINE"

#303

Stan Wilson "UNCLE RUBIN"

#304

"EVIL HEARTED MAN"

Franz Schumann and the Alpiners

"OH, COMRADES" "SAN DIEGO POLKA"

RECORDS O. Box 713 Del Mar, California

SKyline 52156

REGIONAL OFFICES

providing EXCLUSIVE NATIONAL GRASS ROOTS COVERAGE of national consumer and business publication and literally every

> Write or phone for complete details



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SHE'S TREMENDOUS "ELOISE" KAY THOMPSON #CCS-3 cadence

Their Biggest Smash

Eddie, My Love

THE FONTAINE SISTERS

Dot #15450

DOT RECORDS Gallatin, Tenn. Phone: 1600

BREAKING BIG

"LITTLE GIRL OF MINE"

"YOU'RE DRIVING ME MAD"

by the CLEFTONES

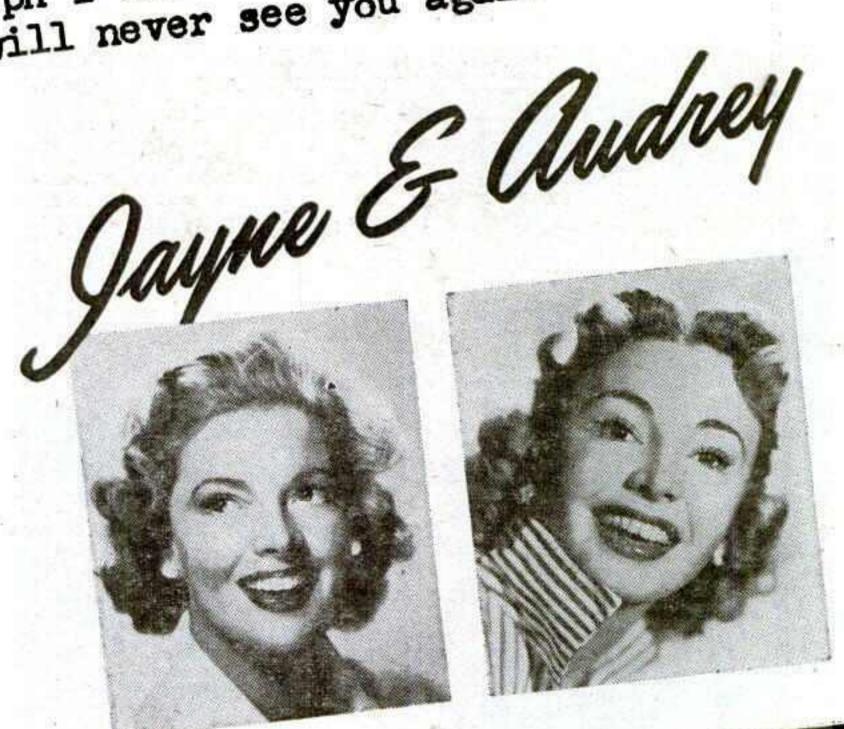
#1011 **GEE RECORDS**

GIVE TO DAMON RUNYON CANCER FUND

JAYNE and AUDREY MEADOWS

155 East 24th Street . N. Y. C., N. Y.

Dear Ralph just a note to tell you that I've eloped with your very best friend Dear Ralph I want-cha to know that what you did last night was the end You called very sorry to tell me that the boss said you had to work late but dear today they all asked me if I saw your cute little date Dear Ralph just a note to tell you that I've eloped with your very best friend Dear Ralph I want-cha to know that I will never see you again



B/W DUNGAREE DAN & CHINO SUE

20/47 6447

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E. B. MARKS MUSIC CORPORATION

A Smash On.

RCAVICTOR

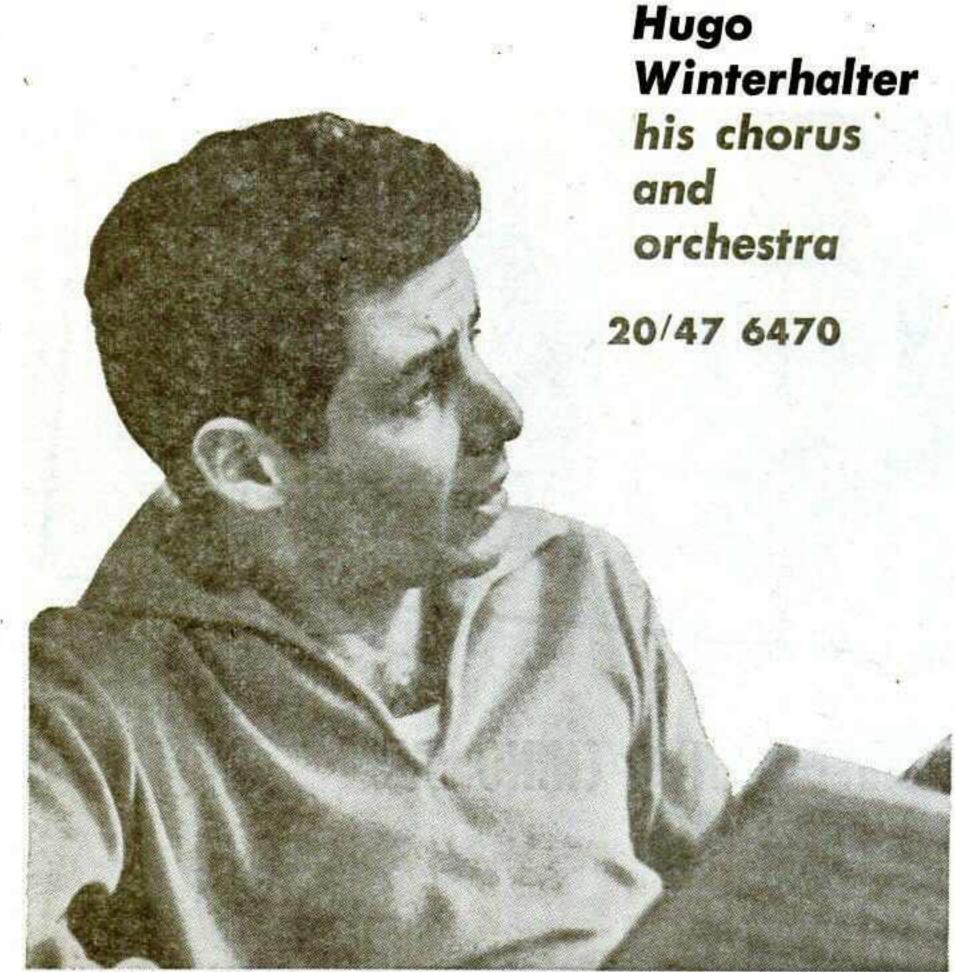


MUSIC-RADIO

SINGS

One of the Year's Top Ballads

with



the dealer's choice

RCAVICTOR



Toy Accounts Get the Play

Continued from page 17

aimed at getting disk dealers and stores and in the toy departmen distributors back into the children's of department stores. business.

Simon & Schuster, which produced 15 million of the 35 million junior-size disks sold in '55, currently is running about 30 per cent ahead of the same period last year, according to its record division comanager Bob Bernstein. However, at this time last year the Davy Crockett bonanza was still to come. Altho the latter smash "made" the year, indications are that the peak will be equalled in '56 via regular line sales. The company's Mickey Mouse Club line, a TV entity, is picking up a big share of the action.

Syndicate Market

S.&S.'s biggest market today is in syndicate stores. According to Bernstein, this now accounts for 30 per cent of the company's volume. About 25 per cent is in magazine outlets, about 10 per cent to the toy trade, and 15 per cent in record shops. The most marked increase this year will be in the toy trade, as indicated by orders already written for fall delivery.

New S.&S. products were unveiled at six different unit prices ranging from the regular 25 cent Fisher-Price give the company ex six-inch line thru the \$3.98 Golden Record Chests. In May or June, such as Robert the Robot, the the firm plans to come out with a Betty Wetsy doll, etc. The records 49-cent 45 r.p.m. EP line. Two new Christmas cards have been added to the comparatively new line of 25-cent self-mailing record greetings.

98 cent Big Golden line of 10-inch altho these were not being plugged disks, which have been off the to the toy trade. According to market for several years. In addi- Leslie, his big market for these is tion to about a dozen of the more on the racks. worthy sellers from the original | Record Guild of America (not to line, the company will add a num- be confused with Children's Recber of new productions based on ord Guild) currently is making a top TV properties. At \$1,000, the strong bid for the return of picture diskery will issue six four-record records. This pioneer producer in albums of small disks. At \$2.95, it the field, exhibiting at the Fair for will sell a package of 10 little its ninth year, wrote its best busidisks with a "Put-A-Way" rack.

Chests will be a Rodgers and Hammerstein and a Roy Rogers Friedman estimated that 10 per

determined, S.&S. is working on a

new line of combination book-andrecord packages.

S.&S.'s record division will launch a big consumer advertising campaign on all of its products in an improved process, utilizing pure the fall.

Peter Pan

Plastics, was the first diskery out sell at 25 cents and at 49 cents for with a 25 cent 45 r.p.m. disk, and 10-inch disks. this outfit has been reaping a har-vest in pop hits thereby, rushing one-third of its business thru reguout such hot items as "Poor People lar record jobbers. In addition to of Paris," "Dungaree Doll," "Love its single disk units, the company and Marriage," etc. February was has several album assortments listthe biggest month in the outfit's ing at \$3.59, and containing 12 10-year disk operation. The compicture records each. It also has pany's biggest area of increase is record-holder assortment at \$1.80 among toy stores, juvenile furniture and at \$3.60.

According to Eastern Sales Marager Jack Oxman, about 90 pc cent of the business written at th Fair by Peter Pan was from ne

Cricket Records, product Pickwick Sales Corporation, is run ning about 30 per cent ahead d last year, according to topper S

The toy business takes 30 pe cent of its output now, as oppose to 10 per cent in 1954.

This outfit's biggest business i

still done thru record distributors rack jobbers, chain and mail-orde houses. However, the compan has signed a flock of familiar T toys for disk exploitation and ha signed up for a role in a big fal toy promotion, which will plug this line via ads in Life, Good House keeping and Parents. The com pany has already started running a series of co-op ads in big city newspapers, tying in with majo department stores. The first wa run last week here with Macy's Between Thanksgiving and Christ mas, the company will run promo; tions with special demonstrators in 22 department stores.

Tie-ins with Ideal Toys and clusive rights to material involving will get plugs on all TV segs where these toys are exposed. The company also has the exclusive rights to "Lassie" in the low-priced field.

Cricket is the second line to In July, S.&S. will reactivate its issue 45 r.p.m. disks at 25 cents.

ness to date, mainly on its new New additions to the \$3.95 picture lines in a series of prepack assortments. RGA's Harold cent of the firms placing orders, Altho the price hasn't been with him never carried records

The outfit, which had discontinued its earlier 25-cent seveninch picture line, has come out with an entirely new line made by vinyl. Seven-inch disks sell for 29 cents and 10-inch disks for 89 Peter Pan, product of Synthetic cents. It regular non-picture lines

AFM Studies Local 47 Revolt

• Continued from page 17

any member or any of the witnesses | ¿dvised Read, "If you fail to do so, charges that the ouster of Local 47 further delay. Also be advised the stormy February 27 member- to be designated and that you ship meeting at which te Groen should be prepared for such trial was ousted was a "packed" not later than March 16."

Read, vice-president of Local 47 and leader of the revolt in a closedsession this week (8). Read meanwhile has similarly been charged by te Groen of violation of AFM President James C. Petrillo's order that Te Groen remain in office pending an official investigation, ard further charged with "assisting in and setting up an organization having as its object the taking away from the AFM its status as exclusive bargaining agent of musicians in the motion picture, broadcasting and recording indus-

Read has been ordered to file an answer to these charges with Leo Cluesmann, secretary of the AFM, by March 16. Cluesman further

called. The scope of the commit- you will be in default and the case tee's work is confined to the will proceed to a decision without President John te Groen was pre- that you will be summoned to apceded by an illegal caucus, and that pear for trial at a place and time

House Un-American Activities The committee heard Cecil Committee investigator William Wheeler emphasized here that the subpoena of 35 Local 47 musicians by red probers was in no way connected with the union controversy. The summonses, said Wheeler, were the result of months of investigation, with hearings slated to be held April 16.

> The AFM committee is slated to make its report and recommendation to the full international executive board within the next 10 days, according to committee chairman Herman Kenin.

when answering ads SAY YOU SAW IT IN THE BILLBOARD

he Billboard Music Popularity Charts POPULAR RECORDS

Reviews of New Pop Records

Continued from page 40

DECCA 29837-Provocative thrushing on the appealing Joe Williams-Count Basie blues with a comehitherish lyric. Should get plenty of jockey spins, but Decca could snag it by the thrush when her last platter is still showing signs of action. (Frederick, BMI)

on've Got to See Mamma Every Night (Or You Can't See Mamma at All)....75

Miss Lee sings the old Billy Rose blues with style and feeling, plus a fine backing job by Sy Oliver. (Feist, ASCAP)

UBY MURRAY

(Oh Please) Make Him Jealous75 CAPITOL 3377-Slow waltz ballad with real sentimental lyrics is sung with great feeling by the British thrush. Should get lots of plays, and the side could step out. (Leeds, ASCAP)

For Now, Forever 73 Another good side by the gal, showing her off to good advantage in her first waxing released on these shores. (Kassner, ASCAP)

TTY WHITE

MERCURY 70817 - Kitty White pleads for a garment to impress her guy. It's an appealing ditty, and the thrush injects a tender innocence in her rendition. (Whitehall, ASCAP)

The River, the Moonlight and You....73 Imaginative ballad is warbled with warm huskiness by the thrush. Could

pick up repeat spins and sales. (Midway, ASCAP)

RANKIE LESTER VIK 0198-Keen competition is shaping up on this bright, original piece of material. Lester's reading is effective. It could compete strongly for second place honors-and money. (Taylor, ASCAP)

ouisiana Waltz....68 In his smooth, easy-going way, Lester swings graciously thru this delightful country-style opus in three-quarter time. (American, BMI)

MMY KAYE ORK

COLUMBIA 40645 - Still another version of the fine-on-one ditty. Sammy Kaye accords the lovely ballad a typical swing-and-sway treatment with some pleasing vocal work. However, it's doubtful if there will by many spins left after the jocks finish with the Vic Damone and Percy Faith versions. (Remick,

ASCAP) Try Another Cherry Tree 74

Kaye wraps up an attractive rhythmnovelty in a swingy vocal arrangement, an infectious beat, and a catchy whistling chorus. (World, ASCAP)

OHNNY MADDOX

DOT 15452-Maddox performs with a group-complete with honking r.&b. sax-on both these sides. This one's a bouncy item with a solid rock and roll beat. Good juke wax. (Gallatin,

Farewell to Thee (Aloha Oe)....74 Honky tonk piano, Hawaiian-style with slight r.&b. over-tones in the sax work. A musical "mongrel" that should fare well on the jukes. (Gallatin, BMI)

ETTY HUTTON

Sleepy Head74 CAPITOL 3383-There's a rhythmic persuasiveness to this item, which is in effect a modern jump luliaby. Deejays will like it.

Hit the Road to Dreamland 73 Here's the Arlen-Mercer oldie. A smart instrumental arrangement showcases Betty Hutton's subdued delivery.

OU BREESE ORK Mexicali Rose74

BALLY 1001-This great oldie makes a suitable coupling for the flip. The Lou Breese ork, with a vocal group, does it with style. Merits spins. Waiting for the Robert E. Lee 73

Pleasant reading of this standard, featuring banjo, and a vocal group. Nice for the boxes.

THE BELAIRS

Sweet Sixteen74 CORAL 61605-In this currently popular material from the r.&b. field, the boys here exploit the chance to agonize over the pleasures, frustrations and hopes of teen-age love. A slow, pounding rocker that is potent commercial stuff for the dungaree crowd, (Pera, BMI)

Louislana Rug Roll....73 Picking up the beat and taking a leaf from the Bill Haley book, the group gang-sings its way thru this solid rhythm material with sure-fire effect. (Tee Kaye, ASCAP)

RICKY ZAHND You Go to Your Church

and I'll Go to Mine74 COLUMBIA 40670-Sacred tune with

a theme of tolerance. The organ and chorus behind the kiddie voice of Ricky Zahnd is effective. Nice side. (Ben Bloom, ASCAP) My CHurch Is My Palace....72

Another sacred side. Tender sentiment and good sound. (Brookdale, BMI)

FRANK VERNA

The Conqueror74 DECCA 29855-A lush version-both

vocally and instrumentally-of the sweeping theme from the New John Wayne-Susan Hayward movie spectacular of the same name. The platter is slated for plenty of promotion with the film. (Young, ASCAP)

Midnight in Paris....72 Verna sings with more feeling and showmanship on this romantic oldie, than the flip, but latter will probably get more play because of heavy tie-up promotion. (Movietone, ASCAP)

THE BLUES STARS

Mambo Italiano73 MERCURY 70808 - The Blue Stars give a stylish vocal reading with French lyrics. Will get spins as the follow-up to their smash "Lullaby of Birdland." (Rylan, ASCAP)

Speak Low (Tout Bas)....72 Another item with the Continental touch. Pleasant, the not as effective as the flip. (Chappell, ASCAP)

BUDDY MORROW

WING 90063-A dreamy instrumental version of the standard ditty, played with a relaxed style by Morrow and the band. (Dorsey, ASCAP)

Main Title (F) (The Man With the Golden Arm)....72

There's much that's new and original in Morrow's reading of this film instrumental, but several strong versions have a big lead in the sweepstakes. (Dena, ASCAP)

LIBERACE

COLUMBIA 40647 - Liberace wraps up the moving theme in an impressive piano solo, with sweeping background by brother George. Thoroly pleasant instrumental wax which should reap some play. (Remick, ASCAP)

Dancing Skeletons....72 Personable keyboarding by the Matinee idol on the familiar "Danse Macabre" theme. Both sides have good potential as album material.

JUNE CHRISTY

I Never Wanna Look

(Bel Canto, BMI)

CAPITOL 3375 - The attractive Johnny Mercer ballad is sung sweetly by the thrush. Many will like hearing this waxing. (Palm Springs, ASCAP)

Look Out Up There 71 June Christy fans will like this coolish reading of the cheerful ballad. (Bradshaw, BMI)

RITA RAINES

DEED 1015-A slow ballad with a touch of country weeper about it. The thrush is supported by a chorus. (Pincus, ASCAP)

A Little Lullaby 70 This side's another slow ballad. A fair performance. (Northwest, BMI)

KEN GRIFFIN We All Need Love73

Columbia 40646-Yet another version of the much-waxed melody, this has a gentle flavor that hands it extra appeal. (Remick, ASCAP) You're My Love Song....70

The popular organist plays a pretty waltz ditty of his own on this side. Good listening. (Griffin)

JERRY WALLACE

Eyes of Fire, Lips of Wine73 WING 90065-Good piece of material. It's pop-styled r.&b. but with a smartly-turned lyric and good chanting. Decjays will like. (Rene, ASCAP) Monkey See, Monkey Do 70

An engaging novelty with a catchy melody and lively beat is chanted well by Wallace. May catch on with the kiddies owing to the naming of a flock of animals. (Rene, ASCAP)

FRANCES WAYNE

I've Grown Accustomed to His Face...72 EPIC 9154-Miss Wayne comes thru with a tender warble of the ballad from "My Fair Lady." Good programming stuff here. (Chappell, ASCAP)

Alone in New Orleans....71 The Mardi Gras is over and the songstress tells of a momentary romance in sentimental fashion. Pinelawn, BMI)

SHURA AND HIS TRIO

One Finger Melody70 KING 4891-Pleasant 88'ing, even tho it's one finger at a time most of the way. With the unassuming backing the rendition is one to blend gently with any quiet mood. A listenable etching. (Barton, ASCAP) Blue Moon....69

Shura shows his technical skill at the keyboard in an imaginative reading of the evergreen. Main attraction tho, is some real fancy plucking of the string bass. (Robbins, ASCAP)

DYLAN TODD

The Ballad of James Dean70 VICTOR 6463 - The sudden, tragic death of the young movie actor inspired this folk-type ballad. He has become a legendary figure in the popular imagination, and demand for disk can be stimulated. The special illustrated jacket gives added promotional possibilities. (Goday, BMI)

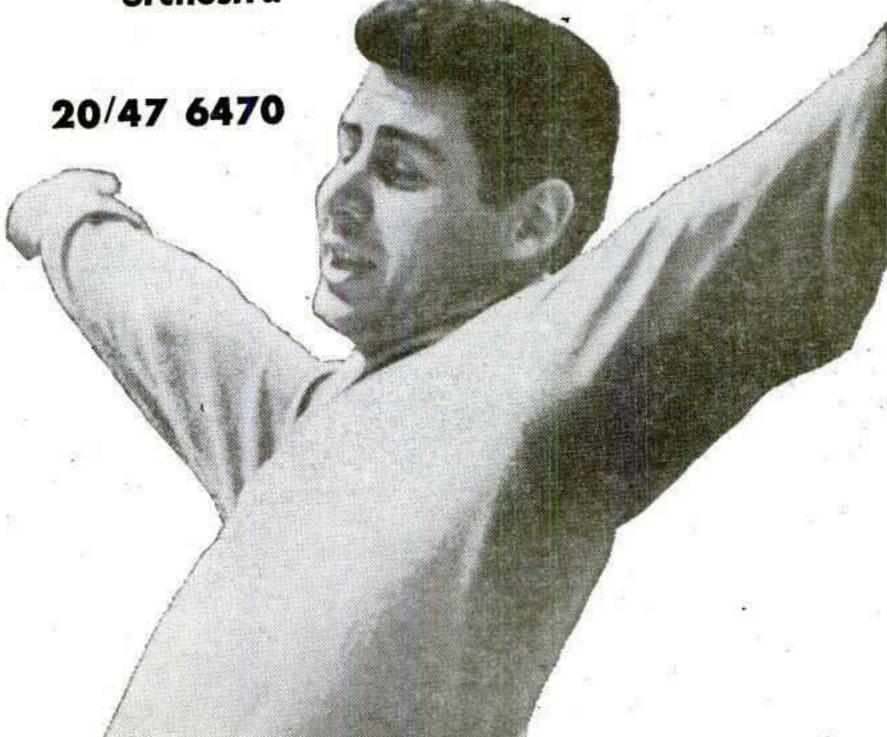
More Precious Than Gold....68 The high-pitched, silvery pipes of Dylan Todd are cast in another folksh piece of material here, but of a happier character. He has a light, easy-going style that is most listen-

able. (Consonant, ASCAP) (Continued on page 48,

SINGS SLOW ROCK 'N' ROLL

Written by Ivory Joe Hunter and Clyde Otis

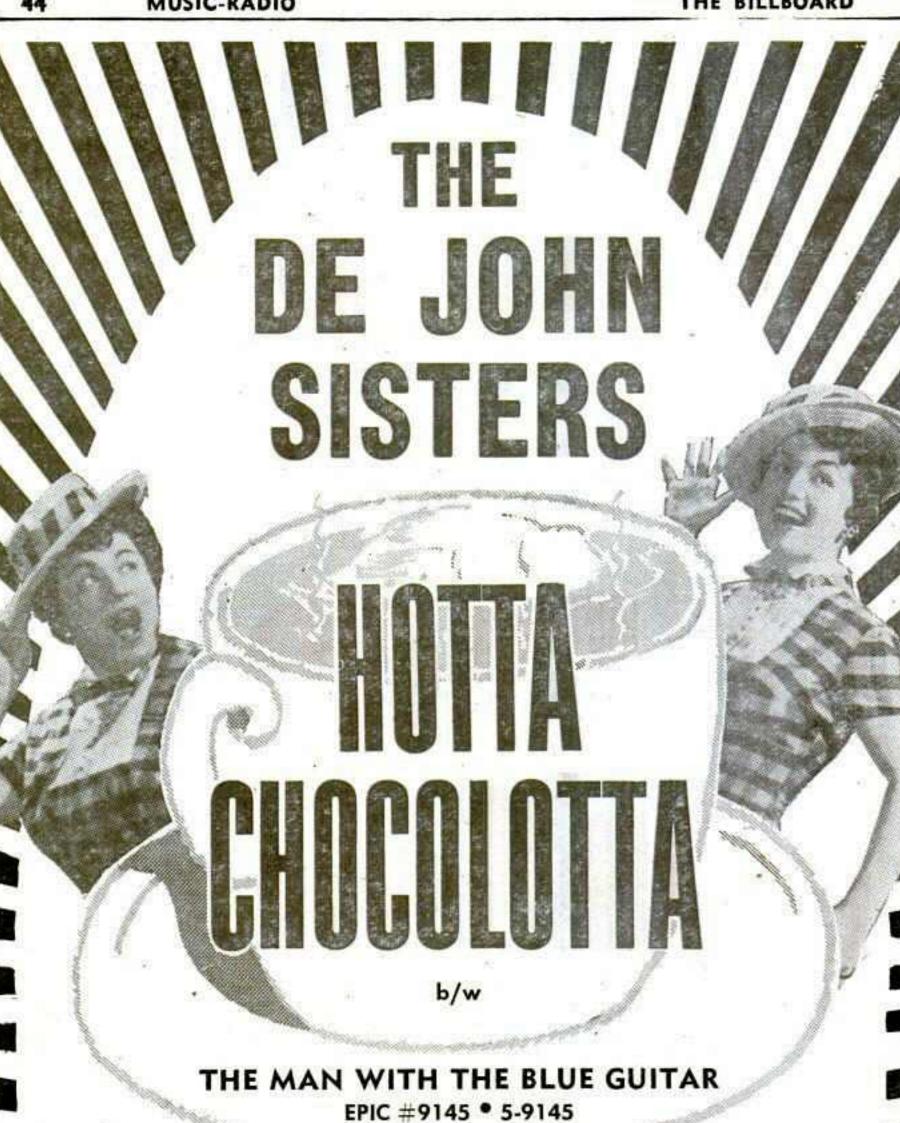
with **Hugo Winterhalter** his chorus and orchestra



the dealer's choice

RCA VICTOR





BREAKING WIDE OPEN IN ALL MARKETS!



THERE GOES MY HEART

Epic #9147 5.9147

THE NEW LABEL

FOUR COINS THE SONG SINGS THE OLD PROFESSOR Epic #9148 5-9148

RECORDS

OF GREATNESS

The Billboard Music Popularity Chart POPULAR RECORD

THE TOP

and to give trade exposure to NEWER records just beginning

to show action in the field.

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

Artist

Pos.	Control of the Contro		The state of the s	Label	
	ROCK AND ROLL WALTZ				
3.	POOR PEOPLE OF PARIS		L. Baxter	Capitol	***
4.	NO. NOT MUCH		Four Lads	Columbia	
6.	GREAT PRETENDER		P. Boone	Dot	
6.	SEE YOU LATER, ALLIGATOR		B. Haley	Decca .	
	MEMORIES ARE MADE OF THIS WHY DO FOOLS FALL IN LOVE		Teen Agers	Can	
10.	RAND OF GOLD		D. Cherry	Columbia	4
11.	THEME FROM "THE THREE PE	WI OFERA			
**	(MORITAT) THEME FROM "THE THREE PE	NNY OPERAT	D. Hyman	M-G-M	0
	(MORITAT)		J. August	Mercury	
13.	TUTTI FRUTTI		P. Boone	Dot	4.4
14.	BLUE SUEDE SHOES		C. Perkins	Sun	
16.	TEAR FELL		T. Brewer	Coral	
17.	WHY DO FOOLS FALL IN LOVE	E 7	G. Storm	Dot	100
19	DUNGAREE DOLL		Dream Weavers	Decca .	
20.	THEME FROM "THE THREE PE	NNY OPERA"			
21	(MACK THE KNIFE)		L. Armstrong	Coral .	
21.	HOT DIGGITY		P. Como	Victor .	
	HEARTBREAK HOTEL				
	SEVEN DAYS		Crew Cuts	Mercury	
26.	WHY DO FOOLS FALL IN LOVE	?	Diamonds	Mercury	
	ANGELS IN THE SKY	COURT ON ANY TERMINED	Herebyth I stylensen and I have		-
27.	CHAIN GANG		B. Scott	ABC-Par	n-
	EDDIE. MY LOVE			mount	400
30	ASK ME		Nat (King) Cole.	Capitol	
31.	ELEVENTH HOUR MELODY		A. Hibbler	Decca .	
	I WAS THE ONE				
34.	ARE YOU SATISFIED?		R. Draper	Mercury	
34.	EDDIE, MY LOVE		Teen Queens	RPM	
	POOR PEOPLE OF PARIS				
38.	LIPSTICK CANDY AND RUBBEI	R-SOLED	The state of the s		
70	SHOES		J. La Rosa	Victor',	****
40.	SIXTEEN TONS		T. Emie	Capitol	
41.	FLOWERS MEAN FORGIVENESS		F. Sinatra	Capitol	
	MR. WONDERFUL				
44.	LOVELY ONE		Four Voices	Columbi	a
45.	LULLABY OF BIRDLAND		Blue Stars	Mercury	
46.	TEEN-AGE PRAYER THEME FROM "THE THREE PEN	NY OPERA"	G. Storm	Dot	****
	(MORITAT)	*********			
48.	CRY BABY		Bonnie Sisters		
49.	THEME FROM "THE THREE PE:			Capital	
50.	MADERIA		M. Miller	Columbi	a
51.	THAT'S YOUR MISTAKE	e covo	O. Williams	DeLuxe	
53.	POOR PEOPLE OF PARIS (JEAN' BAND OF GOLD		K Carson		
53.	THEME FROM "THE THREE PE	NNY OPERA"	Po 5500 780	naco.	
	(MORITAT)		B. Vaughn		
56.	GO ON WITH THE WEDDING		P. Page	Mercury	4.414
56.	INNAMORATA		D. Martin	Capitol	
	WHY DO FOOLS FALL IN LOVE				
	MEMORIES OF YOU	N CHARLETSLE FAR ACT	R. Clooney-		CONTRACT.
60.	MEMORIES OF YOU		B. Goodman	Columbi	a
	MISSING				
63.	TO YOU, MY LOVE	*********	N. Noble	Mercury	
64.	POOR PEOPLE OF PARIS	•••••	J. Vale	Columbi	a
66.	APRIL IN PARIS		C. Basie	Clef	
	BEYOND THE SEA		R. Williams		
67	LOVELY LIES		Manhattan Brothers	London	
69.	MR. WONDERFUL		P. Lee	Decen .	
70.	BO WEEVIL		F. Domino T. Charles	Decca	***
72.	FOREVER, DARLING		Ames Brothers	Victor	
73.	HE WHEN YOU LOSE THE ONE YOU		A. Hibbler	Deces	
75.	TENDER TRAP	CLOVE	F. Sinatra	Capitol	****
76.	ROCK RIGHT		G. Gibbs	Mercury	
	YOU'LL GET YOURS TEEN-AGE PRAYER				
79.	LARGE, LARGE HOUSE		M. Pedicin	Victor .	
80.	WHEN YOU DANCE		Turbans	Herald .	
81.	ROCK AROUND MOTHER GOOS	Ε	B. Gordon	M-G-M	
82.	WOMAN IN LOVE		Four Aces	Decea .	
84.	MAN WITH THE GOLDEN ARM CRY ME A RIVER		R. Malthy	Liberty	****
86.	AND THE ANGELS SING		Chuckles	X	
87.	NOTHING EVER CHANGES MY	LOVE	CONTRACTOR TARRANTAN		
87.	FOR YOU		D. Collins	Coral	:
89.	IF YOU CAN DREAM		Four Aces	Decca .	****
	MEMORIES ARE MADE OF THIS				
91.	VALLEY VALPARAISO	************	D. Carroll	Mercury	
93,	IT'S ALMOST TOMORROW		J. Stafford	Columbi	a
93.	MEMORIES ARE MADE OF THIS I'LL NEVER KNOW		G. Storm	Dot	
96.	BITTER WITH THE SWEET		B. Eckstine	Victor .	
97.	WHO ARE WE?		G. Grant	Era	
98.	TEEN-AGE MEETING	•••••	D. Cornell	Josie	****
100.	I'M GONNA LOVE YOU		Ames Brothers .	Victor .	****
estiv5		Land to the state of the state	PULLIDONI CARRIESCOTTO S	**************************************	niver.

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.

= America's - Tastest Selling Records DEGGA



HER FIRST HERE'S KAREN DECCA RELEASE!



LOVE IS THE \$64,000 QUESTION

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Victor-Decca Pact Opens Vistas

Continued from page 16

in this country, avowedly will con- brunswick label. tinue to service that operation here, but will make "additional" mate- major source of Americar. pop marial available for release in the terial on January 1, when rights to States on the RCA Victor and the Capitol catalog went to EMI, other RCA labels. Altho it has altho much of its volume was subnot been determined when the sequently made up by the success Decca material will start flowing abroad of American pops from to RCA, and what type of mate- indie label sources, most of which rial will come first, it is expected have been issued on Decca's Lonthat first feedings will be pack- don label there. age goods rather than pops.

According to one top RCA exec, RCA probably will have access immediately to some of the top Decca-London operatic stars for some all-star cast productions, which presumably would dwarf competitive entries.

As the deal stands, the first RCA releases in Britain would be American diskings not previously released by HMV. Ir May, 1958 the entire Victor catalog, including one-time HMV issues, would be available to Decca's RCA distribution.

Two Decca subsidiary operations, Teldec of West Germany and Musikvertrieb of Switzerland, will begin production and distribution of the RCA label May 1 of

A unique aspect of the deal is the apparent absence of boundary definition. Altho RCA has its own distribution deals in a number of fcreign countries at present, there is nothing, outside of present practical economical considerations, to prevent Decca from exporting RCA issues to those countries.

As for actual manufacturing of disks, RCA will press disks in its own U. S. plants from its Deccaoriginated masters. In Spain and Italy, where RCA has set up plant facilities, the company now is in a favorable position to grab Decca's pressing business, which is being nandled at present by custom divisions of EMI.

Presumably, Decca's American London distributors wili continue to receive disks pressed in England, since the exports to America constitute a major portion of the

British Decca factory output. The RCA-Decca deal is the first major result of the European inspection tour taken last summer by a group of top RCA execs, headed by Vice-Presidents Manie Sacks and Albert F. Watters. Sacks and Watters negotiated the new deal with Decca Director E. R. (Ted) Lewis, who also is president of Teldec. Maurice Rosengarten, director of Teldec and of Musikvertrieb, was also in on negotiations involving those companies.

of the London Records operation other countries on British Decca's

The English company lost a

The major import of the new arrangement, however, is expected to register in the package field, allying as it does two of the largest album catalogs in the world.

Capitol, Angel

• Continued from page 16

Christoff and Victoria de los Angeles, violinist Yehudi Menuhin, pianist Solomon, and conductors Guido Cantelli and John Barbirolli. Future Clyndebourne Festival opera recordings would also then come under the Ange! aegis.

Most important pop talent due for a switch, presumably to Capitol, would be the Melachrino Strings. The ork has been one of the most consistent money earners in the pop album field for some years.

In addition, Angel, in about a year, is slated to pick up a batch of catalog diskings long exploited here by Columbia Records. Five years will then have elapsed since the parting of the ways between Columbia and EMI, followed thereafter by the formation of Angel Records here. Original terms of the deal awarded Columbia the right to continue to exploit pre-viously issued EMI disking for another five years.

deems still worthy of re-issue.

Among the few known excep- country.

Cap Kidisk Club

· Continued from page 16

to be affixed to enrollment cards. Free offering includes albums from both Capitol's "Learning Is Fun" and "Music Appreciation Series," 'Spark's Magic Baton," "Walt Disney's Sorcerer's Apprentice," "Waltz of the Flowers and Peer Gynt," and Woody Woodpecker's Talent Show.'

The "Children's World of Music" club has been divided into two groups, for children aged two thru four, youngsters from five thru 10, with potential members asked to indicate which age group he desires to receive records from.

Capitol will mail the subscriber one 10-inch 78 r.p.m. children's record each month at a cost of \$1 plus shipping and handling charges. Membership in the club may be canceled at any time. Subscribers do not receive a choice of material, but will be mailed a given Capitol kidisk each month. The enrollment cards do not specify a choice of speeds, those members desiring 45 r.p.m. disks rather than 78's will be honored with the speed of their choice.

Much of Capitol's material will be culled from existing records in their children's catalog, with the offering to consumers competitively priced with existing dealer price structure. For example, Capitol's brochure indicates numerous packages in its CAS series, which lists at 99 cents including taxes.

The test campaign will continue for several months, with the Reuben H. Donnelly Corporation handling mailing details.

Initial offering also avails the potential member of purchasing a single speed 78 r.p.m. record player made by Vanity Fair at \$5.89, for which members will be billed.

In a year, therefore, Angel may tions are such collector's items as pick up any of these older waxings the Felix Weingartner Beethoven (with few exceptions) which it recordings. These will continue the property of Columbia in this

Expansion of '55 Record Biz

Continued from page 17

In the packaged records field there were some important firms unrepresented, such as Westminster and the Concert Hall Mail-Order operations. Also, a number of highly-rated, single-disk indies, primarily those active in the rhythm and blues field were noticeably absent.

valued at \$75,000,000 list price, British Decca has no corporate were sold by the 21 diskeries in connection with American, altho it 1955. This compares with about did have a major stake in the 8,500,000 12-inchers, worth \$35,launching of the American label 500,000, moved in 1954. The rise in the '30's. It does have an ar- in 12-inch LP dollar volume is rangement, however, with Ameri- especially significant in view of can Decca, whereby the latter's the price reductions instituted in disks are issued in England and 1955 by practically all labels.

While total single volume increased in 1955, the relative strength of 78's versus 45's flipped completely in the compared years. Sales of singles (both speeds) totaled 107,000,000 units in 1955. The figure for 1954 was 99,000,-000 units. About 62,000,000 45's were sold in 1955, compared to 45,000,000 78's. Only 45,000,000 Some 20,000,000 12-inch LP's 45's were moved by the reporting firms in 1954, compared to 54,000, 000 78's that same year.

> It came as no surprise that the RIAA report backed up statiscally the reduced import of the 10-inch' LP. In 1954, 4,500,000 of these platters, valued at a list of \$13,-000,000, were sold. The picture in 1955 showed less than 4,000,-000 1-inchers moved to consumers, at a retail valuation of only about \$9,500,000.

EP Sales Dip

In the case of EP's, a decline was also noticed, perhaps due to the disks' smaller value to the consumer as against LP's at reduced prices. Unit sales in 1954 totaled about 18,500,000. In 1955 the EP total had dwindled to a cumulative 18,000,000.

Other comparisons gleaned from the RIAA report show that fourthquarter sales in 1955 comprised a bit over 30 per cent of total volume for the year. It also showed seven-inch 78's selling 17,500,000 copies in 1955, compared with less than 14,500,000 in 1954. A relatively minute sale of 38,500 12inch 78's was reported for 1955. In 1954 the sales of this obscure disk category numbered 101,000

Another interesting facet of the the RIAA report is the comparison The annual report pointed out pointed up between the over-all

Decca '55 Earnings a Record

Continued from page 16

Clock" and The Four Aces' "Love | the label (on Coral and Brunswick) Is a Many-Splendored Thing." Two releases of the previous year which hit the million mark in 1955 were Haley's "Shake, Rattle and Roll" and the McGuire Sisters' "Sincerely" on Coral, the Decca president noted.

its output in the packaged record field tremendously, putting out well over 150 albums. The annual report noted that the company's attendance and the demand for 1956 package schedule is already phonograph records. well under way. He also pointed out that the diskery maintained its strong position in other fields, notably country and western.

Coral Increase

The annual report does not analyze Coral Records specifically. However, it is known that Coral March 19, 1956. had an outstanding year in 1955, contributing measurably to the that in December, Decca increased sales of singles, as against the over-all prosperity of Decca Records, Inc. During many months of to 25 cents from the 171/2 cents per Placing EP's and all LP's in the 1955, Coral sales represented an per share paid in the previous package slot, total sales for 1955 increase of 50 per cent over com-parable months of the preceding dividends totaling 77% cents per the reporting companies. Sales of year. Too, 1955 saw the emerg- share were paid during the year, singles of all types, on the other ence of Coral as an entity in the which was the 19th year of cash hand, totaled \$91,000,000 last packaged record field. Currently, dividend payments.

has some 50 12-inch LP's on the market.

Rackmil stated that 1956 will show continued improvement. "The tremendous number of phonographs sold in 1955 augurs well for a growing record market. Also, During 1955, Decca increased the continuing rise in the population of the country, especially in the teen-age group, can be ex-pected to bolster motion picture

Dividend Upped

Earlier in the week, directors of Decca Records, Inc., declared a regular quarterly dividend of 25 cents per share on the company's capital stock, payable March 30, 1956, to stockholders of record

its regular quarterly dividend rate over-all sales of packaged records.

VOX JOX

By JUNE BUNDY

averth, WFRM, Coudersport, Pa., over large Billboard ads plugging recently wrote Capitol Records, platters that weren't in our library, calling their attention to what he I finally decided to do something thought sounded like a fluff on about it. Now each issue of The Les Baxter's waxing of "Poor Billboard is perused carefully and People of Paris." In reply, Capitol every company plugging tunes we artist and repertoire exec, Dave don't have in our files is sent a Dexter, Jr., wrote: "It is sharp- form letter, which reads: 'Gentleeared cats of your caliber who men: I noticed your advertisement make life miserable for the man in in the recent issue of The Billboard the booth. Trombonist Sy Zentner for your new record-blank blank had his choice of either turning |-We would very much like to asthe page of his music or refusing sist you in your pust for the top to turn the page and risk getting for these records. Unfortunately, behind all the other members of however, we are handicapped by the Baxter orchestra and chorus. the lack of copies of them, etc.' He finally page-flipped and resumed playing. Capitol's delicate microphones, however, faithfully picked up the sound, but until now this faux pas escaped detection. In the future I will consider it a great favor if you will once again go to the trouble of advising us when gross mistakes of this nature are apparent to your sensitive ear."

BUSY BOSTON: The deejays are settling down here after a few busy weeks of personal switching from station to station. As it now stands, Alan Dary starts on WBZ March 19, Monday thru Fridays, from 10:25 to 11:55 p.m., and Saturdays from 9 a.m. to noon. Norm Prescott, starting April 2, takes over the daily 5 to 6 6 p.m. time slot on WBZ, now occupied by "Bob and Ray," who have decided to terminate their taped WBZ broadcast because of a heavy network schedule. Prescott will also retain his "Pick of the Stars," one of Boston's top 10 local deejay shows, according to the rating polls. Prescott's 12:15 p.m. show, incidentally, was recently purchased for one hour daily by the Mordicai Food Distributors, marking one of the biggest sales contracts in New England radio history. Meanwhile, Stan Richards has left WCOP and moved over to WORL, as program director and deejay with a Monday thru Saturday show from 9 a.m. to noon, and a I-4 p.m. Saturday show. Richards will also continue his WBZ-TV show or Saturdays (3-4 p.m.) and Sundays (2-2:30 p.m.).

THIS 'N' THAT: Joe Finan, WJW, Cleveland, writes in reference to a recent Billboard story about Cleveland jocks and dance bans for teen-agers under 18. "I would like to point out that never has there at any time been any violence connected with any dances that I have promoted. Currently I am promoting two dances on Sunday and make on the average of four or five other appearances per week at dances, where minors under 18 have every legal right to dance. The local Cleveland safety director, the police chief and the law director, after a meeting concerning the problem, have given their okay to my dances.

Bob Cain, KOIL, Omaha, notes, "Eight-tenths of our musical programming now is Billboard's top 100." . . Dick Jones, KWHK, Hutchinson, Kan., was swamped with calls recently when his listeners thought he said Pat Baboon instead of Pat Boone. "An indication," says, Jones, "of how Pat Boone is selling in the Midwest." . . . Herbie Mintz, WLS, Chicago, received 7,346 letters from 48 States and every province of Canada in response to an album-giveaway contest he conducted recently. . . . James (Goat) Blount, WMSN, Raleigh, N. C., has three jobs. In addition to his deejay activities (Monday thru Saturday, 4-4:45 p.m.) he is a commercial representative, and headwaiter of the Carolina Country Club.

HELP FOR THE DISK-LESS: Dave Drew, WTAX, Springfield,

SHARP-EARED CAT: Dan Ne- | Ill., writes: "After much anguish

CONTESTS: Walter Thurman, WMBD, Peoria, Ill., announces a gripe against record companies and band leaders "who ask deejays to run contests for them and when we do, haven't even the common decency to send us a list of the winners." Richard Maltby's contest for a tape recorder is a good example, says Thurman. "It came to a close on December 15, and no word so far. And they wonder why we don't knock ourselves out to do them a good turn. They aren't here to answer phone

YESTERYEAR'S TOPS-

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

MARCH 16, 1946:

- 1. Oh! What It Seemed to Be
- 2. Doctor, Lawyer, Indian Chief
- 3. Symphony
- 4. Personality 5. You Won't Be Satisfied (Until
- You Break My Heart)
- 6. Day By Day
- 7. I'm Always Chasing Rainbows
- 8. Let It Snow! Let It Snow! Let It Snow!
- 9. I Can't Begin to Tell You 10. Aren't You Glad You're You?
- 11. One-Zy, Two-Zy (I Love You-Zy)
- 12. Some Sunday Morning
- Atlanta
- Seems Like Old Times 15. Here Comes Heaven Again

MARCH 17, 1951:

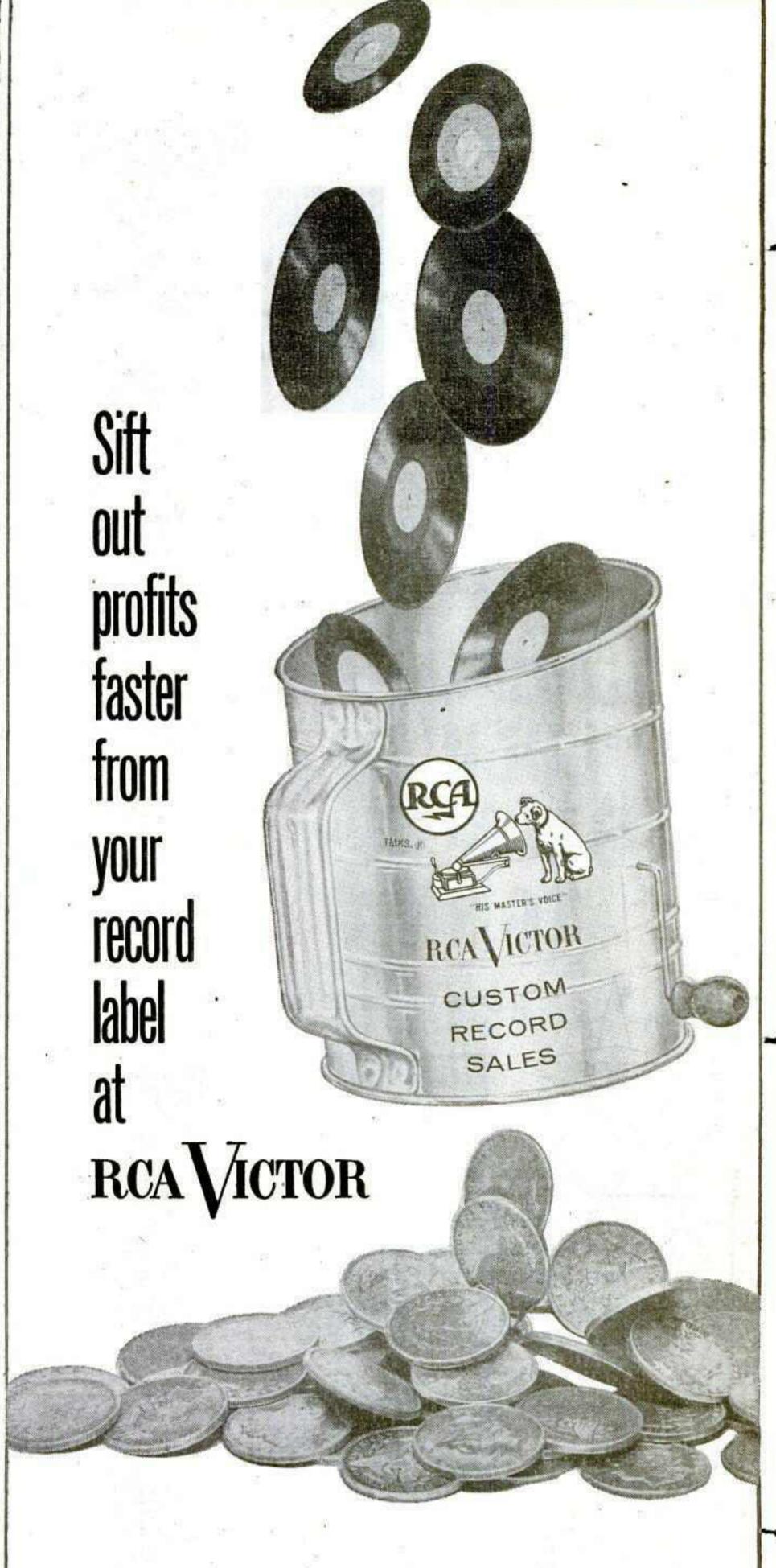
- 1. If
- 2. My Heart Cries for You 3. Tennessee Waltz
- 4. Mocking Bird Hill Be My Love
- 6. Aba Daba Honeymoon
- 7. You're Just in Love
- 8. Would I Love You?
- 9. A Penny a Kiss, a Penny a Hug
- 10. The Roving Kind

and mail inquiries as to 'wha hoppen?' I for one have had it." . . . On the other hand, Ed Hughes, WICK, Scranton, Pa., happily reports that he gave Julius LaRosa's new "Candy, Lipstick and Rubber-Soled Shoes" disk a send-off on his show by offering free copies of the record to listeners sending in the earliest post-marked letter, along with one of the three articles mentioned in the title. Hughes received plenty of lipsticks and candy but only one rubber-soled shoe.

CHANGE OF THEME: Jack Gale, WTMA, Charleston, S. C., is negotiating to put on an all-star show at the American Theater in April. . . . Nick Grayson has replaced Jerry Bellman at WPDR. Portage, Wis. . . Russ Norman has left KING, Seattle, to join KAYO, same city. . . . Ernie Simon, WGN, Chicago, started a new 6 to 8 a.m. morning show. . . . Bill Moeller, KPO, Wenatchee, Wash., will soon be leaving that station, since he and ex-KPO staffer, Dale Woods, have applied for a permit to operate a new station in Wenatchee. Moeller will continue his deejay activities on his own station.

Ronald Harpe has returned to the broadcasting field, after six years with the U. S. Army, and has been appointed program director of WEBK, Tampa, Fla. He also holds the deejay reins on several daily shows.

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ADMEN OF EVERY KIND ENDORSE THE BILLBOARD AS A TOP SELLING FORCE

Reviews and Ratings of New Classical Releases

Continued from page 22

and frequently found wanting in a role that requires a mezzo to knock off a solid high C with the ease of a lyric soprano. Fernando is sung by Gianni Poggi, and he comes thru with solid, if not overly inspired, readings of the juicy tenor arias ("Una vergine," "Un Angel di Dio," etc.). Tho the singers fall short of carrying off this opera, the music deserves revival and will attract interest among opera lovers. An Italian-English libretto is provided, but since it varies in important details from the text as sung, it is sometimes of doubtful value,

FLOTOW: MARTHA (2-12")-Elena Rizzieri, Ferrucio Tagliavini; Symphony Orchestra of Radiotelevisione Italiana, Turin; Francesco Molinari Pradelli, Cond. Cetra B 125472

"Martha" is an opera that has survived a century of changing tastes primarily because of two indestructible arias in it: "M'appari" and, of course, "The Last Rose of Summer." Running thru the complete opera, younger opera fans will discover that there is a great deal more to it than that. Molinari Pradelli keeps a firm hand on orchestra and chorus, and achieves a light, bubbly quality that charms. The singers are not such definite assets. Tagliavini has only a strained, threadbare voice now; Elena Rizzieri, in the title role, is ragged in the difficult bravura passages. Better singing can be leard from those in secondary roles: Pia Tassinari and Carlo Tagliabue.

BACH: SINFONIA IN B FLAT MA-JOR, OP. 18, NO. 2; MOZART: SYM-PHONY NO. 14 IN A MAJOR (K. 114); HAYDN: DIVERTIMENTO IN G MAJOR; DITTERSDORF: SYM-PHONY IN C MAJOR (1-12") -Danish State Radio Chamber Orchestra; Mogens Woldike, Cond. London

Interesting and desirable on several counts, this package should fare well among buyers seeking repertoire not normally available on disk nor heard in the concert hall. All were written within a decade or so, shortly after the midpoint of the 18th Century. And the performances are lively, convincingly true to the period in style. Good large store merLECUONA: ANDALUCIA: ALBENIZ: SONGS OF SPAIN (1-12")-Leonard Pennario, Piano. Capitol P 831971

This is a propitious coupling of material, for both Lecuona and Albeniz have interpreted the musical culture of Spain in compositions that appeal widely to Americans. Pennario, one of the more interesting younger planists, displays considerable technique and understanding in this performance.

THE SONG OF SPAIN (1-12") Consuelo Rubio, Soprano. Decca DL

This well-recorded album is a welcome addition to Decca's fine Spanish catalog. Consuelo Rubio, one of Spain's leading singers, has a voice of fine lyric quality. She sings 14 songs here, composed especially for her, each of them typical of a different section of the peninsula. The composer is F. M. Torroba, outstanding Spanish writer, who also conducts the orchestra. Should be stocked by class

MOZART: SINFONIA CONCERTANTE IN E FLAT MAJOR (K. 364) (1-12") -Nap de Klijn, Violin; Paul Godwin, Viola; Vienna Symphony; Bernhard Paumgartner, Cond. Epic LC 3197 ...69

The Dutch violinist, de Klijn, has already proved himself a perceptive musician in previous Epic diskings. Here, unfortunately, his viola partner in the Sinfonia is an artist of considerably lesser stature. Balance, therefore, between what should be equal soloists is less than satisfactory. The music-making is better where de Klijn is soloist on the flip, in an adagio and two rondos by Mozart. An okay pot-boiler for the Mozart year, tho not destined for strong action.

MUSIQUIZ, VOL. 2 (100 OPERATIC ARIAS) (1-12")-Period SPL 160168 Follow-up to the same diskery's quiz on the instrumental literature, this operatic game should have similar appeal. Themes are divided into several categories so guests can play one category at a time, if they don't care to play the whole disk. Themes are played on a poorly recorded organ, but that need not impair enjoyment of the game. A good novelty item for discophiles.

Reviews of New Pop Records

Continued from page 43

JOHN RAITT

CAPITOL 3367 - The Cole Porter ballad is awarded a resonant and intense performance by the legit singer. (Chappell, ASCAP)

Stranger in Paradise 69

Reason for this release at this time is obscure. No question, tho, that it's a slick, professional rendition. (Frank, ASCAP)

THE THREE SUNS The Beautiful Girls of Vlenna69

VICTOR 6461-A pretty Continental tune, presented in an arresting simulated zither sound. Its bouncy rhythm and its melody (reminiscent of the "Three Penny Opera Theme") makes an impression. Competition promises to be tough, however, other potent versions have been announced. (Jungnickel, ASCAP)

Petite Papillon 68

Almost as engaging is this haunting minor-key lilter. After the theme is tinkled out prettily on piano, accordion and guitar sell it with warmth and effective emotional impact, Two nice sides for Three Suns fans. (Arista, ASCAP)

CONNIE FRANCIS

M-G-M 12191-Familiar background riff (could it be taken from "Rock and Roll Waltz?") sparks interest in an otherwise pallid effort.

Believe in Me (Credimi)....68 Ditty from "Summertime in Venice" flicker is sung pretilly.

EARL GRANT

(Love Can't Be a) One Way Street 68 PRINCE 1201-Grant does this ditty with an excellent sense of phrasing and diction. A promising warbler. (Criterion, ASCAP)

Little Girl Lost....68 The same careful diction and phras-

ing are apparent it the delivery of this fine older ballad-also a similarity to the Nat Cole style. (Criterion,

MONA CAROL

Will I Always Be Your Sweetheart68 CASINO 170-The thrush sings a pretty ballad with simplicity and sincerity. (Vylor, ASCAP) Welcome to My Heart 67 Same comment. (Lowell, BMI)

BILL THOMPSON

Chapel of Dreams68 LOOK 108-Dreamy and sentimental, this ballad makes for relaxed listening in this nicely-paced rendition. (Golden State, BMI)

Secret in Your Eyes 66

Tuneful ballad is showcased prettily in this warm reading by chanter, chorus and ork. (Golden State, BMI)

JANA MASON

ERA 1011-Miss Mason has a persuasive way with a lyric; she intones these with warmth and unaffectedly sincere meaning. A lovely, lilting ditty that may occasion covers. (Warman-Hill & Range, BMI)

A Diamond, a Pearl, and an Ermine Wrap 64 Is is possible to sympathize with a gold-digger that learns too late that love is more precious than loot? If so, the listener may respond to the off-beat message here. (Thunderbird, ASCAP)

FRANKIE CARLE

Lisa the Mechanical Doll67 VICTOR 6460-Leaning heavily on a familiar classical piano piece, Carle winds up his mechanical doll, and let's it dance merrily thru a couple of minutes of sprightly melodic fluff. Bright-and gimmicky-it provides variety for jocks. (Peer, BMI)

I Could Have Danced All Night 65 This romantic theme comes from the musical "My Fair Lady" about to hit Broadway. With subdued female chorus and ork etching in a light pastel background, the pianist soliloquizes prettily. (Chappell, ASCAP)

MARY JOHNSTON

CINDY 2-The singer thoughtfully considers the precepts by which God wants us to live-and how difficult it is. This material has a strong inspirational value, and is very well presented. The dark, luscious voice of Miss Johnston makes it all the easier to absorb. (Marcon, ASCAP)

Little Feet Upon the Stairs....63

The gentle quality that the husky voice of the singer takes on here is very affecting. The lullaby-like material is handled with taste and genuine sentiment. (Marcon, ASCAP)

JANE FULTON

VICTOR 6424-A seductive incantation of the standard along modified modern jazz lines, with a tangy Latin backing to pep up interest. The thrush holds great promise for the future. (Movietone, ASCAP)

Magnet....63

In similar vein, this material also gives the sultry voiced singer ample opportunity to raise male blood pressure. With a little more vocal finesse, and more commercial material, she could score. (Meridian, BMI)

THE THREE C'S

FAN 101-The trio (two females and one male), for all its lack of polish, makes a fair-to-good impression in this attractive material, praising the virtues of the small town. If this disk gets exposure, more than one deejay will like the spirit and sincerity of the singers. (Kennedy, ASCAP)

Who Stole My Sweetle Pie....50 This rhythm side does not come off quite so well. Both material and arrangement are crude and oldfashioned, with little potential in the current market. The Three C's do an okay job for all that. (Kennedy,

JERRY RUSH

Don't Wonder, Don't Worry58 DOWNBEAT 200-Song and singer are of moderate interest. Little commercial potential. (Blue Jay, BMI)

There's Something About You....58 Same comment. (Ringle, ASCAP)

Number of Releases This Week

Label	Pop	C&W	RAB
ABC-PARAMOUNT			
ALADDIN			3
BALLY			
BULLSEYE			1
CAPITOL	. 4	. 1 .	1
CASINO	. 1		
CINDY	1		
COLUMBIA	. 7		
CORAL	3		
DECCA			
DEED	1		
DELUXE			1
DOOTONE			2
DOT			
DOWN BEAT			
EPIC			
ERA			
FAN			
FEDERAL			3
IMPERIAL			1
KING			3
LONDON			
LOOK			
MERCURY			1
M-G-M			
MONEY			1
MUSIC CITY			1
OAK			
PRINCE			1
REGENT			
STARDAY		. 2.	–
VICTOR			
VIK			
WING	2		
TOTAL	48	. 9 .	19

Reviews of New Sacred Records

STUART HAMBLEN A Few Things to Remember76

VICTOR 6465-The veteran c.&w. warbler gives a moving ballad the old Jolson schmaltz. Lyric has a "daddy's little girl" theme. (Voss, ASCAP)

Hell Train....75 Hamblen whips up an exciting vocal pace on a fast-paced ditty with effective lyrics and a strong, driving beat. It's his own tune. (Hamblen,

AL TERRY Follow Me76

HICKORY 1045-This material has a potent message, particularly during the season of Lent. Terry emphasizes how much happiness and peace of mind can be gained by accepting the Savior's invitation. Attractively and sincerely styled. (Acuff-Rose, BMI) The Lesson of Love....72

One learns how little value money and other material things have in in comparison to the power of love, Terry's fine, rich baritone makes of this material a listenable vehicle. (Milene, ASCAP)

Reviews of New Childrens Records

RICKY ZAHND

Take Me Back to Toyland75 COLUMBIA J 279-Ditty did right well in a Nat Cole pop version some months ago. It's a pretty item and Ricky Zahnd and his young associates handle it with cute appeal. (My Good Friend) Slovenly Peter....72

Another cute side, this about a juvenile fall guy. Moppets should enjoy it.

Gallic Accent

Continued from page 17

Levy follows in April to set up plans for a European tour for one of his jazz concert packages in November.

Levy and Kahl ultimately hope to break thru abroad with a rock and roll concert package, with actual dates pending the speed with which rhythm and blues catches on with European record fans. Altho jazz has always been pop-

ular on the Continent, r.&b. has yet to catch on big abroad. However, Mrs. Barclay hopes to change all that when she gets back to France by having two of her most popular record acts - The Blue Stars and Eddie Constantine-record rock and roll material for their next releases. In line with this, she has obtained European publishing rights to two U. S. r.&r. songs — "Rock Right" from E. B. Marks and "Grapevine" from Kahl, and she will equip them with special French lyrics. In view of their current popularity on Mercury here, The Blue Stars will record r.&b. in both French and English.

Mrs. Barclay and her husband, band leader Eddie Barclay, are also active in the magazine publishing field and recently took over ownership of the Club Saint-Germain, a jazz nitery on the Left Bank in Paris. Beginning in September, an English version of the Barclay's Jazz Magazine will be published here. A U. S. representative for the consumer periodical will headquarter in New York.

he Billboard Music Popularity Charts

COUNTRY & WESTERN RECORDS

Best Sellers in Stores

For survey week ending March 7

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers thruout the nation with a 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

This Week		Last Week	Chart
1.	HEARTBREAK HOTEL (BMI)-E. Presley I WAS THE ONE (BMI)-Vic 20-6420	3	3
2.	I FORGOT TO REMEMBER TO FORGET (BMI)— E. Presley	. 2	27
3.	WHY, BABY, WHY? (BMI)-R. Sovine & W. Pierce Missing You (BMI)-Dec 29755	. 1	13
4.	BLUE SUEDE SHOES (BMI)-C. Perkins Honey Don't (BMI)-Sun 234	. 8	5
5.	LOVE, LOVE, LOVE (BMI)-W. Pierce	. 5	26
6.	YOU'RE FREE TO GO (BMI)—C. Smith	. 9	14
7.	EAT, DRINK AND BE MERRY (BMI)-P. Wagoner. Let's Squiggle (BMI)-Vic 20-6289	. 6	16
7.	I DON'T BELIEVE YOU'VE MET MY BABY		
8-20	(BMI)-Louvin Brothers	. 7	8
9.	'CAUSE I LOVE YOU (BMI)-W. PierceYES, I KNOW WHY (BMI)-Dec 29805		2
10.	YOU AND ME (BMI)-R. Foley & K. Wells NO ONE BUT YOU (BMI)-Dec 29740	. 10	8
11.	SIXTEEN TONS (BMI)—Tennessee Emie	. 4	19
12.	SO DOGGONE LONESOME (BMI)—J. Cash FOLSOM PRISON BLUES (BMI)—Sun 232	. 10	5
13.	JUST CALL ME LONESOME (BMI)-E. Arnold That Do Make It Nice (BMI)-Vic 20-6198	. 13	6
13.	WHY, BABY, WHY? (BMI)-G. Jones	.s:-	11
15.	THAT'S ALL (BMI)-T. Ernie	• -	1

Most Played in Juke Boxes

For survey week ending March 7

RECORDS are ranked in order of the greatest number of plays in juke boxes thruout

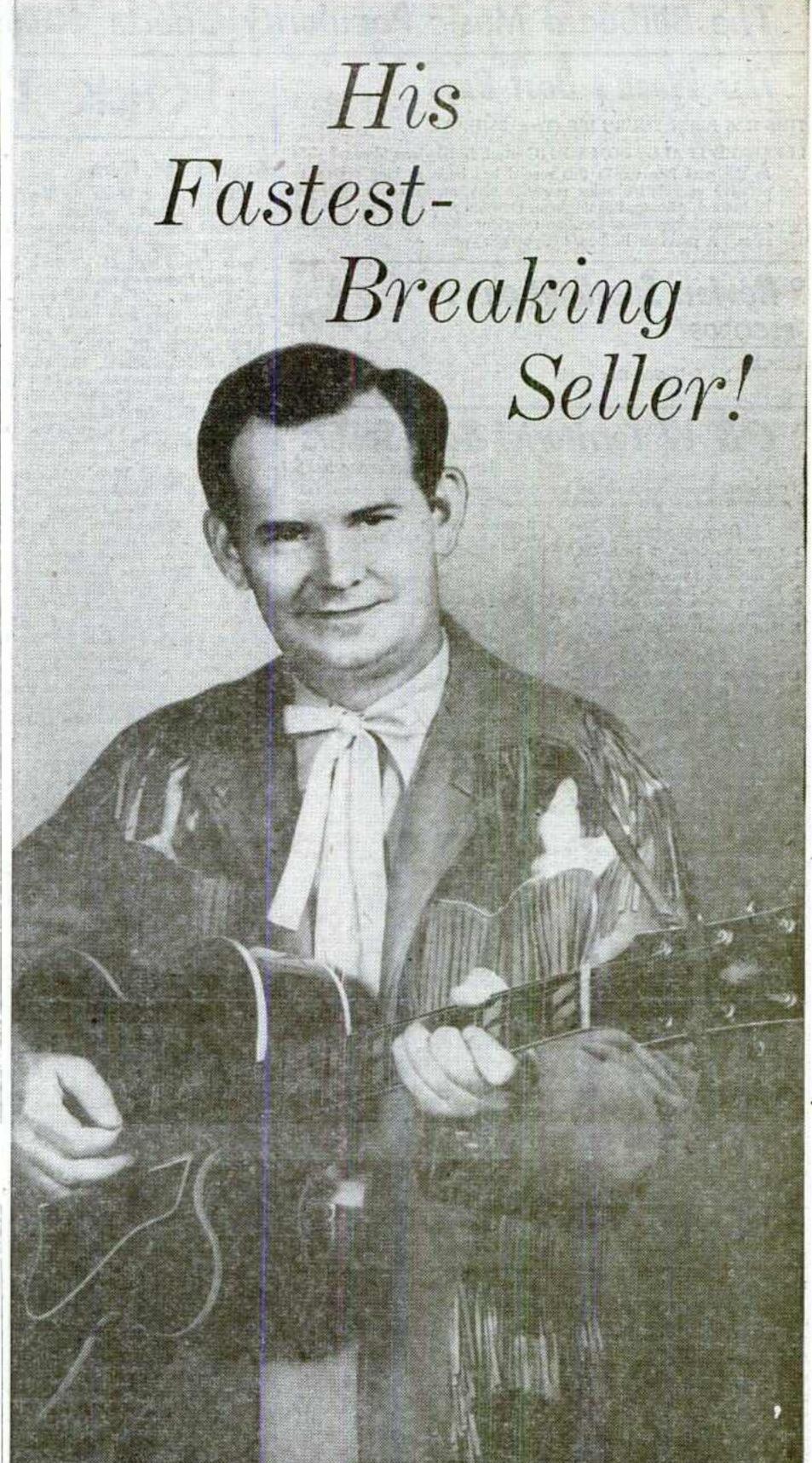
This Week		Last Week	Weeks on Chart
1.	I FORGOT TO REMEMBER TO FORGET (BMI)— E. Presley	. 1	18
2.	HEARTBREAK HOTEL (BMI)-E. Presley I WAS THE ONE (ASCAP)-Vic 20-6420	-	1
3.	WHY, BABY, WHY? (BMI)-R. Sovine & W. Pierce.	. 2	10
4.	SIXTEEN TONS (BMI)—Tennessee Ernie	. 3	17
5.	SO DOGGONE LONESOME (BMI)—J. Cash FOLSOM PRISON BLUES (BMI)—Sun 232	-	1
6.	BLUE SUEDE SHOES (BMI)-C. Perkins Honey Don't (BMI)-Sun 234	. 9	2
7,	EAT, DRINK AND BE MERRY (BMI)-P. Wagone Let's Squiggle (BMI)-Vic 20-6289	r 5	14
7.	THESE HANDS (BMI)-H. Snow I'M MOVIN' IN (BMI)-Vic 20-6379	. 5	4
9.	I FEEL LIKE CRYIN' (BMI)-C. Smith	. 7	9
10.	LOVE, LOVE, LOVE (BMI)-W. Pierce If You Were Me (BMI)-Dec 29662	. 4	24
10.	WHY, BABY, WHY? (BMI)-G. Jones	. ==	17

Most Played by Jockeys

For survey week ending March 7

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country according to The Billboard's

Week	Week	Chart
1. I DON'T BELIVE YOU'VE MET MY BABY	t in	
Louvin Brothers		10
2. BLUE SUEDE SHOES-C. Perkins		4
3. HEARTBREAK HOTEL-E. Presley	8	3
4. WHY, BABY, WHY?-R. Sovine & W. Pierce	1	14
5. I FORGOT TO REMEMBER TO FORGET-		
E. Presley	6	23
6. YOU AND ME-R. & B. Foley	3	5
7. SO DOGGONE LONESOME-J. Cash	7	4
8. WHY, BABY, WHY?-G. Jones		13
9. YES, I KNOW WHY-W. Pierce		3
10. LOVE, LOVE, LOVE-W. Pierce	4	25
11. FOLSOM PRISON BLUES-J. Cash		6
12. THESE HANDS-H. Snow	11	7
13. RUN, BOY-R. Price	13	10
14. EAT, DRINK AND BE MERRY-P. Wagoner		16
15. SIXTEEN TONS-Tennessee Ernie	9	18



HANN LOCKLIN

A Good Woman's Love

 $I'm \ a \ Fool$

20/47-6434



• This Week's Best Buys

MUSIC-RADIO

THIS HAS BEEN YOUR LIFE (Tree, BMI)

I LEARNED IT ALL FROM YOU (Central, BMI)—Jean Shepard—3340 In the past few weeks this record has been racking up an im- Around the Horn pressive cumulative sales record. Key markets like Nashville, Richmond, Atlanta, Birmingham, Durham and Dallas all sent back enthusiastic reports of location reaction. Both sides are garnering sales. A previous Billboard "Spotlight" pick.

Review Spotlight on . . . RECORDS

No Selection this week.

C & W Territorial Best Sellers

For survey week ending March 7

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. I Feel Like Cryin', C. Smith, Col.
- 2. Why, Baby, Why? R. Sovine-W. Pierce, Dec.
- 3. Tall Men, R. Maddox, Col. 4. I Don't Believe You've Met My Baby
- Louvin Brothers, Cap. 5. These Hands, H. Snow, Vic.

Charlotte

- 1. Heartbreak Hotel, E. Presley, Vic.
- 2. I Forgot to Remember to Forget E. Presley, Vic,-Sun
- 3. Why, Baby, Why? R. Sovine- W. Pierce, Dec.
- 4. I Was the One, E. Presley, Vic. 5. Baby, Let's Play House
- E. Presley, Sun 6. Eat, Drink and Be Merry
- P. Wagoner, Vic.
- 7. 'Cause I Love You, W. Pierce, Dec.
- 8. Blue Suede Shoes, C. Perkins, Sun
- 9. I Want to Be Loved Johnnie & Jack, Vic.
- 10. You're Free to Go, C. Smith, Col.

Dallas-Fort Worth

- 1. Blue Suede Shoes, C. Perkins, Sun 2. I Was the One, E. Presley, Vic.
- 3. Why, Baby, Why?
- C. Sovine-W. Pierce, Dec. 4. Heartbreak Hotel, E. Presley, Vic.
- 5. Love, Love, Love, W. Pierce. Dec. 6. Sixteen Tons, T. Ernie, Cap.
- 7. If Jesus Came to Your House R. Sovine, Dec.
- 1. I Forgot to Remember to Forget E. Presley, Vic.-Sun
- 9. You and Me, R. & B. Foley, Dec.

Houston

- 1. I Was the One, E. Presley, Vic. 2. Heartbreak Hotel, E. Presley, Vic.
- 3. Yes, I Know Why, W. Pierce, Dec. Blue Suede Shoes, C. Perkins, Sun
- 'Cause I Love You, W. Pierce, Dec. 6. Love, Love, Love, W. Pierce. Dec.
- Why, Baby, Why? G. Jones, Sdy.
- 1. Seasons of My Heart
- J. Newman, Dot

9. Sixteen Tons, T. Ernie, Cap. 10. I'm Not Mad, Just Hurt H. Thompson, Cap

Memphis

- 1. Blue Suede Shoes, C. Perkins, Sun
- 2. 'Cause I Love You, W. Pierce. Dec. 3. I Was the One, E. Presley, Vic. 4. Sixteen Tons, T. Ernie, Cap.
- 5. Blackboard of My Heart H. Thompson, Cap.
- 6. You, Baby, You, G. Jones. Sdy.

7. What Am I Worth? G. Jones, Sdy.

- Nachville 1. Heartbreak Hotel, E. Presley, Vic. 2. So Doggone Lonesome, J. Cash, Sun 3. Blue Suede Shoes, C. Perkins, Sun
- 4. Why. Baby. Why?
- R. Sovine-W. Pierce. Dec. 5. I Don't Believe You've Met My Baby
- Louvin Brothers, Cap. 6. Canse I Love You, W. Pierce, Dec. 7. Yes, I Know Why, W. Pierce. Dec.

New Orleans

- 1. Heartbreak Hotel, E. Presley, Vic. 2. Sixteen Tons, T. Ernie, Cap.
- 3. Love, Love, W. Pierce. Dec.
- 4. I Don't Believe You've Met My Baby Louvin Brothers, Cap.

5. Trouble in Mind, E.

- Richmond, Va.
- 1. Heartbreak Hotel, E. Presley. Sun
- 2. Folsom Prison Bines, J. Cash. Sun 3. I've Changed, C. Smith. Col.
- 4. Blue Suede Shoes, C. Perkins, Sun 5. I Don't Believe You've Met My Baby
- Louvin Brothers, Cap. 6. Trouble in Mind, E. Arnold, Vic.

St Louis

- 1. Blue Suede Shoes, C. Perkins, Sun 2. Heartbreak Hotel, E. Presley, Vic.
- 3. I Don't Believe You've Met My Baby Louvin Brothers, Cap.
- 4. Blackboard of My Heart
- H. Thompson, Cap. 5. What Am I Worth? G. Jones, Sdy.
- 6. That's All, T. Ernie, Cap.

Reviews of New C & W Records

EDDIE BOND

MERCURY 70826 - Bond's first record for the label is in the Elvis Presley-Johnny Cash-Carl Perkins Tradition. The down home sound coupled with a dynamic beat gives Bond a solid foundation on which to build a powerful vocal. This will be a dangerous record in today's market.

(Starrite, BMI) I've Got a Woman 77

For material in the deep Southern blues idiom, Ray Charles' hit tune of over a year ago, is just about perfect. Bond rides it hard, and even tho it doesn't cut Charles' own reading by a long shot, is a potent hunk of wax, that makes an excellent complement to the flip. Both have exceptional juke box potential. (Progressive,

WADE RAY

VICTOR 6457-Here's a most effective weeper sung with plenty of pathos and sincerity by Wade Ray, He meets his about-to-be-ex-wife and she gives him the brush. Should get considerable spins. (Lin, BMI)

Any Old Time....76 Another fine performance on a plaintive weeper. His sweetie left him, but Ray says she can come home "any old time." (Peer, BMI)



SKEETS McDONALD

It'll Take Me a Long, Long Time77 CAPITOL 3378-This is a Skeets McDonald original, a weeper with a message. The chanter sings it with conviction. An impressive waxing (Central, BMI)

Fallen Angel 74

Cleverly-written country ballad is awarded a sympathetic reading by McDonald. The side should win some attention in the market. (Shapiro-Bernstein, ASCAP)

LULU BELLE AND SCOTTY

Have I Told You MERCURY 70824 - Scotty Wiseman is the writer of this tune, which was quite a hit several years ago. He did not record it then, however. Perhaps this tasteful reading here, with Lulu belle's appealing assistance, could spark a comeback for the tune.

(Duchess, BMI) In the Heart of a Fool 71

A beautifully harmonized definition of love is presented here. This side should have excellent commercial possibilities, also particularly in juke boxes. (Delta, BMI)

THE COUNTRY PARDNERS

Ever-Ready Kisses74 VICTOR 6433-Bright, wholehearted warbling by the Country Pardners on an appealing ditty with clever lyrics. (e.g. "every-ready kisses but a neverready heart.") (Acuff-Rose, BMI)

The Maple on the Hill 73 Happy, uninhibited group vocalizing on a pretty theme with infectious backing. (Southern, ASCAP)

RUDY GRAYZELL

The Moon Is Up (The Stars Are Out)72 STARDAY 229-Cute bouncer with a happy beat is chanted cheerfully. A pleasant side. (Starrite, BMI)

Day by Day....71 Rudy Grayzell sings out loud and clear in a weeper that tells of his recovery from an ill-fated romance. Okay war. (Starrite, BML)

FOLK TALENT & TUNES

Hank Snow heads up the Prince Albert portion "Grand Ole Opry" over the NBC network from Nashville next Saturday (17), with Martha Carson on deck as special guest. . . . Roy Acuff and Johnny and Jack set for Owensboro, Ky., March 13; Jacksonville, Ill., 14; Peoria, Ill., 15; Springfield, Ill., 16, and Decatur, Ill., 17. . . . Carl Smith, Lew Childre and Goldie Hill show their wares at the Casino Theater, Toronto, March 15-22.

Cowboy singer Woody Mercer, of the WLS "National Barn Dance," has as his latest Decca release two of his own compositions, "A Touch of Angel," and "I Don't Love You Anymore." . . . Jimmie Littlejohn and Dub Dickerson have teamed for a string of personals that will keep them in West Texas and New Mexico thru March. . . . Curtis Gordon, whose newest on the Mercury label is "Too Young to Know" b.w. "Hello, Old Broken Heart," has begun a two-year stint in the Army and is now with the Third Army Special Services at Fort Me-Pherson, Ga.

Rex Griffin, of New Orleans, whose tune, "Just Call Me Lonesome," has been cut by Eddy Arnold on RCA Victor, and Red Foley on Decca, has several other ditties slated for early release on a major label. Rex is currently visiting his sister in Gadsden, Ala. . . . Tommy Tompkins, who retired from vaudeville and radio in 1939 after many years on the stage and air, advises that he is not the Tommy Tompkins who has been recording on the B.S.D. label. Tommy says he has asked the B.S.D. firm and the lad using the Tompkins name to desist, or else. The veteran Tompkins, one of the first to go on radio with a cowboy band, appeared on WFBL, Syracuse, back in 1930. He has also appeared with his unit on WGY, Schenectady, N. Y.; CFCF, Montreal; KDKA, Pittsburgh; WWVA, Wheeling, W. Va.; WLW, Cincinnati; WOWO, Fort Wayne, Ind., and many others.

Carl Perkins, who recently joined Big D Jamboree," Dallas, as a regular, is putting in the next two weeks on personals, returning to "Big D" March 31. Sid King and the Five Strings were "Big D' guest features last Saturday (10), with Leon Payne (Starday), of Houston, set to fill the guestar slot next Saturday (17). . . . Glenn Trout, the Missouri Mountain Boy will appear with the "Squeekin Deacon Show" over Station WYLA from Riverside Rancho, Los Angeles, next Sunday (18). Rex Allen and Eddie Dean are slated to appear on the same program. . . Mary Jane Johnson, formerly with WLW's "Midwestern Hayride," Cincinnati, is now appearing with "Town Hall Party" in Los An-

A new country and western opry, titled "Hollywood Jubilee," made its debut at the American Legion Stadium, El Monte, Calif., Saturday (10). Booked by the Americana Corporation, Hollywood, the new show will be an every-Saturday-night feature, with the permanent cast comprising Terry Fell, Tom Hall, Joni Hall, the Cochran Brothers, Jerry Capehart, Bobby Durham, and Johnny Silvers and his 10-piece Hollywood Jubilee Band. Beginning in April, Americana plans to import a guest artist each week.

Scotty Wiseman, of Lulu Belle

band of teen-agers, the Ranch and Curley, George Jones, Tommy Hands, working in and around Sands, Jack Ford, Betty Amos and Tampa. Fifteen-year-old Frank G'adewater, Tex., deejay Ton plays rhythm and doubles on five- Perryman. The staff band com string banjo with the group. Others prises Sonny Trimble, steel; Dol in the line-up are Arnold Newman, bert Johnson, fiddle; Tomm 17, lead guitar; Colin Thomas, 17, Thomas, electric guitar; Tillman steel; Pep Studenberg, 15, bass, Franks, bass. and Roland Newman, 15, fiddle. Young Evans, who is heard each Tuesday night over WSUN, Tampa, appeared with the combo on 'Jr. Grand Ole Opry" from Nashville last November. Carl J. Evans Sr. serves as personal manager for the youngsters.

American Corporation, Hollywood, has Merle Travis booked for the Garden of Allah, Niles, Calif., next Saturday (17), to be followed by a series of dates in and around Modesto, Calif. . . . Cooke & Rose, Lancaster, Pa., thru an arrangement with American Corporation, are handling Lefty Frizzell on park dates thru the East during June and July, opening at Sunset Park, West Grove, Pa., June 10. . . . Tex Carman and Noel Boggs have been added to the Lefty Frizzell show opening in Honolulu May 1.

Judy Lynn, originally set for Howard Soal's Red Barn in Anchorage, Alaska, for five days ended March 4, was held over two extra days, after which she flew to Minneapolis to join Lonzo and Oscar, Jean Shepard and Hawkshaw Hawkins to kick off a new tour for the Sharning Enterprises. Business at the Red Barn was fabulous, according to Judy's manager, John Kelly. The 1,500-seat spot was filled to capacity nightly, Kelly reports, with prices scaled at \$3.50 for men and \$1.50 for fems. After the regular Thursday night (1) performances, the Red Barn management cleared the house and put on a jamboree, starting at midnight and running until 5:30 a.m. Ducats for the jamboree were scaled at \$2.50 for all comers. The place was still packed at daybreak, Kelly says, with the thermometer hovering at 31 below zero. Kelly has set Jean Shepard and Hawkshaw Hawkins for five days at the Red Barn starting May 1.

Grandpa Jones was guest March 3 at the Circle Theater, Cleveland, with the Louvin Brothers and the Stanley Brothers slated for an early appearance with the "Circle Theater Jamboree." Tex Clark, program director at the Circle. is scouting acts for a talent contest he is putting on.

Jimmy and Ardis Wells and their Dakota Round-Up continue to hold forth at the Flame Supper Club, Minneapolis, where Johnny T. and His Crazy Tennesseeans carry on in the club's rear room each Friday and Saturday night. Texas Bill Strength, now spinning the country wax over a Minneapolis station, appears as guest with Jimmy and Ardis each Wednesday night. The Flame devotes two nights a week to country music exclusively.

Don Reno and Red Smiley and the Tennessee Cutups return to the "Ole Dominion Barn Dance" on WRVA, Richmond, March 24, after a 13week leave of absence, during which they appeared with Connie B. Gay's "Towne and Country Jamboree" in the Virginia, Maryland and District of Columbia areas. Den and Red, along with Mac Magaha on fiddle and John Palmer on bass, will tour the Carolinas March 19-23, and March 26-30 will be in Kentucky. On Easter Sunday, April 1, the boys will play the opening of New River Ranch, Rising Sun, Md., for Alex Campbell.

Heard every Monday night, 10and Scotty, WLS "National Barn 11, over KLTV-TV, Tyler, Tex., five-string banjo . . . Frank Evans, Johnnie Horton, who als serves as Decca release just out. Songs are Starday record artist, has his own vocalist. In the line-up are Hoot

VFW Club, Beaumont, Tex., has inaugurated a policy of using a country and western guestar each Thursday night. Appearing recently were George Jones, Jimmy Newman, Werly Fairburn and Jerry Jericho. . . . Newest edition to the Starday Records family is Benny Barnes, of Beaumont, Tex., whose initial release is due out this week. Tunes are "Once Again" b.w. "It Ain't No Fault of Mine," both penned by George Jones. Barnes and Jones are under the personal management of William Hall, Beaumont.

A "Grand Ole Opry" package comprising Marty Robbins and His Teardrops, Jim Reeves, George Morgan, Don Reno and Red Smiley and the Tennessee Cut-Ups, Frankie Starr, Don Winters and Hal and Ginger Willis played for Sheriff Tex Davis at the Auditorium, Norfolk, Sunday (11). . . Slim Coxx and the Cowboy Caravan, of WJKO, Springfield, Mass., appeared at Valley Arena, Holy-oke, Mass., recently with Lute Williamson's Country Cousins. Show was carried over WHYN, Holyoke, . . . The Blackwood Brothers'

Quartet, singers of gospel tunes, will play the revival at the Gilead Baptist Church March 26 thru April 1. Their route up until that time is as follows: Anderson, S. C., March 15; Macon, Ga., 16; Atlanta, 17; Eldorado, Ill., 20; Fairfield, Ill., 21; St. Louis, 22; Centralia, Ill., 23, and Memphis, 24. Roy Queen is in a St. Charles, Mo., hospital recuperating from serious injuries sustained in a recent auto crash in which his wife was killed. A child was also injured in the accident. . Gale Southern's newest on the Stardale label, "Just a Friend"

b.w. "Waltz of My Fate," is slated to hit the deejays almost any day now. Gale may be found almost any Saturday night singing away at the Round-Up Club, Dallas, or appearing with Jimmy Kelly and his band at the Ole Top Rail in the same city. . . . Don Redfield, who formerly worked as musician-announcer on Montana radio stations, is stationed with the Army at Fort Greely, Alaska. Don is keeping his hand in by spinning c.&w. platters five days a week on AFRS, in addition to presenting a 25-minute weekly live broadcast with his own five-piece crew. Redfield's newest release on Sage Records is "Montana Waltz" b.w. "I Can't Go Back," on which he's backed by the Sagedusters.

Jimmy Dickens, Del Wood, Jean, Shepard and Hawkshaw Hawkins are in the midst of a trek thru Georgia, Alabama and Florida-They play Huntsville, Ala., March 13 and follow with Jasper, Ala., 14; Dothan, Ala., 16; Panama, Fla. 17; Pensacola, Fla., 18; Marianna, Fla., 19; Wayeross, Ga., 20; Baxley, Ga., 21, and Macon, Ga., 22. . . . Roy Acuff's new home on Old Hickory Lake, on his Dunbar Cave property at Clarksville, Tenn., is slated for completion around June 1. Also building a new home in Hickory Lake are Kitty Wells and Johnny Wright, of Johnny and Jack. Eddie Hill will again emsee the show at Acuff's Dunbar Cave when it opens for the season May 13. . . . Woody Mercer, of WL Dance" features, is readying a is a country & western seg called "National Barn Dance," has two book on the fundamentals of the "Gibsor Jamboree," emseed by Dance release in the country of the book on the fundamentals of the "Gibsor Jamboree," emseed by Dance release in the country of the book on the fundamentals of the "Gibsor Jamboree," emseed by Dance release in the country of the country o "National Barn Dance," has two

(Continued on page 92)

The Billboard Music Popularity Charts

Best Sellers in Stores

For survey week ending March 7 RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers thruout the sation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are

This		Last Week	Weeks on Chan
1.	WHY DO FOOLS FALL IN LOVE? (BMI)— Teen-Agers Please Be Mine (BMI)—Gee 1002	. 2	5
2.	GREAT PRETENDER (BMI)—Platters I'm Just a Dancing Partner (ASCAP)—Mercury 70753	. 1	14
3.	DROWN IN MY OWN TEARS (BMI)-R. Charles Mary Ann (BMI)-Atlantic 1085	. 3	4
4.	EDDIE MY LOVE (BMI)—Teen Queens Just Goofed (BMI)—RPM 453	. 5	5
5.	TUTTI FRUTTI-Little Richard	. 4	17
6.	BO WEEVIL (BMI)-F. Domino DON'T BLAME IT ON ME (BMI)-Imperial 5375	. 8	6
7.	SPEEDOO (BMI)—Cadillacs	. 5	11
8.	DEVIL OR ANGEL (BMI)—Clovers	. 7	7
9.	BLUE SUEDE SHOES (BMI)-C. Perkins Honey, Don't (BMI)-Sun 234		1
10.	AIN'T THAT LOVIN' YOU, BABY? (BMI)-J. Reed. Baby, Don't Say That No More (BMI)-Vee Jay 168	. 9	6
11.	NO MONEY DOWN (BMI)-C. Berry Down Bound Train (BMI)-Chess 1615	. 12	3
12.	NEED YOUR LOVE SO BAD (BMI)— Little Willie John Home at Last (BMI)—King 4841	. 11	10
13.	I'LL BE HOME (BMI)-Flamingos Need Your Love (BMI)-Checker 830	. 14	4
14.	SEVEN DAYS (BMI)-C. McPhatter	. 10	11
15.	JIVIN' AROUND (PARTS I & II) (BMI)— E. Freeman	. 13	11
15.	SMOKESTACK LIGHTNING (BMI)-H. Wolf		1

Most Played in Juke Boxes

You Can't Be Beat (BMI)-Chess 1618

For survey week ending March 7 RECORDS are ranked in order of the greatest number of plays in juke boxes thruout

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 Weeks are listed in bold type, the leading side on top Last Week Chart

****	Ε		-
1.	GREAT PRETENDER (BMI)-Platters	. 1	9
2.	WHY DO FOOLS FALL IN LOVE? (BMI)— Teen-Agers Please Be Mine (BMI)—Gee 1002	. 4	2
3.	DEVIL OR ANGEL (BMI)-Clovers	6	4
4.	DROWN IN MY OWN TEARS (BMI)-R. Charles Mary Ann (BMI)-Atlantic 1085	5	3
5.	FLL BE HOME (BMI)—Flamingos Need Your Love (BMI)—Checker 830	. 8	3
6.	TUTTI FRUTTI (BMI)-Little Richard	. 2	13
7.	SEVEN DAYS (BMI)-C. McPhatter	. 3	9
8.	EDDIE MY LOVE (BMI)—Teen Queens Just Goofed (BMI)—RPM 453	. 10	2
9.	AIN'T THAT LOVIN' YOU, BABY? (BMI)-J. Reed Baby, Don't Say That No More (BMI)-Vee Jay 168	9	5
10.	BLUE SUEDE SHOES (BMI)-C. Perkins	· —	1

Most Played by Jockeys

Atlantic 1081-BMI

Imperial 5375-BMI

RPM 453—BMI

Sun 234-BMI

King 4841-BMI

Atlantic 1087-BMI

Atlantic 1086-BMI

For survey week ending March 7 SIDES are ranked in order of the greatest number of plays on disk jockey radio

shows thruout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets. This Week Chart Week 1. GREAT PRETENDER-Platters.. Mercury 70753-ASCAP DROWN IN MY OWN TEARS-R. Charles..... Atlantic 1085-BMI 3. WHY DO FOOLS FALL IN LOVE?—Teen-Agers.... 7 3 Gee 1002-BMI 4. DEVIL OR ANGEL-Clovers..... Atlantic 1083-BMI TUTTI FRUTTI-Little Richard..... Specialty 561-BMI 6. AIN'T THAT LOVIN' YOU, BABY?-J. Reed...... 3 Vec Jay 168-BMI 7. SEVEN DAYS-C. McPhatter.....

EDDIE MY LOVE-Teen Queens...... \\

9. BO WEEVIL-F. Domino.....

11. SPEEDOO-Cadillacs

9. BLUE SUEDE SHOES-C. Perkins...... 10

12. NEED YOUR LOVE SO BAD-Little Willie John.... 12

13. NO MONEY DOWN-C. Berry...... 13

15. TEAR FELL-I. J. Hunter.....

13. MY HAPPINESS FOREVER-L. Baker........... 15

RHYTHM & BLUES RECORDS

This Week's Best Buys

CHURCH BELLS ARE RINGING (Maxwell, BMI)-The Willows-Melba 102-After a fast start in several Eastern cities, this item has begun to sweep out across the country with almost unqualified success. Figuring now on the New York territorial chart, it is also a strong seller in Boston, Los Angeles, Baltimore, Philadelphia, Cleveland, St. Louis and other important cities. Flip is "Baby, Tell Me" (Maxwell, BMI).

DOWN IN MEXICO (Tiger, BMI)-The Coasters-Atco 6064-This record is getting excellent r.&b. and pop reaction in a variety of markets. Pittsburgh, Baltimore, Buffalo, Cleveland, Chicago, Nashville, Atlanta, Durham and St. Louis are among the areas in which it is has found broad acceptance. Flip is "Turtle Dovin'," (Tiger, BMI). A previous Billboard "Spotlight" pick.

Review Spotlight on . . . RECORDS

LITTLE RICHARD

Slippin' and Slidin' (Venice, BMI)

Long Tall Sally (Venice, BMI)-Specialty 572-Little Richard has a sock follow-up to "Tutti Frutti" in this two-sided hit, which should grab off plenty of play in both the r.&b. and pop markets. "Slippin' and Slidin'" is a swingy rhythm-novelty with a rockin beat, spicy lyrics and a showmanly vocal performance. "Long Tall Sally" is an equally effective rhythm-novelty team with humorous lyrics and another great warbling job by the

Reviews of New R & B Records

OTIS WILLIAMS

DE LUXE 6093-Another pop-styled side by Williams and the Charms. This ditty is a three-beat item, with a bit of the echo effect of the flip. (E. H. Morris, ASCAP)

In Paradise....78 A pop-ish lyric of the celestial type, with a brief recitation midway. The side is quite effective and almost certain to get good deejay action. (Tiger, BMI)

GENE AND EUNICE

Hootehy-Kootchy78 ALADDIN 3315-Mambo with r.&b. flavor makes for an appealing side that should provide kicks for lots of disk fans. Great for terping. Should do right fine in the coin boxes. (Aladdin, BMI)

I'll Never Believe in You....72 This ballad, almost entirely in the pop vein, is pegged to a straightforward waltz beat, Deejays ought to hand it spins. (Aladdin, BMI)

THE TURKS

MONEY 215-Here's a thoroly competent reading of a blues. Side has plenty of beat and it's relaxed. (Cash,

I'm a Fool....70 This side is a ballad, done adequately by the group. (Cash, BMI)

THE MIDNIGHTERS FEDERAL 12260-The lead chanter

3 BIG HITS!!

Breaking Out Everywhere

#5380

Hot In Boston!

#5382

A Sure Fire Hit!

#5383

Imperial Records

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Billy Boy

VEE-JAY Records, Inc.

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Phone: CAlumet 5-6141

YOU"

3

2

9

5

SMILEY LEWIS

"ONE NIGHT"

JOHNNY FULLER

"SISTER JENNY"

THE BARONS

CRYIN' FOR YOU BABY

of the Midnighters makes this an effective blues. He sings with a world of heart and a touch of spiritual quality to a flavorful backing with Southern guitar styling. (Armo, BMD)

Rock, Granny, Roll....73 Somebody put a jumping bean in

grandma's rockin' chair. This theme is the subject of a fair blues side, with the Midnighters and the instrumentation moving right along. (Jay & Cee, BMI)

CHUCK HIGGINS BAND

DOOTONE 387-A bright, infectious instrumental with a powerful beat, and an intriguing title for jukes. (Williams, BMI)

Gambling Woman....74 A showmanly vocal job on an okay blues with a strong beat. (Williams,

CHARLES BROWN

Please Don't Drive Me Away75 ALADDIN 3316-Blues pleader is sung with lots of know-how by Brown. There's not enough outstanding, tho, to attract much action, altho jockeys should find the slicing useful. (Aladdin, BMI) One Minute to Onc....72

Brown phrases this pretty ballad with warmth. Another quality side. (Feist, ASCAP)

THE FIVE ROYALES

KING 4901-A rollicking blues, with (Continued on page 52)

SAVOY SAVOY

His Latest!

His Greatest!

Happy NAPPY BROWN 'OPEN UP THAT DOOR"

BECORD CO SE MARKET ST

Shooting Up!!! Up!!! Up!!!

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.A GAMBLER'S PRAYER

The Thrill Is Gone Tommy Brown G/4G-0143

MUMBLES BLUES

b/w Wait Till Hext Week, Baby **BIG CONNIE**

MORITAT

G/4G-0142

(Theme From the Three Penny Opera)

b/w The Poor People of Paris CHRIS POWELL

G/4G-0144

HOT!

CHAINS AROUND MY HEART The Avalons

G/4G0141

HOOTIN' BLUES #2 Sonny Terry G/4G0135

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BILLY BROOKS

singing THIS IS MY PRAYER"

"I Want Your Love Tonight" Duke #149

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ROY MILTON With

MICKEY CHAMPION #378

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Direct from

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

Reviews of New R & B Records

Continued from page 51

a few comic lines and good instrumentation backing the enthusiastic vocal performance. (Jay & Cee, BMI) My Wants for Love....71

In this ballad-which is a paean to his love, the lead singer displays a lot of style. Material not too strong. (Jay & Cee, BMI)

THE BARONS

So Long, My Darling74 IMPERIAL 5383-The Barons warble with heart and sock sincerity on a pretty ballad. (Broadcast, BMI)

Cryin' for You Baby 73 Sock warbling by the group on a strong rhythm-weeper with a drivin' pace. (Commodore, BMI)

ANITA TUCKER

Shiver My Timbers74 CAPITOL 3376-Rhythmic opus with a swinging beat is handed a strong reading by the thrush. (Brown, BMI)

Trying to Get You 72 Anita Tucker chants this slow ballad convincingly. Good wax. (Motion,

THE HAMILTON SISTERS

Lonely Cabin74 KING 4892 - A delicate ballad, wherein the cabin invites two lovers to enter. This unusual theme is sung with much emotion and sincerity by the Sisters. It's so unusual, something may happen. (Jay & Cee, BMI)

You Are the One 70 The Sisters belt out a pop-ish ballad in the refined groove. Fair, (Jay & Cee, BMI)

THE CARPETS

get a fetching sound and spirit with this rhythm number. Lead vocalist has a touch of spiritual quality which is effective. (Armo, BMI)

Why Do I 70

A new group sings a slow, fancyschmancy ballad. Lead voice belts out the vocal with an intensity which promises something for future disks.

• R & B Territorial Best Sellers

For survey week ending March 7

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. Why Do Fools Fall in Love? Teen Agers, Gee
- 2. Drown in My Own Tears R. Charles, Atl.
- 3. Great Pretender, Platters, Mer. 4. Eddie, My Love, Teen Queens, RPM
- 5. Hey, Doll Baby, Clovers, Atl.
- 6. Blue Suede Shoes, C. Perkins, Sun
- 7. Tutti Frutti, Little Richard, Spe. 8. Smokestack Lightning, H. Wolf, Chs.
- 9. Ain't That Lovin' You, Baby? J. Reed, VJ
- 10. Bo Weevil, F. Domino, Imp.

- Charlotte 1. Why Do Fools Fall in Love?
- Teen Agers, Gee 2. Great Pretender, Platters, Mer.
- 3. Blue Suede Shoes, C. Perkins, Sun
- 4. Bo Weevil, F. Domino, Imp. 5. Speedoo, Cadillacs, Jsc.
- 6. Eddie, My Love, Teen Queens, RPM
- 7. Drown in My Own Tears R Charles, Atl.
- 8. Hey, Doll Baby, Clovers, Atl. 9. Seven Days, C. McPhateer, Atl.

10. No Money Down, C. Berry, Chs. Chicago

- 1. Tutti Frutti, Little Richard. Spe. 2. Why Do Fools Fall in Love?
- Teen Agers, Gee 3. Blue Suede Shoes, C. Perkins, Sun
- 4. Speedoo, Cadillacs, Jse
- 5. Drown in My Own Tears R. Charles, Att.
- 6. Great Pretender, Platters, Mer. 7. No Money Down, C. Berry, Chs.
- 8. Speedoo, Cadillacs, Jse.

Cincinnati 1. Drown in My Own Tears

- R. Charles, Atl. 2. Eddie. My Love, Teen Queens, RPM
- 3. Way You Dog Me Around Diablos, Fin.
- 4. Why Do Fools Fall in Love?
- Teen Agers, Gee 5. Need Your Love So Bad
- L. W. John, Kng.
- 6 Great Pretender, Platters, Mer.

Detroit

- 1. Why Do Fools Fall in Love? Teen Agers, Gee
- 2. No Money Down, C. Berry Chs.
- 3. Blue Suede Shoes, C. Perkins, Sun
- 4. Great Pretender, Platters, Mer. 5. Eddie, My Love, Teen Queens, RPM
- 6. I'll Be Home, Flamingos, Che 7. Devil or Angel, Clovers, Atl.
- 8. Ain't That Lovin' You, Baby?
- J. Reed. VJ 9. Smokestack Lightning, H. Wolf, Chs. 10. Seven Days, C. McPhater, Atl.

Los Angeles

- 1. Why Do Fools Fall in Love? Teen Agers Gee
- Great Pretender, Platters, Mer.
- 3. Need Your Love So Bad L. W. John, Kng.

6. Jivin' Around, E. Freeman, Cas. 7. Speedoo, Cadillacs, Jse. 8. Bo Weerll, F. Domino, Imp.

9. Drown in My Own Tears R. Charles, Atl.

5. Devil or Angel, Clovers, Atl.

10. Yes Sir, Thut's My Buby Sensations, Ato.

- New Orleans 1. Drown in My Own Tears
- R. Charles, Atl. 2. Try Rock and Roll, B. Mitchell, Imp. 3. Bo Weevil, F. Domino, Imp.
- 4. Great Pretender, Platters, Mer.
- 5. One Night, S. Lewis, Imp. 6. Eddie, My Love, Teen Queens, RPM
- 7. Milkeow Blues Boogie E. Presley, Vic.
- 1. Don't Blame It on Me F. Domino, Imp.
- 9. Speedoo, Cadillacs, Jsc.

New York

- I. Why Do Fools Fall in Love? Teen Agers, Gee
- 2. Eddie, My Love, Teen Queens, RPM 3. Great Pretender, Platters, Mer.
- 4. I Don't Want Nobody
- E. & B. Johnson, Mer. 5. Eleventh Hour Melody, A. Hibbler, Dec.
- 6. Mr. Wonderful, S. Vaughan, Mer. 7. Church Bells, Willows, Mba.
- 8. Show Must Go On
- D. Washington, Mer. 9. Tutti Frutti, Little Richard, Spe.

Philadelphia

- I. Why Do Fools Fall in Love? Teen Agers, Gee
- 2. Drown in My Own Tears
- R. Charles, Atl.
- 3. Eddie, My Love, Teen Queens, RPM 4. Jivin' Around, E. Freeman, Cas.
- 5. I Don't Want Nobody
- B. & E. Johnson, Mer.
- 6. No Money Down, C. Berry Chs.
- 7. My Happiness Forever, L. Baker, Atl. 8. Tutti Frutti, Little Richard, Spe.

St. Louis

- 1. Why Do Fools Fall in Love?
- Teen Agers, Gee 2. Drown in My Own Tears
- R. Charles, Atl.
- 3. Smokestack Lightning, H. Wolf, Chs.
- 4. Blue Suede Shoes, C. Perkins, Sun 5. Devil or Angel, Clovers, Atl. 6. Great Pretender. Platters, Mer.

Washington, D. C.

- 1. Why Do Fools Fall in Love?
- Teen Agers, Gee 2. Drown in My Own Tears
- R. Charles, Atl.
- 3. Great Pretender, Platters, Mer. 4. Tutti Frutti, Little Richard, Spe.
- 5. Blue Suede Shoes, C. Perkins, Sun
- 6. Eddie, My Love, Teen Queens, RPM
- 7. Tear Fell, I. J. Hunter, Atl.
- 8. Are You Satisfied? A. Cole, Btn. 9. When You Dance, Turbans, Her.

HYTHM-BLUES NOTES

-By BILL SIMON-

A press agent's extravagant claim, is anxious to get the word from in re Clara Ward's fee for her some of the cats who crawled out forthcoming Apollo Theater stint of Cambridge, Mass., with him in was "slightly" deflated in the press August, 1953. It must get lonethis week by theater manager some down there, eh, Bob? Frank Shiffman. The noted Savoy religious thrush, who will headline the Apollo's second gospel bill starting March 23, was reported going in for \$4,000. "Fantastic," said Shiffman. "What she will get is nowhere near that figure, but I'm not going to say what it will be." Some rumbling of criticism has been detected concerning the first gospel bill held at the Harlem showplace four months ago, and it's understood that Miss Ward has discussed the pending engagement with several ministers in the New York area. But there has been no hint that the show will be withdrawn.

"Little Fool." the new Charlie and Ray issue on Herald, wasn't out for a week when it was covered by the Lancers on Coral. . . . Savoy Records dipped into that fertile talent town of Detroit to come up with a new girl duo, the Debutantes. The chicks flew into town this week for a fast session and flew right back to the Motor City. Their first release will be in April. Savov's Freddie Mendelsohn left Friday (9) for a four-week swing around the land, spreading the word for Herman Lubinsky.

Joe Smith, pop deejay on WVDA, Boston, teed-off his own rock and roll show two weeks ago on an across-the-board basis. . . . Bob Jacobs, who is spinning the good sounds at KLIC, Monroe, La.,

More and more r.&b. acts are moving into the pop show places and TV spots. Atlantic's Lavern Baker has been set for a stint at the Boulevard, big Long Island nitery, in the near future. . Blues-guitar star T-Bone Walker, who's on the same label, has been set for Steve Allen's TV show.

Gee Records, the brand-new subsidiary label launched just a few months back by Rama, has its first No. 1 hit as of this week. The Teen-Agers' "Why Do Fools Fall in Love," which also is a smash in the pop field, hit the top r.&b. slot on the charts. This also marks the first week in a long, long time that a disk by a country and western artist has made the r.&b. money list. The disk is the allmarket, Carl Perkins smash, "Blue Suede Shoes," which leaped in strong at No. 9.

The top 16 r.&b. sellers this week are spread over 13 different disk labels. Only Atlantic, with three winners, and Chess, with two, have more than one entry on the list. Actually, Chess has three, if we count the Flamingos' disk on the affiliated Checker label. The other labels represented are Gee, Mercury, RPM, Specialty, Imperial, Josie, Sun, Vee Jay, King and Cash. This can only happen in the wide-open r.&b. field!

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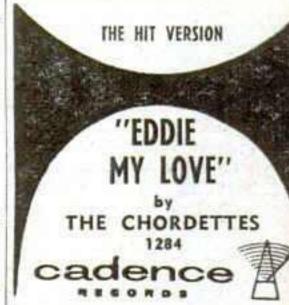
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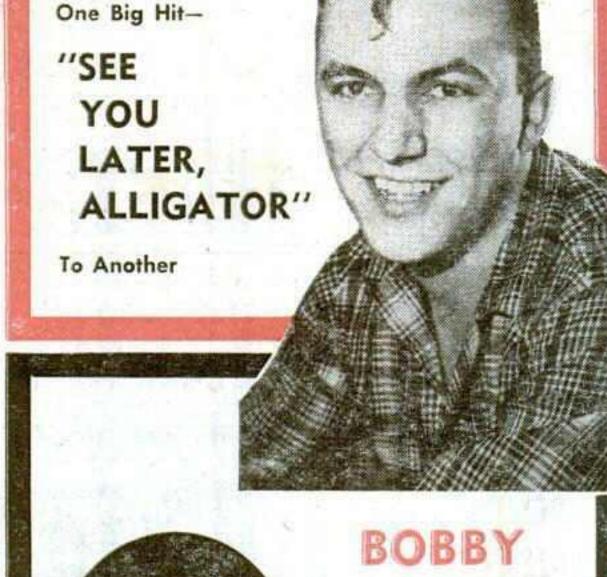




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OUTDOOR

Jersey Bingo Earns \$14 Mil In One Year

NEWARK, N. J., March 10.-An estimated 4,500,000 paid \$14,157,000 to play bingo in New Jersey last year, according to a report issued by the state's Legalized Games of Chance Control Commission.

The report showed that the average admission charge at bingo games was \$1 and that the average player spent \$3.39.

In addition to bingo, 3,384 raffles were licensed. Their gross receipts were \$4,011,722.

Ben Menke, Showboat Vet, **Heart Victim**

ST. LOUIS, March 10. - Capt. Ben F. Menke, 73, who with his brothers had operated showboats on the Ohio and Mississippi rivers since 1904, died here March 3 of a heart attack aboard his Goldenrod Showboat. He and his brothers, Capt. Charles Menke, Capt. J. W. (Bill) Menke and the late Capt. Harry Menke, had operated at the foot of Locust Street here for the past 17 seasons.

The brothers, born and reared in Cincinnati, bought the Goldenrod in 1904 and started showboating careers that took them to all the big river towns, from Pittsburgh to New Orleans. As time went on each of the brothers began his own showboat, but river casualties of various kinds resulted in destruction of two of their boats, Swenson Inks 7 Dates the Hollywood and French's Sensation. Harry died of a heart attack in St. Louis two years ago. A fifth brother, Frank, founder of the American Paper & Woodenware Company, Cincinnati, never entered show business. He died in Swenson Thrillcade has been

Besides the present Goldenrod owners, Bill and Charles, a sister, Mrs. Everett (Luella) Summers, Covington, Ky., survives. Services were held March 6 in the Wacker- The show will open on Monday Helderle Funeral Home, St. Louis, with burial in St. Peter and Paul's with the one night performance on Cemetery there.

BALLYHOO GIMMICK

Cisco Kid a Phoneman; He Long Distances TV Eds

the latter day.

NEW YORK, March 10.-The be considered off-beat for circuses, Cisco Kid (Duncan Renaldo) has the video listings, columns and settled on a novel way of selling news stories are rated high readerhimself and his appearance with ship value and notices in them route this year involves four per- a 750,000 attendance at 50 cents the Clyde Beatty Circus.

The Ziv-TV film attraction is the circus box office. conducting telephone interviews with television editors and columnists on papers in towns in which he will appear with the

Pilot tries paid off handsomely. A call to Memphis, for example, resulted in some four columns of text plus photos. The calls are arranged in advance so that there will be no delay on either end, and complete background material, including pictures, is mailed in advance so that interviewers will have plenty of material to work with.

Personal appearances have taken Renaldo to many of the communities he will show with Beatty and he can often develop a local angle.

At least three towns have been tried in advance of the show's opening next Wednesday (14) and the results in each instance were reported excellent. The gimmick earns double benefits for Renaldo, since each hit can serve to boost interest in this TV offering, of which he has a piece as well as his personal appearances with the cir-

Altho TV page publicity might

Brandon Sets Home Show Repeat Date

NEW YORK, March 10.-Joan Brandon, hypnotist, is set for a third appearance at the Springfield (Mass.) Home Show at the Auditorium, June 18-23.

The date was set by Jack Brandon, agent, with Samuel Wasserman, show promoter. Heavy promotion is scheduled in view of the fact that a similar show will predate this event.

for his sister, including a number of fair dates.

Expect 150 **CFA Members** At Sarasota

NEW YORK, March 10. - An attendance of 150 is anticipated for the annual meeting of the Circus Fans' Association at Sarasota Sunday thru Tuesday (18-20). Bill Montague, publicity director, made the hopeful estimate Tuesday (6) while en route to the site to handle advance arrangements

Tentative program features include two business meetings, visits to the Ringling Bros.' Circus winter quarters, viewing of the Sarasota and a photo exhibit.

son, stunt unit's owner, announced.

and play afternoons thru Saturday,

can't help but stimulate action at

At Oklahoma City Fair

SHOWMEN'S LEAGUE, FAIR EXECS LAUD PRESS CLINIC

Sponsorship by The Billboard **Draws Widespread Commendation**

CHICAGO, March 10.-"Every-men's club-in praising The Bill-from thruout the country as the one from the little concessionaire board for again sponsoring a twoon the midway to carnival opera- day workshop for the heads of fair tors, grandstand bookers, auto race publicity, advertising and promopromoters, thrill show owners, and show and fair suppliers will bene-Brandon reports heavy bookings fit greatly from the Advertising-Publicity and Promotion Clinic for Fairs to be held Monday and Tuesday, March 12 and 13, here in the Sherman Hotel."

This expression was embraced in a resolution adopted by the Showmen's League of Americaoldest and largest of outdoor show-

Wagner Sets Labor Day At Lehighton

LEHIGHTON, Pa., March 10.-Buddy Wagner's Thrill Show is again set for the Labor Day opener of the Lehighton Fair. The unit will repeat on closing Saturday night, September 8.

The Amusements of America will be on the midway for the third time. A number of one-night at-High School circus and the Circus tractions have been set thru the Hall of Fame, a ladies' luncheon GAC - Hamid and Ward Beam agencies.

tion departments.

Far-Sightedness

The resolution officially commended The Billboard and its outdoor department for "far-sightedness" in sponsoring the clinic. "Thru it," the resolution pointed out, "fairs and expositions exchange ideas on how to do a modern and more constructive "selling job" to the public, and all in the fair field will share in the ultimate results."

The resolution also commended The Billboard for "its ever increasing interest in the outdoor amusement industry" and urged that the practice of sponsoring a clinic be continued down thru the years.

Further, the League pledged to do everything in its power to cooperate fully in any undertakings that will further the interests of outdoor show business.

More Commendations

America resolution was one of Wis. "I wouldn't miss the second many commendations received one."

time for the clinic neared.

Jack Reynolds, manager of the Eastern States Exposition, Springfield, Mass., on his first day back at his desk following a visit to the exposition in the Dominican Republic said, "The Billboard is to be commended for sponsoring the clinic. It is the kind of thing the fair field needs and it will help greatly to advance fairs."

G. W. (Bill) Wynne, manager of the Mid-South Fair, Memphis, in commenting upon the clinic said, "We felt the one held several years ago was outstanding, and we know other fair managers will share our feelings of appreciation to The Billboard for offering us

this opportunity." "In all my experience in the fair business, I believe the two days I spent at the first clinic were the most productive of good ideas and complete analysis of publicity know-how that I have been able to participate in," observed Bill Uthmeier, secretary-manager of the The Showmen's League of Central Wisconsin Fair, Marshfield,

Early Expo, Fall Fair Set at Okla. City

Motors' Powerama; demonstrations of oil and water-drilling equipment, a Shetland pony show, and a fivegaited horse show.

A highlight of the April event will be a Cotton Fashion Festival, which will deal with cotton from the loom thru the finished eloth, with exhibits to include drapes and rugs, as well as cloth-

Satellite Exhibit

Potent lures will be two governroute include a night show at the ment exhibits, "The Atoms for Drew County Fair, Monticello, Peace" exhibit, first unveiled at Ark., and two night dates at the Geneva, Switzerland, and up to Phillips County Fair, Marvell, Ark. now shown in this country only to The Swenson stunters, who invited audiences, and the Navy's base in Springfield, Mo., will not satellite exhibit, titled "Man Steps hit the road this year until late in Into Space," which will feature a June. After approximately a half model of the earth-to-moon satel-

Prospects for the spring show N. D., before crossing the border are excellent, according to James to play Winnipeg, Man., the Bran- C. Burge, its managing director. don fair and other spots in Sas- Burge says that roughly \$450,000 in exhibit and concession contracts Major new date for the Swenson have been signed, that sights are on formances at the Indiana State per, and that the event will have to net \$300,000 additionally from

gate admissions, attractions and percentage deals to clear the nut. Burge said \$65,000 will be spent

thruout the Southwest in advertising the event, and he expressed confidence that the event would pull 750,000. (The population of Oklahoma City is 325,000; that of its trading area is 575,000.)

Sponsors are enthusiastic, too. The influential Oklahoma Publishing Company, one of the principal underwriters, reportedly has already sold \$85,000 in radio and TV time and advertising space. The company owns the Oklahoma City newspapers; a farm publication, the Farmer-Stockman; WKY-TV and Station WKY here, plus an express line.

Veteran in Business

Burge himself is a veteran in show business. Before assuming his present post, he had been in charge of special events for the Oklahoma Publishing Company for five years and prior to that was manager of the Oklahoma City Auditorium. Earlier he was a motion picture press agent.

Besides the publishing company, other sponsors include Oklahoma A.&M. College, the Oklahoma Development Council, the Oklahoma Farm Bureau, and various industrial groups.

Plan Repeats

Considerable research was done before they launched the exposition project. Initially, sponsors planned the spring show for 1957, when Oklahoma will observe the 50th anniversary of Statehood. Studies of past major expositions disclosed that most failed to make expenses the first year and needed a second run to come out a winner or near-winner.

Inasmuch as the thinking was to pull as many tourists as possible into Oklahoma during the anniversary year, the sponsors decided to advance the expo to this year and repeat with an up-dated version next year in mid-June, when the early summer dates would be more timely for tourists.

The sponsors are enthused over the prospects, not only for this year and next, but for future years. They've already taken an option to repeat with a show in 19 and 1960.

Swenson, whose '56 edition will CHICAGO, March 10.-The Aut play in 11 States and two Canadian provinces, also announced that signed for seven performances, six he recently closed for two aftermatinees and one evening, at the noon performances at the Provincial Exhibition of Manitoba, Bran-State Fair of Oklahoma, Aut Swendon, last played by the organization ing.

Other new dates on this year's

dozen still dates, the show will play lite now being built. its first fair of the season at Rugby, katchewan.

Fair, Indianapolis.

for a "bigger show" you'll want the

Billboard

STITCH EASIER TO READ MORE FOR EVERYONE The NEW Billboard . . . out March 24 . . . packs more punch than ever . . . and packs it into a new, easier to read and easier to use package. You'll love itl

Special 1/2 Price

introductory subscription offer see page 36

THE OUTLOOK FOR SHOW BUSINESS IS

E-1-4 G R - 1 G SR H R V - 1 N E S - N A - 1 (SEV - 1)

The Value of The Billboard's

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Dated April 7

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give this Special maximum readerinterest and frequent-reference value.

NEW FORMAT

The "new" stitched and trimmed Billboard is scheduled to make its debut just two weeks prior to the Spring Special. These mechanical improvements will certainly give the Spring Special and your advertisement in it longer life and greater effectiveness.

The outdoor Picture is Bright and Every Active Advertiser Catering to the Needs of This Great Market Should Experience His Greatest Year.

Population of the U. S. is 167 million, 8% over 1950. Average wage in 1950 was \$59; expected to go to \$78.50 in 1956. The work week has been shortened during the past five years. result . . .

More people with more time and more money to spend on all types of Outdoor Amusement in 1956.

PROMOTION

Pre-publication publicity mailing of more than 100,000 pieces will immediately boost our circulation and create a terrific newsstand demand. Newsstand distribution will be increased 6,000 copies and this Special Issue will remain on the stands at least two weeks to give everyone ample time in which to purchase a copy.

What This Means To You...

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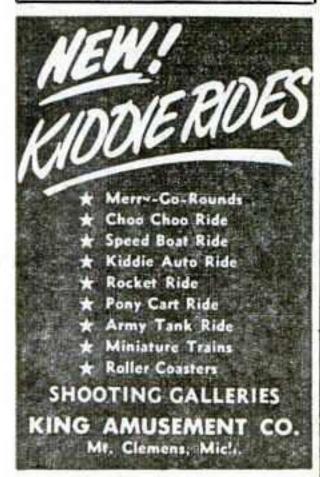
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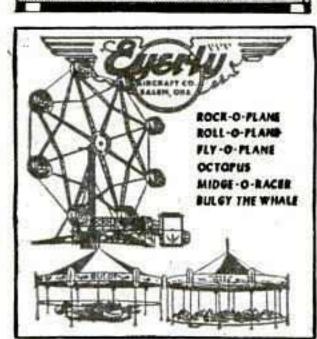
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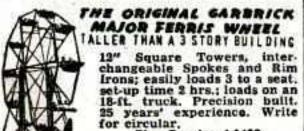
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Polack, Beatty Start Working In Los Angeles

LOS ANGELES, March 10.-Los Angeles will have circus performances daily for 19 days. The Clyde Beatty Circus opens on the Coliseum parking lot for 12 days starting March 21 and closes Sunday, April 1. Polack Bros.' Shrine Circus continues the circus days by opening April 2 for seven days.

The Beatty show is scheduled to arrive from Palm Springs on start immediately. The next day both matinee and evening performances will be given. The show will lose a day.

Beatty for seven years, has been sponsor. in the city for two weeks and is to be joined by Mae Hong, who N. M., on March 15, with a matiwill handle stories. Shirley Carroll is again handling radio and television promotion with two remotes already set for early in the run. On (Continued on page 76)

Cole Enlarges; Name Personnel Capell Adding

HUGO, Okla., March 10. -Building is in progress at the George W. Cole Circus quarters here in preparation for the April 5 opening date.

Show will be enlarged by addition of five trucks back and one by Central Canvas Company, and it will be an 80 with two 40s and a Show previously used a 70. Another middle piece is being added to the Side Show top and two more banners are to be used. Midway will feature a rhino again this season. This was mistakenly the circus unit. called a hippo recently. New to the midway will be a pony ride. One of the new trucks is a fivecompartment cage, giving the show a total of 15 compartments, and new cage animals and lead stock have been added.

Manager Herb Walters recently returned from Sarasota, where he visited Ringling and Cristiani quarters. He also bought an alligator.

Personnel of the show will include Walters, manager; Floyd Hill, agent; Bill and Jackie Wilcox, with Sam Price, advance; Mr. and (Continued on page 76)

Kitchener, Ont., Sets Sports Show With Roy Lisogar

KITCHENER, Ont., March 10.-Kitchener's first sports show will be at the Arena April 18-21, with building manager Bob Crosby as chairman. Production will be by Roy Lisogar.

Talent will include Patsy Hubbard, fly casting; Chief Split Cloud, marksmanship; Hank Hanson, ski jump; Willie Necker, re-trievers; Bill Fontana, log rolling; John Yano, deep sea fishing, and Roy Seward, comedy.

Ontario's lieutenant governor is scheduled to take part. Several give-aways are scheduled. The show is sponsored by the Lions Club and the fish and game association.

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Manufacturers and Exhibitors "Known Everywhere" Catalogue mailed upon request. Write or Call Box 792, Danville, III. Phone 1716

Early Arrival In Los Angeles **Set for Beatty**

LOS ANGELES, March 10. -The Clyde Beatty Circus will arrive here March 20, opening the following day for a 12-day run on a new lot near the Coliseum at 39th Street and Vermont Avenue.

Jack Knight, press agent, has started the newspaper publicity. Mae Hong is expected to join him in the story department. Shirley Carroll is again handling radio and television promotion.

Mrs. Carroll has scheduled "Sheriff John's Breakfast Brigade" to be televised over KTTV from 7 to 8 a.m. on opening day from Tuesday (20) with setting up to the menagerie tent and the backyard. A second remote is scheduled for Sunday (25) when KCOP will televise for 90 minutes from 11 a.m. to 12:30 p.m. Show is a

> Beatty will open in Deming, nee only. The next day the show will play afternoon and night in Tucson, followed by Casa Grande, Ariz.; Yuma, and Palm Springs,

The show is expected to arrive here in the forenoon on Tuesday (20) with setting up starting immediately for the opening the next day.

Rides to Unit

HOPE, Ark., March 10.-H. N. (Doc) Capell announced here this week that he will expand the street ahead. A new big top is being built circus which he operated last fall to include carnival equipment

To be billed as the Shop-O-Rama Circus and Carnival, the show will have a Merry - Go - Round, Ferris Wheel and six kiddie rides plus two major rides that will be booked and five shows, 20 concessions and

If will play two and three towns a week using merchants' auspices. It will be billed with special paper and will use postal heralds. Kids' day promotions will be used. Circus acts will work on the 30-by-30 stage and in a ring.

Kid Long on Mend After Operations

OCALA, Fla., March 10. -Claude H. (Kid) Long, 83, veteran circus and minstrel agent, is convalescing at his home, 1636 East Adams Street here, after two recent major operations at a Fort Lauderdale, Fla., hospital.

Widely known in the circus field thru his long association with a number of the major shows, Long was also a prominent figure in the minstrel field years ago. He was agent of the old Barlow Bros.' Minstrels from 1893 to 1897, and later agented the Al G. Field Minstrels for seven years.

Long also is a veteran of the old tab show days. For many years he piloted tab units over the old Gus Sun, Joe Spiegelberg and other tabloid circuits and for a number of years operated his own tab show billed as "Buzzin' Around" and "Sittin' Pretty."

BEST INVESTMENT I'VE EVER MADE"

So says John R. Lewis, Zelienople, Pa., who adds:

"The Roller Coaster was my top ride this season, Four men put it up in four hours at every date."

Jack Knight, press agent for tie-in with the automobile dealer Frank and Martin Walsh, Maple Springs, N. Y., report:

"The Allan Herschell Roller Coaster was our biggest money-maker this summer, even beating every other ride in the park. Forty percent of the riders were adults."

Bernie Arent, Bernard & Barry Shows in Canada, says:

- "Best Roller Coaster I've seen. The new pick-up is fast and smooth. And the cars are really comfortable for adults."



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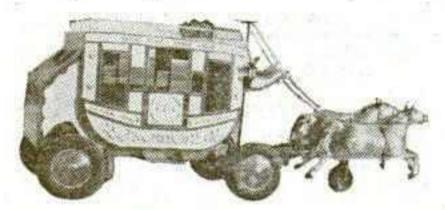
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Interest, Sales Near Peak At Toy Fair

NEW YORK, March 10.-Heavy attendance and buying marked the annual American Toy Fair here this week. The 10-day event opened Monday (5) at the New Yorker and Sheraton-McAlpin Hotels.

About 6,000 buyers crowded the exhibits on Monday and shot sales up an estimated 10-15 per cent over last year. Inclement weather on attendance down but exhibitors were confident that sales would top last year. The annual toy volume is set at \$1,250,000,000.

Dolls and summer inflatable items continued to sell well. Orders were reported light for stuffed toys and plastic items. Department store buyers appeared to be especially interested in \$1 to \$3 items.

Mills Staffers Coming in; Acts Sail From Britain

JEFFERSON, O., March 10.— More Mills Bros.' Circus staffers are arriving at winter quarters to joint those already here as the show moves into the final weeks before opening. Season starts April 21.

English girls, clowns and press gent were to leave Britain Thursday (8) aboard the ship Seven Seas, and they will arrive in New York on March 17.

Mayme Ward has made new wardrobe and is awaiting arrival of personnel for fittings. Paul and Jinx Nelson are expected here soon. Charles Brady, superintendent for 16 years, is working over the equipment. Band leader Frenchy Le-Bouf is expected to arrive shortly. Bill Lee has been lettering trucks.

Three contracting agents have been working, Manager Jack Mills said, and promotional men have been doing well. Show will have two press agents ahead this season.

HUGO, Okla., March 10.-Tex Carson Circus, managed by Jack Moore, is scheduled to try a 50-cent admission this season, with pit shows and other midway attractions assembled to make up the difference in per capita spending.

John Foss is to be agent for the opera.

Texas Route; **Inks Shreveport**

OKLAHOMA CITY, Okla., March 10.-Clyde Bros.' Circus has completed its Texas route, Owner-Manager Howard Suesz said here, and crowds were excellent in most spots.

He also announced that agent Tom Parker has signed to play the Shrine temple at Shreveport, La., and four of its clubs. The date Tuesday thru Thursday (6-8) held has been played by Bailey-Cristiani and Gil Gray in the past several

> Acts on Clyde Bros. for the dates in Texas included the St. Leons (9), teeterboard; the Antaleks, perch; Howard Baby Elephants, worked by Eddie Akins; Kohlman Duo, double traps; Billy Powell, wire; Henderson's Chimps; Sensational Kays; pony drill; Flying Valentines; Iris, finger stand; Lona's Pets and Patty's Canines; Montes De Oca; Mike Gasca; Skating Carltons; Fancher Pierce and Tex Maynard; and clowns Jack LaPearl, Lem Keeler, Toto, Jack Harrison, Mikey and Cookie.

Cowall Sports Show Opens in Columbus

COLUMBUS, O., March 10 .-Third annual Dispatch-Journal Sports, Vacation, Travel and Boat Show will be held at the State Fair Coliseum here March 16-25.

Show director Ben Cowall announced acts will include Tree Toppers, Nova Scotia Guides; Patsy Hubbard, Swede Fuller and Dogs, Chief Evergreen Tree, the Shooting Linds, Sandy the Seal, and Monte Blue. Advance tickets are being sold thru the stores of exhibitors.



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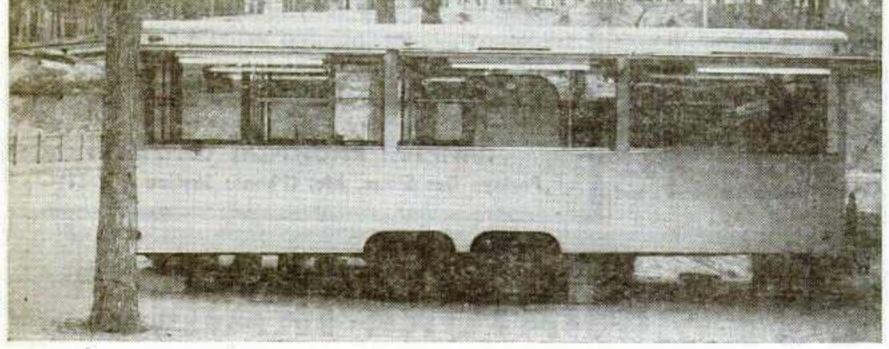
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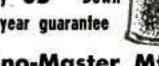
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ARENAS & AUDITORIUMS

Long Home Show Experience Utilized by Chicago Annual

By TOM PARKINSON

Chicago's Modern Living Exposition, which first set up housekeeping 11 years ago at the Chicago Coliseum, now has outgrown its second home, Navy Pier. Its April 7-15 production will be at the larger International Amphitheater.

Behind this growth is the effort of Grover McDonald, producer of the show since 1950. He traces his home show connections back to 1921 and early conceptions of these expositions. Few people in the business today can count as many years of experience in the field.

He and his late brother left newspaper business to start home productions. In 1921 they had four demonstration homes with furniture store and supplier promotions in Dayton. Success led them to similar shows in other Ohio cities and the series kept going. McDonald recalls that no merchant would come thru with draperies for those houses, so the producers carried their own from show to show. In all, McDonald figures he has built and furnished in this manner more than 150 houses.

Promotion of demonstration homes soon was augmented by the indoor shows such as there are today. One of his first was in Denver about 1922. McDonald recalls that space then sold for \$1 a foot and that the first shows averaged between 10,000 and 15,000 square feet. That is contrasted with more than 50,000 square feet sold for such annuals as the Los Angeles Home Show McDonald had in 1937-1941. Then came war years, followed by boom years for both the housing and exposition businesses.

McDonald was with the giant Army War Show in 1942. By 1945 he was back in the home show business, with a show wrapped up for San Francisco. However, the whole thing was arbitrarily called off because of the United Nations conference, which pre-empted all facilities in the city.

His next stop was Chicago, where he operated the Avenue of Homes at Chicago's Lake Front Fair. This was similar to his early demonstration home projects and to his American Homes Bureau furniture style shows, which he promoted with newspaper auspices in the pre-war years.

The Metropolitan Home Builders' Association of Chicago, meanwhile, had been operating its annual event with about 20,000 square feet of sales each year. His showing at the Lake Front Fair brought McDonald to the attention of the association and resulted in his taking charge of their show.

The results have been dramatic, and this can be credited both to McDonald's direction and to the housing boom. Taking over with a 20,000-square-foot show, he built it to 70,000 by last

By that time they were turning away not only exhibitors but also patrons. The throngs outgrew the show space, parking facilities and public transportation available at the Navy Pier location. McDonald also states that the nature of that building limited the design, layout and appearance of the show.

Now the 1956 show has sold 100,000 square feet and will utilize an equal amount for aisles, work space and displays other than exhibitors' booths. There will be a large section devoted to gardening as well as that featuring housing.

'Glamor is a necessity, McDonald believes. So he encourages exhibitors to expend much effort in designing attractive booths. And he adds the over-all appeal of such attractions as "Dancing Waters," the lighted fountains spec which he has contracted for a second time.

After this year's show, he will go to Europe on a threepoint mission. One aim is to find an attraction to follow "Dancing Waters." Another is to study the big European trade fairs and expositions with a view to adapting ideas to American use. And third, he will be casting an eye over the buildings in European centers for facilities and features which might be advantageous here. McDonald has made recommendations for the design of Chicago's proposed municipal exhibition hall, and more ideas might be forthcoming.

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Babcock United: San Bernardino, Calif. Drew, James H. (Rides): Augusta, Ga., thru the 31st. Gentsch, J. A.: Forest, Miss. Glades Am. Co.: Pahokee, Fla.; (Pair)

Gold Medal: Atlanta, Ga., 12-24. Hill's Greater: Del Rio, Tex. Lewis, Ted: Cocoa, Fla.

Ocala 19-24.

Moore's Modern: Sinton, Tex.; Port Lavaca Pan American: Baton Rouge, La. Peppers All State: Pascagoula, Miss., 14-23. Raley Bros.' Expo.: Bluffton, S. C. Stephens, C. A.: Auburndale, Fla.; (Pair) Williston 19-24.

Tennessee Valley: Columbia, Tenn.; Frank-

Ice Shows

Holiday on Ice: Miami, Fla., 13-18; Montgomery, Ala., 20-24; Birmingham 25-

Holiday on Ice (European): Aarhus, Denmark, 13-21; Kiel, Germany, 22-29; Berlin 31-April 15. Hollywood Ice Revue: Charlotte, N. C., 13-18; Raleigh 19-24. Ice Capades of 1956: Omaha, Neb., 13-14;

St. Paul, Minn., 15-21; Fort Worth, Tex., 23-April 1. Ice Capades International: Halifax, N. S.,

14-20; Moncton, N. B., 21-24; Bangor, Me., 27-April 1. Shipstads & Johnson's Ice Follies of 1956: Syracuse, N. Y., 13-18; Pittsburgh, Pa., 20-27; Minneapolis, Minn., 29-April 15.

Miscellaneous

Hitler's Personal Armored Car, Jack W. Burke, Mgr.; Lake Worth, Fla., 13; Opa Locka 14-12.

Circus Routes

Beatty, Clyde: Deming, N. M., 15; Tucson, Ariz., 16; Casa Grande 17; Yuma 18; Palm Springs, Calif., 19; Los Angeles 21-April 1.

Cole, James M.: Marcellus, N. Y., 13; Marathone 14; Franklin 15; Dryden 16. Cristiani Bros.: West Palm Beach, Fla., 13: Belle Glade 14; Homestead 15; Key West 16-17; Miami (Opa Locka) 18; Okechobee 19; Arcadia 20; Wachula 21; Fort Meade 22; Dade City 23; Eustin 24.

Davenport, Orrin: Dayton, O., 15-24. Hamid-Morton: Wichita, Kan., 13-18; Washington, D. C., 20-26. Polack Bros. Eastern: Bangor, Me., 13-14; Lewiston 16-17. Polack Bros. Western: Chicago, Ill., 13-18; Indianapolis, Ind., 22-25.

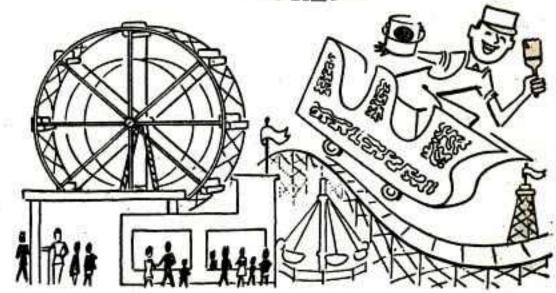
Beatrice Dante and her chimp are back in Tampa after playing Disneyland and will play Deer Forest in Michigan again this summer.

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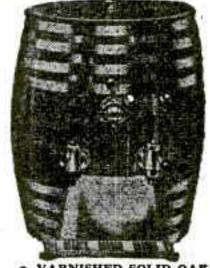
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THE FINAL CURTAIN

BEZOLD-Edward (Red Mason), widely known outdoor showman, March 1 in Veteran's Hospital, Willmington, Del. Survived by his widow, Reva; a son, Edward Jr.; a daughter, Marjorie; three brothers and a sister. Burial in Beverly Cemetery, Beverley,

FAIRLY-Noble C.,

70, veteran carnival executive and former show owner, March 8 in Oschner Foundation Hospital, New Orleans. (Details in Carnival section.)

LI-FKOWITZ-Samuel A.,

February 22 in Bridgeport, Conn. A correspondent for The Billboard since 1913, he once served as a national officer of the American Federation of Actors and on the audition board of the Federal Theater Project. Survived by his widow, Florence; a son, Erwin; two daughters, Mrs. Hermine Cohen and Mrs. Anita Kramer; a brother, Louis, and three grandchildren.

MENKE-Ben F.,

73, veteran showboat operator, March 3 in St. Louis of a heart attack. (Details in General Outdoor section.)

86, a veteran of many years in various phases of show business, February 27 in Paris, Tex., of a heart attack. Starting out as a stock company and bit player, he later joined the C. A. Wortham Shows. He also worked on the Beckmann & Gerety Shows and Cavalcade of Amusements. At one time, he was also manager of the old Warwick (now Wade) Park, Paris. He was a member of the Showmen's League of America. Survived by his brother, A. W. Neville. Burial in Evergreen Cemetery, Paris.

RIEFFENACH-Maria,

80, retired member of the Rieffenach Family's riding act, in Chicago March 2. (Details in Circus Section.)

STATON-Mrs. Sarah L., wife of Roy Staton, manager of Springlake Amusement Park, Ok-

MARRIAGES

ATAYDE-CAUDILLO-

Santiago Fillis Atayde, son of Beatrizia Atayde, of Atayde Bros.' Circus, and Gloria Caudillo, daughter of Salvador Caudillo, band leader on the show recently in Mexico City.

DAUER-KANTHE-

Joseph (Red) Dauer, associated with Steve Vaughn in the operation of Pinky's game concessions, and Edna Kanthe, daughter of Mrs. Edward J. Harris, February 29 in the Little White Church of the Flowers, Las. Vegas.

WILLIAMSON-MAGID-

Al Williamson, widely known concessionaire, and Mary Edith Magid, the former Ginger Lorow, for many years a performer in leading reviews on some of the larger carnivals, March 5 in Miami.

BIRTHS

MONTELLO-

A daughter, Derba Lynn, to Mr. and Mrs. James Montello February 13 in Biloxi, Miss. Mother is dancer, Candy Lynn. Father is burlesque and carnival talker and singer.

Brownsville Cele Termed Successful

BROWNSVILLE, Tex., March 10.-Charro Days celebration here was successful both attendancewise and financially.

Charlie Spivak's orchestra played to capacity all three nights. Opera with seven Metropolitan stars drew 1.800 with a scale from \$3 to \$10. Ballet Russe de Monte Carlo drew an S.R.O. crowd of 3,000. American Midway Shows did well.

Dates for the 1957 show will be February 24-March 3.

Chicago Show Staff

CHICAGO, March 10.-Staff for Grover McDonald, producer of the Chicago Metropolitan Home Builders' Modern Living Home and Garden Show, includes Al Sweeney, press chief; Bill Clark, assistant; Eleanor Woods, radio-TV; Al Jencks, model rooms; Wally Olson, gardens; Ed Steincock and Maurice Agans, space salesmen.

IN MEMORIAM CHAS. E. "TED" METZ

In Loving Memory

of my beloved husband

who passed away March 18, 1953.

miss you so very much, my D. B.

Who left us

March 10, 1954.

GEORGE, DODIE & SCHLITZIE SURTEES

WE MOURN THE PASSING OF MAX D. LEVINE

The Management and Staff of

Rockaways Playland

The family of the late

W. G. Wade

acknowledges with grateful appreciation the beautiful floral offerings and expressions of sympathy from his many friends in our hour of bereavement.

Wade Family

lahoma City, in that city March 6. Burial at Oklahoma City. TENTS Survivors include her husband

and a son, Marvin.

Burial in Macomb.

56, widely known concessionaire,

February 26 in Gautier, Miss., of

a heart attack. A resident of

Macomb, Ill., he was found

dead in his trailer parked in

Penton's Trailer Park, Gautier.

91, veteran outdoor showman,

March 7 in Boston. He had been

associated with such organiza-

tions as the Stanley Roberts,

Kaplan Greater, L. J. Heth, C.

A. Wortham, Johnny J. Jones Exposition and Max Linderman

shows. At one time he and his

wife, Annabelle, had a midget

horse, Glass House and the first

of Madam Tussaud's wax figures

at Revere Beach, Boston. Wills

also once did a song and dance

act in vaudeville. Besides his

widow, a former trapeze per-

former, he is survived by a sister,

Elizabeth, Bloomington, Ill., and

two sisters-in-law, Martha Rod-

gers, of the Siebrand Bros.'

Shows, and Mrs. Adam Selvis,

Ringtown, Pa. Funeral Friday

(9) from the J. F. Linehan Fun-

72, veteran outdoor showman,

February 26 in Forest Hill, La.

During his many years in show

business he had trouped with

Clyde Legget, Ralph R. Miller,

C. L. Spencer and many other

earnivals. Survived by his widow,

a son and his mother. Burial in

eral Home, Boston.

WINDSOM-Harvey S.,

Forest Hill.

STUMP-Roy,

WILLS-Artie,

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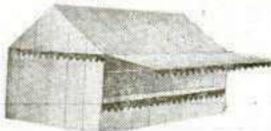
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Iowa State Mulls Name Attractions

possibility of adding name attrac- ning thru Labor Day. In line with tions to the night grandstand revue the new dates, the 4-H and FFA at the Iowa State Fair was dis- livestock shows have been switched closed here this week by Lloyd from the end of the fair to the Cunningham, secretary. He offi- opening to hypo the first two days cially announced that contracts of the run. have been signed with Barnes-Carruthers Theatrical Enteprises to again produce the show for six

Earlier the board had announced it was opening the '56 fair one day earlier, starting out on Friday, August 24 instead of Saturday as in ernoon thrill show date and two the past. The run will close with afternoons will be devoted to har-

Austin, Minn., To Revive Old Dobbin

AUSTIN, Minn., March 10.—
The Mower County Fair this year days with a new Horse Vehicle Museum. Bids are currently being received for the structure, which will be 40 by 80 feet, P. J. (Pete) Holand, secretary, announced.

The museum will be named after Richard T. Rahilly, who, until his death last month, was a board member 13 years and president of the fair for three terms.

Other construction will include an addition to the Poultry Building, new 50 by 90-foot 4-H exhibit building and remodeling of a former exhibit building into a Dairy Industry Hall.

The fair's program is being tied in with the county's 100th anniversary and Austin's centennial.



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DES MOINES, March 10.-The the Sunday show instead of run-

The board earlier closed with Olson Shows to provide the midway attractions, signed the Cremer Regina The board earlier closed with Rodeo for five performances and awarded six auto race programs to ness racing.

The fair board upped its budget for the '56 exposition, setting aside \$638,194 as compared with \$606,-000 spent last year. Contracts are scheduled to be let this month for a new communications building expected to cost in the neighborhood of \$225,000. The structure will be used as a radio-TV headfor colored television.

Ups Livestock Premiums 148G

SPRINGFIELD, Ill., March 10. -The Illinois State Fair this year will post an additional \$148,000 in premium money to be paid Illinois breeders of purebred or registered livestock, Sillman J. Stanard, director of agriculture, announced.

The Illinois Purebred Livestock Breeders' Association, now known as the Land of Lincoln Purebred Livestock Breeders' Association, supported the appropriation which will double the premiums offered on livestock in recent years.

The Land of Lincoln awards are as follows: Junior livestock show-\$25,000; beef cattle - \$25,000; dairy cattle-\$25,000; dual purpose cattle - \$8,000; swine - \$25,000; sheep-\$15,000, and light horses and ponies-\$25,000.

The premium list covering the new awards will be included in the '56 State Fair catalog, Stanard said, and special entry blanks will be

Sullivan Band Set for ESE

SPRINGFIELD, Mass., March 10. - Mickey Sullivan's band has been contracted for the Eastern States Exposition. The pact, signed by Jack Reynolds, fair manager, calls for the musical group to play for the acts and also for the band leader to emsee the annual Governor's Night show on opening Saturday, September 15.

Sullivan reported his bookings for outdoor engagements already exceeding those held last year, his busiest season.

Iowa Park, Tex., Elects Officers, Sets Attractions

IOWA PARK, Tex., March 10 .-The Texas-Oklahoma Fair and Southwestern Oil Exposition elected Gordon G. Clark as presi-T. Leo Moore as executive vicepresident and general manager. Taylor George was named secretary and C. E. Birk freasurer.

Victory Exposition Shows, owned by the Vandike brothers, will provide the midway attractions for the 11th year. Featured entertain- The State Negro Fair and Festival ment will again be free shows in of Louisiana will be held April the auditorium. Dates are Septem- 12-15 in Rosenwald Center. Jack- Beautiful Costumes ber 24-29.

WINTER FAIRS

Communications to 188 W. Randolph St., Chicago 1, III.

California

Mesa—Maricopa Co. Pair, March 21-25. Harvey M. Johnson. San Bernardino—National Orange Show, March 8-18.

Florida

Ocala-Marion County Pair, March 19-24. Theodore Cormier.

Eustis—Lake County Fair & Flower Show,
March 12-17. Karl Lermann.

Pahokee—Pahokee Fair, March 12-17. A. E.

Earley.
Williston-Levy Co. Fair, March 25-26. O.
C. Belott, Mgr., Box 741.

Surplus in '56

Estimates 473G Income; Expenses To Total \$373,885

REGINA, Sask., March 10.-Surpluses of \$99,665 on the year's opquarters and will include wiring erations and \$61,330 on the summer fair are anticipated in the 1956 budget of the Regina Exhibition Association. Surpluses of \$148,888 on the year and \$93,656 for the fair were recorded in 1955.

> The exhibition board estimates that revenue this year will be \$473,550 and expenditures \$373,-885, compared with \$506,681 and \$357,794 last year.

Summer fair revenue is expected to be \$306,600, as against actual revenue last year of \$327,556, and fair-time expenditures are estimated at \$245,270, as against the 1955 outlay of \$233,900.

Clear Skies Estimated figures for the summer fair are as follows: Main gates, (Continued on page 61)

Free Show on 4 Days Set At Middletown

MIDDLETOWN, N. Y., March 10.-A free grandstand will be offered on four of the nine operating days at this year's Orange County Fair, marking a major switch in policy for the local event. The fair Shows are making their initial apdates are August 4-12.

Scheduled for free viewing on Monday, Tuesday, Thursday and Friday, is "Midwestern Hayride," booked thru the GAC-Hamid office. The personnel, which must return to Cincinnati on Wednesday for a telecast, will be replaced on that day by "TV Discoveries," also booked thru the Hamid office. A charge will be made for this and other grandstand attractions, which will include stock and big car races, an automobile thrill show and afternoon and night performances of the Black Diamond Rodeo on closing Sunday.

Premiums will total \$11,000. Cattle housing is being revised so that all animals will be in wooden structures.

Lethbridge, Alta., Earmarks \$30,000 For Renovations

LETHBRIDGE, Alta., March 10. -Renovations costing \$30,000 will be made to the grandstand at the fairgrounds in time for this year's dent of the '56 fair and renamed Lethbridge and District Exhibition. The city will spend \$15,000 on the (Continued on page 61)

New Orleans Event Sets April Dates

NEW ORLEANS, March 10. son V. Acox is executive secretary.

IMPERIAL, CALIF., HITS RECORD GATE

Chalks Up 89,838 During 11-Day Run To Beat 1955 Count by Over 10,000

IMPERIAL, Calif., March 10.- and south of here on Monday (27) The California Mid-Winter Fair and those to the north on Tuesday. closed here Sunday (4) with a rec- The gates were thrown open to ord attendance of 89,838, which the moppets again on the second was 10,205 more than for the same Saturday (3) between the hours nine days last year. Fair weather, of 10 a.m. and 3 p.m. Rides of added attractions and general prosperity in the valley were credited by D. V. Stewart, secretary-manager, for the increased interest and revenue.

The fair got off to a good start and continued to pile up attendance. The first Sunday (26) set a new one-day record with 16,409, beating the same day in '55 when the visitors totaled 13,324. At the end of the first five days of the run, the turnstiles were 3,801 ahead of the same 1955 period.

Following its usual policy, the event featured the Festival of Nations with each of the nations that pioneered the valley being honored on scheduled days. Displays by added color.

free admission to those in the city

Orange Show

Opens Under

Orange Show opened here under

clear skies Thursday (8) for a 11-

day run and using the theme of

The stageshows, presented in the

Swing Auditorium twice daily, are

following out the theme under the

direction of the local Scheppers

Bros.' Theatrical Agency.

Among the headliners are the

Sportsmen's Quartet, in for the

first three days. Tennessee Ernie

Ford is scheduled for two shows

Tuesday (13). The program is fea-

The Frank W. Babcock United

pearance here on the midway. The

equipment includes the two Bab-

cock units plus the Velare Bros.'

Rotor and Dave Bradley's Whirly

turing recording artists.

"Show Business."

Allentown to Be Locale of

ALLENTOWN, Pa., March 10 .-The Allentown Music Festival will be staged at the Allentown Fairgrounds this June, for the first time in its four-year history. Announcement came following a feslocal residents also gave the fair tival committee meeting. In previous years the festival was pro-Three kids' days were held with duced in the Allentown High School Stadium.

(Continued on page 61)

Reason for the change, said a committee spokesman, is that "the all-round facilities seem to fit better into the setup. There is better seating capacity in case of rain." Date for the festival will be Tuesday, June 26, with the next day as rain date.

Plans call for the performers to include four Allentown bands, under Albertus Meyers. Proceeds of the festival will go toward the work of the Lehigh County Re-SAN BERNARDINO, Calif., tarded Children's Society.

March 10.—The 41st National

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240 Jones Street, San Francisco, Calif.



"Your appearance was reflected in our increased attendance at the show. It is not our policy to repeat an act, but we would have no hesitation to book you again for next year's show because of the unique character of your attraction."

H. W. BUCK, Producer
Trailer Life & Sport Show, Los Angeles, Calif., Feb. 14, 1956 Publicity: J. Brandon, 430 W. 24th St., New York, N. Y.

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"Speedy" Babbs, Presents his Cyclettes in THE CYCLEWHIRL

The newest and most unusual of stage acts. Beautiful costumes, with Stroblite and magnesium Rocket Finale. Send for photos and brochure. Some open time available. Book through your agent or Wm. Shilling, 1560 Broadway, New York 36, N. Y., or direct c/o The Billboard, 2160 Patterson St., Cincinnati 22, Ohio.

Stroblite

Palisades Steps Up **Promotional Efforts**

motional effort tied in with the gest area photo chains, will sponsor ment Park.

Park staffers with publicist Bert taking over the park. Nevins met with Irving Rosenthal to blueprint and amplify tie-ins al-ready in the works. The collabora-lican and Democrat outing, one tion with National Comics, pub- each on the final two days of the lishers of the Superman group of season. Since this is a political comics, will additionally result in a year it is expected that interest 100-foot painted board on Broad- will run high. way. The sign is now being readied, along with an additional thruout the metropolitan area. In painted board which will also the past it has often coincided with

ing in size from one-third to one- sheets advertising the park have half page, are scheduled for 45 splendid hits all to themselves. separate editions and will be circulated nationally.

Bakery Prizes A tie-in with the Fisher Baking Company will result in one of the game concessions awarding bakery merchandise, ranging from bread to cake, to winners. The Peerless

Pennsy Okays Sports Group Incorporation

FEASTERVILLE, Pa., March 10.—A Pennsylvania charter for incorporation has been granted to tion, Vernon D. Platt, president,

Platt said the grant ranked in importance with the group's continuing fight against the levying of federal admission taxes on pri- Skooter is being added to the at- scribed as good by Tubis. An estivate recreational operations.

were reluctant to join in the past because of this lack. The move pier manager, said. was delayed because of lack of convention made the move possible. There are 200 dues-paying members, Platt said.

The 1956 meeting, which will be held September 23-24, will include a sportsman's show.

Massapequa Zoo Gate Up

NEW YORK, March 10.-After operating with a dime gate for several years, the Massapequa Zoo, in suburban Massapequa Park, has doubled its admission price. Gate is now a modest 20 cents a head, whether adult or child. Operators report only a few mild comments on the increased gate price.

The spot was established at the former Frank Buck Jungleland site when that part of Long Island was almost desolate. The sector, however, is now teeming with homeowners and the Grimaldi family finds itself in the position of running a 'neighborhood business. Hence, the low gate which existed since the park's inception.

Gate does not apply to the roadside Kiddieland, as the zoo enclosure starts at the Kiddieland's rear. In operation last weekend was the Schiff coaster brought up from defunct Woodside Park, Philadelphia. The Grimaldis also bought a ticket booth and 25 benches at Woodside. Coaster did very well the first two days.

Repeat business is very good, as the low price and large animal compound enables local families to turn their kids loose for long periods to occupy themselves. Picnic tables are provided for those who prefer to bring their own food. Mike Grimaldi reports arrangements have been made for addition of an elephant from Sumatra.

NEW YORK, March 10 .- Pro- | Camera Company, one of the bigcoming season was stepped up this its fifth consecutive outing at the week by Palisades (N. J.) Amuse- funspot. The tie-in annually results in thousands of photo-bugs

Plans are also in the works,

Park billing is already noticeable herald park features and location. the billing efforts of the Ringling The park comic book ads, rang- circus but this year the gaudy

Radio Schedule

Radio will again be used heavily to plug the funspot. Both WMGM and WMCA are on schedule. In addition the park has scheduled a number of 10 and 20 second spot announcements on WRCA-TV, the NBC channel.

The Lions clubs in New Jersey will jointly sponsor a Miss Universe competition at the park. Ray Heatherton, the Merry Mailman, will again be tied in with the park's kiddie operation.

The Scrambler, new to the park, is now being erected. The Round-Up is expected in within the week. Jack Ray has designed the front for the Hollywood show and it is now being built under the supervision of Joe McKee and Joe Rinaldi.

NAAPPB, DISNEY SET MEET DATES

CHICAGO, March 10 .-Dates for the NAAPPB's summer session meeting at Walt Disney's Disneyland Park, Anaheim, Calif., have been set, NAAPPB Secretary Paul H. Huedepohl said this week.

Members will be guests at Disneyland on September 18 and 19, he said, with the 20th also a possibility for the meeting. The sessions will include not only Disneyland but also the fun zone at Long Beach and the movie area at Hollywood.

Willow Grove Adopts Film **Promotion**

PHILADELPHIA, March 10.-Joseph A. Helperin, general manager of Willow Grove Park, has produced and directed a 16mm. color and sound film documenting the story of the park. Narrated by radio and television announcer Paul Taylor, the film is available, free of charge, to schools, churches, community, fraternal and industrial organizations.

To insure its widest possible use, the park also furnishes projection equipment for those groups which lack these facilities. The film runs 22 minutes.

the Participating Sports Association, Vernon D. Platt. president. Mil-\$ Pier Adds Skooter; Opens Weekends March 17

were new last year, Max Tubis, come, but still well-heeled, fami- N. Y.

A building, 45 by 72 feet-the tions. funds. The success of the 1955 largest that can be erected because of space limitations-is now under Jersey cut the driving time to this construction. It will be all new except for some of the decorative features which are also being transfered from Woodside. The finished unit will be able to accommodate 20 cars.

A dark ride will also be added, Tubis said. Room for this will At Totem Pole probably be made thru the elimination of all, or part, of the bathhouse accommodations.

eration beginning next Saturday the Totem Pole Ballroom, Norum-(17). Full weekend operation is bega Park. scheduled to begin Palm Sunday. ing been active thruout the winter April 6-7, and Les Elgart's or- Wednesday (14) at the Hotel New

ATLANTIC CITY, March 10.-A. The business outlook was delies, should aid boardwalk opera-

New super highways in New resort by an hour and more. The easy access is expected to attract additional thousands of people.

Continue Names

NEWTON, Mass., March 10.-New owner Douglas Farrington is

All equipment is in excellent shape this weekend. Don Cherry will be meeting with John Logan Campwith Charlie and Cy Holliday hav- featured March 16-17; Joni James, bell, insurance representative, here chestra, April 13-14.

'56 LOOMS BIG

Winter \$\$ Forecast Rockaways' Season

NEW YORK, March 10.-Parttime winter operation, altho strictly at the mercy of the weather, is an accurate tip-off on the business potential of the warm weather season, according to Dick Geist of Rockaways' Playland.

The earnings of Operation Snowball, as the part-time activity is designated, this year indicate an excellent summer season. The winter earnings were the best since 1952 when Snowball was started. The grosses, a study of the records show, have accurately reflected the regular season operational experiences.

In 1952 Snowball earnings were good and the regular season turned out the same way. The winter earnings increased considerably in 1953 and the summer earnings reflected these gains in percentages

Pyro, Act Plans

Geist at the end of the last accounting period resulted in the interesting comparison of figures. The experiences this winter indicate an over-all gross increase of between 5 and 10 per cent over last year, Geist said.

Gillette Bros. Plan Up-State N. Y. Funspot

PITTSFIELD, Mass., March 10. -The Gillet.e Bros., long time tractions at the Million-Dollar mated 700 to 900 motel rooms have carnival attractions operators head-The incorporation of the group, Pier. The cars and other equip- been added in the area since last quartered here, announced plans he said, would lead to a larger ment were purchased from Wood- fall. These accommodations, which for the construction of a full-scale membership since many operators side Park, Philadelphia. The cars are expected to attract lower in amusement park at Lake George,

> Already acquired are 19 acres of land on Route 9 at a point described as only a few thousand feet from the heart of the recreation center. It is planned to open by June 20.

Planned units include a Merry-Go-Round, Ferris Wheel, Rollo-plane, Chairplane, Flyoplane, Caterpillar, Little Dipper, Moon Rocket. Game concessions and a roller rink will also be included.

Insurance Meet in N.Y.

NEW YORK, March 10.-Mem-Ride units will start weekend op- continuing the policy of names at bers of the insurance committee of the National Association of Amusement Parks, Pools and Farrington signed Jerry Vale for Beaches will hold their annual Dodson, the city's advertising and Yorker. Jerry Price is chairman.

The park is on virtual full-time weekend operation now, Geist said, with the Roller Coaster set to open today. Next weekend the Cuddle-Up will be the last of the major rides to go into operation with the exception of the Rotor which will not open until April I.

Geist also noted that the financial study showed that the breakeven point in operation was advancing steadily. This, he noted is due to a continuing rise in operational costs. The possibilities of economies in operation are limited by the rising costs of materials and general maintenance, some of which have been spectacular in recent years.

strikingly close. In 1954 a slight winter decline pointed the direction of future earnings. The park's fiscal year ends March 1. A study instituted by **Told by Cooper**

NORFOLK, March 10.-Schedule: for fireworks, free acts and special hours of operation were announced this week by Dudley Cooper, of Ocean View Amusement Park here. He revealed the funspot will open March 31.

Fireworks schedule starts with opening day and then includes April 14, May 5, May 19, May 30, July 4, August 4, August 18 and September 3, he said.

First special event will be the annual Easter Parade Contest on April 1, followed by an Easter egg roll on April 2.

Ocean View will open daily at noon April 2-8 for spring vacation, then revert to 6 p.m. openings until school closes.

Practice of using free acts this season will be delayed until after school terms are completed. Thus free acts will be started on June 4.

A. C. Budgets June Interest

ATLANTIC CITY, March 10.-Plans for an advertising campaign to bring more summer business here in June were disclosed by Mall promotion director. The campaign will cost about \$35,000 and will be financed from the city's advertising budget.

The drive will be launched about the middle of May in 37 newspapers, 7 magazines and the newspaper supplement, This Week. A Mutual network radio program and spot announcements on television stations within a 400-mile radius will be added early in June.

Kissel to Sport Three New Rides

CINCINNATI, March 10.-Ralph Kissel, co-owner of Kissel Bros.' Rides here, reports he will soon receive delivery of a Tilt-A-Whirl from Sellner Manufacturing Company, Faribault, Minn.

In addition, Kissel has ordered a Ferris Wheel from Smith & Smith, Springville, N. Y., and a G-16 Miniature Train from Miniature Train Company, Rensselaer,

These will bring Kissel's complement of rides to 24 major and kiddie devices for the 1956 season. Kissel rides have played the Cincinnati area for many years.

Copyrighted material

for a "bigger show" you'll want the

Billboard

NEW SIZE STITCH EASIER TO READ MORE FOR EVERYONE The NEW Billboard . . . out March 24 . . . packs more punch than ever . . . and packs it into a new, easier to read and easier to use package. You'll love iti

Special 1/2 Price introductory subscription offer



20 Passenger Boat

Heavy aluminum hull.

Only \$2,500

PHONE: 2334 St. Charles, Illinois



WANT TO BOOK SCRAMBLER

Contact

Mr. Milton Wagner c/o Edgewater Park 23500 W. Seven Mile Rd. Detroit 19, Mich.

Phone: Kenwood 1-2660

DELUXE MINIATURE COLF . Cash in on MINIATURE GOLF. We install a completely furnished 18 hole course on your own site for \$6,500.00 This low overhead, profitable and repeat business plays to all ages. Hurry, get an early installation date. BUFFALO OUTDOOR SPECIALTY CO., 67 Eller Ave., Buffalo 11, N. Y. Phone Taylor 7344.

WANT LOCATION

For #5 Ell Wheel for season on P.C. basis. Late model, steel seats, A-1 condition. Owner operated. Within radius of 150 miles N. Y. City.

HAROLD FREDERICK Peekskill, N. Y. 1622 Boulevard

KIDDIE CAR RAILROADS Bought and sold. We are always in the market for the above and would be market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, Frogs, Switches for Kiddie Car Railroads in stock. Through affiliations we can build America's finest Roller Coasters, M. K. FRANK, 480 Lexington Ave., New York 17, N. Y., 105 Lake Street, Reno, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

30 SKOOTER CARS

FOR SALE Excellent Condition, 1940 Model, \$75 each or \$2,000 for the lot. Carll & Ramagosa, Inc. Casino Arcade Park Wildwood, N. J.

FOR SALE Or PARTNER WANTED

One large Coaster, perfect shape, ready to run. Located in a fine park, Inquiries

LAKE COASTER CORP. 56 Park View Drive Searington, L. I., N. Y.

DON'T BE FOOLED!

CUSTOM-BUILT MINIATURE GOLF COURSES E A R N MORE MONEY! CHOOSE THE FINEST—INSIST ON A HOLMES COOK COURSE. Designed and engineered by experts. NO HOLMES COOK COURSES HAVE EVER FAILED.

Holmes Cook Miniature Golf Co.

WANTED

Experienced Ride Man. Year round job, good pay, Must be all around man, understand electrical work and carpentry. Prefer married man, Write

MAX GRUBERG E. Broadway, Long Beach, N. Y.

MERRY-GO-ROUND FOR SALE

51 FT. PARK TYPE 70 HORSES - 4 ABREAST Good Condition — In Operation BOB-BERN, INC.

Waco Renames **Neely Manager**

WACO, Tex., March 10.-Othel M. Neely has been re-elected vicepresident and general manager of the Heart of Texas Fair and Livestock Exposition, which will be held September 29-October 5.

R. A. Gorham is the new president. Vice-presidents are A. B. Childers, Winthrop Seley and M. D. Corbin; Walter G. Lacy Ir., is treasurer, and Ralph W. Russell, secretary.

Imperial Record

Continued from page 59

the Frank W. Babcock United Shows were reduced in price to coincide with the special deal.

Entertainment features were highlighted by big car racing on the last two days. They had not been held here for several years. Larry (Bozo the Clown) Valli, who made appearances at clubs and on television prior to the opening Saturday (25), offered amusement thruout the grounds. Gene Holter's wild animals with a display of three camels, a llama, zebra and an elephant ride were spotted near the entrance. A rodeo was staged in front of the grandstand the first ing and an office building. two days and horse racing without starting Tuesday.

again presented by Hunt-McCafferty Theatrical Agency in Hollywood. The presentations were in as against \$17,578 spent last year. three segments. A circus-type show was featured the first four days with Johnson and Diehl, jugglers; Rookie Lewis, ringmaster; Albert and His Seals; Paul and Paulette, trampoline; Dwight Moore's Mongrel Revue, the Orwyns, Risley, Opening and Clark's Bears. Wednesday night for three days and Cameron, dance team; Max Terhune and Alibi; Eddie Bartell, comic and emsee; Chaudet's magic, and the Woodson Family, acrobatic The roadway will also be widened. turn. The closing two days were highlighted with a Polynesian presentation with Danny Kuanna Trio, musical group; Fred LaToole,

show was by Kermit Dart, organist, and Cal Earle, drums. thru Friday (2). Following the California State Fair & Exposiclose of these events, the big car tion here, announced that two new racing took over. Races were under directors have been named to the the direction of the California Rac- board.

singer and dancer; the Rankin

Dancers; Ricky Libonati, beach-

comber, and Artie James, skater.

Music for a major portion of the

ing Association.

Lethbridge, Alta.

Continued from page 59

10th consecutive year.

project and the exhibition board will match the sum.

Renovations will include the construction of two entrances under the front of the grandstand, a cement floor over the area of eight frames thru the center of the building and the provision of rest rooms and dressing rooms. Painting and roof repairs are also needed.

Consideration is being given to a plan to sponsor a Canadian Rodeo Queen contest during the summer fair. Other rodeos in Western Canada would choose queens to take part in the final contest in Lethbridge and the winner would represent Canada in the North American rodeo queen contest which will likely be held in Chicago.

C. E. Parry has resigned from the fair's board of directors after having served with it for 25 years. He will still retain his position as secretary-manager.

A contract has been signed with Zumwalt and Lake, of Missoula, Mont., to put on the rodeo portion of the exhibition.

A letter has been received from the provincial minister of agriculture, Hon. L. C. Halmrast, saying he plans to try to have the pro-5 Meadow Lane, Rockville Center, N. Y. vincial grants to A and B circuit fairs increased.

Regina Expo Eyes Big Surplus

• Continued from page 59

way, \$27,000; races, \$68,000; concessions, \$50,000; exhibit space, be used for 4-H Club activities. \$13,000; exhibitors' fees, \$1,600. than the actual figures for the 1955 fair.

Stadium Loss

Stadium operations are expected to show a deficit of \$5,000 because of the loss of professional hockey to the city. Revenue is set at \$44,-000 and expenditures at \$49,000. Last year's Stadium revenue was \$58,890 and expenditures were \$46,715 for a profit of \$12,176.

Winter fair loss is estimated at \$7,465, compared with \$9,534 in 1955. Expenditures are expected the summer fair will be upped 30 to be \$20,915 and revenue is set at \$13,450.

The board estimates that grounds and buildings revenue will total \$64,000, with expenditures of \$49,-700, for a surplus of \$14,300. In 1955 revenue was \$63,414 and expenditures \$47,910, for a profit of \$15,504.

Capital expenditures this year are estimated at \$131,489 compared with last year's \$465,764, which included the cost of a new exhibit building, a livestock build-

pari-mutuel betting for five days spent \$59,053 in 1955, is budgeting for an outlay of \$61,570 this The night grandstand show was year. Race purses will be \$38,600.

Budget of the livestock committee calls for spending of \$20,775,

Attraction Cost

The executive and finance committee's figure is \$63,200 as compared with 1955 expenditures of Fleet and His Lions; Dick Berg \$89,121, and the attractions committee is budgeting for \$25,500. The grandstand revue will cost \$15,300 and fireworks \$4,500.

Improvements to the main roadway thru the fairgrounds at a cost was a vaude show with Dennie of \$20,000 will be one of the major capital expenditures this year. Curbs and sidewalks are planned for some 700 feet of the thorofare.

Several other improvements are under consideration. After the summer fair the race track may be extended to five-eighths of a mile. knife dancer; Del Fin Thursday, When that is done, a new fence

Calif. State Sets 2 New Directors

SACRAMENTO, March 10 .-A horse show was staged Monday Dudley T. Fortin, manager of the

James S. Dean, former director of Press and promotion was di- finance for the State of California, rected by Dick Washburne for the was named to the board to succeed Ted Mercier. James Nealis, of Eureka, succeeds Joseph Grace.

5 LUSSE SKOOTER CARS

FOR SALE

Purchased June, 1955. Used 3 months only. Guaranteed perfect.

Price \$500.00 Each

Max Tubis

Million Dollar Pier Atlantic City, N. J. Phone: 5-7585

FOR SALE STATIONERY PARK MERRY-GO-ROUND

A real beauty! 50 footer, 42 giant horses, 2 chariots. In excellent condi-tion. Has been reconditioned in our factory. FIRE ENGINE. Ten cars, 20 children capacity. Good as new. STANDARD KIDDIE RIDES MFG. CO. 201 East Broadway, Long Beach, N. Y.



\$70,000; grandstand, \$77,000; mid- will be built around the track. Also proposed is a \$42,000 building to

All anticipated revenues are lower is a decorative entrance gate for the west end of the grounds.

Projects planned for this year include improvements to parking areas, landscaping of the race track infield, alterations to grandstand washrooms, the provision of eight portable betting booths for the sale of quinella tickets, stuccoing of the grandstand, and the building of a new fence on the west side of the grounds.

Prize money in cattle classes at per cent, swine prices will be boosted 15 per cent and sheep money will be up 10 per cent.

The Sports Parade, an exhibition week feature tried for the first time last summer, will be continued on the second day of the 1956 show. A prominent sports personality will be a guest.

Wheat and its use will be the theme of the summer fair. The theme will be emphasized in publicity and advertising and a fair week attraction will be a composite exhibit showing the whole story of wheat. Competitive classes in The race committee, which the field husbandry department will be dropped.

Another item being considered

'56 Projects

FOR SALE FLY-O-PLANE

3 Allan Herschell rides, used, and

never moved from park for two and one-half seasons; A-1 shape, Kid-

die Marry-Go-Round, \$3,750: Kid-

die Sky Fighter, \$3.750; and Little

Dipper, \$5,600. Also Adult-Kiddie

twin Diesel Train (36 passengers)

60 HP gas engine, air brakes, tilt-

proof, eight wheel bevel gear

drive, 2,500 ft. of portable track,

\$8,000. Can be seen in park by

Maple Grove Amusement Park

120 Church St., Lancaster, Pa.

arrangement.

NEW JET TYPE PLANES - ALL FLU-ORESCENT LIGHTING-A-1 conditioncan be seen on location.

KIDDY FIRE ENGINE

1950 CROSLEY - GOOD CONDITIONcan be used for Kiddie Rides and also as Advertising Car. All equipped with radio-sound system and advertising

PLAYLAND PARK

Council Bluffs, Iowa

SACRIFICE

Must sell four Kiddie Rides TRAIN, AIRPLANE, AUTOMOBILE, MERRY-GO-ROUND

Rides in top condition. Best offer accepted. Contact: 228 Dyer Street, Providence, R. I.

SACRIFICE SALE **AMUSEMENT**

Equipment and Rides

Rides and equipment remaining at Philadelphia's famous Woodside Park are now available at sacrifice prices. Check these values:

Large Amusement Rides

Sky Flyer **Lightning Bug** Roller Coaster Cars Looper

Cuddle-Up Trains (2 national engines, 6 cars, 2000 ft. 24-gauge track, movable train station)

Games

Krazy Kat Rifle Range Rifle Sport (A.B.T.)

Bull Pen Balloon Game Amusement Arcade (180 pieces)

Miscellaneous

Public Address System Flood Lights **Light Standards**

Picnic Tables (200) Electric Motors Park Benches (750)

All equipment in excellent condition and can be seen in operation.

For Information Write or Call:

MORRIS SPECTOR

Woodside Park, 3850 Ford Road, Philadelphia 31, Pa. Phone: GReenwood 3-6500



Dancing Waters

AVAILABLE MAY 28-AUG. 1

Complete operation under canvas suitable for portable or permanent location. Three consecutive years of record breaking business at New York's Radio City Music Hall. Interested only in locating at bona fide park or other dates where attendance will support such an attraction. This is strictly a major league attraction with a large overhead expense. Do not reply unless you have a tremendous attendance. Reply to

GOODING AMUSEMENT CO., INC.

Columbus 8, Ohio

High Quality KIDDIE RIDES

ROTO WHIP-KIDDIE WHIP-SPEED BOATS-PONY CARTS-GALLOPING HORSE CARROUSEL

Illustrated Circulars Free W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y.

FOR SALE, LEASE OR ACTIVE PARTNER

12-acre Kiddieland with 12-acre lake for boating and swimming. 10 Kiddie-new concrete buildings. Sound system throughout park, picnic tables.

Morgan Lake Park, Creek Rd., Poughkeepsie, N. Y. Contact JOSEPH W. YELLEN

799 GREENWICH STREET Chelsea 3-4912

NEW YORK 14, N. Y.

Manual March

Communications to 188 W. Randolph St., Chicago 1, Ih.

aret to author

Dallas Club Okays New Building Plan

Scheduled for July Completion; Committees Selected for 1956

Star Showman's Club of Texas this new television set will be donated week received membership approv- by Roy (Pepsi) Jones. al of plans to purchase a plot of ground and begin immediate con- and other appointments were restruction of a new clubhouse for leased this week by the club. In-July occupancy.

Plans for the structure, which named to include Jack Lindsey, Joe Murphy, Ed Meek, Herman Palmer and W. A. (Junior) Schafer.

cated by President Chuck Moss, ing \$2,500 had been made by Margaret Pugh, Bob Harris, Ed Meek, Ruback, Grace Tinder, W. A. der, Curley Vernon, Mabel Welsh-(Junior) Schafer, Earl Malone, man and Jess Wrigley. Katie Little Eutah, John Anderson,

2 I. T. Units **Set Preems** Easter Week

NEW YORK, March 10.-Both I. T. Show units will be in full operation Easter week, Phil Isser,

The Number 1 unit will show at 153d Street and Jamaica Avenue in Queens. The Number 2 unit will show in the same area.

from a lengthy stay in Florida, winter quarters beginning Monday (26). No major refurbishing is needed since all units were put in excellent shape before storing.

PCSA Skeds Kick-Off Fete

LOS ANGELES, March 10.-The Pacific Coast Showmen's Association will stage its annual goingaway party here March 21, Sam Dolman, chairman, announced this Glades Amusement Company, re-

clubrooms with the kick-off at 6:30 has been purchased by Jerry Sadp.m. A charge of \$1 will be made | dlemire, owner of the Glades orfor the corned beef and cabbage ganization. dinner, dancing and entertainment, closed.

DALLAS, March 10.-The Lone | John Pool and President Moss. A

The official list of committees cluded were:

Board of Governors-Bonny Alwere drawn up and okayed some lard, Beth Anderson, Ira Burdick, time ago, will provide the club Simmy Carroll, Millie Cepak, J. L. with twice the space it now has. Chambers, Herb Crangle, Edna A special building committee was Hacker, Bob Harris, Milly Hudspeth, Paul Juhlin, Mary Ellen Liberman, Jack Lindsey, Ketta Lindsey, Alyne Morency, Joe Murphy, The site to be purchased was lo- Sally Murphy, Tobe McFarland, Marie Obluck, Margaret Pugh, who also announced pledges total-ing \$2,500 had been made by Mar-Reynolds, Jack Ruback, T. C. Sands, J. D. Taylor, Pat Temple-Jack Lindsey, Cotton Wheeler, Jack ton, Tommie Tidwell, Grace Tin-

Cemetery-Katie Little Eutah, chairman; Ketta Lindsey, Margaret Pugh, Helen Rees, Pearl Vaught. Press-Kathy Kearns, chairman; Martha Moss, Grace Tinder. Membership-Herman Palmer, chairman; Robbie Ponton, George Smith, Frank Stockdale, Mildred Taylor. Trustees-Beth Anderson, chairman; Millie Cepak, Ed Enslen, Joe Murphy, T. C. Sands, Mabel Welshman. Finance-Jack Lindsey, chairman; Bonney Allard, Beth Anderson, Bob Harris, J. E. House-Herman Palmer, chairman; Madeline Chambers, George Smith, Clara Stockdale, general manager, announced this Ann Summers. Sunshine-Frances Palmer, chairman; Ed Meeks, Martha Moss, Hattie McFarland, Ida Smith, June Reynolds.

Entertainment-Mildred Taylor, chairman; Marie Carter, Edna Isser, who only recently returned Hacker, Red Keams, Ketta Lindsey, Bobby McGough, Robbie Ponsaid all of the show's equipment ton, Margaret Pugh, Marguerite will be tested at the Long Island Smart, George Smith, Mabel Welshman. Ways and Means-Bob Hammond, chairman; J. L. Chambers, Neil Fletcher, Ben Hyman, Curley Reynolds, Jack Ruback, Helen Schafer, W. A. (Junior) Schafer.

Bayou Bought By Saddlemire

PAHOKEE, Fla., March 10.-Jack O'Haver, general agent of ports that the Bayou State Shows, The event will be held in the formerly owned by Paul H. Miller,

O'Haver said that the entire Matt Herman, co-chairman, dis- Bayou outfit is en route to Florida continue to take chances with an be most noticeable beginning with was Marietta Allison's Chinatown to join the new owner.



J. GEORGE LOOS has been awarded the contract to supply the midway attraction at the annual Washington Birthday Celebration at Laredo, Tex., thru 1960, The award followed closely on Loos' successful operation at the recent celebration which marked the 39th time he has filled the Laredo contract.

H. Fera Buys United Amuse.

PROVIDENCE, March 10.-Harold Fera has purchased the United Amusement Company from A. April. He will rename the organization Fera Bros. Shows and will operate in this area.

Equipment purchased by Fera, who has operated with the J. C. Harlacher Enterprises for many years, included a Merry-Go-Round, Chairplane and Venetian Swings.

April sold his Ferris Wheel and transportation to Julie Laresi of Bristol, Conn Kid Hope of Bristol, R. I., purchased a kiddie ride.

Gooding Inks Pilgrim, Negro Unit Producer

Dick Pilgrim, New York producer, has been contracted by the Gooding Amusement Company to produce its 1956 Negro revue, Floyd E. Gooding, president, disclosed this week.

Currently an agent and producer of shows for theaters and

COLUMBUS, O., March 10.—The Gooding Amusement Company this year will have ride units at 229 fairs, celebrations and still dates, Floyd E. Gooding, president, announced here this week. To fill all of the many engagements, Gooding will operate as many as 11 units and go into 12 States.

clubs thruout the U.S. and Canada, Pilgrim is a veteran producer. He served for three years as assistant co-ordinator and producer of Negro talent for U.S.O. camp

Bob Robinson Inks 7 Nebraska Fairs

CLEAR LAKE, Ia., March 10 .-Robinson's Greater Shows will play seven Nebraska fairs this year on a route that will also include fairs and celebrations in Iowa and Minnesota, Bob Robinson, owner, announced. Annuals in the State include those a: Fremont, Fullerton, Hartington, Wahoo, Scribner and Wisner. In addition the show will play the Rock Rapids, Ia., fair and two July celebrations in Omaha.

COLUMBUS, O., March 10.- shows and has had his own disk jockey show in New York City.

> Titled "Jazz-O-Rama," the revue he will produce for the Gooding organization is to include a precision line of girls, plus some top comedians, singers, dancers and a band. The show is to be housed under a new top and will have all new scenery and costumes.

> Gooding also announced this week that he has contracted Milo Anthony to furnish two grind shows for the '56 season. Anothony will present Ward's Pinheads in one of these. The other will be a giant reptile show.

> Dates recently signed by Gooding are the Nelson, O., Parade of the Hills and the East Tennessee District Fair, Newport, Ky.

EQUAL '55

Report Fla. Fairs Okay For Stephens

DADE CITY, Fla., March 10 .-This week's Pasco County Fair promises to go down as another gratifying stand for the C. A. Stephens Shows. Earl Miller, general agent, said business as a whole compares favorably with 1955 records.

With fairs at Punta Gorda, Clermont and Brooksville behind them, the show still has the Auburndale Legion Fair; Levy County Fair, Williston, and Phosphate Fair, Mulberry yet to go before heading North for the summer and fall season in Georgia, Tennessee, Virginia, West Virginia and Kentucky. Ten fairs in this territory, running from August thru November, are reported contracted,

Previous to this stand the show played the annual Colored Elk's Fair at Daytona Beach. The Kid's Day was the best of the season and the date was a winner. Owner that business and weather expec- Stephens tagged it as one of the best in its class.

Equipment Listed

The show carries 9 rides, 4 shows and 30 concessions for these winter spots. John Terry is business manager and has 3 concesalways opened in its home town, sions working. Others are Teddy Petersburg, Va., this year will approach Cole, glass pitch; Vangel Ballam, parently be predated by Lloyd french fries; Bill Stephens, cook house; Johnny Palmer, fish pond; Red Mack, Jewelry; Ernest Kapuni,

S. E. Weller has two shows, a A few will brave a March bow, What Is It? and an illusion show. including the I. T. Units in New Harry Fink has a two-headed baby The James E. Strates Shows will York, but the openings mostly will grind show. Joining at Daytona attraction.

Some Shows Brave March, Others Aim for Early April

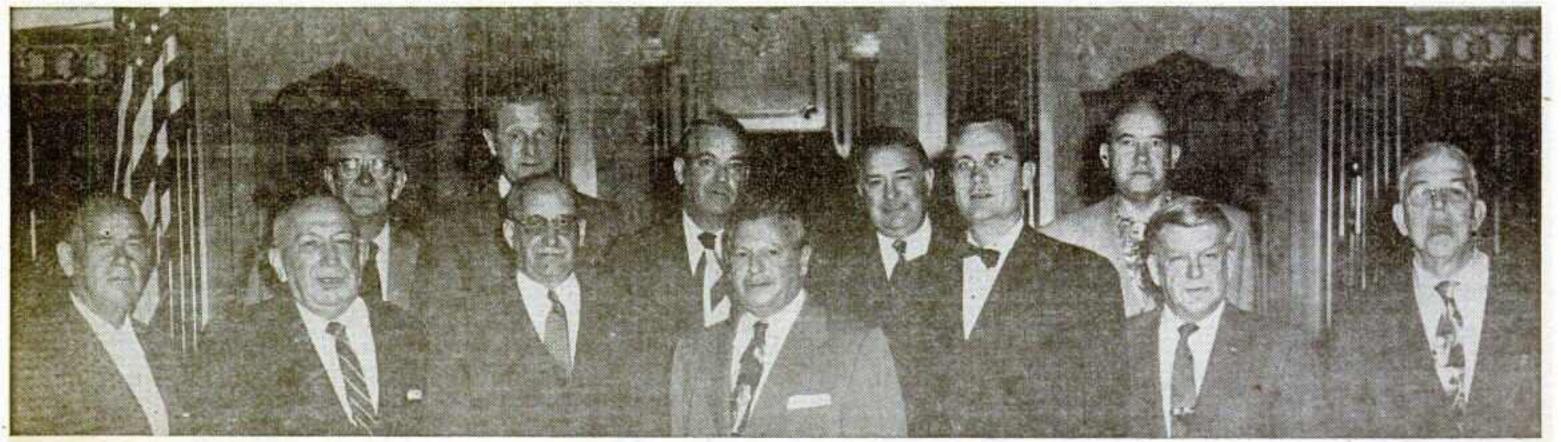
parent reluctance to get under way always opened as early in Washduring the past two seasons seems to be going out of fashion-except for most of the railroaders-as a number of traveling units have already announced early April openings with a few even taking a gamble on March, either to catch pay days or school holidays.

It may be that the solid last half of 1955 is regarded as an omen for a good beginning this year that is prompting haste on the part, of some. It may be, too, the realization that the tantrums of the weather can't be beat since they respect no time or season. Last year, for instance, there were a number of possible routes which were favored by good weather in early April or May, altho later pummeled by the unpredictable elements.

early April opening set for Wash- the second week in April.

NEW YORK, March 10 .- An ap- | ington, D. C. Strates, in the past, ington as the next show privileged to be in forced him to. Other railroaders, notably the World of Mirth and the Cetlin & Wilson shows and this year, according to announcement, the Olson Combined Shows, will delay until May in the belief tations will both be better.

This year again the World of Mirth will delay until the weekend preceding Memorial Day when it will open at Plainfield, N. J. The Cetlin & Wilson Shows, which has Serfass' Penn Premier Shows, which has scheduled a March 31 preem there to catch a Fort Lee photos and Gattis' three units. payroll.



WHEN MOE LEVINE, OWNER-MANAGER OF MONTE YOUNG SHOWS, recently received the degree of Master Mason in Los Angeles, he had the support of 10 other veteran outdoor showmen who represented nearly three and a half centuries of service in the business. Showmen in the photo and the years spent in the business include (front row from the left): L Eddie Roth, former show owner and currently owner of Kiddy Town at Ocean Park Pier, 45 years; Harry C. Seber, Cirl Show producer, 45; Robert Downie, Pacific Coast Showmen's Association vice-president and former canvas firm owner, 30; Levine, 30; Worthy Master of the Lodge; Al Flint, PCSA executive secretary, 25; Meyer Schloss, former circus auditor, 40. From the left in the back row are Arthur Andersen, concessionaire on West Coast Shows, 35; Al (Red) Cohen, concessionaire, 25; Marshall Brown, concessionaire, 20; Jack Glassman, concessionaire, 25, and Joe Mead, concessionaire, 20.

MIDWAY CONFAB

agent for Foley & Burk Shows last | William Pockar is back from a trip season, plans to spend the season to Florida. The jewelry jobber rein Stockton, Calif., where he'll bill ports considerable optimism in for several fairs, celebrations and New York visiting the Toy Show other events. . . . D. D. (Popeye) and Variety Merchandise Fair. Hall recently finished 12 weeks of radio and TV work and plans to Norman Carpenter, owner of rejoin the Pete Kortes' Side Show Carpenter Bros.' Shows, and family in Belmont Park, Montreal, in May.

Lou Please is still selling cars for Hill Motors, Tampa, and is rebuilding show fronts for the coming season during his spare time. Pease's eldest son, Billy, is in the (Jackie) Lynn, will tour with King Army at Fort Jackson, S. C.

Word from Mobile, Ala., quarters of Peppers' All-States Shows is that the org will open March 14 in a nearby Mississippi town. Ten men have been working in the info that his billing crew, consistshops in getting equipment ready for the 1956 jaunt thru Mississippi Shinebarger, will again handle the and Louisiana. M. J. (Mike) Dressen, general agent, recently signed a number of fair and celebration dates in those States. Recent visitors at quarters have included Art with his Lion Faced Enigma show Courtney, Johnnie Adams, John J. Wednesday (14) at Pascagoula, Denton, Bobbie and Russell Coop- Miss., with Peppers' All States er, Jim Stutz, Walter B. Fox and Shows. James L. Reed.

Royal Midwest Shows, is back in of carnival owners during the rehis Findlay, O., home after being cent Washington Birthday Cele-released from a local hospital. . . . bration at Laredo, Tex., where Mr. and Mrs. Chester I. Levin, of Loos again supplied the midway Midwest Merchandise Company, attractions. Included among the Kansas City, Mo., are on a three-show owners present were C. A. month tour of Europe that is Vernon, T. J. Tidwell, W. A. scheduled to take them to 11 dif- (Junior) Schafer, Don Brashear, ferent countries. They're due back H. P. Hill, Don Franklin, Jack sometime in May.

Bill Hayes, who specializes in painting Merry-Go-Round horses, recently finished a job for Turner Noble Fairly, painting Merry-Go-Round horses, Scott at the Daytona Beach (Fla.) Boardwalk. He claims it was the 54th jinney that he has redecrated.

Ben S. Allen reports that he is back at his Philadelphia poster printing plant and hard at work Noble C. Fairly, 70, veteran carcatching up with accumulated nival executive and former show chores after a lengthy sojourn in Arizona where he acquired a fine | Foundation Hospital here. He had

The Michigan Showmen's Association and its Ladies' Auxiliary turned out in good numbers for the recent funeral of W. G. Wade in Adrian, Mich, Included were Robert Morrison, Paul Greeley, Raymond Williams, Charles Rafel, Max Kahn, Irving Rubin, Clarence Frazer, Raymond Ostrow, Cameron Murray, Walter Shafer, John Reid, Irving Quist, Charles Stapleton, Glen Jacobs, Victor Johnson, Roscose Wade and Edward Horwitz. Representing the ladies were Laura Baker and Grace Zeigler.

R. B. (Durham Brownie) Garner and Irene Hester recently middle-aisled it at Columbus, Ga. Mrs. Garner will continue to operate her palmistry office in Opelika, Ala., while her husband will go back on the road this season.

Providence notes: A. April bought a Fly-O-Plane from Lincoln Park, North Dartmouth, Mass. Martin (Muttle) Byrnes i. reported busy planning a Northern Maine date. Johnny Hicks is also

League Hosts Polack Crew

CHICAGO, March 10. - The Showmen's League of America played host to almost the entire staff and act lineup of the Polack Bros.' Circus Western show at an open house held Monday (5) in the clubrooms. The party followed his death. the night performance of the circus at which members of the League were guests of Louie Stern.

open house included Stern, Mickey | Showmen's League of America and Blue, Justus Edwards, Mr. and a past president of the Kansas City Mrs. George Page, Nellie Vaughn Showmen's Club. and Viola McLeod, in addition to most of the performers.

Mary Kay, singing accordionist; were planned for Monday (12) at Dick Ware, and Mr. and Mrs. 2 p.m. in Sexton's Funeral Chapel, George Flint. Refreshments topped Leavenworth, Kan., with burial in off the evening.

Charles Sanches, billposter and busy with promotion plans. . .

Norman Carpenter, owner of left St. Marys, O., quarters recently for a Florida vacation, leaving Tiny Grimm in charge. Ralph Baughman and Doug McCann, concessionaires, are expected to be back with the show this season. . . . Jada Bros.' Circus this season, doing slides for life in the big show and sword swallowing and fire acts in the Side Show.

Art (Doc) Miller passes on the ing of his son, Jimmy, and Verne King Reid Shows' paper campaign this season.

Al Hunt Jr. will open the season-

J. George Loos was the host at Roxie Harris, owner-manager of what amounted to a convention Moore and Bob Hammond.

Vet Showman, Dies in N. O.

NEW ORLEANS, March 10.owner, died March 8 in Oschner entered the hospital February 29.

In the carnival field for more than 50 years, Fairly was with such shows as the Con T. Kennedy. Worth & Allen and C. A. Wortham



NOBLE C. FAIRLY

in his early years. Subsequently he and the late Phil Little operated the Fairly & Little Shows, with equipment purchased from the Hennies Shows, and toured Canada. They sold out to Issy Cetlin and L. C. (Curley) Reynolds and Fairly joined the staff of the William T. Collins Shows. He was with that show one season and then became associated, in turn, with the 20th Century Shows, Hennies Bros.' Shows and Amusement Company of America, serving those shows as lot superintendent. He was with the ACA at the time of

Fairly was the first president of the Hot Springs Showmen's Association, founded in the late 1940's, Circus staffers on hand for the and was also a member of the

Surviving are his widow and a son born to his first wife, Viola, Entertainment was provided by who died four years ago. Services Mount Muncie Cemetery there.



LAGASSE AMUSEMENT COMPANY HAVERHILL, MASS.

SHOWS

FOOD

Announcing—

LOWELL COMMON FOURTH OF JULY CELEBRATION, LOWELL, MASS., July 2, 3 and 4, Auspices of LOWELL ROTARY CLUB

By far the largest 4th of July Celebration in the East. Located in the heart of city on Common. Official attendance 500,000. Work around clock on 3d and 4th. Gigantic fireworks display two nights, 3d and 4th.

Eighth Annual NEW BEDFORD FIREFIGHTERS' FREE CHARITY CIRCUS, July 16 to 21 Inclusive, Day and Night

Fireworks Display, 3 free spectacular High Wire Acts, admission to grounds free plus car giveaway.

WANTED FOR ABOVE TWO CELEBRATIONS

RIDES All type Major and Kiddle not conflicting with office Rides.

CONCESSIONS . . .

Derby and Greyhound Racers, Flashers, Ball Games, Hi-Striker, Fish Ponds, Pitch-Till-U-Win, Cigarette Games, Bear and Chocolate and Parakeet Pitches, Photos, Long and Short

Range Galleries, Coke Bottle Toss, Cork Gallery, Age and Weight and all other legitimate Cames.

Watch for our ad in later edition of Billboard at which time dates of three more large celebrations will be announced. For space contact at once

LAGASSE AMUSEMENT

O. L. WESLEY, General Manager 13 Hallenan Avenue, Lawrence, Mass. Tel. 3-9905

Monkey Drome and all others up to standard.

Custard, Ice Cream, and what have you?

12 Whitcomb Street, Haverhill, Mass. Tel. Drake 4-6461 HARRY RYAN

Funhouse, Wrestling, 10-in-1, Wildlife, Snake, Motor or

Cookhouses, Apples and Floss, Popcorn, French Fries, Pizza,

Avacaldo Trailer Park, 79th St., Miami, Florida Tel. Plaza 9-9468 up till April 1

WANT

Buffalo, New York

Ride Help report immediately. Concession Agents for Merchandise Flashers, Cigarette Pan, Glass Pitch, Coke Pitch, Fishpond, Ball Games, or will flash to suit you. Especially want good Grab Man, Popcorn, Apples, Floss. Prefer married couples. Want good Concession Man. Prefer one with park experience. WANT TO BUY late model Kiddie Rides,

Have for sale-20x40 Top and Poles, Concession Tops and Frames, Bingo Seats, Mutual and Big Six, complete French Fry outfit and other items too numerous to mention,

All replies to

HARRY J. KAHN, Gen. Mgr.

Ph. RE 6-0237 60 PARKSIDE ST. P.S .- Frank Cartwright, get in touch with Bert Edwards.

SPRINGFIELD, MASS.

S PLASTER S **ITEMS**

You can save up to 35% if you Act Now!

In March the new USA wage law goes into effect. It will increase the cost of low line merchandise from 20 to 35%—plaster included. WE WILL accept your order now at last year's low prices, to be shipped immediately or will hold for future shipping if 50% deposit accompanies the order.

12c items, pkg 48 to ctn.

15c items, pkg 48 to ctn.

20c items, pkg 24 to ctn. 30c items, pkg 12 to ctn.

IF INTERESTED IN CLOSE OUTS, such as—Novelty Cloth and Felt Hats - Novelty Stand Items - Slum -Write for list.

WISCONSIN DELUXE CO.

1902 N. Third St. Milwaukee 12, Wis.

SOUTHWEST AMUSEMENTS **OPENING APRIL 1**

BARELAS FIESTA-ALBUQUERQUE Want Concessions that work for stock, Funhouse, Side Show, Animals, or what

Help on all rides—One Man who can take charge of rides. WILLIAM T. TUCKER

2413 Franzen Rd., S. W. Albuquerque, N. M.

HUBERT'S MUSEUM

228 W. 42nd St. New York, N. Y. Open all year round

Want Freaks and Novelty Acts. State salary and all particulars in first letter.

CHORTENT The Showman's Choice

Finest Materials—60 Yrs.' Experience. Recognized as the Tent House of FIT—STYLE—AND QUALITY Concessions-Show Tents-Ride Tops-Bingo-Merry-Go-Round-Cookhouse Tops Aluminum Tent Frames-Light Weight Hinged Legs-Slip Joints-Rustproof

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

ANNUAL OLD HOME WEEK COMBINED WITH 50th YEAR GOLDEN JUBILEE

ARNOLD VOLUNTEER FIRE DEPARTMENT, ARNOLD, PA. Any week from July 9 through August 4. Want complete Carnival with Shows, not less than 10 Rides.

A SURE MONEY MAKER Write or wire David V. Santore, Secretary

317 IROQUOIS AVENUE, ARNOLD, PA.

TED CORY WANTS

FOR 12 WEEKS ON KANSAS CITY LOTS, STARTING MARCH 30 NO MUDDY LOTS—NO LONG MOVES

SHOWS: Fun House, Monkey Speedway, other Grind Shows. You will do well here. CONCESSIONS: Hanky Panks Only, Few choice ones still open.

ADDRESS: 516 Fitzgerald, Kansas City, Kansas-(Phone: Fairfax 1-9040)

CRAFTS HAS FOR SALE

Account of purchasing new equipment: 1 Allan Herschell Auto Ride, \$1,950; 1 Auto Racer, \$1,850; 1 Dark Ride (Pretzel), \$3,500; 1 Eight-Car Whip, \$3,500; 1 Twenty-Car Lusse Auto Scooter. 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

North Hollywood, Calif. Phone: Poplar 50909 or Poplar 50320 7283 Bellaire Ave.

100,000 . . . \$32.00 10,000 \$10.00 20,000 12.50 50,000 20.00 200,000 55.00 Price Chg.....\$3.00 Color Chg.....\$1.00

ROLL TICKETS Printed to Order DALY TICKET CO.

Collinsville, III. Union Made

No C.O.D. **Coupons Double Price**

Stock Tickets, 1x2 Inches 1 Roll\$.90 5 Rolls 4.25 10 Rolls 8.00 50 Rolls 23.00

Prices Cash With Order

CARNIVALS

Official Opening in City Limits of PETERSBURG, VIRGINIA, SATURDAY, MARCH 31

(Big Army Pay Day)—2 Saturdays

Can place Custard, French Fries, Derby Racer, Short Range, Glass, Bear Pitch, Novelties and any other legitimate Concessions. Can place some P.C. if you have

SHOWS

Can place Wildlife (Iren Burton, answer). Can place Man to Manage newly framed Pickled Punk Show, also want Manager for Motor Drome. Red Crawford, answer. Can place any good worth-while attractions. We have 12 of the most outstanding Fairs in the East. Thompson, phone me. Col. Jeffries can place people for Circus

Can place any good Rides not conflicting. Especially interested in Scooter (Ralph Endy, wire), Caterpillar, Fly-o-Plane or Scooter. Interested in buying good used Rock-o-Plane; must be in perfect condition.

HELP

Want to hear from good, sober, reliable Wheel Foreman. Also Help for Wheels, Tilt, Octopus, Kiddle Rides, Chairplane, Roll-o-Plane, Round-Up, Roller Coaster and other Rides. The following men contact me: Sam Young, Paul McIntyre, Ralph Whitney, James Heffner, Paul Smith and others who have worked for me. We leave quarters March 26. CAN PLACE SOBER, RELIABLE RIDE SUPERINTENDENT WHO UNDERSTANDS RIDES AND CAN HANDLE MEN.

Address all mail and wires to

Lloyd D. Serfass, Mgr., Penn Premier Shows Phone 7316, Henderson

Henderson, N. C.

No collect calls

HOWARD Bros.' Shows

WANT FOR SPRING OPENING

CONCESSIONS: Small Cook House, Photos, Guess Your Weight, Basketball. Ted Cole, write.

Want Foreman for new 3-abreast Allan Herschell. Loads in 34-ft. van; no crates Want Foreman for Roll-o-Plane, and Help for Tilt, Octopus, Kiddie Rides. Must drive

Have for Sale: 1948 Caterpillar, in nice shape. Reason for selling: have two. Also Monkey Motor Drome, 6 Monkeys, with Semi, air brakes, and Int. Truck. Will send photo of some.

RAY S. HOWARD

1354 E. AGNER ST., OTTAWA, OHIO

. T. Shows-Want-I. T. Shows

Opening Easter Week

WANT-Merry-Go-Round Foreman and Second Man; Ferris Wheel Foreman and Second Man. Top salary for Wheel Foreman, Octopus Foreman.

CONCESSIONS WANTED-Pitch-Till-U-Win, Punk Racks, Glass Pitch, Bear Pitch, all Hanky Panks that work for stock

PHIL ISSER, Gen. Mgr.

1916 AVE. K, BROOKLYN, N. Y.

Phone: CLoverdale 2-2796

TRAILER BUS

MUST SELL-\$1,995.00. BUS ORIGINALLY COST \$12,500.00.

Designed by Brooks Stevens and built by the Linn Trailer Corporation. The bus body is constructed over steel tubing and has no principal framing. The interior is solid oak throughout; having a layout of twin beds in the back; shower, commode and wash basin self-contained. Ample drawer and closet space. Kitchen consists of sink, stove and Electrolux (gas) refrigerator. All fixtures are stainless steel.

In front there is a 6' cushioned innerspring lounge that is equivalent to a double bed. In the cab part there are two bucket seats with full vision all the way round. Mechanically perfect with a rebuilt low mileage Ford truck motor. Front wheel drive that has been aligned and reconditioned. It is equipped with two 30-gal, tanks and two 50-gal, water tanks that are pressurized with a compressor that works off the motor. The unit is wired throughout for six or 110 volt system. Overall length: 25 feet. Height (from ground to top): 7 feet 10 inches. Width: 6 feet 4 inches,

ATLANTA TRAILER MART, INC. 1780 STEWART AVENUE, S.W., ATLANTA, GA. Telephone: Poplar 1-8888

Want--Shop-O-Rama Free Circus & Carnival--Want

Showing two and three spots a week, usually downtown, on the streets with merchants' sponsoring. Billed like a circus. Prizes each night.

Want Stock Concessions of all kinds. Will sell "Ex" on neat Cookhouse. Want Photos, Bingo, Scales, Noveltics; reasonable privilege. Can place Foremen for new 1956 ±5 Eli Wheel and Jenny. Also Ride Help on all Rides. Want money-getting Shows that can set on streets; Chimp, Big Snake, Fun House, Working Model, etc. Can place capable Banner Man. Also one more Contracting Agent.

Address "DOC" H. CAPELL

C/o CIRCUS, HOPE, ARK.

P.S.: Hank Carlile, contact.

WANT TO PLACE FOR SEASON ROCK-O-PLANE—OCTOPUS

Walk-In Bingo and P.C. Concessions. All well flashed. Will book together or

Contact HARRY MAMAS, 2343 Cambridge Blvd.

Columbus, Ohio

MAJESTIC GREATER SHOWS

WARNER ROBINS, GEORGIA, MARCH 30-APRIL 7

Big Air Force payroll, two Fridays and Saturdays; Marietta, Georgia, to follow, and Ft. Knox, Ky., April 30-May 5.

Want Hanky Panks of all kinds. Those who have booked, please confirm. Limited amount of space at Warner Robins, Want Billposter who can also do agent work. Foreman for Moon Rocket and General Ride Help, Manager-Caller for Bingo, Agents for Cigarette Block.

SAM GOLDSTEIN

STOCK TICKETS
1 Roll \$ 1.50
5 Rolls 4.50
10 Rolls 8.25
25 Rolls 18.75
50 Rolls 24.00
100 Rolls 44.00
ROLLS 2,000 EACH
Double Coupons
Double Prices
No C.O.D. Orders

of every description Wheel tickets carried in stock for immediate ship-

THE TOLEDO TICKET CO.



Fund Is New Miami Goal

MIAMI, March 10.-A goal of \$10,000 has been set as a goal for the cemetery plaque fund committee of the Miami Showmen's Association. William B. Moore, a past president, heads the commit-

Subscribing members will have their names permanently engraved on a bronze plaque which will be placed in the cemetery. Plans for the memorial also call for a lifesized sculpture featuring an elephant flanked by lions.

The drive will get under way immediately and is expected to be completed by the end of the coming season.

Tampa Club Nets \$1,594 At Largo Fete

LARGO, Fla., March 10.-The cemetery fund of the Greater Tampa Showmen's Association was enriched by \$1,594 at a jamboree held on the Blue Grass Shows here Friday (2). The show was here at the Pinellas County Fair and C. C. (Specks) Groscurth, ownerparty.

O. J. (Whitey) Weiss, Lloyd Serfass and Harry Rubin conducted an auction. Entertainment was provided by the midway personnel augmented by acts from the night grandstand show.

Frederick Builds Own Winter Base

DETROIT, March 10. - Motor building is already under construction to serve as a combination warehouse and shop.

Make-ready work is already under way. The Merry-Go-Round lighting. A new Diesel is being Bros. Circus. mounted on a special built trailer. Show will again tour Michigan, Ohio, Indiana, Tennessee, Mississippi and Louisiana.

Panacek Contracts

MILWAUKEE, March 10. Belle City Amusements recently added three sponsored events to its route, Charles Panacek, owner-Jaycee Lake Front Fair, Kenosha, Wis., July 16-22, and the Wisconsin Rapids (Wis.) Centennial. Organization will also play the Eagles' Wis., June 7-10.

Islers to Observe 50th Anniversary

CHAPMAN, Kan., March 10.-Mr. and Mrs. Louis Isler, former owners of the Isler Greater Shows, will celebrate their 50th wedding anniversary here April 1.

Isler entered show business in 1908 with a Parker Merry-Go-Round. In ensuing years he built a 20-car railroad show, which played the Central States until his



MR. AND MRS. LOUIS ISLER

retirement in 1938 to enter a retail business. Isler retired from the latte in 1954 and now serv s as acting city councilman of Chap-

The Islers have three daughters, Mrs. Charles Stanley, who has had photos af Coney Island, Cincinnati, for the past 14 seasons; Mrs. Everett Fillingham, Tampa, secretary f the Ladies' Auxiliary, Greater Tampa Showmen's Association, and Mrs. Nathan Sachnowitz, nonmanager, directed the benefit professional, San Antonio, and three grandchildren, Sam Fillinghar, and Susan and Michael Sachnowitz.

Goldfarb Sets **Novelty Dates**

NEW YORK, March 10.-Paul Goldfarb, of the Belle Arbor Nov- event. elty Company, has signed exclusive novelty contracts for the Rhine-State Shows next year will store its equipment and gear in its own windale (Pa.) Fair. Both spots are ter quarters at nearby Belleville, new to his route. He is also set to J. J. Fredericks, owner-manager, announced A 50 by 120-foot Fair and the Danbury (Conn.) Fair.

Other dates set include the Sussex County (N. J.) Farm and Home Show. During the winter months he maintained a stand at the from the No. 2 unit is painted and Brooklyn Fairyland kid spot and equipped with new fluorescent worked indoor dates with Gangler

Set by Leeright

PUEBLO, Colo., March 10.-Leeright Midway Shows will carry a total of 10 rides and shows on its tour of the Dakotas, Wyoming, Colorado, Utah, New Mexico and manager, announced. Show will Texas this year, J. R. Leeright, upwards of 55,000 to its initial run, provide midway attractions at the manager, announced. Harry At-State Convention in Manitowoc, ing a new candy trailer to go along projects to be displayed in a 160 with their concession string.

Tinsley Adds **Back-End Units**

GREENVILLE, S. C., March 10. -Johnny T. Tinsley, owner-manager of the shows bearing his name, has purchased a Funhouse, Monkey Drome and Minstrel Show outfit from Leo Lane to strengthen the shows' back-end. In addition, he added one ride and purchased a band organ that will operate between the twin Ferris Wheels.

All equipment will be in shape for the April 14 opening, and the Scrambler, which operated in Cuba this winter, will be back in time for the bow.

Scheduled for the front-end this season are Bill Stacy, bingo; A. B. Davidson, cookhouse; Roy Pettie, glass pitch; Joe Tuller, popcorn and candy apples; Marie Marcum, snow cones and floss; Jack Coleman, 3; R. L. Roper, 2; Mr. and Mrs. H. B. Sanders, 2; Burwood Horton, 1; Art Courtney, 3; Tom Kinds, 2; Joe Bice, 2; Kenneth Finley will have the kid rides, and Harry Harris will have animals and snakes.

Staff, in addition to Tinsley, will include Mayo Tinsley, secretary-treasurer; Bobby Sickels, assistant manager and general agent; J. McDonald, electrician, and Albert Rive, mail and agent for The Billboard.

200 Show Folks **Attend Party**

SAN FRANCISCO, March 10.-Close to 200 members of the Show Folks of America turned out for the club's annual Hi-Jinks held here Saturday (3) in the club's quarters. Jim Redder was chairman of the

Following a corned beef and cabbage supper, a show was presented by Duke Navarro. On the program were Joyce Carla, John Barentoes, Joe Anthony, Buster Bugbee, Trudy Velez and Schmidling and son.

Prior to the Monday (5) regular meeting, Joe Clemons served a potluck dinner. Barry R. Phillips is a new member.

Mound City Inks Maplewood Fair

MAPLEWOOD, Mo., March 10. -Mound City Shows will provide the midway attractions at the second annual Maplewood Community Fair to be held here June 18-23, E. M. Schaller, fair's general manager, announced.

The event, which last year drew plans to have free acts, community water has been busy here in quar- events, contests and other competiters building two trailer-mounted tions. An 80 by 240 exhibit top will shows and two concessions. Mr. house the industrial and commerand Mrs. Lewis Atherton are fram- cial exhibits, with community by 40 top.







BEST COSTUME AWARDS WERE PRESENTED THIS TRIO at the Showmen's League of America Buffalo Bill party held February 25 in the club's Chicago quarters. Left to right: George B. Flint, whose get-up was judged the most authentic Buffalo Bill costume; Mrs. Al (Bernice) Sweeney, best among the ladies, and Gardener Lloyd, top comedy garb. Over 100 members and guests turned out for the event, which was held to celebrate the 110th birthday of William F. (Buffalo Bill) Cody, the League's first president.

MARCH 17, 1956

TRADBILLE BUT

OPENING

APRIL

CONCESSION * CIRCUS * CARNIVAL THEATRICAL * MOVIE * SKATING

AMERICAN TENT CORPORATION

* America's Largest Builder *

* of Fine Show Tents! *

- Pield Representative G. C. Mitchell Theatrical Solling Agents:
- * ALLSET ASSOCIATES
- 1192 BROADWAY, NEW YORK, N. Y. PHOENIX THEATRICAL SUPPLY and RENTALS
- 324 N. HOLMES ST., PHOENIX, ARIZ. MAIN OFFICE and FACTORY 201 E WATER ST., NORFOLK ID, VA

BILL SANDERS

GIRLS

WANTED

Good Pay!

Contact

TOMMY THOMAS

Club Mardi Gras, Key West, Fla. Phone 6-9147 after 9 P.M. nightly

WANT CARNIVAL

From June 30 to July 4, 1956

VILLAGE CENTENNIAL CELEBRATION

We are furnishing Parade. Fireworks, etc. Contact

AL ALBERTSON Valatie, New York

BABIES-\$1.15 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 9-5210

EASTERN AMUSEMENT CO.

Will pay top wages for sober, reliable Ride Men on all rides; must be semi drivers. Will sell exclusive on Bottle Ball Game and Cat Rack, to party booking 4 concessions or more.

NEED—Photo, Hi Striker, Bumper, Duck
Pond, String, Plush Store, Penny Pitch,
Slum Spindle, Basketball, Cig. Gallery,
Fish Pole, Coke Bottles, Parakeet, etc. Have a good deal for Man and Wife for Cookhouse, Also Agents for P. C. Want Experienced Operator for Monkey Want Shows not conflicting. Contact Immediately

M. S. Earl C. R. Ross 344 E. 11th St., Jacksonville, Fla. 817 Washington St., Auburn, Maine

FOR SALE

33 foot factory made Schult Concession Trailer, sides open all way round. Perfect setup for 2 or 3 Lineup Concessions or Center Stand. This trailer perfect condition. Will sell reasonable. Call or

> JOHN DORLAND ROYAL UNITED SHOWS Box 326, Phone 26274 Sioux Falls, South Dakota

Pitch-Till-U-Win blocks \$2.00 each. Duck Pond Tanks \$30.00 each. Concession Frames. Wooden Milk Bottles \$1.25 each, Heavy Wooden Milk Bottles \$2.25 each. All types of games made to specifications.

USED EQUIPMENT Pea Pool Tables, \$25.00. Plywood Balloon Dart Boards, 5 feet x 10 feet, Price \$8.00. LEONARD SYLVIA 144 Rockland St. New Bedford, Mass.

REWARD

for information leading to the arrest of persons involved in the robbery of Alex Freedman of \$8,500 in Los Angeles Jan. 2, 1956. All replies held in confidence BOX A-173 The Billboard Publishing Co. 6000 Sunset Blvd. Hollywood 28, Calif.

Thank You W. D. (BILL) KUHN Independent Concessionaire (Dishes) for your automobile purchase. "Save Money With Johnny" JOHNNY CANOLE Phone 89-0206

8861 N.W. 18th St., Miami, Fla.

WINTER QUARTERS

Reithoffer, P. E.

DALLAS, Pa., March 10.-Work has been speeded at quarters here with the hiring of a second show painter, Bill Harlow, who formerly painted for the Ringling show and some of the country's big sign companies. Completion of a 35foot arch was the final touch on a large kiddieland layout the show will sport this year.

Now in the process of completion are two new shows which will round out the back end. Plans call for a 65-foot marguee in front of the Ferris Wheels. The addition of diesel light plants is also planned. Plans are being drawn by Pat Reithoffer Jr., for a new concept in show front building. Work will be carried out by foreman Simon Oleski and Whitev Silverfield and Joseph Rooney.

Mr. & Mrs. Peppers in Accident, Suffer Burns

MOBILE, Ala., March 10.-Mr. and Mrs. Frank W. Peppers, of Peppers' All-States Show, recently suffered first degree burns while escaping from their car which had become enveloped in flames after being involved in a highway acci-

The accident occurred near Tallahassee, Fla., while the Peppers were en route to Tampa and St. Petersburg on a business trip. While crossing a small bridge the Peppers' car was struck from the rear by a car traveling at high speed, causing their gasoline tank to explode. They also suffered minor cuts and bruises. Their car was destroyed.

\$100 REWARD

MACK ROBERTS

8v Parents tor Information Leading to

SAFE RETURN

Of These Two Missing Boys:

> Mack Roberts. Age 15. Denver Alcorn,

Age 16. Interested not in punishment--ONLY in boys' safety, whereabouts and

present welfare. DENVER ALCORN

CALL COLLECT W. C. ROBERTS

335 W. South St., Jackson, Ohio Phone 701 FOR SALE New 32-ft. Merry-Go-Round, 2-Abreast, Parker, Eli #5 Wheel, 150 Wurlitzer

Organ, needs repair. 5 extra good Tilt Tubs, old style, but good. Used 32-Ft. Merry-Go-Round, one year old, good. One shop-built Car Ride, cheap. #00 Wolders Cable, 50¢ per ft., fine for Ground Cable. All the above can be bought right for cash. Will carry some paper if you have bank references. Trucks and Trailers for above Rides. C. A. GOREE, P. O. Box 27, Azie, Texas, (Phone: 167).

FOR SALE Kiddie Water Boat Ride

SCHANTZ 908 Missouri Ave., E. St. Louis, III.

(Phone: Upton 4-3670)

RIDE HELP WANTED Foreman for Rock-o-Plane; must be experienced man and have license to drive. Drunks, save your time and mine as you won't last here. Long season,

opening last week in March. Andre A. (Frenchy) Conn, let me hear from you as soon as possible. No collect calls please. Contact H. L. ANDERSON, 17108 Melrose, Detroit 35, Mich. Phone:

RIDES FOR LEASE

7 Car Tilt and No. 5 Eli Wheel; all painted and repaired. Address:

Valdosta, Georgia

P. O. Box 201

Contact CENTRAL TRUST COMPANY Rochester, N. Y. FINANCIALLY IMPORTANT TO YOU

TONY DECRAINE

600 Attend Parker Fete In Miami

MIAMI, March 10. - An estimated 600 persons attended the annual barbecue staged by Mr. and Mrs. Robert K. Parker at their home here Sunday (4).

Assisting the Parkers were Lottie Mayer Warfield, Ken Warfield and Guss Rott. Bar stewards were Tommy Thomson, Fatso Marco and Joe McDevitt. Entertainment was impromptu, with a number of guests participating.

Guests included: Mr. and Mrs. Sydney Daniels, Mr. and Mrs. Edward Edwards, Mr. and Mrs. Lyman Truesdale, Mr. and Mrs. Bill Bryant, Mr. and Mrs. Ben Weiss, Mr. and Mrs. Ep Glosser, Mr. and Mrs. Joe Ross, Danny Glosser and Bobbi, Hon. Wallace H. Maer, Mr. and Mrs. Lew Lange, Al Rossman, Mr. and Mrs. Pud Hartman, Robin Mulloy, Henry Bassford, Sammy Walsh, Mr. and Mrs. Mel Dodson, John Ciaburri, Mr. and Mrs. Guy Dodson, George Gordon, Charley Gregory, Harry Martin, Ernie Dellabate, Mr. and Mrs. Charles Wolpert, Mr. and Mrs. Elmer Koochenour, Mr. and Mrs. Harry Cohen, Mr. and Mrs. Teddy Unger, Tom Sharkey, Mr. and Mrs. Bill Jones, Frank Korrissey, John (Sheik) Lam-pert, Ned Torti, Mr. and Mrs. L. I. Thomas, Mr. and Mrs. William Glick, Henry Polk, Hank Shelby, Mr. and Mrs. Sammy Clark, Mrs. Amsterdam, Harry Ebright, Dr. and Mrs. Ralph Fergeson.

Also, Mr. and Mrs. E. V. Whittington, Mrs. Sara Mae McCaffrey, Mr. and Mrs. Ben Tracey, Harry Martin, Mr. and Mrs. John Gilbert, Mr. and V.rs. Jikky Arkin, Mr. and Mrs. Charles Page, Arty Login, Mr. and Mrs. Ben Chastain, Mr. and Mrs. Snooky Lorow, Laura Maros, Mr. and Mrs. Joe Ross and Michael, Mr. and Mrs. Al Baysinger, Mr. and Mrs. Harry Schreiber, Mr. and Mrs. George Whitehead, Thad Work, Mr. and Mrs. Muriel Damen, Mr. and Mrs. Bill Tucker, Mr. and Mrs. William Cowan, Mr. and Mrs. Pat Finnerty, Rajah Raboid, Mr. and Mrs. Sid Goodwalt, Mr. and Mrs. Lew Meyers, Mr. and Mrs. Newell Tavlor, Roberta Sherwood, Don Lanning, George Brautigan, Ernie Belew, Mrs. Windsik Michy, Carl Hanson, Mr. and Mrs. Abe Prell: Howard Singmaster, May Ellen O'Rear, Jimmie Finn, Mr. and Mrs. Bob Floyd, Mr. and Mrs. Rudy List, Mr. and Mrs. Sam Prell. Also, Mar Tarbes, Johnny Gil-

bert, Kelley Abbott, Mr. and Mrs. Andy Kasin, Mr. and Mrs. Harry Modele, Mr. and Mrs. Joe Arrigo, Al Williamson, George Downey, Jack McHazel, Mel Smith, Andy Markham, Mr. and Mrs. Whitey Tara, Mr. and Mrs. Claude Sechrest, Happy and Mickie Hawkins, Mr. and Mrs. Whitey Weiss, Specs Groscurth, Mr. and Mrs. Mike Roman, Mr. and Mrs. Jack Essner, Mr. and Mrs. Tommy Carson, Mr. and Mrs. Hutton, Mr. and Mrs. Marty Weiss and Ian and Bobby, Bernie Renn, Mr. and Mrs. Max Goodman, Mr. and Mrs. Ray Tanner, Mr. and Mrs. J. C. Weer, Mr. and Mrs. Roy Jones, Mrs. Lubowitz, Jack Chickerelli, Jimmy Fe-renzi, Mr. and Mrs. Al Beck, John Quinn, M. Shapiro, Mr. and Mrs. Matty Matisoff, Leo Bistany, Mr. and Mrs. Dutch Whiteside, Mr. and Mrs. Joe Bellinger, Mr. and Mrs. Bernard Arent, Mr. and Mrs. Ierry Bender, Mr. and Mrs. John Campi, Mr. and Mrs. Ben Roth, Mr. and Mrs. Ed Frisbie, Mr. and Mrs. Hom Zolum, Billie O'Rear, Mr. and Mrs. John Applebaum, Guy Mitchell, Dave Endy, Max Herman, Mr. and Mrs. Ross Manning, Max Sharp, Laura Manos, Mr. and Mrs. Shep Blumberg, Abe Miller, Frank McMillen, Paul

PARADA SHOWS Now Booking for 1956

Shows—Rides—Concessions, Have 4th of July open. July 26-27-28 near Kansas City, Mo. First week in August open. Have September 24 till November 11 open.

H. C. SWISHER Caney, Kansas

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

AMERICAN CANADIAN TOUR

KING REID SHOWS

30TH

We will open for 10 weeks in New York and New England in proven territory. Then five outstanding celebrations and fairs in Canada followed by our starstudded route of the finest Eastern Fairs.

WANT!

WANT!

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CONCESSIONS:

Photos, Hanky Panks, Short Range, Jewelry, Ball Games, Penny Arcade.

SHOWS: RIDES: **OPERATORS:**

Motor Drome Grind Shows, 10-in-1, with own outfits Scrambler. Round-Up, Roll-o-Plane, Turnpike. For office owned FUN-HOUSE, Monkey Speedway, Motor Drome. George Cooke, please contact me. Small

10 to 12 piece organized unit for our magnificent MINSTREL Show. To be enlarged at Fair time. First class truck and ride Mechanic, Carpenter-builder-

welder for winter quarters. Top calibre scenic artist banner Painter W. R Fritts, Jimmy Short, please con-Have a few openings for reliable Help on our 12

RIDE HELP:

HELP:

major and 8 Kiddie Rides. Drivers preferred. Top salary, good treatment, season bonus. WANT Foremen for brand new \$16,000 Merry-Go-Round and small Skooter.

NOTICE: All our regular old show family please contact me at this time. You know you still get the preference.

KING REID, Manchester, Vermont

Telephones: Manchester VT, 468-W, or DOrset Vt. 50

JOHN H. MARKS SHOWS



NOW BOOKING FOR SEASON 1956

SHOWS

RIDES

Can place any Grind Show of merit with or without equipment. Will furnish beautifully framed Monkey Show, except animals, to reliable party. Have opening for Scrambler, Rock-O-Plane, or any

other ride not conflicting. Will book legitimate Merchandise Concessions - All

CONCESSIONS

Eats and Drinks sold. REPLY TO P. O. BOX 771—RICHMOND, VA.

FOR SALE OR TRADE

BY FRANK W. BABCOCK UNITED SHOWS

NOW PLAYING NATIONAL ORANGE SHOW, SAN BERNARDINO, CALIF., WHERE EQUIPMENT CAN BE SEEN

Merry-Go-Round, Roll-O-Plane, Flying Scooter, Bulgy, Boat Ride, Ferris Wheel, Coaster, Seaplane, Mix-Up, Flat Car Ride. Baby Ferris Wheel. Will sell or trade for other rides. See them at the Orange Show or write

BABCOCK UNITED SHOWS

Baltimore Hotel, 501 South Los Angeles St., Los Angeles, Calif. Phone Trinity 5941

RIDE MEN

Want Foremen and Second Men for Merry-Go-Round, Tilt, Skooter, Wheels, Round-Up, Coaster and Kiddie Rides. Sober, reliable and must drive. Come in now, rides up and running. All reply

BILL GEREN

2d & Carver, Greensburg, Ind.

SAMMY LEWIS

"Girl Show," "Spider Boy" Sammy It is most important that you or Carl call or wire me collect this week.

GEORGE TURNER

Phone Victor 3-9888

1115 Hemstead Place

Oklahoma City, Okla.

ART B. THOMAS SHOWS

WANT FOR 1956 SEASON

Route includes some of the finest early Celebrations and Fairs in the Midwest, including the South Dakota State Fair, Huron, S. D., and the Clay County Fair, Spencer, lows. RIDES: Want Rides not conflicting for Fair route. SHOWS: ESPECIALLY WANT LARGE CIRCUS SIDESHOW. Also well-framed Mechanical Show, Illusion Show, Motordrome and Monkey Circus. CONCESSIONS: Will place Long and Short Range, Basketball, Hi-Striker and others not conflicting. Contact BERNARD THOMAS, LENNOX, SOUTH DAKOTA

CARNIVAL EXCLUSIVE

ASTORIA, OREGON

Shows permitted in Astoria only on approval of Astoria Regatta Association. WANT RIDES, SHOWS, CLEAN CONCESSIONS. Contact:

Robert Hansen, Secy., P. O. Box 148, Astoria, Oregon

NOTICE — CORRECTION

In the March 10 issue of The Billboard, Johnny T. Tinsley Shows advertised Galax, Virginia, 4th of July Celebration. The show contracted to play the 23d Annual 4th of July Celebration is H. B. Rosen's Mighty Interstate Shows.

ELBERT L. LUNDY, SEC. GALAX FIREMEN'S CELEBRATION COMMITTEE

CARNIVALS

Willow at Carmen, Tampa, Fla. TAMPA, March 10.-Sam Gordon conducted the weekly meeting assisted by C. C. (Specks) Groscurth, second vice-president; Joe Fontana, third vice-president; Vernon Korhn, secretary, and Harry

Julius, treasurer.

Chaplain George Ringlin reported Bill Stophel had undergone Hercha also entered a hospital for surgery. Buck and Leona Plas were confined to their home. Rube Liebman was released from a local hospital but will go into a private rest home for a period of convalescence. Letters for Liebman can be addressed to the club. Lou Torti was still confined in a Milwaukee hospital. The membership was saddened by the death of W. G. Wade.

Upward of 250 people turned out for the annual Monte Carlo night held in conjunction witl. the Saturday night (3) dance. Proceeds, which amounted to \$293, went to the Christmas Party fund. Enter-

night clubs.

being constructed at the rear of and prizes. the present clubhouse, is nearing completion.

ber who recruits 20 new members Anderson, Sam Peterson and Edthis year. The house committee served a buffet luncheon to the 101 members present.

Ladies' Auxiliary

President Esther Young called the meeting to order. Also present were Vera Hauck and Olive Sprague, first and second vice-presidents respectively; Grace Fillingham, secretary, and Elsie Owens, treasurer.

included Bertie Perrot, Flora Pontico, Mary Delaney, Jeri Wallace Zelda Hercha, Helen Julius and Leona Plas.

The ladies will furnish the entertainment at the club's St. Pat-

CLUB ACTIVITIES

will also be a covered dish and Hospital, Brooklyn; Joseph (Yosk) taken by Mary Faulkner. Card hit-the-road party held in conjunc-

Davina North donated a bulldog puppy to be given away at the next meeting. Peggy Gallupo won the dark horse which was donated by surgery in a local hospital. Zelda Gypsee Gaze. Carol Abrahams, sergeant at arms, announced 73 members present.

The Clover Garden Club announced that its progressive supper had raised \$74.15 to help finance its work at Showmen's Rest. Myrtle Jeter, club president, is scheduled to leave March 19 for Tallahassee, Fla., to attend the State Garden Club convention.

National Showmen's Association

317 West 56th Street, New York

NEW YORK, March 10. - The next meeting, with several importainment was provided by local tant matters up for discussion, will be Wednesday (14). The enter-C. J. Sedlmayr Jr. reported the tainment committee has planned Clover Garden Club was planting a barn dance for Saturday (17). shrubs and trees in Showmen's St. Patrick's Day. The dance will Rest. The blood bank stood at 465 be held in the clubrooms. The \$1 pints. The new utility building, admission includes entertainment

Dr. Jacob Cohen has returned from a vacation in Hot Springs. Andy Kasin donated a \$100 Back from Florida are Herman bond to be given the first mem- Malek, Morris Sommers, Vincent ward (Patty) Rouch. Harry (Bosco) Sandler left for California. Henry Kaufman is in Mian for a few weeks. Harry Weiss returned to his Florida home. Max Gruberg visited between trips to Miami and Chicago. Other visitors included Max Tubis, Morris Felstein, John S. Weisman, Saul Heyman, D. D. Simmons, Alfred G. McKee, Frank Fay, Italo Fantino, Murray Spitzer, Sam Cohen, Max Seskin, Flora Creen is a new member. Harry Horner, Joseph Prell, Harry Ella Stophel reported the sick list Joffe, Charles Buchbaum, Harry Flanagan, William Urann, Arthur Sicard, David Solomon, Al Crane, Albert Halpin, Larry Neumann, John (Duke) Denoia, Sam Bibring, Edward Elkins.

On the sick list are Lous (Lemrick's dance on March 17. There ons) Kronenberg, Kings County

Agule, Hospital for Joint Diseases, were read from Betty Greely and New York; Leo Brenner, Mt. Jean Briggs, who are vacationing Pleasant Hospital, Baltimore, Julius in Florida. Roth has fully recovered from his recent illness. Herbert (Pinky) Pincus passed away in Florida March 2. No other information is avail-

Birthday greetings to Jack Penner, 5; George Povino, Frank Capell, Max Packman, 6; Frank A Robbins, Leo Willens, 7; Patrick Finnerty, 8; Harry Lipschitz, Bernard Miller, Harold S. Schneider, 11; Alfred G. McKee, Jack Vogel, 12; Robert Gloth, George Reiser, 14; Herman Cohen, Carl T. Jones, Carmine Mauro, Irving Sherman, 14; Harry Horner, 16; Harry Eddels, Jack Harris, Saul Shaw, Victor L. Sigler, James P. Sullivan, Irving Yerkes, 17; Richard E. Gilsdorf, Jeff Harris, Benjamin Herman, Thomas D. Mc-Bride, 18.

Ladies' Auxiliary

Our Valentine party was a social and financial success. Chairman I:ma Bernard and her committee did a splendid job. Several of the ladies donated food and the beverage was donated by Evelyn Batalsky. Lita Bernard hand-printed the invitations. Entertainment was by Mildred Ford, Flo Thompson and Amanda Coombs. There were many door prizes, with the big doll going to Martha Susskind.

Fredi Coleman was greeted for the first time in a year. Her son is a senior at Yale, majoring in engineering. Her daughter and son-in-law, who are expecting their first child, have moved to California. Fredi and her husband visited

them at Christmas, Their youngest daughter was abroad last summer, visiting is a neighbor of the Weismans. She recently had two songs accepted by a publisher. They are most hopeful for one called "Adieu Amour.

Betty Schatt reports her 18year-old son is with the Dramatic Workshop while her oldest boy is in Germany. Anna and Sambo are wintering in Miami. Ethel Stillman donated a jewel box to aid the general fund. Mickie Levine was named co-chairman with Henrietta Wertheimer on the entertainment committee. Westlake is in Honolulu with the Shrine Circus. A letter from Sgt. Kurt Roat in Germany extends thanks for gift parcels. Lydia Nott wrote following her recent bereavement. A letter from Bellevue Hospital extends thanks for gift parcels to children during the holiday season. Mrs. Beatrice Prell will represent the club at the Miami installation.

Secret pal activities are revived, with Evelyn Batalsky chairman. Kitty Rausch, second vice-president, is ill, as is Grace Steiner, treasurer. Rose Marie Rosenberg is feeling much better. Ann Lager won the dark horse.

Birthday girls this month: Bess Hamid, Claire Priddy, Beatrice Prell, Veronica Zucchi, and Margaret McKee. Anniversary girls: Jane Tubis and President Ann

Brown. At the last meeting Bonnie Schaeffer brought Mrs. Ethel Cohen, who became a member. Miss Betty Bain also became a member. Nicki Levine had her sister-in-law as a guest. President Brown baked the cake served.

Michigan Showmen's Association

3153 Cass Ave., Detroit

Ladies' Auxiliary the chair at the Monday (5) meet- kee hospital; Lou Drillick, in a

the St. Patrick's party and said A letter from Walter F. Driver, that many tickets have been al- who is convalescing in Lewiston, ready purchased.

Sick list included Jenny Hesber, mend.

Lone Star Showmen's Club of Texas

3105 Forest Avenue, Dallas

DALLAS, March 10.-President Chuck Moss wielded the gavel at the Monday (5) meeting assisted by John Obluck, secretary. Chapvocation and Sergeant at Arms nate, 21. Bonney Allard kept order.

An overflow attendance approved a new site for a clubhouse complete story elsewhere.)

The membership was saddened by the death of Charles Scofield, son of Blackie Scofield and Frank pared a mailing which instructs Vaught.

Millie Cepak were reported on the mend at their respective homes. Erma Meek was up and around after a recent bus accident,

Secretary Obluck issued new cards to members present and announced that out-of-towners can receive their new cards by writing him at the club. The members approved a motion that proceeds from the weekly giveaway be put into a special party fund.

The City of Hope's leukemia fund was selected at the club's charity for this year.

Pacific Coast Showmen's Association

LOS ANGELES, March 10. -Europe and Israel. Fredi moved to The annual Going-Away Party will bas, Katie Anderson, Henrietta Debe held in the clubrooms here March 21," it was announced at the regular Monday night (5) meeting. Phoebe Carsky, past president of On the rostrum for the session were Edward Harris, president; Harry Phillips, treasurer, and Bob Matthews, secretary.

Bill Green, a Michigan Showmen's Association past president, correspondence from Dottie Gould, attended. He lauded the club on and Lois Weiss gave the treasurer's its activities and the ownership of report. Evelyn Taylor reported its clubrooms.

Levine. Also attending and introduced were Si Otis, Max Tranch, Clarence Allton, Jack Kemp and Arthur Hockwald.

The welfare committee reported that Clyde Gooding was back in the Glendale, Calif., rest home at 1115 Justin, and Bill Swanson still confined at the General Hospital here. Louis Godfrey 3 in Veterans' Hospital and Louis Bacigaback. Harry Merkey is out and

iary were invited to the buffet supper following the meeting.

Showmen's League of America

54 W. Randolph St., Chicago

CHICAGO, March 10.-Over 40 members turned out for the Thursday (8) meeting with President Maurice Ohren in the chair. Also present were Al Sweeney and Jack Duffield, vice-presidents; Bernie Mendelson, treasurer; Homer Briant, executive secretary, and Past President Fred H. Kressmann

Following the invocation, which was delivered by Chaplain George B. Flint, a moment of silence was observed for the late Noble Fairly, a long-time member.

Reported on the sick list were President Laura Baker was in Lou Torti, confined in a Milwau-Toronto hospital; Russell Johnson, Marion Fodal, entertainment still in the Memphis veteran hoschairman, reported on plans for pital; Lou Keller and Harry Atwell.

Bobby Schulz, Mayme Wade, Tina | Plans for the St. Patrick's Day Flowers in San Antonio. Hyman Wiener, Margaret Sullivan and party on Saturday (17) were dis- reported that Sammy Blake and Carrie Dear. The nightly prize, cussed. A new member, Lester Bill French, recent heart attack vicdonated by Grace Ziegler, was F. Berger, was welcomed. A letter tims, were doing okay.

Miami Showmen's Association

1799 N. W. 28th Street

MIAMI, March 10.-Ross Manning, first vice-president, presided in the absence of Oscar Buck, president, at the last meeting. Attendance was 202.

Elected to the nominating committee from the general membership were: John Hoffman, 170 votes; Russ Erdell, 101; George Whitehead, 96, and Rhody Ridings, alternate, 88. Board members named to the committee were: Danny Dell, 25 votes; Shep Blumlain Jule Conner delivered the in- berg, 22; and Bab Parker, alter-

Manning appointed the following ballot clerks: Jimmie Stabile, Jake Roman, Paul Prell, L. I. and plans were started so that it Thomas, Abe Prell, Harry Matiswould be completed by July. (See off, Johnny Applebaum and A. R. Whiteside.

Danny Dell, chairman of the civic affairs committee, has pre-Roberts, son-in-law of the late Mel members on the road in the legalities of voting in Dade County. The J. D. Taylor, Nolan Williams and aim is to get some 2,500 members and residents to vote in Dade.

Chairman Robert K. Parker announced the 13th annual banquet and ball will be held at the Seville Hotel, Miami Beach, Monday, January 7, 1957.

Ladies' Auxiliary

On the rostrum with President Agnes Grosso were Kitty Glosser, first vice-president; Frances Deemer, second vice-president; Ann Whitehead, third vice-president; Lois Weiss, treasurer; Hilda Roman, recording secretary, and Rhea Carson, corresponding secretary. Invocation was given by Chaplain Elsa Bryant.

Welcomed to their first meeting 1235 S. Hope St., Los Angeles 16 were Mickie Winzik, third vicepresident of the Tampa club; Euie Blue, Lucille Anderson, Bea Tar-Marco, Gladys Essner, Isabelle Friedenheim and Thelma Farrell. the Chicago club, was invited to the rostrum.

Hilda Roman read minutes of the last meeting, Rhea Carson read 130 members present. Bea Trues-Frank Lewis, former showman dale reported the following on the and ex-mayor of Shelby, Mont., sick list: Kitty Delph, Lillian was present as the guest of Moe Tucker, Rita Palitz, Eva Daniels, Anna Crooks, and Mr. and Mrs. Butch Plas, who are in St. Joseph Hospital, Tampa. Pearl Ridings read applications for membership and Estelle T. Bell reported on the ways and means committee.

Alberta Mack announced that the black lioness card party brought in \$142. Mrs. Judith Solomon donated a poker table to the club, lupo suffering from an injured and Minnie Simmons donated a stole, which she crocheted, to the officers' card party. The penny Members of the Ladies' Auxil- parade brought in \$15.54, and the dark horse, won by Dorothy Kasin, a Chicago visitor, \$28.80. The bronze plaque was unveiled by President Grosso.

Heart of America Showmen's Club

913 Broadway, Kansas City, Mo.

KANSAS CITY, Mo., March 10. -With opening dates just around the corner, attendance at the meetings is declining. President Richard Clayton is planning a number of clubroom improvements before the membership returns in the fall.

Richard O'Neal is a new member. The New Year's Eve banquet and ball will again be held at the Hotel Continental. It was originally scheduled for the Aladdin

Tentative plans call for the final meeting of the winter to be held March 23. The clubrooms, however, will remain open several

Mich., indicated he was on the from Ben Hyman reported he was getting ready for the Battle of

Copyrighted material

Fair—Sunday, August 12, Weirwood, Va.—then Tasley, Va.—work Sundays here. Want help on rides—foreman for Whip, Spitfire, Ferris Wheel. Also help for park, Lynch-burg, Va. which opens May 10. All address HARRY HELLER, Gen. Mgr.

COLEMAN BROS.' SHOWS

Opening April 26, Middletown, Conn., 10 Days

WANT SHOWS: 10-in-1 or 5-in-1, Monkey Show, Mechanical,

Funhouse or any worthwhile Grind Show. Opening for Mo-

RIDE HELP: Winter Quarters open any time from April 1.

We have 2 celebrations and 11 fairs already booked. Fairs

DICK COLEMAN, Jensen Beach, Fla., until March 25. Phone

483 M. or FRANCIS COLEMAN, Box 886, Middletown, Conn.

HELLER'S ACME SHOWS

Opens Easter Sunday, April 1, Hoboken, N. J.—then Newark, N. J.

WANT a few concessions. All concessions booked answer this ad if coming. First

tordrome or someone to operate same.

start last week in July.

9 Virginia Ave., West Orange, N. J. P. S.: Willie Lewis is Legal Adjuster on show this season. All help with me before contact. Want man to up and down concessions. All phone Orange 4-5447.

GOLD BOND SHOWS

CONCESSIONS: Want Hanky Panks only. Jewelry Sales, Jewelry Spindle, Novelties, Ball Games, Basket Ball, Records, Cat Rack, Roman Target, Age & Weight, Bumper, Cigarette Shooting Gallery, Pitch-Till-You-Win, Coke Bottles, Fish Pond, Duck Pond,

Glass Pitch, Bear Pitch. SHOWS: Want Mechanical, Wildlife, Monkey, Mickey Mouse, Small Drome. RIDE HELP: Want Ride Help who drive for Tilt, Octopus and other Rides.

ADDRESS: MICKEY STARK, P. O. Box 229, Mt. Sterling, III. Winterquarters at Fairgrounds

Wanted ___ BINGO HELP__ Wanted

Want Relief Caller and Checker. Also fast, experienced Counterman. Need experienced Semi Driver. Opening mid-April, long season. Salary—All you are worth. If you drink at any time, don't waste your stamps, as you won't last here. Reply by Letter Only.

ART LUDWIG

3314 N. W. 1st Ave., Miami, Fla., until April 1. P. S.: All My Old Boys Contact. Billy Melton, Let Me Know When.

Sweeney Inks Kansas City **Auto Races**

KANSAS CITY, Kan., March 10.-Al Sweeney's National Speedways, Inc., will operate three days of IMCA auto races at the Lakeside Speedway here this year, W. C. Connor, manager, announced. Speed events in the past have operated under AAA sponsorship.

All three races will be of the big car variety and are scheduled for April 29, July 4 and Labor Day. Jerry Marlatt, former head of Sweeney's outdoor advertising crew, has been named director of attractions at the oval.

The speedway is one segment of an amusement center organized by the Bennett Construction Company. Other attractions include a 2,000-car drive-in theater, kiddieland, swimming pool, pienie area, golf course and a private country club.

'Circus' Program For Holywood TV

television show, "Circus," will debut here Thursday (15) over KTLA with a full hour performance each week from 6 to 7 p.m. under the co-sponsorship of Swift Packing Company and Bell Brand Prod-

The television production will be live from a 90x120-foot big top installed on the station's parking lot on Sunset Boulevard. A KTLS spokesman said the budget for the performances was "very substan-

and directed by Klaus Landsberg, ton, announcer; A. E. Howell, purstation director. The top was in- chasing agent; Fred Proper, constalled by Jimmie Wood, general cession manager; Lester Parker, manager of the Pan Ameri- props; Paul Kaye, wardrobe; Gene can Amusement Corporation. Pan Randow, producing clown, and American will also book the acts, with the program being changed weekly.

Bleachers for 800 patrons have been installed. While the performance will be free, hot dogs, peanuts and popcorn will be sold to provide the "authentic" atmosphere. All of the acts will be presented in one ring.

YOUNG MEN

Single, honest, neat and sober, for steady

JACK W. BURKE

care Hitler's Car, per Billboard Route, "Misc." or write 26 Riverside Ave., Baldwin, N. Y.

Sober, reliable, not over fifty. Must have car and use paste. Some agent work to do. Salary all you are worth.

Stock Concessions-pre-war rates. All letters answered.

> F. C. BOGLE Arma, Kansas

Winter Quarters

Virginia Greater

SUFFOLK, Va., March 10 .-The work program in preparation for opening has been stepped up. Bob Millikin has his crew refurbishing the three kiddie rides. Leo Matina is sewing and patching canvas. James Secrist is overhauling all cook house equipment. Tom Coley, a newcomer, joined. Manager Rocco has a 20 by 30 top serving as a dining tent.

Bud and Betty Monroe arrived from Miami. Their son, Jimmy, remains in Florida studying Electrical engineering. Bud will return to Miami to pick up a Roller Coaster. Besides the coaster, the Monroes will operate candy apples, popcorn and cotton candy.

Visitors included Sam Stallings, local postmaster; Harry P. Taylor; Bum Bradshaw; Bill Sanders, American Tent Corporation, and C. A. Bosselman, Suffolk Auto Racing Association.

W. C. (Bill) Murray reports the dates for the show promoted Keller (Va.) Fair are August 27-September 1. Bill Hoxie writes from his Fairmont, W. Va., home that he will join three weeks in advance with his side show equipment.

HOLLYWOOD, March 10.-The Polack Eastern's Staff Announced

10.-Staff of the Eastern unit of different small shapes which dis-Polack Bros.' Circus includes Bessie | solve and pack together for quick E. Polack and Louis Stern, managing directors; Sam T. Polack, Inc., Emporium, Pa. general agent and business manager; K. Krenkel, executive assistant to Mrs. Polack, and Betty Proper, auditor.

Also included are Harold Voise, company manager; William B. ing from 22 to 45 pounds of beef. Naylor, press representative; Henry pork or ham, has been introduced The productions will be staged Kyes, musical director; Dick Slay- here. The units come in porcelain Viola McLeod, secretary.

Autry Buys Land For Rodeo Stock

DENVER, March 10. - Gene Autry has acquired 19,000 acres of ranch land for use in raising more rodeo livestock. Harry Knight, manager of Autry's rodeo company, will operate the land as the Flying A Ranch.

Revive Auto Racing At Celina, O., Track

CELINA, O., March 10.-Auto racing this year will be revived at the Mercer County Fairgrounds has a removable cutting board and with a still date set for April 15, W. A. Archer, fair secretary, announced this week.

by Dr. A. B. Zimmer and Paul Edwards and Joe Hodges Hodgini, Harper, this city, under the Cen- of Ringling, have visited Billy Griftral States Racing Association ban- fin, Harry Dann, Manuel Barragan

for a "bigger show" you'll want the

NEW DEVELOPMENTS:

Electric Pizza Oven Shortens Baking Time

oven that is said to bake a pie in back hood. Toaster stand, water five minutes, has a capacity of 12 cooling unit and push-back serving pies and can turn out one a min- faucet are features of the item.ute, is being manufactured here. | Star Metal Manufacturing Com-The manufacturer points out that pany, Trenton Avenue and Ann the five-minute baking period is Street, Philadelphia 34. possible because of the oven's high temperature and its fast heat re- Simple covery after refrigerated dough is Straw Dispenser . . . placed in it. The high heat range permits the unit to be used for other baking operations and for most roasting operations.

finish and they can be banked or gravity principle and each side acts stacked with other oven sections independently. Models are availfor space-saving.-Hotpoint Com- able for 61/2, 81/2 regular or 81/4-inch pany, Commercial Equipment Department, 227 South Seeley Avenue, Chicago 12.

Compact Ice Maker . . .

EMPORIUM, Pa.-An ice-making machine that occupies less than a square yard of floor space and can be fitted under a counter, has been introduced. The manufacturer claims the unit can produce up to 350 pounds of ice per day. Ice BLUEFIELD, W. Va., March particles are chipped into many cooling.—Emporium Industries,

> **Big Capacity** Barbecue Oven . . .

DES MOINES-A line of barbecue ovens with capacities rangor chrome exteriors and all are fully enclosed to retain the heat .-Garvis Manufacturing Company,

210 Court Avenue, Des Moines 9.

Counter

Soup Service . . .

CAMDEN, N. J. - A counter soup service that can heat two servings at one time is being sold here in Camden. Features of the unit include push button electric timers and a rack that holds 48 cans of soup. An opener is attached to the unit to save steps .-Campbell Sales Company, Camden 1, N. J.

Sandwich Unit Has Work Counter . . .

Rillboard

The NEW Billboard . . .

out March 24 . . . packs

more punch than ever . . .

and packs it into a new,

easier to read and easier

to use package. You'll

PHILADELPHIA - A complete sandwich unit that includes a work counter and refrigerator space below has been introduced. The unit

The Aldo Cristianis are prepar-The speed events will be staged ing to return to Mills Bros. . . . Don and Happy Davis on Cristiani Bros.

CHICAGO - An electric pizza eight insets covered by a swing-

LOS ANGELES-A straw dispenser that is recommended for small fry customers, is being manufactured here. Thru simplified de-The ovens are insulated on all sign, a youngster can obtain an six sides. Exterior is in stainless unwrapped straw one at a time steel veneer or all stainless-steel without difficulty. It works on a jumbo straws.-Duplex Straw Dispenser Company, 511 N. La Cienaga Boulevard, Los Angeles 48.

CARNIVAL WANTED

For the FEAST OF OUR LADY OF ASSUMPTION August 13 to 18, Hammonton, N. J.

RALPH SANTILLI 221 French St., Hammonton, N. J.

JACK SETTLE

Are you, or not, going to be with me. Please answer immediately c/o The Billboard, Cincinnati 22, Ohio.

WM. BEJARANO

OUR CARNIVAL

Last year was not big enough. We need a top-notch carnival attraction for August 14 and 15. Contact

R. L. THOMSON

Chamber of Commerce Charles City, Iowa

PRODUCING AMERICA'S BEST CARNIVAL & CIRCUS

SIDE SHOW BANNERS

Snap Wyatt Studios Rt. 3, Box 559, Tampa, Fla (Phone: 44-2733)

WANTS FOR MARION COUNTY FAIR, OCALA, FLA., MARCH 19-24 FLORIDA'S LAST BIG FAIR FOR THE SEASON

Hanky Panks of all kinds.

SHOWS—Such as Old Mill, Glass House, Snake or any good frame show.

RIDES—Can use Scrambler or any Ride not conflicting. Lot will be laid out Saturday morning. This show then jumps to South Carolina, North Carolina and Virginia for a full route of fairs and celebrations.

PAHOKEE, FLA., this week.

JERRY SADDLEMIRE, Owner

JACK O'HAVER, Gen. Agent

NOLAN AMUSEMENT CO.

OPEN APRIL 12 TO 21-SPRINGFIELD, OHIO

CONCESSIONS: Can place Concessions of all kinds. SHOWS: Committee money only. RIDES: Will book any Ride not conflicting. HELP: Want Foremen and Second Men for Wheel, Merry-Co-Round, Octopus, Tilt, Flying Scooter, Loop, Swing, Coaster and Kid Rides. BILL GARNER, write, ELECTRICIAN AND RIDE SUPERINTENDENT. For Sale or Trade-Auto, Train, trailer-mounted Jeep Ride.

FRED NOLAN, Route 2 South Zanesville, Ohio

GEORGE CLYDE SMITH SHOW

OPENING EARLY IN MAY

Wanted—Custard, Candy Floss, Ball-Games, Photos, High Striker, Slum Spindle, Buckets, Swingers, Hoop-La, Basket Ball, Glass Pitch, Pitch-Till-You-Win, Cork Gallery, Penny Pitch, Balloon Darts, Penny Arcade. Snake Show, Monkey Show, Side Show, Wildlife. Let me hear from Clifford Mitchell, Willie Brown. Agents for office Hanky Panks, General Ride Help, Truck and Tractor Drivers. Winter Quarters open April 1. All replies:

> GEORGE CLYDE SMITH SHOWS P. O. BOX 521, CUMBERLAND, MARYLAND

TIVOLI EXPOSITION SHOWS

OPENING IN APRIL

WANT FOR FIRST-CLASS ROUTE OF 18 FAIRS AND CELEBRATIONS. BEGINNING IN JUNE

SHOWS: High-class Girl Revue, Fun House, Monkey Show, Big Snake, Mechanical or any other well-framed Shows. CONCESSIONS: Penny Arcade, Ball Games, Scales and Age, Lead Gallery (Short or Long), Pitch Games. All legitimate Concessions open except Bingo, Popcorn, Floss and Snow, Photos and Bear Pitch. Let us hear from you! Contact H. V. PETERSEN, Mgr. P. O. BOX 742, JOPLIN, MO.

WANTED RIDES FOR WELL-ESTABLISHED PARK

SEASON NOW OPEN

Will book or lease Major and Kid Rides of any description. Good spot for Octopus, Rockoplane or any money-getting Ride. Also can use Fun House. Don't leave your equipment locked up, let it work for you.

FRED LE GRAND

Jacksonville Beach, Fla.

LAST CALL & B. SHOWS WANT

Photo, Scales, Glass Pitch, Ball Games, Mitt Camp, Slum Spindle, Swinger, Buckets, Coke Bottles—any Concession working for stock. Winterquarters now open, Want Wheel Foreman, Help on all Rides, also Bingo Help. Will book set of Kiddie Rides.

All replies to GEO. BROAS 627 30TH ST., PARKERSBURG, W. VA. Ph.: Garfield 2-1254 (no collect calls)

NOW BOOKING

For 3d ANNUAL CIVIL DEFENSE EXPOSITION

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Hanky Panks all open, April 2 thru 8, during Shrine Circus, Cincinnati Cardens, Cincinnati, Ohio.

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R-B Advance Gets Under Way in N. Y. Dies in Chicago

Increase in Posting Set; Route Mirrors '55; Davies Joins Press, Smith in Contracting

ling Bros.' Circus began to make ada is out. its approaching appearance in Madison Square Garden felt this week with newspaper ads beginning in last Sunday's (4) editions and the arrival of Paul Eagles, general agent.

Sunday's ads followed the patline drawing of a girl on an elephant for art work. But the lineage involved was only one-fifth, or less, of the full and half-page splashes of a year ago. The ads carried the usual coupons but notably refrained from listing a single act or attraction.

the dailies carry more circus flavor Savo and Joe Brown. Brown will with a tiger head denoting action. Again, no features of any kind are mentioned.

Davies Joins Press

Still absent, but likely to go to work on the metropolitan press in a week's time, is Zac Freedman and his crew, which now consists of Bill Dall, who is signed to handle New York and aim for national hits on behalf of the Big One for a total of four months, and Harry Davies, due to join in a week's time. Davies, one time Ziegfeld office boy, is a road show agent who has handled the touring companies of "Tea and Sympathy" and "Anniversary Waltz," among others. ground.

Eagles has his activities well blueprinted. As a secretarial aid he has Bill Taggert, who has been around the show for a couple of years, having been on the front door and advance ticket sales.

The proposed route, up to Chicago, has been submitted. The same major cities are carded for the same number of days. Interest in New England will remain about the same as last year, with the possible addition of a couple of dates. The show will return to Long Island for a two-day showing

Weather Strikes St. Paul Date

ST. PAUL, March 10.—Declines in attendance and receipts for the first three days of the Shrine circus in Municipal Auditorium were attributed to weather.

Opening Monday (5), attendance that day and the next was on a par with figures of 1955, but Wednesday (7) took a nose-dive because of bad weather. Attendance figures for the first three days totaled 24,700 as compared with 28,640 for the same period last year.

Receipts for the period were \$29,000, a \$4,000 decline from the \$33,000 in the till at the same time in 1955.

The 22-act show is the Orrin Davenport package, with Davenport in St. Paul directing the presentation, which runs 21/4 hours for matinees and 10 minutes longer evenings. Preston Lambert assists Davenport as equestrian director and emsee.

Earl Eide is general circus chairman for the Shrine, with the production running thru Sunday (11) for 15 performances.

Obert Miller Okay

DALLAS, March 10. - Obert Miller, general manager of the Al G. Kelly & Miller Bros.' Circus, is recuperating in a hospital here from an operation of last week.

NEW YORK, March 10.-Ring- after an absence of one year. Can-

Smith on Contracting

George Smith has been named a contracting agent. The veteran circus exec joins Leon Pickett and Doc Hall in this department.

much as 60 per cent over last year, tern set last year with an artistic Eagles said. This does not apply to lithos and cards, however.

Monday (12) with Clyde Carlton, with the Zacchini show in that superintendent, in charge. Four period. From 1941 thru 1943, the trucks were scheduled to arrive family was with Cole Bros.' Circus. late this week. Billers new to the The act then dissolved and memshow are Pat Patterson and Sam bers quit riding. One son, the late Oken. Others are Sydney Foote, James Rieffenach, however, then The three-inch ads spotted in Henry Kober, Joe Bernstein, Louis joined the Poodles Hanneford act. help bill New York and then func- Mrs. Maria Jahn and Mrs. Rosie tion as a banner puller.

CHICAGO, March 10.-Maria Enders Rieffenach, 80, of the Rieffenach barebac' riding act, died at a Chicago hospital Friday (2). Funeral services were held Wednesday (7).

Her parents operated the Circus Enders in 'Hungary until about 1905, when the family joined the Sarrasini Circus, touring Europe. Booked by John Ringling, the fam-Billing is expected to be up as ily came to this country in 1922.

They were with Ringling-Barnum 1922-1938, followed by three years in which they played fairs The billing will get under way and special dates. They also were

Survivors include two daughters, Bruce, and a sister, Mrs. Paula No new designs are planned, and Belaci, all of Chicago. Mrs. Bruce's there apparently is ample paper, late husband, Clarence, was a up to 24-sheets, in stock ready for member of the riding act. Mrs. use. The Valdo clown head and Belaci was a member of the Five leopard bills are slated for heavy Belacis, which played vaude. Another daughter, Berta, died earlier.

Mrs. Rieffenach Both King Units Name Acts, Bosses

road March 23, co-owners Arnold and Bill Webb, pony ride. Maley and Floyd King have announced.

quarters here last week.

Ira M. Watts, superintendent. Other staffers on this unit will nel and Jan Vinicky. be James Hirschberg, treasurer; Mrs. Leona Watts, secretary; electrician.

Floyd King will be manager of the Eastern unit, with Al Moss, superintendent. Other staffers for this unit include Vicki King, front door; Slats Beeson, purchasing agent; Matt Laurish, equestrian director; Joe Rossi, bandmaster; Carl Tyler, side show manager; Norman Anderson, concessions and NEW YORK, March 10. - A | Painting operations are being hippo pit show; J. H. (Doc) Simp-He has not handled any Broadway strongman, Jack Walsh, will have speeded since the weather turned son, 24-hour agent; Ted Gallup, shows, having functioned chiefly in a feature spot in the 21-display clear. A number of acts with Pol- elephants; Charles Browne, wild- Mr. and Mrs. Charles Hunt Jr., ack's Eastern unit visited quarters life; Napoleon Reed, cookhouse, en route from Florida to their New en route to a date in Bangor, Me. for his 32d year with a king

MACON, Ga., March 10.-Ad-|show; Dave Murphy, inside tickets; vance crews of both the Eastern Louis Neismaster, transportation; and Western units of King Bros.' Whitey Thorne, electrician; Jelly Circus will leave Macon for the Roll Rogers, side show bandleader,

Acts for 2 Shows

Acts on Western unit will in-At the same time they revealed clude the Suarez Troupe (5), ridthat practically all staff members ing, teeterboard and bicycle acts; and all other personnel have been Carlos Ricca, juggling; Rodriguez centracted for the two shows. Both Troupe (9), bar act, head balancshows will have big tops of about ing, iron jaw, wire and cloud the same capacity. Seats for the swings; Tony and Inga Smaha, second big top were completed in horse trainers; Francis Duggan, contortion; William Rodgers, cloud Arnold F. Maley will be man- swing; Walcott's dogs, Harry ager of the Western unit, with Rooks, head balancing, and clowns Tommy Whiteside, Jimmy O,Don-

Acts on the Eastern unit include Alberto Zoppe Troupe (7), riding Hughie Hart, front door; F. C. act, aerial, triple iron jaw, and Fisher, inside tickets; Charles three lady principal riders; Sig-Zerm, side show manager; Mal norina Ruggera, upside-down lad-Fleming, legal adjuster; Red Lar- der and slide-for-life; Matt Laurkin, concessions; Phil Escalante, ish, horse trainer; Mary Laurish, equestrian director; A. Lee Hinck- trained dogs; Eddie and Helane ley, bandmaster; Teddy Porter, side Hendricks, wire act, single trapeze; show bandleader; Bert Pettus, ele- and iron jaw; Lolita Perez, wire phants, and C. M. (Red) Miller, act; DeRiskie Troupe (6), head balancing, acrobatics, juggling, featuring Gayle DeRiskie, head balance on trapeze; Great Rocketto, cannon act, hippodrome races; Edward Hodgini and Company, comedy auto, and clowns Bozo Ward, Charles Hilderra, Frank Hunter, Henry Brown, Charles E. Browley, Royston Smith and Chick Yale, with table rock.

> Visitors at winter quarters recently included Charles Hunt, and Jersey winter quarters; Franco Richards, owner of Ring Bros.' Circus; Mr. and Mrs. A. Morton Smith, Gainesville, Tex.; Mr. and Mrs. Jake Mills, en route to Florida; Johnny and Marguerite Weikle, Lexington, Ky.; Joe Gilligan and Enoch Brafford.

> Rehearsals for both units will start in Macon on April 3, and first performances are set for April While one show is tagged "Eastern" and another "Western," Maley and King said they would both remain east of the Mississippi River and play substantially the same territory.

> King, who is routing both shows, said the complete advance rosters will be announced in a few days.

Hunt Adds Strongman; Strengthens Program

the West, and has no circus back- program planned for Hunt Bros.'

H. T. Hunt said that Waish, who holds records in weight lifting and has been featured on several television shows, including Steve Allen's "Tonight," will lift an elephant in his main display of

Walsh will probably appear in the main performance and also form the nucleus of the concert. Routines have already been worked out and Hunt expects the appearance of the strongman and his stunts to be nothing less than sensational. The elephant on a platform will weight out at around 5,000 pounds.

Some 50 acts will show in the 21 three-ring displays, Hunt said. New features include Hoover's Lions, Knil Troupe, Happy Spitzer; Great Rennes, one-finger equilibrist; Marian France, aerialist; Wilson's dogs; Camerons, gon and others, painted red and perch; Lunsfords and Aerial Ar- white with gold trimming and let-

Hunt announced that Ray animals in the menagerie.

Three Early Shrine Stands Contracted for Cristiani Show

Cristiani Bros.' Circus will play two is new. days for the Shrine at Key West and will follow with a day at Opa Locka as part of a five-day Shrine affair. The latter also will include name bands, "Dancing Waters," fireworks and other events. West Palm Beach opening also is for the

The Cristiani show has 37 trucks in quarters, it was reported. Included are a new range wagon, combination stake driver and water wagon, Sanguin canvas spool wa-

New big top is a 110 with two Thompson would have the Side 40's and a 50, and it is equipped -Hamid-Morton Circus got in a Show and that June Badger would with all new seats, a new marquee good 8,500 opening attendance be in charge of all lead and cage and aluminum poles. Side Show Tuesday (6) to kick off its six-

SARASOTA, Fla., March 10.- menagerie animals. Dining top also

Show has a decorated sound truck which will make town bally along with 10 elephants under direction of Steve Fanning. Tie-in with auto dealers will be used.

Bill car, managed by Elmer Kaufman and using six men, opened February 29. Show starts at West Palm Beach Monday and Tuesday (12-13).

Kansas City Opens Strong; Topeka Big for Hamid-Morton

has new canvas and will include day stand here in 84-degree

KANSAS CITY, Mo., March 10. weather. Wednesday (7) was hit by a drop to 20 degrees plus snow. Bob Morton said that the advance sale, handled by Howard Y. Bary, was within \$20 of last year's, and business was expected to be jamup over the weekend.

> Show came here from Topeka, where it was sold for a flat fee to the Shrine. Opening Thursday (1) was fair, Friday (2) was to strong attendance, and the Saturday business was big. A morning show was a turnaway, while the two regular shows were nearly capacity.

> Morton said the Shrine in Topeka grossed \$20,000 after a promotion of only two and a half weeks. The show, however, was in at cost, he said. The Wilno cannon act was omitted because it could not be taken into the building, and the seal act was out to play a previous commitment.

> Morton said that the show is definitely ahead of last season at this point. After Kansas City comes Wichita. The show closes in Wichita on March 18, and on March 20 it is to open in Washington, D. C., a 1,300-mile jump.

> Earlier Morton said he was optimistic about business in the Middle West but that he was apprehensive about how shows would fare in the East this season.

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NEW SIZE STITCH EASIER TO READ MORE FOR EVERYONE The NEW Billboard . . . out March 24 . . . packs more punch than ever . . . and packs it into a new, easier to read and easier to use package. You'll love it!

Special 1/2 Price

introductory subscription offer see page 36

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Cuts and Mats, Recordings of Battle Scenes for "Across the Pacific," "The Battle of the Bulge," "The Battle of the Coral Sea"—goes well for any outdoor spectacular; "The Top O' the World" Circus Revue title for Television or the Radio rights—the works for \$5,000. Come and get it-one score will more than make it up. Address

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Les Brown, come on in. Deal is okay, I'm here. A. G. McLohon.

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For California Dates. Write, don't phone. No collects. Room opens March

Aahmes Temple, 297 13 St. Oakland, Calif.

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-PHONEMEN-2

prima donnas . . . just two good operators who can cut it for \$150 per day. This is a third-year spot, carded, ready to go, with cut-offs to producers.

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2 PHONEMEN

of high caliber who can keep it up. No Phone 53701, Springfield, Mo. W. G. PHILLIPS

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Phones in-none for drunks. America's most sought-after attraction. Powerful and popular sponsor. Com. ads, 25%; tickets, 20%. Bill and Bea, contact. Wire or write

CLIFF DARLING

c/o Lodge Hall, 2nd Fl. 9061/2 Market St. Chattanooga, Tenn.

Office ready. Usual pay daily, Road show; all season's work. Plenty spots

Phone Lanier Hotel, ask for MR. MACK Asheville, N. C. Can use good Agent.

UNDER THE MARQUEE

Pa., former drummer on the Mills Mass., Shrine hospital recently. according to Harold Moore, of Reading, Pa.

Bill Montague, CFA publicist, writes that in the vote by which Friends magazine. Sarasota was selected for the March convention, three other cities also were considered. They were Chattanooga, Hollywood and Tacoma. Seattle, he said, was not in the running.

Happy Kellems completed the tour of the Gene Autry show and then worked the sports show at the St. Louis Arena. Show was booked by Barnes-Carruthers, and handled by Randy Avery. Kellems says the Autry show did very well.

Charles B. Schuler is handling press for movies in the East. After several weeks for United Artists "Alexander the Great," he switched to Columbia and handled the premier of "Hot Blood" at Hartford. Conn., and publicity at Springfield, Mass., and Hartford, Conn., for "Picnic." He'll handle the same film in other cities.

Milt Spece, former trouper and fan, writes from Great Bend, Kan., that the Hutchinson News-Herald recently carried a feature story recalling the death of May Jackson, a Barnes show rider, there in 1915, and the steps by troupers since then to keep the grave decorated.

One of Pat Anthony's lionesses escaped at the final performance of Hamid-Morton in Memphis. It got outside the building, but reentered and Anthony held it at brought.

Charlotte Walch is working in the Polack Eastern show. . . . AGVA rep Wilson Storey caught Hamid-Morton in Milwaukee. . . . A motorized library, Bookmobile, in Wisconsin is featuring circus books next month.

Bill Green, press agent for Cinerama, took off last week for a Western vacation.

Earl Chapin May, circus author, is in Fort Lauderdale, Fla., working on a yarn about performers and spine ailments. . . . Charles and Mamie Baker, clowns, were in Miami en route to Puerto Rico for six weeks with the Hollywood Aqua-Circus, opening March 1. They also will make Rink Wright's Omaha Shrine date.

Ray Bickford, Bernardstown, Mass., clown ,reports that the Augusta (Me.) Clown Alley club, en-

John Lower Jr., Chambersburg, tertained kids at the Springfield, Bros.' and King Bros.' circuses, Joining with the Stanley McCurdy recently bought an air calliope, group was Yorkie the Clown, Camden, Me., who was Bickford's guest. They viewed Roy Arnold's model circus. Bickford's picture appears in the March issue of

> Wayne Guthrie's Indianapolis News column, which has touched on circus subjects frequently in recent months, saluted Peru and Jerry Mugivan in a recent issue. . . . Don Marcks, El Cerrito, Calif., fan, clowned for the Boy Scout dinner recently.

Mickey McDonald stopped off in Chicago last week. He will make St. Paul and Sioux Falls, S. D., for Orrin Davenport and then join Gil Cray. . . . Otto Zange, McKees Rock, Pa., visited the Davenport show at Cleveland. . . . Joe Gangler is playing school dates and similar events around New York with his llama, donkeys, dogs and mon-

J. Paul Ashbrook, Campbellsville, Ky., caught Polack Western at Louisville. . . . Milwaukee Journal recently carried a yarn about Albert Sigsbee, former agent.

Acts working at the John Ringling hotel in the past several weeks included Seguras, Carmenas, Marilex, Adonos, Antoinette Bisbini, Centisimo Catarzi, Alphonse De Jonghe, Dave Murphy and Munoz. . . . Louisville Courier-Journal reporter made up like a clown for Polack Western and did a story with pictures for his paper, reports Fred Ballard.

Don C. Hayman, who is with bay until a shifting cage was Calkins Newspapers in Pennsylvania, is planning to be in Los Angeles to handle personal publicity the Baudy Greyhounds act on the for Clyde Beatty. This will be his ninth season in that work. Jack Knight will handle press for Beatty's show.

> Racine, Wis., fans Jack Guill, Charles Tiede and Warren Langlois, along with Jake J. Disch, caught Hamid-Morton in Milwaukee. . . . The Milwaukee Journal carried a color photo showing Elizabeth Cosmo with a part of Frank Cain's 40 paper clown heads.

> R. J. Green, formerly with circuses and later in the drive-in the-(Continued on page 70)

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Two General Agents for Merchants' Free Circus. Eddie Hill, wire.

B. C. DAVENPORT Merchants' Free Circus, Bogalusa, La.

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MUST SELL-\$1,995.00. BUS ORIGINALLY COST \$12,500.00.

Designed by Brooks Stevens and built by the Linn Trailer Corporation. The bus body is constructed over steel tubing and has no principal framing. The interior is solid oak throughout; having a layout of twin beds in the back; shower, commode and wash basin self-contained. Ample drawer and closet space. Kitchen consists of sink, stove and Electrolux (gas) refrigerator. All fixtures are stainless steel. In front there is a 6' cushioned innerspring lounge that is equivalent to a double bed. In the cab part there are two bucket seats with full vision all the way round. Mechanically perfect with a rebuilt low mileage Ford truck motor. Front wheel drive that has been aligned and reconditioned. It is equipped with two 30-gal, tanks and two 50-gal, water tanks that are pressurized with a compressor that works off the motor. The unit is wired throughout for six or 110 volt system. Overall length: 25 feet. Height (from ground to top): 7 feet 10 inches. Width: 6 feet 4 inches.

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Contracting Agent who can book auspices. Show consists of Western picture stars. recording artist, circus and vaudeville act and complete magic show. Show has been organized for years. Past four years under telephone promotion. This one does not go broke every six weeks. Will give the right man year-round work. Contact

PAUL F. FORRESTER, General Agent RUFUS GARRETT HOTEL, EL DORADO, ARKANSAS P.S.: Benny Kowler, answer

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Contact: ROBERT HANSEN, Secy., P. O. Box 148, Astoria, Oregon

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Dale Madden Jr. and Wife Double Bull Whip Act. Man can work stock, also boss props. Wife assist in Whip and Aerial Ladder.

DALE MADDEN JR. .3601 Fairview, c/o Thrasher Wichita, Kans.

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All Sizes-All Colors Rhinestones - All Colors Rhinestone Punches. Elastic Net Hose and Tights. Send for free folder.

C. GUYETTE 346 West 45th St., New York 36, N. Y.

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HOWARD ERMEL Phone—R 5912, Carmel, Ind. Write—Box 68-A, Carmel, Ind.

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CLUB LUZIANNE

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Four Natural Clowns of the Jungle

Cavorting Chimpanzees proving their I.Q. rating. Some open time

Currently ORRIN DAVENPORT SHRINE CIRCUS Permanent: 8617 W. McMyron, West Allis 14, Wis.

Sioux Falls, S. D., March 12 to 17

Wanted for stage show bookings in the Chicago area. Send late photos with complete details, places you have worked and lowest single date engagement price.

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720 Wadsworth Ave. Waukegan, III.

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Circus Menagerie of nine Circus Wagons, 8 to 17 ft. long, plus animals as Lions, Bear, Deer, Monkeys, Llama, African Sheep, Birds, etc., Wild Life Cages, Tent Equipment, Shipping Crates, 2 Trucks, etc. Menagerie can be seen at Coliseum, Murat Shrine Circus, March 22-25, Indianapolis, Ind. Cash buyers need only write P. O. Box 444, Terre Haute, Ind.

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Want clean, sober and aggressive
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Circus parade. Want capable Salesman who can ask and get money. No drunks or limbsters. Top sponsors; season's work. Pay every night. Phone or wire; no collects. R. A. WALTON, King Bros.' Circus Office, 1031/2 W. Kirkwood, Bloomington, Ind.

Dale and Lois Madden America's greatest Circus Organist with own organ and band stand. Lois-four aerial numbers, Webb, Ladder, Flying Perch and two Ground Acts. Working Chimp and Rhesus Monkey. your top for the best.

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Dance Contest Boosts Sunday Night Biz 40%

perience and poise to prepare them

Spencers Set

Operation in

W. Palm Beach

DETROIT, March 10. - Mem-

bers of the Roller Skating Rink

Operators' Association of Michi-

gan, at their Monday (5) meeting,

bid farewell to two members, Min

and Harper Spencer, operators of

the Rollercade, Flint, Mich. Mr.

and Mrs. Spencer announced at

the meeting their immediate de-

parture for Florida where they

will take over operation of a rink

If the rink, formerly owned by

Adrian and Genger Fournier, who

will gather at Rollercade this week-

Mrs. Fournier are giving for the

Restaurant, the Michigan RSROA

discussed plans for the State meet.

Action on a definite program will

be taken at the May 7 meeting,

also to be held at Pauls, Plymouth

RSROA Takes

In Nine Spots

DETROIT, March 10. - Nine

rinks have joined the Roller Skat-

ing Rink Operators' Association, it

was announced this week by Rob-

ert D. Martin, RSROA secretary-

Wheeling (W. Va.) Rollercade, Mr.

and Mrs. Clarence Reynolds; Holi-

Bergin; Oceana (Va.), Rink, Wil-

liam E. White and E. R. Meeks;

New Dexter Rink, Miami, Maude

S. Francis; Arena Gardens Rink,

Allentown, Pa., Joseph Bonen-

berger; Oak Lawn (Ile.) Recreation

Center, Mr. and Mrs. William

Moines, Mr. and Mrs. Harold Row-

land; Roll-A-Way Club, Newark,

O., Virgil Griffith, and Chautauqua

Skateland, Franklin, O., Louis H.

SAN ANTONIO'S

SOUP-FISH NIGHT

SAN ANTONIO, March

10.—The Starlighters Club of

North St. Mary's Roller Rink

will hold its formal skating

party April 9. Members will

wear tuxedos, evening gowns

-and skates. This event will

be the club's sixth annual af-

Thompson.

The rinks and their operators are

treasurer, at headquarters here.

at Telegraph roads.

At the Monday meeting at Pauls

at West Palm Beach.

Spencers.

DETROIT, March 10. - With Holleman reports that since start rink business up 40 per cent be- of these contests, Sunday evening cause of Sunday evening skate attendance has increased considerdance contests proving so popular ably and is proving of benefit to at Arcadia Rink here, operator Bill not only the rink, but to skaters, Holleman is now scheduling an- who are finding it an excellent other dance contest solely for jun- means of gaining exhibition exior dance skaters.

This will provide skaters who for sterner competition of regional have reached age 15 the oppor- and State meets. tunity to perform in competition with others within their age bracket instead of the competition they now meet from all age groups in Sunday contests. This is also designed to give them practice for appearances in State meets.

Holleman has set the Saturday evenings of March 10 and 24, April 14 and 28, and May 12 for the junior contests. The Sunday contests and junior contests are under the management of Joseph and Rose Blavatt, Robert Krafft and Stanley Walsh.

Amateurs from all over the State are coming to the Sunday night contests to compete, on a point basis, for the honor of having their names on a trophy which will be placed on display at the Arcadia. Forthcoming contests call for competition in the continental waltz, March 18; the Blues, April 8, and tangos on May 6 and 20.



200 pr. used Clamp Skales. All Kinds! \$2 pr.; 2:0 pr. used Best Clamp Skates, \$3 pr.; Prices! 1000 pr. used Clamp Skates, \$3.50 pr.; 200 pr. used Shoe Skates, \$5 pr.; 700 pr. used Shoe Skates, \$6 pr.
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\$10.50 dz. Benny's New
"Princess" Line
Skating Skirts,
\$24.00 Doz. Up.

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TO FAIREST

J-A Queen Getting Trip To Bermuda

NEW YORK, March 10. - An all-expense luxury cruise to Bermuda aboard the Furness Line flagship Queen of Bermuda, a pair of Chicago "Gold Medalist" precision skates with Hyde boots, a Bulova 17-jewel wrist watch, and the Durante trophy have been posted for the girl named "fairest of them all" in the 16th annual N. Y. Journal-American Skate Queen contest at Empire Rollerdrome, 200 Empire Boulevard, Brooklyn. Eliminations will be on Saturday evening, April 7, with finals the next Saturday night.

additional Bulova watches and a Montreal with a solo show for half dozen Chicago-Hyde ball- French-speaking groups. . bearing skate sets.

she belongs to an amateur association or not Rules provide only that contestants appear on skates for the judging, which will be based solely on charm, natural attractiveness and personality. Last year's winner was Pat Krzeminski, 19, who entered from the Paramus, N. J., Rink.

Entry blanks for the 1956 run-Don Wilson, proves successful, the ning may be obtained at Empire Spencers will make their home in or by writing to Bill Love, Skating Florida. They are leaving their Editor, N. Y. Journal-American, Flint operation in the hands of 220 South St., New York 17, N. Y

have been Rollercade pros for several years. Members of the RSROA Incorporation end for a party which Mr. and Mrs. Fournier are giving for the Member Drive

ROADSHOW REP

has been working in the Laramie, Wyo., area, mostly with schools. Londergon reports a tightening of restrictions by school authorities in regard to traveling shows, but that music gets by okay. Since that is

strict supervision of his doctor.

Allan Bellevue, who is promoting Runner-up prizes, to be awarded amateur dates in Rhode Island, is down to twelfth place, include five mulling the idea of moving toward

some club work.

George and Ellie Whitte report Since the contest involves no good biz in the Pipestone, Minn. test whatsoever of skating skill, area with their three-cast dramatic girl is eligible to enter whether show. Earlier they encountered fair business in Ontario and poor grosses in Northern Michigan. Their destination is Los Angeles.

> Solo performer Ernest Poole has protean show called "Plays of Yes- that reads: 'I was pleased to read . . Hugh McClennan has been promoting minstrel shows in the Corey, Pa., area, but is mulling the idea of

Writing from Tampa, Henry Lavine says: "Am trying to get the kinks out of my aching legs while

giving it up because "sponsors of

any class have been harder to get

than in previous years."

to create PSAA chapters thruout the country and to solicit an enlarged membership so that a ma-FEASTERVILLE, Pa., March jority of the country's rinks and 10.—Incorporation of the Partici- pools will be united within a strong pating Sports Association of Amer- central organization for mutual ica, an organization of roller rink benefits. Platt vointed out that up and pool operators dedicated to to now the membership from Pennfight the present inequity in the sylvania and New Jersey has caradmissions tax law which exempts ried on the bulk of association acgovernmentally owned rinks and tivity because of the proximity of pools while taxing private oper- those States to Washington. It is ations 10 per cent, was announced felt that local chapters will give a this week by President Vernon D. broad segment of members an op-Platt at PSAA headquarters here. portunity to get together for Also announced was a campaign monthly or quarterly meetings

Billy Terrell, the former repster my nephew, Willie Lavine, is carrynow living in Roseland, La., is re- ing on with the small trick I have covering from a recent heart at- in Western Canada. From the tone tack, according to his wife, Babe. of his recent letters, I gather that The attack was a recurrence of an he has been snowed under most ailment that has plagued Terrell in of the past month." . . . The Grant recent years. He remains under Family Show, in the Laramie, Wyo., sector in recent weeks, has been doing only fair business, due Solo performer J. L. Londergon to the cold weather. The Grant show came from Canada thru the Dakotas, where poor business was also encountered due to bad weather. Grant is en route to California. In Rumford, S. D., Grant bumped into Oscar Hood, who has his forte, he has encountered no a solo show. He, too, was headed particular trouble. He also does for the Coast. Grant reported that

Hood put on an excellent show.

Allan A. Worthing is promoting burnt cork shows in the Portland, Ore., area. . . . The Carol Players arrived in Sacramento recently after a 100-day east-to-west jaunt on which the show managed to get some money. En route west the show did 16 local spot engagements in towns in which the show was laying over while awaiting bookings.

E. F. Hannan writes: "I have been keeping busy in New Hamp- a letter from Henry Cawley, oldshire and Maine with his one-man time minstrel and vaude performer, terday." He works under auspices, your piece about Al Martz. You might have mentioned Ed Kelley. He booked many of the acts going into the Howard and Austin & Stone's, as well as talent for road and rep show." . . . Chet Wright, who put 42 years in the med, blackface and rep business, retired five years ago and now lives in Bradford, N. H.

DRIVIN' 'ROUND THE DRIVE-INS

Edward Joseph, Austin, Tex., was elected president of the Texas Drive-In Theater Owners' Association at their annual meeting held in Dallas, a two-day session which more than 450 operators attended. Sheet Noret, Lamesa, was elected vice-president; Wayne Long, Monahans, second vice-president; Rubin S. Frels, Victoria, third vice-president; Dick Landsman, San Antonio, secretary, and Tim Ferguson, Grand Prairie, treasurer. Joseph succeeded Charles Weisenburg.

C. D. Leon has announced the start of construction of a 1,200car twin drive-in at Abilene, Tex. It is expected to be completed in June or July. . . . Sahara Drive-In, Big Springs, Tex., has been opened by Tom Griffing. . . . A moviethon is to be staged in San Antonio by Statewide Drive-In Theaters at its Alamo and South Loop 13. . . . Arthur Landsman, president of the circuit, stated that the moviethon will consist of four top features with no charge. The audience will be asked to donate, with proceeds Albert and Judy Spiller, Spiller's to be turned over to a campaign here for a children's hospital.

In an apparent move to offset inroads on family trade by outdoor Strand Theater, a conventional theater in downtown Willimantic, Conn., has disclosed start of family night admissions on Mondays, with a \$1 charge per family, regardless Jeff Murphree and Charlie Lewis of number of children.

> Anthony Albino has been elected president of the Groton Open-Air Theater, Inc., which operates the Groton (Conn.) Open-Air Theater. He succeeds Harry Picazio Jr., who becomes treasurer. Isadore Fishbone was elected vice-president and J. Lawrence Peters will serve as secretary. A March 9 reopening was slated for the theater.

OPEN A DRIVE-IN THEATRE AT LOW COST

New and guaranteed rebuilt equipment from the Flying Skaters of the Ozon of the Gaba-Foto-Miliki Circo. The sible parties. Write, giving location and number of cars. SPECIAL OFFER! Tempered

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UNDER THE MARQUEE

Continued from page 69

ater business, has bought the Walnew is in Evanston, Ill., and plans

Boyce; Ankeny Skateland, Des Mable Stark, working her tiger act with a Japanese circus, lays claim to a record of 77 continuous weeks of work, with nearly six months still to go under the contract for the act.

> Band leader Mickey Sullivan spent Thursday (1) with Merle Evans and his musicians at Rochester, N. Y. He also met Col. Harry Thomas and the Ortons as well as Red Floyd, former Ringling drummer who is now with Evans on the Davenport dates.

The Wall Street Journal is researching a story on circuses. Other periodicals are also showing interest to coincide with the coming of spring and the Ringling opening at Madison Square Garden. Features are being developed for both the New York Times Sunday magazine and the Scripps-Howard newspaper chain.

Circo Romano recently ended an extended run at Port of Spain, trapeze; Senorita Janet, wire act in June to work parks and fair Masonite Marquee Letters, 4", 35¢; 8", 50¢; and the Leon Family.

Masonite Marquee Letters, 4", 35¢; 8", 50¢; 10", 60¢. S. O. S. CINEMA SUPPLY CORP., dates.

Dept. L, 602 W. 52 St., New York 19.

Following the recent Mexico day Rink, Fort Worth, George ton dogs and ponies. . . . Fred City marriage of Santiago Fillis T. Ballard writes that J. Allen Atayde and Gloria Caudillo, both Darnaby, formerly with Buffalo Bill of Atayde Bros.' Circus, friends on and with circuses, and friend of the show feted them at a party in such circus personalities as Dex- one of the city's leading restauter Fellows and Al G. Barnes, rants. The newlyweds honeymooned at Acapulco. Performers on the show recently gave a birthday party for Mrs. Aurilio Atayde. Among the gifts were flowers from

> Bill Baker, of The Fairfield (Ia.) Daily Ledger and treasurer of the Ray Cassel Tent, CFA, recently theaters, Carim E. John, of the did an article with pictures on clown John (Chuckles) Facer before the latter left to join the Beatty show in Deming, N. M.

have been signed to clown on the Thomas N. Packs Nestern unit being readied at Gainesville, Tex., under the supervision of Bob Stevens. Murphree has been working dates for Orrin Davenport and Lewis has been at his home in Pittsburgh helping his mother, who suffered a foot injury recently. . . The Aerial Alcidos, Sid, Kay and ance, have completed 12 weeks at the Hollywood Park, Cuba, and have signed to play 10 more weeks on the island. They recently visited the Valencenos, of the Santos Trinidad, B. W. I. Acts included y Artigas Circus, and Jeff Taylor, the Flying Skaters of the Ozon of the Gaba-Foto-Miliki Circo. The



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MERCHANDISE TOPICS

Presto Enterprises, R.F.D. 4, Box | asked to inquire about quantity P-778, Muskogee, Okla., presents prices. what it calls the amazing Presto-Sphere, a small engine enclosed in a three-inch globe that operates continuously, using light as its source of power. The product is five inches tall, requires no lubrication and provides what the firm claims is a lifetime of continuous motion. If your operation needs something to catch the eye, a few dozen of these Presto-Spheres on display will make an attentiongetting set-up that stops crowds, the firm says. Prices on different models will be sent, but send \$1.50 at once for sample, the firm urges.

Operators who need seven-ounce amber jars with plastic tops should contact Warner Sales Company, Shelbyville, Tenn. The firm has 100,000 of these jars for immediate delivery and will send samples and prices on request.

the season with the Som-Umbrella \$1). Jobbers, distributors are bags.

The Miracle Cross is reported still popular by Providence Ring Company, 49 Westminster Street, Providence, R. I. When you place the jeweled center of this cross to the eye the Lord's Prayer is seen. Set with 12 brilliant cut stones, the Miracle Cross may be purchased in either nickel silver finish or gold finish. Also featured is a skull head ring in gold finish, set with two red brilliant eyes, at \$2.50 per dozen or \$27 per gross.

David N. Elsasser & Company, P.O. Box 37, Hollywood, Fla., is inviting inquiries on Mexican hats and a host of other items. This firm specializes in direct shipments of large quantity orders at import prices. A postcard will bring you complete information.

"Personalize with goldmark" is G&S Manufacturing Company, the latest idea for premiums and 514 Deaderick, Nashville, opens giveaways by Frisco Pete, 226 South Wells Street, Chicago 6. One hat which it offers in two price compartment of a double celloranges. The Som-Umbrella has a phane bag contains a simulated universal headpiece and leaves the silver bracelet with leather ID tag. hands free. It is available in red and white, blue and white, green and white and pink and black. The No. 150 may be had at \$12 per dozen (retails \$1.95), and the No. 150 retails \$1.95 ret 100 at \$7.50 per dozen (retails at your name on these cellophane



By BILL BAKER

FROM TAMPA . . .

out on a fishing trip to Key West, Baltimore. We will be up that way Fla., with some relatives from soon. Best of luck to all the boys. Bluffton, Ind. Near Homestead they had a head-on collision with an oil transport. Jim was decapitated, thrown from the car and run over. Maybelle, who had a arm torn off and suffered head and internal injuries, died en route to a Miami hospital. Her sister and brother-in-law are still in very serious condition in Miami. Jim and Maybelle will be greatly

missed by everyone who knew

JOE JOBLOTS . .

penning from Topeka, Kan., infos that Joe Marks, Tommy Brice and Tony Dateo, renowned novelty impresarios formerly connected with Novelty Enterprises, are now breaking in a new juggling act. Personal manager and advance agent will be Lefty Shapiro, also formerly connected with Novelty Enterprises.

THE LATEST DISPATCH . . . from Jack (Bottles) Stover reads: "Billy (The Kid) Dietrich and B. V. (Lost John) Meade, Harry Lee at a number of spots in San Fran-Solomon and Yours Truly are cisco.

holding down the home front. Glad J. M. Trigg reports the sudden and to hear that E. C. Pardee, George horribly tragic death of Jim and Lunsford and Clyde and Heavy Maybelle Garrett near Homestead, Forkner are batting a thousand Fla., February 22. According to down yonder way. Kindly page my Trigg, the Garretts had just started old friend Dan Rice in or around

FIVE YEARS AGO ... in the realm of pitchdom: H. P. Coffey had just taken over the post as circulation manager of "Beverage Journal" out of Milwaukee. . . . Jim Brown, the circus clown, was sighted working flying saucer balloons at the Farmer's Market, Riverhead, L. I., N. Y. . . . Larry Friedman was working glass cutters to successful turns at the Broad and Market streets corner, Newark, N. J. . . Fred Adler was working combs and mice at a good location in Kingsport, Tenn. . . . Jack (Bottles) Stover and Billy (The Kid) Dietrich were exchanging handshakes with the marks in the Shenandoah Valley. . . . Morris Kahntroff had just joined the international set. He was in Johannesburg, South Africa, preparing to take off for London and the Festival of Britain. . . . Joey Marx, Isidore Segal, Dick Sidel, Modoc Stein, Bill (Horse Thief) Weiss, Barney Kaplan, Al Jackson, Jack Ruben and Blackey Monette were (Spud) Mangum are now in and making preparations to work the around Hagerstown, Md., looking Kentucky Derby. . . . Myrtle Hutt for the folding cabbage. W. O. was clicking with punch needles

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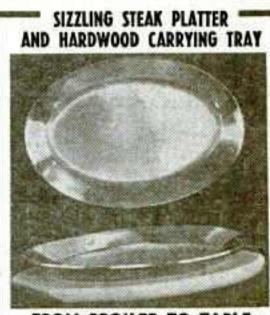
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BILLBOOKS, CASH BOOKS, SALESMEN'S Order Books. Fast selling line printed business forms, continuous forms. Free illustrated catalog. Ersco, Bronx 72, New York.

CAPITALIZE ON "IKE'S" POPULARITY

Sell Eisenhower Plaques, Paperweights and Buttons BIG PROFITS, EVERYBODY BUYS Send \$2 for samples and price list prepaid at ONCE.

GEO. W. BRINK

St. Petersburg, Fla. General Delivery CROWNED QUEEN-O-WATERS PERFUME
Mfr., 22 Charlotte, Office 101, Detroit,
Mich. Liquid Sachet, Original Bouquet,
Flowers, Hair-Stay, twelve ½ oz. bottles,
postpaid, \$2.50.

EARRINGS — ASSORTED STONED AND tailored \$6 per gross plus postage, c.o.d. Gross lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. mh31

ELECTRIC BINGO BLOWERS, \$49.50! YOU carry it like a Pullman suitcase! Weighs 27 pounds, AC 110 volts, retails, \$150. Lipka Mfg. Co., 617 East 11th Street, New York 9, N. Y. ENTIRELY NEW CATHOLIC ROSARY.
Wonderful for children, beginners, Church
approved, free details. S. J. Distributors,
1120 Chestnut St., Vineland, N. J.

FABULOUS SELLER—RIVA ITALIAN PER-fumes, priced, \$7.50; rush \$1 for sample and details. Yost Enterprises, 4803 Toland Way, Los Angeles 42, Calif.

FAMOUS MFR. CLOSEOUTS

Stoned or tailored Earrings\$2.00 d Pierced Earrings on Display	N. N. N. N. N. N.
Cameo sets, boxed	z. r.
Send for descriptive literature on other te rific values on jewelry of all description 20% deposit with order, balance c.o.d.	

Maywood, Ill,

GENUINE WOODEN NICKELS-WONDERful advertising method. Novelty, Souvenir item. Five nickels and wholesale prices, 35s. 100 nickels, \$3. Woodnik, D-206 47 Prospect Ave., Boston 31, Mass.

JOKERS FUN SHOPS—FULL CREDIT ALlowed on items returned. Jobbers offer lowed on items returned. Jobbers offer or trained; main suppliers zoos, circuses same terms to dealers. Eagle Specialty Co., mh24
Akren 14, O. CEENING Hermosa Beach, Calif. ap21 LIST OF FOREIGN FIRMS SEEKING agents for their products, \$2. Max Saltzman, Dept. Billboard, 7635 Hind Ave., North Hollywood, Calif. ap28

sticking plastic; new do-it-yourself sign making set sells fast; tremendous profits, free sample. Garyco, 19625 Ventura, Tarzana, Calif.

MEN, WOMEN, EXTRA CASH WAITING.
Sell Talisman life-like Pin-On Flowers.
Corsages. Easter, Mother's Day, all Occasions. Attractive packages, easy selling, high profit. Send \$5 for 18 beautiful styles, postpaid. Percos Sales, 24 Bennett Ave., New York 33.

MONEY IN MINUTES!

Even beginners scoop up big earnings with Elmira, the greeting line so beautiful it sells by itself! Friends, neighbors, even perfect strangers, want to see and buy from Elmira's exciting array of all-occasion greeting cards, personalized stationery, napkins and gift wraps. Look no further, Elmira gives you everything to make your Extra-Money dream come true! Send today for free Samples, Catalog, Assortments on approval. Request Elmira's Fund-Raising Plan for churches and clubs! Elmira Greeting Card Co., Dept. 105, Elmira, N. Y. MONEY IN MINUTES!

NEW FAMOUS KLIK-IT BEAD NECK AND Earring sets, all colors, \$7 per dozen plus postage, Deposit, 20 percent, balance c.o.d. New England Jewelry, 124 Empire Street, Providence, R. L.

NEW GENERAL, RELIGIOUS, COMEDY 7"x11" Signs; cost 7e, sell 50e. 2,000 different slogans. Sample free! Lowy, 812 Broadway, Dept. 919, New York 3. mh31-ch

IMMEDIATE DELIVERY Charm Bracelets, asst. 3.00 dz. Pierced Earrings, beautifully Men's Tie Slide & Cuff Link
Sets, boxed Ropes, asst. 1.00 dz. Ladies' Stoned Rings, asst. dz. 3.00 dz.

Pin & Earring Sets, reg. 3.98 EXTRA SPECIAL! 1 gross #200 Assortment every plece dif-ferent. Stoned, Plastic Sets, Boxed, Neck-taces, Bracelets, Earrings, Kiddie Sets, Bibs, Chokers, Pearls. All fancy goods from large manufacturer's bankrupt stock. Values

Gross lots only, \$45 gross All 24 Hour Service 20% deposit with order, balance C.O.D. KAREN ORIGINALS Bristol, Connecticut 45 N. Main St.

NEW LOW PRICES. LIGHT REFLECTING Signs. Red hot and sensible, 7"x11", il-lustrated color blended; 2,000 varieties, 10¢ for sample. Kochler, 335 Goetz, St. Louis 23, Mo. mh31

NOTICE: LADIES' NYLONS, \$3 DOZEN; sheerest, fancy pack, light & dark brown shades; one bargain store sold over 3,000 doz. last year; agents, pitchmen sell everywhere. We also manufacture a sensational four colored bed spread on the family plan; no overhead, no labor cost; this large heavy, allover chenille spread with a three multi-colored Peacock design brings repeat orders everytime; send \$4.50 for sample. Ladies' Nylon hosiery \$501 is our best repeat number. Some customers have used this number for 5 years; be sure and send \$4.50 for sample dozen of \$501. Send immediately, Sibert Mill, Chattanooga 4, Tennessee.

PLAYING CARDS, PINUPS, ACTION CAR-toon booklets, 21/2x4; illustrated Parisien novelettes, wholesale samples, \$1. Saranac Variety Mart, 2 Bioomingdale Ave., Saranac

PULL DICE POCKET KNIVES, \$1 RE-tailers, dozen display card, \$6.50; 3 cards, \$18 postpaid. Kraus Factory Sales, Box 7709, Kansas City 22, Mo.

REAL HUSTLERS WANTED-WE MANUfacture retractable Ball Point Pens, life-time guarantee. Your cost, \$2 dozen, refills 8¢ each; you sell for 59¢ each. Cash must accompany order. Millions being sold, Ad-Craft 720 Delaware, Kansas City, Mo. mh17

RUN A SPARE-TIME GREETING CARD and Gift Shop at home. Show friends samples of our new 1956 All-Occasion Greeting Cards and Gifts. Take their orders and earn up to 100% profit. No experience necessary costs nothing to try; write today for samples on approval. Regal Greetings, Dept. 10, Ferndale, Mich. mh31-ch

SENSATIONAL MAGIC TRICK! CHANGES 4 nickels into 4 dimes; sell direct or to stores; rush \$1 for two samples and quantity prices. Robbins Company, 127-B West 17th Street, New York City. \$2 RETURNS \$10. LIFETIME REPEATS.

Black Diamond perfume, free sample. Exclusive Import Co., 1139-BB S. Wabash Ave., Chicago 5, Ill. mh17

ANIMALS, BIRDS, PETS

A-1 TRAPPER-TRAINER CONSISTENTLY supplies best animals and birds, right prices. Sea Lions, Leopard Seals, Penguins, trained or raw. Homer Snow's Sealitorium, 9734 Castlewood Street, Oakland 5, Calif. LO 2-4669.

A LIVING COLOR CHANGING AMERICAN

FAMOUS CELLINI BANGLE BRACELETS—All colors, \$6 per gross plus postage, c.o.d. For adults. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. May Turtles, Chameleons, Galapagos Tortoises, Black Bear cubs, Gibbons, Apes, complete Monkey Show, giant Anteaters, Capybara, Pacas, and giant Condors. Free letics. Wholesale catalog free. Samples, 25¢. Dohn-Marks, 2308Al South 9th Avenue, Maywood, Ill.

BEAUTIFUL SNAKE SHOW TRAILER, 17 foot tandem, opens to 30 foot front; pull with car or pickup. Must see to appreciate, sacrifice, \$850. R. E. Leonard, 325 South Jefferson, Junction City, Kan. 8-3260.

MICE, \$25 PER HUNDRED, FOR MICE game or show; white, colored or spotted. Phone 5411, McClung Snake Farm, Laplace,

POISONOUS SNAKE DENS—FIXED OR hot, \$30; contains Moccasins, Copperheads, Rattlesnakes; harmless dens, \$25; includes Indigos. No Water or Mud Snakes unless requested. Order now for April delivery of Cobras, Kraits, Vipers, Golden Monitors; limited supply. Our mounted Snakes unconditionally guaranteed to look alive. Illustrated brochure on request. Ross Allen's, 1112 N. Miami Avenue, Miami, Fla.

SHOWMEN, NOTICE—WILL SELL, BUY, trade, board animals, birds, reptiles. Demusked Skunks, Pigmy Skunks, \$12; Bobcats, \$15; Raccoons, \$4; Snake Dens; Chameleons, 2 for \$1 postpaid. Free price list. Thompson Wild Animal Farm, Clewiston, Fla. mh31

SPIDERS, 30 CINNAMON WHITEFACE Ringtails, \$35; Squirrels, \$25; Organ Grinder Capuchins, \$40; Rhesus, \$30; Woollys, \$75. Bronson Birds, 149B Fort George, New York 40, N. Y. mh31

WANT PAIR OF YOUNG CANADIAN black Bear cubs, male and female, now or later. Write details and price. Grover Bergdoll, Charles City C. H., Va. mh17

\$25 ASSORTMENT BIGGER THAN EVER-Two large boxes of Snakes for the price of one. McClung Snake Farm, Laplace, La. YOUNG TAME CHIMPANZEES FOR SALE. \$550 each; wear clothes and shoes. Rea-son for selling, returning to Europe. Mar-quis Orange Show, San Bernardino, Calif. 1956 BABY BEAR CUBS, IMMEDIATE shipment; also orders accepted for later delivery. Box C-389, c/o Billboard, Cincinnati 22, Ohio.

1,100 PARAKEETS, RANCH RAISED, 85 cents each. Immediate shipment minimum order, fifty birds; orders totaling over 500 birds, 80 cents each; large Rattlers, 75 cents lb.; large Indigos, \$1 ft. The Lost Jungle, Rt. 3, Box 111A, Mission, Tex.

BUSINESS OPPORTUNITIES

A GOLD MINE OF INFORMATION—OLD Showman's book of secrets, plans, formulas & schemes; buyers' guide, 1956 edition, \$1 postpaid. "Popcorn" Miller, 3525 S. Cedar, Lansing, Mich.

AMUSEMENT PARK. LARGE EASTERN Pa., industrial and farm area; no near competition; ready to go for 1956, terms. Hirst Trexler, 842 Hamilton St., Alientown, Pennsylvania.

CARNIE TO TAKE FULL CHARGE AMUSEment rides for working socials, benefits, etc., also woodworking shop, plaster, etc.; on 50-50 basis; reside at location housing these activities; prefer older man. Box C-390, c/o The Billboard, Cincinnati 22, O. CERAMIC BRAHMA BULLS - IMPORTED. Hot for stock shows, rodeos and fairs. Perfect conformation. Size 8%x6, \$9 dozen, f.o.b. Majestic Sales, 432 Diane Drive, Long-view, Tex. Three samples, \$3 postpaid.

FOR RENT—CAROLINA BEACH, N. C., Concession Stands suitable lunch, photo, Arcade, snowball, games, etc. Center amusements. Four stands left. Rents re-duced, \$300 season. Contact immediately. Sidney Abrams, Conway, S. C. my7

FOR SALE-PORTABLE ROLLER RINK, 52'x132', very good sectional maple floor, tent in good condition. All first class equip-ment for operating. For full particulars, write M. C. St. John, Winona, Minn. R. R. 3. FORTUNE FROM JAPAN - IMPORT DIrect large, small amounts Kimonos, China, Silver, Gifts, Sporting Goods, etc. Confidential list reliable dealers inside Japan, \$1. Gene Colson, 1332 Alma Ave. Warner Robins, Ga. GARDEN GOLF, PITCH AND PUTT, CUS-

tom built courses, supplies, large capacity, low overhead, consistent income. Spencer Brockway, Seaside, Ore.

GOLF RANGE EQUIPMENT FOR SALE-Balls, ball picker upper, lights, automatic tees, mats, etc. Will sell all very cheap. Frank Abramoff, 16 N. Sacramento, Ave.,

JAPAN DIRECTORY. AMERICAN EXPORT-ers inside Japan. Plus Japan opportunity mail. Just \$1 today. Nippon Annai, 920 3rd Ave., Seattle 4, Wash. mh31 MACHINELESS HOME LAMINATING KIT-

Transparent "Permafilm" seals by itself; seals photos, cards, etc.; do it yourself, sample kit, \$1 postpaid. Ace Plastic Sales, Dept. PS, 3525 S. Cedar, Lansing, Mich. MAKE MONEY WITH POPCORN, SNOW

Balls, Candy Floss. Free catalog of money making equipment. Roy Smith Co., 365 Park St., Jacksonville, Fla. ap7 MIGHTY MONEY MAKING MEDIUM, 25¢.
A. B. Co. 2, 165 Okell, Buffalo 20, N. Y. PUBLISH YOUR OWN MAGAZINE FOR less than \$5 monthly, Samples, details, 25c. S. J. Distributors, 1120 Chestnut, Vine-

land, N. J. REAL LIVE CAT FISH WITH 4 LEGS. real freaks. Write, H. L. Gooley, 124 Porter, Dumas, Tex.

THEATERS, TWO, DRIVE-IN AND IN-door, Outdoor, Route 21, Ohio; good in-come from theater and concessions, 410 speakers; Indoor nearby seats 450; with property, no competition, priced right. Ap-ple Company, Brokers, Cleveland 15, Ohio. ES CO., Dept. B

SAMUEL SILVERMAN & CO., INC.

N. Y. C. 36, N. Y.

SAMUEL SILVERMAN & CO., INC.

Laplace, La.

Chameleon sells on sight for 50c to a dollar. \$15 per hundred prepaid to you by listed in 41 States, towns and days given, Laplace, La.

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Chameleon sells on sight for 50c to a dollar. \$15 per hundred prepaid to you by listed in 41 States, towns and days given, \$1. Simpson, 2705 Jule, St. Joseph, Mo.



Choice Lot-Famous WATCHES, 6 for

Special Close-Out! Men's Elgin, Waltham \$6.95 WATCHES WHILE THEY LAST

Completely reconditioned. Complete with bands. Guaranteed.

Wholesale only, 25% with order, balance C.O.D. 5-day money-back guarantee! Send money order or certified check with order to avoid delay in shipment.



HAWAIIAN Place the Log in Water and Watch the Green PITCHMEN SOLD OVER

1.000.000 LAST YEAR! Buy for 74, sell for 49¢ to 69¢ each! Ideal for demonstrations. Strip off a leaf or two and you have a table place mat, leafy cance center piece or juicy wrapping for certain foods!

"Ti" logs grow — by themselves — into beautiful tropical plants. Flash, 15 plants \$17.50. Logs—\$70.00 per 1,000. One-half deposit, balance C.O.D. Free sales aids. No spoilage. We ship fresh, perfect logs throughout U.S., Canada. Also other top pitch items. Write for full information,

2126 BOYER SEATTLE, WASH

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CRISLOID PLASTICS, INC. has merged with THE SILVERLOID CO.

Dice and Dominoes

risloid plastics inc. THE SILVERLOID CO.

A SUBSIDIARY 71 Reynolds Ave., Providence 5, R. I.



PLASTIC SANDWICHES

This remarkable plastic laminating machine will earn \$18 an hour right in your home! Big profits guaranteed

laminating CARDS of all kinds. Business Cards, Social Security Cards, Credit Cards, photos, passes, driver's licenses, newspaper clippings, souvenirs, etc. The perfect way to preserve all sorts of valuables. Demand for such services is staggering. Price complete (illus.) \$39.50 plus postage. FREE sample and litera-

Dept. LM-1496 6612 N. Clark St. PLASTICAST CO. Chicago 26, III.

ALL-WEATHER Plastic Pennants Durable—Tough—Brilliant

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.

Pennants sewed on a tough, heavy tape

assorted color - 18-inch Plastic

COSTUMES, UNIFORMS, WARDROBES

ATTENTION! BALLY CAPES, \$1; CLOWN Bundles, \$1; ten beautiful Curtains (8x36), each \$40; Orchestra Coats, Trousers, Wigs. Wallace, 2453 N. Halsted, Chicago.

COSTUMES FOR SALE. NEED SPACE.
Will sell beautiful parade and dance
costumes in sets. Quantity sales only. Madame Berthe, 110 W. 47 St., NYC, Plaza
7-4170.

FLASHY NEW CLOWN SUITS, \$15; PANEL & Bra Sets, \$5; everything for Girl Show, Strip, Bally. Clown Bundles, Top Hats, Derbies, white Tuxedo Coats, Rhinestones, Plumes, makeup, cheap. Free list, Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone UNion 3-9509.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS—CARA-mel Corn equipment, Floss Machines, re-placement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, III. ap21 CARROUSEL, 24 GALLOPING, 2-ABREAST, adult, fluid drive, \$3,500. Manley Aristocrat Popcorn Machine, latest model, used 6 months, \$495. Paul B. Evans, 1516 Rimview Drive, Caldwell, Idaho. mh31

FOR SALE — SECONDHAND SHOW PROPERTY

AIR CALLIOPE WITH 44 METAL PIPES, \$800; with 44 brass pipes, \$1,000. Same complete with engine, \$1,250. Perry Cozatt, Danville, Ill.

AUCTION SALE

Wed., March 21, 1956, 10 A. M. Cleveland Machine & Fab. Co. Newton Falls, Ohio

Searchlights 24" GE high powered car-bon are 75 Amp., 115 volt DC, unused. Searchlights, 18" GE incandescent, en-closed, weatherproof, wide beam, Nova-lux type S-5, unused.

Contact

JIM WILSON AUCTIONEER Sterling 2-3375 429 Clearmount Dr.

BASEBALL PITCHING MACHINES (5), rotary arm type, A-9; Balls, Netting. Ex-cellent condition, very reasonable. M. Fisher, 3145 Brighton 4th St., Brooklyn 35.

Youngstown 11, Ohio

BARGAINS, NEW & USED CRETORS 41
Popper, Echols all electric, also high
speed; Snokonette, Polar Pete Snocone Machines. Atlanta Popcorn Supply, 146 Walton, Atlanta, Ga.

BOAT CONCESSION FOR SALE AT MADI-son Lake, 4 miles East of London; first reasonable offer takes it. Phone 1292-R3 London exchange or write Dorothy Carner, R. D. #4, London, Ohio.

BUILD GROUP ATTRACTIONS, TESTED Plans, Miniature Golf, \$7; Fun Houses, \$10; Pit Show (Turtle Girl), \$8; Panel Front Shows, \$7. Free 48 plan circular. Brill, Box 875, Peoria, Ill.

COTTON CANDY MACHINE AND 6X6
Frame and Canvas; 12x10 Shed Roof Concession Frame and Canvas; Concession
Game consisting of six Drop-in Boxes and a
1934 Chevrolet House Car in A-1 shape.
Ida Monjar, 2533 Hackberry Street, Cincinnati 6, Ohio. Phone Woodburn 1-6126.

DIRECT POSITIVE PHOTO BOOTH FULLY equipped, two Cameras, etc; ideal for dime store or carnival concession. James Eonis, 786 Oak St., Columbus, Ohio. ELI 5, COMPLETE WITH TRACTOR, SEMI-

Van, extra good shape, \$3,750; Ottaway Steam Train, \$2,650; Kid Merry-Go-Round on truck, \$1,950; Little Dipper, \$4,500; Organ, \$400, Young's Carnival Sales, 5218 Wadena, Duluth 7, Minn.

FOR SALE-THREE BLACK BEARS, \$50 each: three years old. Grover C. Stapleman, Culbertson, Neb.

FOR SALE-ELI 10 WHEEL, TWO THOU sand, with Van and Tractor, twenty-five hundred cash; two Kid Rides, Waltzer and Airplane Rides, fifteen hundred cash. Ira Burdick, 611 N. 7th St., Temple, Tex. Phone PR 3.3151

FROZEN CUSTARD TRAILER, 18 FT., ALI steel, screened serving counter, walk-in ecoler, wash sink, hot water system, wired 110 and 220 volts, fluorescent lighting, roof sign, flood lights, freezer and compressor. Custom Bilt Body, Inc., Camp Road, Hamburg, N. Y. Phone Emerson 3573. mh17

GAS TRAIN, ENGINE, TWO CARS 18 children, 300 ft. 18G Track, new condition. Mrs. Mildred Billet, 108 Elem Bivd.,

G-12 MINIATURE TRAIN, EXCELLENT condition, complete, \$1,800 cash; Bulgy, new (used three months), \$3,000 cash. Happyland, 709 DeSoto Dr., Palo Alto, mh24 GIRL IN FISH BOWL ILLUSION (LENZ

\$20 money order) with free direction to make; good Tent, 80 foot top including 30 ft. MP. \$875 new Light Plant, \$875 Portable Ice Rink, \$3,000. Write only Home Co., 97 Arch St., Butler, N. J.

HERSCHELL-SPILLMAN MERRY-GO-Round, 10 car Kiddie Car Ride, Airplane Ride. See in Santa Paula, Calif. Call Bill Hargrove, San Fernando, Calif. Empire 9-4634. Price, \$5,500 cash.

KIDDIE RIDES, AIRPLANE, STREETCAR, Jenny Steam Train, Ferris Wheel; ex-cellent condition. Johannsen. 12345 E. Car-son. Artesia, Calif. To 53105.

KIDDIE TRAIN, SMITH-SMITH JEEP mounted on trailer; Adult Chairplane, Will buy Kiddie Rides, Address Percell's Park, South Williamsport, Pa. mh24

MERRY-GO-ROUND, 40 FT., 3 ABREAST, 2 chariots, 36 jumping horses: A. H. Spill-man deluxe model, first \$4,500 gets it; Waltzer Boomerang, big capacity, money maker, big, flashy, sensational, thriller, cost about 20 grand, sacrifice, \$4,500, F. Allen, 1400 Brewerton Road, Syracuse 11, N. Y. Ph. 54-3000.

MANUFACTURER, REPAIR, TRADE ANY-thing canvas. Any size, good as new tents. What do you have or want. Smith Tent, Auburn, N. Y. mh31

MINATURE SHOW, DOUBLE SPINDLE (not set), Ball Game (like Hi-Striker), House Trailer Dollies, Small Plaster, Mrs. Lelah Barnes, 201.N. Iowa, Ottumwa, Iowa. PARKER FERRIS WHEEL, 34 FOOT, 8 seats, adult size, gasoline power, with semi trailer, all in good operating condition. Winner Amusements, Sharpsville, Pa.

"SCAMPER" AUTO-RIDE CARS, 6, NEW from factory, Gasoline Engine, same as type used in Riverview Park, Chicago; ex-cellent money maker, reasonable. Steel Fabricating, Inc., 12425 West Knoll Road, Elm Grove, Wis.

SHOOTING GALLERY, MANGELS, CONEY Island Park size, 16x11x20 ft., latest model, big flash, cost about ten grand, sell \$2,250; one 35 K.V.A. Westinghouse Light Plant on Ford trucks, 110-220 volt single phase AC, \$1,850; one 25-Kw. 110-yolt DC on trailer, \$1,000; one special model double Loop-O-Plane, \$1,000. F. Allen, 1400 Brewerton Road, Syracuse 11, N. Y. Phone: 54-3000.

TANGLEY CALLIAPHONE, USED VERY little; bought new by me; guaranteed complete. Would need checking over: \$600 takes everything. Olmested, 523 Center Street, Waterloo, Iowa. Phone Ad 2-2457.

TRAILER MOUNTED AUTO RIDE AND trailer mounted Boat Ride, Ideal for promotions and gala openings. Price, \$1,000 each. King Amusement Co., Mt. Clemens, TRAINS—ALL SIZES, GAUGES, TYPES; new, used, trade-ins, Photographs, details, \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. ap14

TWO WHEEL FOOD CONCESSION TRAIL

er, 8' wide x 16' long; fully equipped to serve food, soft drinks, coffee. Neon signs, large grill, Cretors Popper, Everything in good condition, \$1,250. Phone Bedford, Ohio, 2-5297, 152 Ellenwood Ave.

WANTED-LONG RANGE, 12' OR 14' ON or off truck. Sale, Mug joint, Balloon joint, cheap. Erv. Ringhand, Eden, Wis. s50 PER DAY THE YEAR ROUND IS what this unit will make. Was contracted for by Sealtest Dairy last summer for promotional work at supermarkets. Also an asset to any midway. A beautiful and unusual Photo Studio, inside and out, mounted on 1950 Rec (perfect). Here on 1950 Reo (perfect). Heat, air-conditioning, and light plant, cost, \$7,500, yours for \$1,500. Reason for selling, oil. Overman, 903 N. 7th, Springfield, Ill.

MAGICAL APPARATUS

A BRAND-NEW #24 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Graphology, Magic; 144-page illustrated catalog, 50¢ wholesale, Nelson Enterprises, 336 S. High, Columbus, Ohio.

BE A MAGICIAN! LARGE PROFESSIONAL catalog of latest tricks, 35¢. Free! Show business book catalog. Ireland, B-109 N. Dearborn, Chicago 2.

PROFESSIONAL VENTRILOQUIST FIG-ures made to your order, send 25 cents for price list. John Carroll, 64-36 Myrtle Ave., Brooklyn 27, N. Y. my5 SUB-MINIATURE RADIOPHONE FOR MENtalists. Easily concealed. Write for bro-chure, prices. Nelson Enterprises, 336 S. High St., Columbus, Ohio. mh24

MISCELLANEOUS

BECOME A HYPNOTIST! JUST ABOUT anyone can learn in a few days; earn big money; entertain, help doctors and dentists; a thousand uses. Mail \$2 for easy instruction booklet. Alberte, P. O. Box 668, South Miami 43, Fla. mh31 GEORGEOUS MODELS IN FASCINATING

poses, 6 different girl photos, \$1. D. Davis, 707 Bathurst St., Toronto, Canada. INDIAN LUCKY TALISMAN, \$3. IT brings luck, success, fulfills desires, removes troubles, S. B. Wazkar, 51, Khattargully, Bombay 4.

YOUR NAME IN HEADLINES ON STANDard newspaper page; make up your own headline; 3 different, \$1; not over 35 let-ters each, headline blanks, \$30 per thou-sand. Andrew Quirk, Box 1351, Dept. 14, Hartford 1, Conn. mh24

M. P. FILMS & ACCESSORIES

NEW RENTAL CATALOG 16MM. SOUND films. Lowest prices. Quality pictures. lew film trailer service. Rogers Films, Lombard, Ill.

16MM. SOUND FILMS, FEATURES AND Short Subjects, for sale and exchange; hundreds of titles, lists free. Crawford Film Service, 412 Page St., Ft. Worth 10,

16MM. 4,000 SOUND REELS DIRT CHEAP. New list Features, Westerns, Serials, War films. Sell, rent. Roshon, 335 Fifth Ave., Pittsburgh 22, Pa.

16MM. SOUND WESTERNS FOR OUTRIGHT sale from \$15 to \$30; rentals as low as \$3.75. Ace Camera Supply, Florence, S. C.

MUSICAL INSTRUMENTS, ACCESSORIES

ORGANS FOR KIDS' MERRY-GO-ROUNDS 6 songs on a roll, motor driven, order now, L. Bacigalupi Organ Co., 2026 North Chico Ave., El Monte, Calif. np

PERSONAL

BEAUTIFUL CHARCOAL PORTRAIT DONE from your photo, \$10; unusual gift. John Walencik, 17 N. State, Chicago 2, III.

PERSONALITY-PORTRAIT! FROM YOUR photo, \$5 postpaid. They're conversation pieces by world famous Volinsky, 1411 Stebbins, New York 59, N. Y.

"SCRUB BOARD" ROY WALLACE SAYS:
"When in our vicinity, stop and stay at
the Johnny-J Motel & Hotel, Bamberg,
S. C."

WILLIAM GAMBLE OR CAMBELL OR

—DeWitt, formerly with Lazy G
Rodeo, please call collect William T. O'Farrell, Charleston, W. Va., phone 2-4134. In evenings phone 3-3724.

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BUY PIEDMONT D.P. CAMERAS, ALL sizes, with or without lens. Piedmont Camera Company, P. O. Box 1024, Burling-

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cor-tez, Chicago 22, Ill. ch-tfn

PHOTOMOUNTS FROM MANUFACTURER. 3x5, \$3.80/100; 5x7, \$5/100; 8x10, \$11/100; 70 styles, 350 types; ask Department B for free samples. Penn Photomounts, Glen-

PRINTING

service, attractive three-color dow cards, \$8 hundred; larger 17x26 size, \$12.50. Posters for all occasions, many illustrated; also bumper cards and stickers. Tribune Press, Dept. W-56, Earl Park, Ind.

ATTRACTIVE BUSINESS CARDS, \$2.95 per 1,000; 100 letterheads, \$1; 100 6% envelopes, \$1 postpaid. Taylor, 5103 Forty-Third Ave., Hyattsville, Md.

Third Ave., Hyattsville, Md. mh17

FINE PRINTING—6% ENVELOPES, 8½X11

Bond Letterheads, 8½x7 1/3 Billheads, 8½x5½ Statements, 100 of either, \$1.25; 250, \$2; 300, \$3.75; 1,000, \$6.75; each additional 1,000, \$5.95; #10 Envelopes, 100, \$1.50; 250, \$2.50; 500, \$4.50; 1,000, \$7.95, each additional 1,000, \$7.50. Circulars, 5x9, 1,000, \$7.95; each additional 1,000, \$4.95; 9x12, 1,000, \$12.95; each additional 1,000, \$6.95. Business Cards, 100, \$1.25; 250, \$1.85; 300, \$2.75; 1,000, \$3.95. 1,000 6x9 4-page Folders, 518.95; each additional 1,000; \$9.95 (1,800 words). Word limit for circulars, 6x9, 450; 9x12, 900. West of Mississippi add 10%. Ayers Printers, 2003 Columbia Road, N.W., Washington 9, D. C. 5-day service. mh17

200 844X11 LETTERHEADS, 200 634 ENvelopes, both for \$3.75, black or blue ink. Mallo Press, 767-B Leith St., Flint 5, Mich.

SWING WITH 8 SWEEPS; ABC BABY
Ride, 8 Boats, Distortion Mirror approximately 4 ft. by 8 ft.; unpainted Plaster.

Box C-390, The Billboard, Cincinnati 22, O.

Stamp. TopVal. Lyndhurst, N. J.

SWEEPS; ABC BABY

Envelopes, 50 Correspondance Cards, 50

Mail Alds, all for \$2.98; Decals, Rubber sober and reliable. C-W Shows, Box 201, Dover, N. H.

SHORT RANGE, GOOD CONDITION, fully equipped, 3 rifles, targets, ammunition to pay for same. Best short range on road; quick sale, \$300. Phone 3572, or come see trailer back of jall, Hampton, S. C.

1,000 EMBOSSED BUSINESS CARDS, \$2.95, maximum six lines; 1,000 5½x8½ Letterheads, \$5.45; 1,000 6¾ Envelopes, \$5.95, postpaid. Request price list. John Peper, Box 822, Chattanooga, Tenn.

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-102, Chleago 32, Ill. mh24

ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, waitresses, nurses, doctors, others; all popular miracle fabrics. Nylon, Dacron, Orlon; exclusive styles, top quality; big cash income now, real future, equipment free. Hoover, Dept. C-109, New York 11, N. Y. mh24-np CALIFORNIA SWEET SMELLING BEADS,

sensational sellers. Free particulars, Mis-sion, 2328BB West Pico, Los Angeles 6, California. GOLDMINE OF 600 MONEY MAKERS— Free copy. Specialty Salesman Magazine, desk 22-B, 307 North Michigan, Chicago 1. ch-tfn

IMPOSSIBLE? PERPETUAL MOTION! LIFEtime powered from outer space! Prestotime powered from outer space: Presto-Sphere, scientific radiometer, revolves ceaselessly, Regular \$1.50, paper weight, \$2; ash tray, \$3; all three \$6. Profit facts, glossy photos of each, 25¢ stamps. Penn-sylvania, New Jersey, contact Steffney, 3416 Farragut, Camden 5, N. J. Presto Enterprises, Muskogee, Okla.-B. np

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. mh24

WANTED TO BUY

CASH PAID FOR OLD GOLD & USED movements; expert watch repairing, low prices. Laurence Baggett, 1907 W. Forrest St., Detroit 8, Mich.

SIDE SHOW, FUNHOUSE OR GIRL SHOW equipment, sound, banners, tents, odds and ends for museum. Bill Shoemaker,

TRAINED ORGAN GRINDER MONKEY and organ; give full information about both. R. E. Swain, Box 532, Lubbock, Tex.

WANT TO BUY SMALL ANIMAL ACT. Send photo, full details; dogs preferred. Cash price. Phone 136, Maloney Bay, N. C. WANTED TO BUY—CALLIOPE, REPAIR-able condition, also parts. Box C-392, c/o Billboard, Cincinnati 22, Ohio. mh24 WANT TO BUY — TWO ELECTRIC RO-man Targets. T. H. Rice, Rt. 2, Box 385, Joplin, Mo.

WANTED TO BUY OR LEASE—AMUSE-ment Rides or what have you? Reply Paul Porta, 3031 W. Chestnut, Altoona, Pa. WANTED-ADULT AND KID RIDES, ROLL-O-Whirl, Laughing Mirrors, Auto Cars, Jeep Cars, Airplane. F. Allen, 1400 Brewer-ton Road, Syracuse 11, N. Y.

WANTED-MIRRORS FOR FUN HOUSE fat, skinny, what have you: also Bottled Bables for life show. Write Gayland Shows, Box 416, Kelowna, B. C., Canada.

2 OR 3 KIDDIE RIDES WANTED-TO lease, or ride owner to operate on per-centage basis. Prefer Merry-Go-Round, Boat Ride or similar; ideal location on arterial highway in connection with 650 car drive-in theater. Big summer tourist trade assures good returns. #1 Drive In Theater, South Daytona, Fla.

HELP WANTED

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20c a word-Minimum \$4. CASH WITH COPY

Forms Close Thursdays for the Following Week's Issue

BEING A RADIO DISK JOCKEY HAS BE-BEING A RADIO DISK JOCKEY HAS Become a big field. Our group leads with stations in Minneapolis, Omaha, Kansas City, New Orleans. All top audience, poponly, no r&b, country, etc. Show business background, nite club emcee, singer, musician, comedy, various voices, etc., all help. Must be good showman, young, bright, alert, good adlib, now making \$150 up on dates. If your application warrants, we will put you on temporary for training and put you on temporary for training and audition. If you make it, big pay and steady work with us, with or without contract. Write only Todd Storz, president, Mid-Continent Broadcasting Company, Oma-

CALLIOPE PLAYER WANTED FOR KING Bros.' Circus band. Union. Address Joe Rossi, c'o Gen. Del., Huntington, W. Va., till March 20. After, Macon, Ga. Opening date April 7.

GIRL MUSICIANS, TRUMPET OR TROM-bone, Saxophone and String Bass; others may apply. Contact Band Leader, 1322 Fletcher, Anderson, Ind. mh24

INTERNATIONAL TELEVISION DEVEL-opment project has openings for young attractive talented female performers, actresses, vocalists, dancers, comedy; extensive training at full salary in dramatic engineering sales techniques. Booking for 100 at salaries to \$1,000 per month plus scale when doubling on TV, Film or Wax. All applications considered and any approximations. applications considered and answered. Send details and photo to Box 2478, Winston-

'LA FEMARITA' WANTS IMMEDIATELY for her \$26,000 portable theater, M of C, Transport Manager who can drive semi, Pianist, Baritone Singer; responsible old-timers, men, women, write. Season booked, midway feature, opening March 29. Delores, Capitol Hotel, Richmond, Va.

MUSICIANS, ALL INSTRUMENTS, FOR semi-name band. Write to Box C-367, c/o Billboard, Cincinnati 22, Ohio. mh31 MUSICIANS, ALL CHAIRS, TRAVELING band, guaranteed salary, 13 weeks sum-mer location. Prefer men able to sing in group. Contact Bandleader, 516 Mutual Bldg., Richmond, Va. Phone 7-0374. mh24 PART TIME ORGANIST FOR NORTHERN Indiana. Box #848, The Billboard, Chi-

PHONE MEN, EXPERIENCE NECESSARY, year round work, high commission, tickets and ads. Veterans' Ball. Call IVanhoe 1-9377. SAX AND CLARINET MAN WANTED.

Polka Band; good reader, steady. Write Viking Accordion Band, 214 N. 2d Ave. West, Albert Lea, Minn. mh17 STEEL GUITAR MAN-STEADY WORK and salary, no bar work, dances and shows, no drinking, state all in first letter, picture if possible, state type of playing. Write Box 123, Easton, Md. Phone Easton 278-W.

TROMBONE MAN, TWO BEAT COMMERcial traveling orch., sleeper-bus, guar-anteed salary, no characters, others write. Bob Calame, 2107 N. 18th, Omaha, Neb.

TRUMPET - IMMEDIATELY FOR HOTEL, band locations only, Contact Jimmy Over-end, Hotel Heidelberg, Jackson, Miss. week stands. State all, including lowest in L

AT LIBERTY—ADVERTISEMENTS

5c a Word ·

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursdays for the Following Week's Issue

MISCELLANEOUS

COLORED EMCEE FOR NITE CLUB, THEater, etc.; comedy specialty, years of ex-perience as background; member AGVA, immediately available. Jab Taylor, Dew Drop Club, 2836 La Salle, New Orleans, La.

HYPNOTIST — FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige E. Diehl. Post Office Box 2002, Seattle, Wash. sel5

MUSICIANS

A-1 ORGANIST FOR LOUNGE, RESTAU-rant, rink, etc. Address Organist, 3301 Lee St., #10, Alexandria, La. mh24

ATTENTION, OPERATORS AND AGENTS-3 or 4 piece combo open for engagement 3 or 4 piece combo open for engagement now; play many musical instruments, including violin; play any type or style of music; combo is well established; best references, photos, act. Would also like summer location, seashore or mountains. Write the Musical Cleffs, 2615 N. Fla. Ave., Lakeland, Fla. Phone Mutual 69692.

AVAILABLE, 2 GIRLS, SAX, DRUMS AND vocals for location work, union, depend-able. Box C-391, c/o Biliboard, Cincinnati 22, Ohio.

CLARINET, BASS CLAR, TENOR, BARI-tone; name experience, Dixie clar, sober-Box C-388, c/o Billboard, Cincinnati 22,

DRUMMER, CAN READ OR FAKE; NEAT appearance, good habits, veteran; prefer location, but will travel, Contact Bill Carlson, 910 Williams Street, Lansing, Mich. Phone Ivanhoe 98805.

DRUMMER, ENTERTAINER (HAWAIIAN), many years' experience, cut shows, nite clubs and dance bands. Good habits and reliable. Can furnish first class reference as to ability; also first class circus big top band drummer; union, will travel or locate; have car and trailer. Duke Karuatua, General Delivery, Pensacola, Fla. Phone Gl. 5-9294 Jackson, Club.

DRUMMER, EXPERIENCED, AVAILABLE immediately, age 29, read well, play shows, all styles and Latins, prefer location. Dick Glerum, 1941 West McNichols, Detroit 3, Mich Telephone University 4-4237. mh17 ELECTRIC SPANISH GUITAR MAN, AGE 27, experienced, hillbilly, modern; single, sober, travel. Mr. Augustus Bomentre, 600 Wood St., Bristol, Pa. Phone Stillwell 8-3963. LEAD TRUMPET, JAZZ OR BALLAD, shows, name experience, semi-name experience; hotel or commercial, combo pre-ferred. Russ Pinger, "Hunters," 109 N. Perry, Peoria, III.

PIANIST, ALL AROUND PROFESSIONAL experience, popular, classic; alone or-chestra, accompanist, soloist; teach, trained musician. Single, male, gentile. Box C-393, c/o Billboard, Cincinnati 22, Ohio.

SAX, CLARINET MAN, SOBER, RELIABLE; 5 years' experience, combo or big band; age 20, go anywhere. Richard Daugherty, 1718 North 10th, Terre Haute, Ind. H-6860.

TRUMPET. ALL AROUND EXPERIENCE IN all lines. Address Trumpet, 4002 Dempsey Rd., Madison, Wis.

PARKS & FAIRS

AT LIBERTY—BIG HILLBILLY JAMBOREE for fairs, carnivals, homecomings and theaters. Radio, stage and TV experience. For information contact Smokie Joe, 7605 Lawn Ave, Cleveland, Ohio.

AVAILABLE FOR PARKS AND FAIRS, celebrations; one of Canada's most sensational sway pole acts, performed one hundred feet in the air. Would prefer southern dates. James Shannon, Box 1262, Fredericton, N. B., Canada. mh17

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind.

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Kessler, 848 N. Lincoln Ave., Pittsburgh

PROFESSIONAL TRICK ROPER, FEATURE and eight loop spin; fair with bull whip. Tex Nickell, Box 1043, Avondale, Ariz.

SENSATIONAL HIGH DIVING, AUDACITY, nerve, skill, terrific impact. Small tank, spears, fire, no body protectors, blindfolded. Featured by Fox Movietone and up to date has not been duplicated. The price is right. Your only problem and concern will be finding parking space for the spectators, Free advertising posters. Capt. Earl McDonald, 456 Lamphier Place, Warren, O. Tel 45337.

TOMMY, EDUCATED DOG, PLAYS PIANO; novelty dog act (clown); available indoor, outdoor affairs; union. Clara's Dog Act. 241 Climax, Pittsburgh 10, Pa.

TWO SEPARATE ACTS, COMED batic Act (three clowns), Aerial and balancing act. Father, son and daughter. Write Savilla's, R.R. 1, Box 661, Eureka, Mo. mh31



You've never seen anything like this breathtaking bevy of lovely beauties. Daring, unretouched shots of Hollywoods most gorgeous figure models in every imaginable pose. No two pictures alike. You must find the kind of pictures you like in this never-before-offered group or your money refunded without question.

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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.

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Andes, Gene & Mrs.
Andrews, Clifton C.
Angel, Julie Marie
Armstrong, Hazel
Ayers, M. C.
Baker, Mr. (From
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Ballou, C. E.
Bammel, Clifford G.
Bammel, Clifford G.
Bandy, Marvin
Barent, Chas.
Barnhill, Kader B. or Le May, Barb Marie Kinko Kiser, G. B. Kiski, Walter J. Knox, Bill

Barnel, Clifford G. Lanier, Ray
Bandy, Marvin
Barent, Chas. Le Doux, Mule
Barnhill, Kader B. or Le May, Barbara
Ena Leboeuf, Ovila
Barofsky, Barry A. & Lesander, Frank
Bejano, Paul

Boyle, Chas. F. Magic Empire Survey Strandery, Lee Mahon, Richard Malman, M. Brandenberg, Angel Braunstein, Ben F. Martin, Don Brigg, Tommy & Mrs. Martin, Earl Broeffle, Sonny Brooks, Mrs. May F Brouillette, Albert Masiello, Tony Valmore Masters, Kelly Merlino, Anthony

Brown Jr., Abram Brown, Chief Sugar Brown, Tommy Bryan, James Bunch, Ernie Burke, Teddy Burke, Teddy
Butler, W. E.
Caldwell, Sam & Mrs.
Calvert, John
(Magician)
Campbell, W. E. Red
Campl, Mrs. Sis
Cantwell, Chas.
Carey, Thos.
Carey, Tho

Merlino, Anthony

Moore, Harvey (Frenchy)

Osborne, Mrs. James

Owens, Buck (trick

Pacini, Nello Page, I. C Pagel, William C.

Porter, Mitzi &

Schilling, Edward

Spitzer, Harry Spoon, Mrs. Sue Spoon, Tommy

Strong, Irving L. Stroud, Norma

Sturdivant. A. O

Wadsworth, Opal F. Wagner, Hattie Wagner, W. A.

Sprague, Bert Stafford, Ed

cott, Polly or Pamela

(calliope)

John

Angelo

Cartwell, ChasCarey, Thos. P.
Carney, Wm. & Mrs.
Carter, Mr. (Mountain
States Tel. & Tel.
Co.)
Caruso, Johnny
Carver, Ella (Fire
Diver)
Carver, Geo. Rea
Chancie, Lioyd S.
Chandler, Grant
Chapman, Earl A.
Chase, H. G.
Chisolm, Dave
Clayton, Charlet M.
Clayton, Char Clayton, Sue (Kan

City) O'Neill, Patricia Odom, Robert Collman, Jim Conningham, B. C. Converse, Art Cooper, Nelson Cooper, Ruth Cortez, Rita

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Dombroski, Walter
Draper, Bill
Duchene, Mrs. Thelma Rea, Joe Dunn, Orville Earl, Martin Ellingston, Edgar

Emerling, Joe Tracy Essex, Jos. Evans, Harold Evans, Ivan Mike Ewing, Burton H. Faith, Laddie Faith, Laddie
Finstincteno, Anthony
Fisk, Glenn Maynard
Flake, Mrs. James

Ruschuete, Wm.
Russell, Leonard Skid
Ruth, Willie Lee
Scarbrough, R. F. Flower, Mildred Foltz, Earl B. Forkum, Mrs. Margaret Schueh, Clarence

Forrest, Daria Francis, Russell Frank, Mrs. Patsey Franz, Frank Friedenheim, Mrs. Scott, Polly or Pamela

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Settle, Jack
Sharar, Homer E.

Shepherd, Ernest
Dave Shorick, Roy Hank
J Simms, Frankie
a Gail
Smallwood, Bob
Smith, Whitie
Smith, Willie Love
Snow, Homer & Mrs.
Solderich, F. C.
Mrs.
Sopero, Annikki
Spencer, Gordon
Spitzer, Harry Gallagher, John J Gambino, Pamela Gail Getgood, Geo. Glasgow, W. R. Good, Oran S. Good, Oran S.
Goodson, Wm. Robt.
Hackett, E. J. & Mrs.
Hale, D. D.
Hale, Frank J.
Hangsterfer, A. F.
Harbin, Frank
Hardin, Victor
Harper, Roy
Harris, Frank & Kitty

Starkey, John Stockton, Fred Strickland, Myrtle (Carolina) Harris, Frank & Harris, Jasper Harris, Jim Harris, L. D. Harrison, James Hawthorne, Jack Sullivan, Jerry Swan, Walter L. Swank, Harry R. Sword, Ronald Taylor, George Helms, Chuck (Girl Show)

Hensley, Elmer Lee Herrick, Carl Herrick, Carl
Hildebrandt, Frank B.

& Janet Towner, Tom
Turner, Jack
Unit)

Unit

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Hubbard, Venice
Hunt Jr., Al (Prensey)
Hunt Jr., Albert
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Western, George
Wexler. Samuel Paul
Williams, Ben
Williams, Earl
(Promotion Mgr.)
Williams, Lawrence
L.
Williams, Ray (Show)
Williams, Ray (Show)
Williams, Mrs. Cash
Witham, E. H. (Gene)
Womack, Mrs. Helen
Wonapony, Chief
Wright Jr., Earnest
Wurster, Arthur E.
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Daniels, Haroid
DeRizkie, Gayle
Dely, W. J.
Durand, Pedro Bergen, Harry (Slim)
Blakemore, Guy M.
Bluestein, Rubin
Bona, Cherie
Boucher, Eddie
oyle, Chas. F.
radley, Lee
rady, Henry S
andenberg, Angel
aunstein, Ben F.
gg, Tommy & Mrs.
effle, Sonny
oks.

Medis, Art (Shows, Inc.)
Lewis, Daniel M.
Long, N. C. (Curley)
Baniel M.
Long, N. C. (Curley)
Grady, John
Gavett, Henry N., Jr
Grady, Donald A.
Guffey, Clarence E.
Healy, Martin, Santana, Elinar R.
Garrity, John
Gavett, Henry N., Jr
Grady, Donald A.
Guffey, Clarence E.
Healy, Martin, Surface, Surface,

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Marlowe, Jeff

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Bierback, Frank
Claire, Mr. & Mrs. King, Has.
Hans Lee, J.

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Neison, Art
Shaw, Rita

Howard, Holly Knapp, James

Florence Shaw, Rita Shepard, J. D. Stevens, Nick

Maloney, William J. Mansour, G. S.

(Bucky)

Barbara

Carol

Marcus, Red

Matthews, Sport Matthews, Red

Scott, Joni Elaine

Shannon, Wilburn Sheets, Billy Shipley, Leonard L.

Sima, Joe Spalding, Elge Sproul, Albert & L. Star, Hedy Jo

Shanley, Jack &

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rick Baer, John
rider) Bice, Larry Dean
Boatwright, Bruce Boatwright, Bruce

Cox, "Doughboy" Pagel, William C.
Cox, L. E. Palkovic, Joe Crouch, Del & Mrs. Crouch, Shorty
Cummings, Wm.
Cummingham, Hannah Dagg, Roy & Mrs.
Dale, Bill
Darvin, Melvin

Charles Cody

Cox, L. E. Pagel, William C.
Browning, Jack R. Jr.
Moore, Malcolm Mack Moran, Red (Side Carpenter, Clifford R. Oglive, L. B.
Carpenter, Clifford R. Oglive, L. B.
Casey, Ted
Cozad, Mr. & Mrs.
Petrantis, Mike
Petrantis, Mike
Petrantis, Mike
Petrantis, Mike
Pagel, William C.
Pagel, William Melvin Cuttin, Louis A. Rawlings, James Dann, Henry (Clown) Rennings, Conrad B. Pinkleton, Earl (Text) Pinson Jr., Bobbie Porteous Jr., George bie Dorsey, Chester F. Robinson, G. W.
Foster, Louis (Louie) Rogers, Gus
Dean Franker, Richard Salerno, Micheal
Friend, Don Schmuck, Guy O. Roland Frith, Gene

Posey, Jake
Powell, Billy & Mrs
Powell, C. Clint
Powers, Bill
Powers, Milton

Roland
Gardner, Bell
Gardner, Bill
Graves, F. A.
Grubbs, Melberta
Hagan, Orville Harris, Marvin J. Harvey, Margaret Hull, Frank Hummert, Art Jensen, M. E. Johnson, Mr. & Mrs. Veator, William & Care Kahle, Mrs. Charles

Kernes, Jim Rea, Joe
Rescott, Joseph F,
Reynolds, Joseph S,
Rice, Russ
Richey, E. L.
Riddie, Tommie
Rielly, Squak
Rossell, Martin
Rowley, Maurice
Rucker, Charles W.
Ruschuete, Wm.

Kernes, Jim
LeRue, Jack
Lee, Linda
McClain, O. C.
(Heavy)
McKinney, George W. Wickham, Earle
Maloney, H. E. (Mack) Wood, Morris S.

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See ad in Carnival Section

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Timely! Sensational!



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TODAY'S PROFIT MAKER!! New-Type, Snap-A-Part INTERLOCKING BEADS Without restringing, Neck becomes

Choker and Bracelet, etc. SPECIAL PROMOTION \$4.25 doz. \$48.00 gross

This promotion consists of 6 necklaces & 6 pair of matching earrings to the dozen.

\$ 5.50 doz. Necktaces only

60.00 gross

Assorted Colors, Please send check with order. We pay freight.



■ 4 OF 1.000's ■ INTERLOCKING BEAD NECKLACE. Snap - a - part. Assorted colors, Latest invention. Pop-it. Make choker, bracelet, etc., without re-stringing. Retails \$2.00. Gross \$5.40 RAINHATS. Magic rain bonnets, in case. Retails to \$1.00. Gross \$18.00. DOZEN 1.80 CUFF LINK and TIE BAR SETS. Beautifully gift boxed. Retails \$2.00. DOZEN SETS. 5.75 ALL-CHROME. Retractable pen and pencil sets, in beau-tiful plastic box. \$4.95 value. Gross sets \$86.40. DOZ. SETS 8.40 SEND PAYMENT FOB, NEW YORK.

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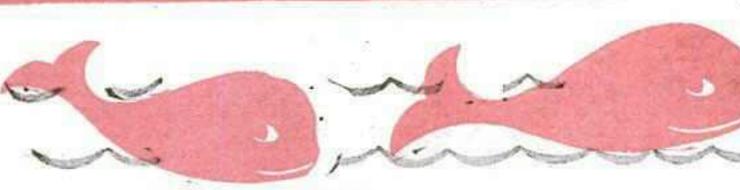
THE OUTLOOK FOR SHOW BUSINESS IS

The Value of The Billboard's

1956 SPRING SPECIAL

Dated April 7

As An Advertising Medium For You Will Be...



TIMELINESS

Planned perfectly to reach ALL YOUR POTEN-TIAL CUSTOMERS before the Outdoor Season officially opens

ASSURED READERSHIP

Complete List of 1956 Fair Dates, Pulse of the Kiddieland Operation, More Money from Food & Drink Concessions PLUS other statistical information and Special Features sure to give this Special maximum readerinterest and frequent-reference value.

NEW FORMAT

The "new" stitched and trimmed Billboard is scheduled to make its debut just two weeks prior to the Spring Special. These mechanical improvements will certainly give the Spring Special and your advertisement in it longer life and greater effectiveness

The outdoor Picture is Bright and Every Active Advertiser Catering to the Needs of This Great Market Should Experience His Greatest Year.

Population of the U. S. is 167 million, 8% over 1950. Average wage in 1950 was \$59; expected to go to \$78.50 in 1956. The work week has been shortened during the past five years. result . . .

More people with more time and more money to spend on all types of Outdoor Amusement in 1956.

PROMOTION

Pre-publication publicity mailing of more than 100,000 pieces will immediately boost our circulation and create a terrific newsstand demand. Newsstand distribution will be increased 6,000 copies and this Special Issue will remain on the stands at least two weeks to give everyone ample time in which to purchase a copy.



Game Concessioners, Bingo Operators, Novelty Workers, Demonstrators and Pitchmen will certainly be in the market for new and novel merchandise items to flash up their stands and to use as prizes and premiums.

Yes . . . Show Business is in for a great season in 1956, and this year can also be your BIGGEST by starting a regular schedule of advertising with a large effective ad in the SPRING SPECIAL . . .

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CINCINNATI 22, OHIO 2160 Patterson St. DUnbar 1-6450

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March 28

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HOLLYWOOD 28, CALIF. 6000 Sunset Blvd. HOllywood 9-5831

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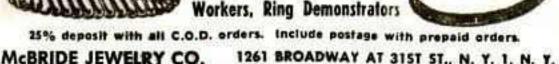


Photo Expansion Idents from \$5.00 Doz. Basketballs, Footballs; Square, Round and Heart-Shaped Discs on 24" chain with spring ring 24" chain with spring ring \$3.25 Doz., \$36.00 Gr. Brace-lets to match, \$36.00 Gr

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No extra charge for samples. 18 Pieces (3 of each) \$19.93

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Free Wholesale Catalog CONTAINING Expansion & Photo Idents

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100 feet only \$4.00 pptd. **124 PENNETTES** 6 Bright Colors

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MADE FROM YOUR OLD LOOSE PLATE One Day Service. No Impression Needed Plates Repaired Duplication System that

saves you money! Actuloose, uncomfortable, cracked or chipped plate into a new, comfort. Transparent fitting, lustrous natural-pink lightweight Dupont Plastic Plate, using same teeth or with new, natural-shaped, matched teeth. 30-DAY

Once again—you may know false plate wearing happiness. Broken, cracked plates repaired; missing, broken teeth replaced. MONEY-TRIAL SEND NO MONEY! Write today for FREE details and simple instructions to follow, if plate is loose, to MAKE IT COMFORTABLY TIGHT—for our

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Free of Crabgrass-"A blend of laboratory tested Seed." High Germinating. 5 lb. Clear, heavy \$1.00 plastic bag

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NEW NOVELTY MOUSE HATS EVERY KID WANTS ONE!



25% deposit with order, balance c.o.d.

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144 Park Row, New York 7, N. Y.

COMING EVENTS

Alabama

Birmingham — Better Homes Expisition, May 15-20 Patrick J. O'Toole, Chamber of Commerce Bldg.

Arizona

Chandler-Southside Sheriff's Posse Rodeo. March 29.

Mesa-Rawhide Round-Up, March 21-25. Phoenix - World's Championship Rodeo, March 15-18.

Phoenix-Spring Horse Show, April 21-22. Safford-Safford Rodeo, March 23-24, Mrs. Max Smith

Tucson-La Fiesta de Los Vaqueros and Rodeo, Feb. 22-26.

Arkansas

Des Are-Prairie Co Livestock Show, April 26. B. E. Wray. Porrest City-St. Francis Co. Jr. Livestock Show & Sale, May 10. John R. Stipe, Box

Little Rock-Home Show, April 29-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, 4364

Kenyon St California

Los Angeles-Sportemen's Vacation, Boat & Trailer Show, April 12-22. Napa-Napa Valley Horse Show, May 6. Mrs. Wilhelmina Glancy, P. O. Box 726. Oakdale-Oakdale Rodeo, April 8 Oakland-California International Home & Garden Show, April 21-29. John I. Hennessy, 277 West MacArthur.

San Diego-San Diego Home Show, March 24-April 1. San Diego-Spring Fair of Modern Home

Ideas, April 24-29. San Francisco-General Motors Motorama. March 24-April 1. San Francisco-Grand National Jr. Livestock Expo. and Arena Show, March 24-

28 Porter Sesnon, c/o Cow Palace.

Colorado

Denver-Denver Home Show, May 13-19. Lee Lantz, Home Builders' Assn.

Florida

Clearwater - Fun-'n'-Sun Celebration, March 10-17. Edward Young, chairman of Funland Zone, Tarpon Springs. Daytona Beach - Volusa County Home Show, March 17-21. Jean MacDuff, Pilot

Opa-Locka (Miami)-Arabian Nights Featival, March 15-19. Ruskin-Pla. Tomato Festival, April 26-28. W. D. Miller.

Sebring-Sebring Rodeo, March 23-24, R.

Georgia

Dawson-Terrell Co. Centennial, April 15-21. L. J. Ferguson.

Illinois

Chicago-National Premium Buyers Exposition, March 19-22.

Chicago-All Wisconsin Resort and Travel Show, March 24-28. Art Huebner, Hotel Kankakee-National Home Show, March

14-17 E. J. Smith. Springfield-National Home Show, May 2-6. E. J. Smith.

Iowa

Des Moines-Iowa Sports, Boat & Vaca-tion Show, April 13-18. Martin P. Kelly, United Sports & Vacation Shows, First Nat'l Bank Bldg., St. Paul 1, Minn.

Kansas

Wichita-Wichita Auto Show, March 16-18.

Kentucky

Louisville-Kentuckiana Home & Improvement Show, April 7-15. Joseph Brooks, Jefferson County Armory.

Louisiana

New Orleans—Negri Fair, April 11-14. Shreveport—Holiday in Dixie Spring Fes-tival, April 25-29, Abie C. Goldberg.

Massachusetts

Boston-New England Spring Plower Show, March 11-17. Boston-GM Motorama, April 19-29.

Fall River-National Home Show, May 1-6.

John W. Daly. Springfield-National Home Show, April 10-15. John W. Daly.

Michigan

Bay City-Better Homes Show, March 16-21. Jack Davis, P. O. Box 12.

Mississippi Canton-Madison Co. Livestock Show, April 11. R. L. Smith.

Carrollton-Carroll Co. Livestock Show, March 17. R. R. Cooper. Cleveland-Bolivar Co. Livestock Show, March 16. Boyce Tiser.

Porest-Southeast Miss. Dist. Livestock Show, March 15-17. Mrs. Myrtle Goodwin. Greenwood-Delta Dist. Livestock Show, March 22-25. E. H. Blackstone.

Hattiesburg-South Miss. Dist. Livestock Show, March 12-14. N. S. Hand. Port Gibson-Southwest Miss. Dist. Livestock Show, March 19-21. E. C. Newman. Sardis-Northwest Miss. Dist. Livestock Show, March 26-28. Lee H. Thompson. Tupelo—Lee Co. Livestock Show, March 23-24. W. J. Pernell. West Point—Northeast Miss. Dist. Livestock

Show, March 29-31. E. E. Wooten West Point-Clay Co. Livestock Show & Fair, March 29-31. H. B. Converse. Yazoo City-Yazoo Co. Livestock Show, March 46. W. G. White.

Missouri

Ava-Kiwanis Jr. Livestock Show, April 28-29. Phil H. Pettit. Clinton-4-H Egg Show, March 31, Ed Wiggins. St. Joseph-St. Joseph Barrow Show, March 15. Webb Embrey.

St. Joseph-Buchanan Co. Dairy Show, May 19. Webb Embrey. St. Joseph-Interstate Jr. Dairy Show, May 26. Webb Embrey.

Nebraska

Lincoln-Lincoln Home Show, March 22-25. Peggy King, 418 Trust Bldg.

New Jersey Teaneck-House, Garden and Hobby Show,

Westfield-Union Co. House, Garden & Hobby Show, April 28-May 5.

New Mexico

Albuquerque—250th Anniversary Celebra-tion, June 17-23. Franciscan Hotel.

Truth or Consequences-Truth or Consequences Rodeo, April 6-8.

New York

Jamaica-Long Island Home Show, May 1-6. Vincent C. Rottkamp, Catholic War Veterans, Whitman Hotel. New York-International Home Building Expo., May 12-20. New York-International Antiques Exhibition & Sale, May 26-June 3. New York-International Philatelle Show April 28-May 6.

New York-National Photography Show April 28-May 6. New York - International Automobile Show, April 28-May 6. Builders' Exchange Syracuse—Syracuse

North Carolina

Show, April 5-10.

Winston-Salem-National Home Show, April 22-27 Lloyd A. Goodin.

Ohio

Canton-National Home Show, March 13-18. E. J. Smith. Columbus-Midwest Sports, Vacation, Travel & Boat Show, March 16-25, Ben Cowall. Dayton—Do It Yourself Show, April 6-8. Ward Collopy, Publicity Service Bureau, 133 Warren St.

Oklahoma

Oklahoma City-Greater Capitol Hill Home Show & Jamboree, April 4-7. Jack Wright, 113 W. Commerce St.

Oklahoma City—Greater Okla. Home Show April 15-22. Gus Fields, Biltmore Hotel. Oklahoma City-Oklahoma City Rodeo, April 22-25, Lee V. Sneed. Oklahoma City-Southwest American Exposition, April 22-29. James C. Burge,

State Fairgrounds. Oklahoma City-Standards of Perfection Livestock Show, April 22-29. Dr. A. E. Darlow, Okla. A.&M. College, Stillwater, Oklahoma City-Do-It-Yourself Show, April 22-29, James C. Burge, State Fairgrounds. Tennessee

Ashland City-Legion Centennial, May 2-5. Bud Hallums. Lawrenceburg-Lawrence Co. Strawberry Festival, May 13-14. G. H. Lehnert. Morristown-4-H Fat Calf Show and Sale. March 20. Jesse E. Francis. Newport-Spring Festival, May 3-5. Jack

Vinson, Cocke Co. Fair Texas

Corpus Christi-Buccaneer Days, April 21-29. Jack Lindsey, Route 4, Box 694, Dal-

Cuero-Cuero Stock Show, April 4-7. Dallas-Garden Center Flower Show, March 10-18 J. B. Rucker Jr., State Fair of Texas. Dallas-Southwest Sports, Boat & Vacation

Show, March 31-April 8. Martin P Kelly, United Sports & Vacation Shows, First Nat'l Bank Bldg., St. Paul 1, Minn, Dallas-Nat'l Home Show, April 22-29 Grover Godfrey, 102 Walnut Hill Village Houston-Houston Sports, Boat & Travel Show, March 17-24, Martin P Kelly, United Sports & Vacation Show, Pirst Nat'l Bank Bldg., St. Paul 1, Minn.

Poteet-Strawberry Pestival, April 12-14. San Antonio-San Antonio Home Show, May 20-27. Irving Wayne, 103 D Paradise

Shamrock-St. Patrick's Day Celebration, March 17. Bob Roach. Waco-National Home Show, May 2-6. Horace Black. Whitney-Lake Whitney Sport Show, April 13-22. P. O. Box 922. Wichita Falls-National Home Show, April 4-8. Lloyd A. Goodin.

Utah

Salt Lake City-National Home Show, May 20-27. Brounlow R. Hall.

Virginia

Richmond-Jr. Stock Show and Sale, April Richmond-Sportsmen's and Boat Show, March 14-18.

Winchester-Shenandoah Apple Blossom Festival, April 26-27, Thomas G. Scully.

Washington Bpokane—Spokane Auto Show, March 7-11. Spokane—Jr. Livestock Show, May 1-4, P. R. Gladhart, Box 2184, Old Union Stock-

yards. Wisconsin

Madison-Wisconsin Sports, Travel & Va-cation Show, April 6-11. Lakeland Associates, Inc., Madison. Milwaukee - Milwaukee Sentinel Sports Show, March 17-25.

Waukesha-Waukesha Dairy Show, March 19-23. George Dehnert.

CANADA Alberta

Edmonton-Spring Livestock Show and Sale, March 26-30. Edmonton-National Home Show, April 13-21. Arthur Gilbert,

Edmonton-Spring Horse Show, May 23-26 British Columbia

Vancouver-National Home Show, April 25-May 3. John W. Daly.

Manitoba

Ontario Kitchener-Sportsmen's Show, April 19-21 Toronto - Canadian Nat'l Sportsmen's

Brandon-Manitoba Winter Pair, April 2-6

Show, March 9-17. Saskatchewan

Regina-Winter Pair and Light Horse Show. March 26-30. Saskatoon-Bred Sow Show and Sale April 10. Saskatoon-Light Horse Show, May 16-19. S. N. MacEachern Saskaton-Buil Show & Sale, April 11

Cole Enlarges

Continued from page 55

Mrs. Ernie Wiegand, banners and 24-hour; Leona Hill, organ; Ross McKay, drums, equestrian directors; Ted LaVelda, Side Show; Brownie and Leona Robbins, cooklouse and pie car; Rawls Family, E Bob and Billie Grubbs, Jeannie B Kriel, Charles and Shirley Rex, per- A formers, with more to join, and W. J. (Bill) English, concessions.

Polack, Beatty

Continued from page 55

the opening day, she has scheduled "Sheriff John's Breakfast Brigade" television show over KTTV from 7 to 8 a.m. in the menagerie tent and back yard. Show has a strong kiddie appeal and was recently nominated for an Emmy award.

Second remote TV show is set for Sunday (25) when KCOP will put on 90 minutes in a tie-up with an automobile dealer sponsor.

Sam Ward has been on the job here for the Shrine to follow his usual procedure of contacting the more than 20,000 members of the Al Malaikah Shrine Temple, under whose sponsorship the show plays.

Polack will return to its regular spot, the Shrine Auditorium. Beatty, however, is set for a new location on the parking lot of the Los Angeles Coliseum at 39th and Vermont Avenue. Each other year Beatty has played the famed lot at the corner of Washington Boulevard and Hill Street. Some years ago the lot was sold for the construction of a furniture mart and isn't available this year.

Beatty opens Thursday (15) in Deming, N. M., playing only a matinee performance. Show then plays Tucson, Casa Grande, Ariz.; Yuma and Palm Springs, Calif., before Los Angeles.

PULL-A-PARTS

The Season's Biggest Sellers!

The beads that you break to create new styles. Convert them to bracelets, cho-kers, ropes, belts, berets, etc. PEARI S (12 mm., 30"), white, red, blue\$6.75 doz. \$78.00 Gr

MOONSTONE, ass't colors\$4.50 Doz.

Other DELMAR-SPOJAS Specials Three row rhinestone expansion bracelet \$ 8,00 doz. Four row rhinestone expansion bracelet 10.00 doz. Pearl button earrings 1.25 doz.

(6 doz, on tray)\$10.50 tray Terrific Kiddie Birthstone Sets \$4.00 doz.

Wedding and engagement rings

Tailored ass't earrings from....\$1.75 up

25% deposit, balance C.O.D.

DELMAR-SPOJAS NOVELTY CO. 19 West 34th Street, New York, N. Y. Wisconsin 7-9910

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- PREMIUM BUYERS

 CARNIVAL MEN Make That "Easy Buck" with these sensational values

WAGON JOBBERS

Large 12" Electric SKILLET with Westinghouse Thermo.

\$7.50 ca. in Sample Lots of 6

G.E. Equipped COOKER-FRYER Large 6 Qt. Capacity \$39.95 \$6.75 ea. in Sample

All Mdse, UL approved and guaranteed by Good Housekeeping — All Orders C.O.D.

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LOWEST PRICES ALWAYS 1000 25¢ Charley Board Prof. \$50,00 \$1.10 1000 25¢ Charley Tk. Prof. \$52.04 \$1.79

1000 5¢ J.P. Boards Prof. 24.00 1.98 1000 5¢ J.P. Girlie Boards Prof. 28.00 2.49 Ticket Deals, etc. DELUXE SALES CO., BLUE EARTH, MINNESOTA



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enlarged) Dept. 34, Wheeling, W. Va.

Write For Low Prices

Gam Sales Co. o

1321 SO. ADAMS ST. PH. 4-1451 PEORIA, ILL S Communications to 188 W. Randolph St., Chicago 1, III.

SINGER ONE-STOP

Ops Pick Disks Via TO INDICTMEN Superm'k't System

CHICAGO, March 10. - Singer the idea of helping themselves, be-One-Stop, one of the leading ing able to shop as fast or as slow operator record outlets in the city, as they pleased, the partner is up to its ears in new schemes brothers - Fred, Joe and Ted to make disk buying easier for Sipiora-began shopping around

Recently moving into larger operator help himself. quarters, the firm decided to do away with over-the-counter sales and concentrate on the supermarket technique. And that's just what happened, from pushcarts to hold records to open shelved stock.

Juke Dime Play Doldrums Pass In Twin Cities

Minneapolis Hits

MINNEAPOLIS, March 10. -Juke box dime play eased out of the doldrums in Minneapolis this week.

Alarmed because the recent dime play move suddenly began to drag its heels as a result of nickel snipers moving into 10-cent spots, a number of operators met here this week to discuss the problem.

Operators who already were operating on dime play related the reaction they were receiving from their locations to those who were still on a nickel.

"We accomplished something, said one operator, "and tho it will (Continued on page 101)

Set L. A. Assn. Meet March 13

LOS ANGELES, March 10.-The regular meeting of the California Music Merchants' Association, Los Angeles division, was postponed this week so George A. Miller, president and general business manager of Music Operators of America, could be on hand to report on copyright legislation. The meeting will be held next Tuesday (13).

According to Ben Chemers, local business representative, Miller will talk to operators about his recent trip to Capitol Hill with Sidney Levine, legal counsel of MOA.

Chemers added that a buffet supper will be served at the conclusion of the meeting.

ICC OKAYS 6.% RAILROAD FREIGHT HIKE

WASHINGTON, March 10. Music operators, distributors and manufacturers can expect to pay approximately 6 per cent more when shipping phonographs and equipment as a reult of new ruling by the Interstate Commerce Commission.

The ICC, which has been studying a proposed 7 per cent freight boost, gave rail-roads the green light on a general 6 per cent increase last weekend. The new rates were to go into effect Wednesday

(7).As a result of the ICC ruling, motor carriers are expected to follow with a similar increase.

for still other ways to help the

Space Saver

Records in Singer's are on open shelves along both side walls, the disks stacked in their original boxes. On the front of the box both tunes are printed in large Because operators seemed to like letters. To save space the 45's are stacked on the top of the 78's.

> All records are carried in label. groups A large sign above each section of records lets operators know in a glance where they can find the label they're after. There are two exceptions: Special seasonal tunes and old favorites.

> About a month before a particular seasonal holiday, Singer sets up a special section on its shelves. At present, it's records for the Irish.

(Continued on page 96)

50% Mark; St. Paul Ops Air Dime Ops Near 75% Dime

COLUMBUS, Neb., March 10. -Two timely topics-"How operators can help prevent changes in the 1909 Copyright Act" and "How to aid dime play conversions"sparked the Music Guild of Nebraska's quarterly meeting at the Evans Hotel here last weekend (3-4). Over 70 per cent of the association's membership attended the event.

Howard N. Ellis, secretary-treasurer, led the discussions on copyright legislation and gave a report on a special meeting held in Omaha last week, when George A. Miller, president and general business manager of Music Operators of America, outlined his recent trip to Washington.

Operators were urged to contact, either by wire or letter, members of the subcommittee studying the proposed juke box copyright amendments. Names and addresses of all the committee members were given to the operators.

Ellis urged that operators make their letters brief and to the point. He said that he thought individual letters, all of them varying a little, would be better than everyone sending the same form letter.

Randall Thies, association board (Continued on page 90)

SEEBURG PLEA TO INDICTMENT

CHICAGO, March 10 .-The J. P. Seeburg Corporation will plead not guilty to the Federal Grand Jury indictment returned last Friday charging restraint of trade, Thomas L. Thomas, of Kirkland, Fleming, Green, Martin & Ellis, Seeburg attorneys, told The Billboard this week.

The firm is not required to file an appearance until March 22, 20 days following the date of the indictment.

According to Earl A. linkinson, head of the local antitrust division, the civil action, which was returned at the same time as the indictment. naming Seeburg and 31 Seeburg distributors and carrying identical charges, will probably see no action until after the federal case has been settled.

Tho both the civil suit and the indictment carry the same charges, dismissal of one does not necessarily mean that the other will be dropped automatically. Thomas explained that in an indictment the defendant must be proven guilty without a shadow of doubt on all points, whereas a civil case handles each point separately.

Trial date for the indictment will probably be postponed until sometime next fall or winter.

Attorneys representing Seeburg distributors have not been named as yet.

The Federal Grand Jury investigating anti-trust activities in the juke box industry is continuing, Jinkinson said.

Northern Music, Ohio Distrib,

CLEVELAND, March 10.-The dissolution of Northern Music, Inc., here and in Columbus, was announced this week by Herb Wede- tion. wen, firm president.

C. L. Hopkins, partner who managed the Columbus office, is reported to be keeping the Wurlitzer line in that city under the firm name Century Music.

The appointment of a new distributor to handle the Wurlitzer line in Cleveland had not been made at press time.

Wedewen said he would antime next week.

'56 MOA Convention Begins Taking Shape

Miller Schedules Op Forums, Outlines Exhibit Information for May 6-8 Fete

week as George A. Miller, presi- following from 1 to 2:15. dent, announced plans covering exhibit space information, music to be held. They are: operator forums, business meetings and convention hours.

All exhibit details will be handled either from the association's Morrison Hotel headquarters, which will be headed by Larry Marvin, MOA convention cochairman, or from the MOA national headquarters in Chicago on April 1.

According to Miller, the number of inquiries received from manufacturers regarding exhibit space information, earmarks this year's convention as the biggest in MOA's history. He said that the four phonograph manufacturers - AMI, Rock-Ola, Seeburg and Wurlitzer —had already confirmed space.

The music operator forums will

Jury Hearings Resume Friday In III. Probe

ing two weeks of inactivity, the of personnel. Federal Grand Jury investigating alleged violations of the Hobbs Act (anti-racketeering) in Northern Illinois will resume hearing witnesses next Friday (16). Among those subpoenaed are several tavern owners in McHenry County and Anthony Peroti, head of the Du Page Novelty Company and a reputed racketeer.

The investigation, an outgrowth of charges of forceful tactics being used to acquire juke box locations in McHenry County, enters its sixth week. Since launched, two other Wurlitzer distributor with offices counties-Du Page and Boone-have been brought into the investiga-

> Meanwhile, Lake County, also in Northern Illinois, carried on its own grand jury investigation of similar charged violations there. The Lake County grand jury heard two Northern Illinois operators Monday. Both were officials of the Music Operators' Association of Northern Illinois.

In Du Page, Sheriff Stanley nounce his future plans, tho he Lynch has requested States Attorindicated that he would remain in ney William Guild to draw up a the coin machine business, some- licensing ordinance which would (Continued on page 90)

OAKLAND, Calif. March 10 .- | be held following regular operator The 1956 Music Operators of business meetings and in the eve-America convention, to be held nings from approximately 8:15 to May 6-8 at the Morrison Hotel in 9:30. Business meetings are sched-Chicago, began to take shape this uled from 10 to noon, with forums

Five operator forums are slated

1. "The Advantages of Percent-(Continued on page 97)

James Robson Named Veep at Plymouth Corp.

UMO of Mich. Secy Tackles New Job; Will Keep Route

DETROIT, March 10. - James Robson, secretary of the United Music Operators of Michigan, resigned from his association office Monday to become a vice-president of Plymouth Motor Corporation, a division of Chrysler Corporation. Robson announced his appointment and rendered his resignation during the organization's monthly meeting this week.

Robson, who has been with Plymouth for many years, was formerly in the firm's public re-CHICAGO, March 10.-Follow- lations department and in charge

> Approximately five years ago he (Continued on page 101)

5c Play Reigns In Birmingham; Dime Hopes Up

BIRMINGHAM, March 10 .-Nickel play on juke boxes here is still king pin, but the possibilities of going to dime-a-disk are getting stronger all the time.

According to local operators, better than average play has off-set rising costs to some extent and thus reduced the necessity of the increased price.

However, special taxes and additional equipment cost increases, as well as higher labor and shipping costs, could easily turn the tide. Operators are currently taxed on each juke box, each record used and even needles.

One operator declared that he would stay on nickel play as long as he could because he liked giving customers the 5-cent bargain. He added, however, that when dime play did move into Birmingham it would probably do so almost overnight, the move being an economic necessity.

Op Contract Wins Court Injunction **Against Location**

ROCKFORD, Ili., March 10 .-Circuit Judge Albert S. O'Sullivan Wednesday (8) granted the Mid-West Distributing Company, headed by Louis Casola, a temporary injunction against one of the firm's locations for breach of contract.

The location, Finnegan's Cottage in suburban Loves Park, is alleged to be displaying a coin-operated pool table belonging to another operating company-a violation of contract with Mid-West.

The injunction seeks to prevent alleged violation of contractual agreements.

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coin operators will want the

Billboard

NEW SIZE STITCH EASIER TO READ MORE FOR EVERYONE The NEW Billboard . . . out March 24 . . . packs more punch than ever . . . and packs it into a new, easier to read and easier to use package. You'll love it!

Special 1/2 Price

introductory subscription offer

COIN MARKET PLACE

CLASSIFIED ADVERTISING

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

NEW ADVERTISING RATES

MUSIC MACHINES

(Effective with March 24 issue

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph no display First line set in regular 5 pt

RATE: 20¢ a word-Minimum \$4.00 CASH WITH ORDER

DISPLAY CLASSIFIED ADS bet in larger type (up to 14 pt.) and dis

played to best advantage. No illustration or cuts permitted. RATES: \$1.00 a line-\$14.00 per inch CASH WITH ORDER Unless credit has been established

IMPORTANT INFORMATION

In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies

ADDRESS ALL ORDERS AND INQUIRIES TO: THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

Business Opportunities

EARRINGS, PINS, CAN BE PUT IN CAP-sules, 56 per gross only, plus postage, c.o.d. New England Jewelry, 124 Empire St., Dept. B. C., Providence, R. 1. mh31

LIBERAL MORTGAGES ON JUKE BOX routes, vicinity N.Y.C., completely con-fidential. Box 625, Merrick, N. Y. MA 3-1161.

Help Wanted

ATTENTION, VENDER SALESMEN, SALES Organizations, new, patented, fully guar-anteed high-speed hot sandwich dispenser anteed high-speed hot sandwich dispenser for route sales; not a vender; cooks sandwich in 90 seconds, Multiple capacity, 120 per hour. Electrical operation, semi-automatic, top commissions, we drop ship orders; no inventory to buy; wholesale food business. All papers accept your ads. Company 20 years in business. State fully previous sales experience first letter. Box M-163, c. o Billboard, Cincinnati 22, Ohio, mh24

Parts, Supplies & Services

STAMP FOLDERS DIRECT FROM MANU-facturer, unlimited quantities, immediate delivery. Write for prices, Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust

Positions Wanted

........

10WA MECHANIC, ROUTE MAN OR Route Manager. Experienced, references; music, shuffle Alleys, bingo. Write Box M-165, c. o Billboard, Cincinnati 22, Ohio.

OPERATORS, DISTRIBUTORS, CHICAGO area. Sober, reliable, honest family man, some experience; desires job, music, bingos; to learn service and collection with inten-tions of buying part or all of business, Con-nections to build Chicago, West Suburban territory, Box #847, The Billboard, Chicago, Dillock.

***************** Routes for Sale

****************** KIDDIE RIDE ROUTE, 80 MACHINES, \$12,000 net; midwestern city, no com-petition. Box M-166, c/o Billboard, Cincin-

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines \$5 up. Established over 29 years.

MACK H. POSTEL
2952 Milwaukee Ave. Chicago 18, III. BARGAINS—MUST SELL ROCK-OLA 1438-1448, AMI D80, and a Photomatic Deluxe Metal Typer, Wanted, Seeburg R G B1. Detroit Amusement Co., 16526 Woodward, Detroit, Mich.

Address

CIGARETTE--CANDY--COFFEE--CIGAROMAT -Factory Distributors-

U-Select-It, Candy & Coffee, Lehlgh, PX 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.

CIGARETTE MACHINES — REAL LOW prices; DuGrenier, Unceda, Rowe, quarter or 30-cent operation; candy machines, U Select It; DuGrenier, Mills 5 column, all machines, \$20 each, Harris Vend, 2717 N. Park Ave., Philadelphia, Pa.

COIN - OPERATED RADIOS FOR SALE cheap. With electrical and mechanical limers; Coradios and other makes included Hotel Radio Service of New York, 1529 York Ave., New York City, Regent 7-5186

FOR SALE-2 WURLITZER JUKES, 1100; direct from location, eighty-five each; good machines. J. D. Thompson, Haileyville,

POKERINO, COMPLETELY REBUILT, Re-finished; new contacts, sockets, \$95. Complete line parts, supplies for Pokerino, James Travis, Box 206, Millville, N. J. ap7

SANITARY VENDING

MACHINE HEADQUARTERS

'Spare'' sanitary napkin venders. DAV razor blade venders, Advance 23C's National #5, National #15 and other flat package sanitary venders. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.

Authorized factory distributor of ADVANCE VENDING MACHINES

NATIONAL SANITARY SALES Dept. B.S. 4307 W Lawrence Av., Chicago 30

vending Machines, Parts, all supplies, Ball Gum all sizes, ic Tab Gum, over to a minimum. Se Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk: Panned Candies, ie Hersheys, 320 or 520 ct Candy Coated Gum, Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. King & Co., Northwestern Distributors 2700 West Lake St., Chicago 12, Ill mh31

18 NATIONAL ELECTRIC NINE-COLUMN Cigarette Machines in working condition, \$25 each, f.o.b., Los Angeles, Volume Vend-ing, 10051/2 South Brand, Glendale 4, Calif. Citrus 1-0879, NOrmandie 3-8004.

25 le AND 5e NORTHWESTERN VENDORS, 4 Advance Peanut Vendors, 1 Columbus Ball Gum, 1 5e Candy Bar Machine, 1 Kotex Machine, 2 Exhibit Postcard Machines, 6 Advance Stamp Machines; any of these, \$4.50 each. Al Hoff, 1920 Rose, Baltimore 13, Md.

Wanted to Buy

CHROME 120 SELECTION WALLBOXES, Steppers, Fireballs, State number and lowest price. Lyons Music, Skowhegan, Me.

cigarette, canny and other vend-ing machines; give full description and lowest prices Box 673. The Billboard, Chi-

WANTED—COIN SLOT PIANOS, SEEBURG, Wurlitzer, Nelson Wiggins, Mills Violano Virtuoso, and rolls to fit any of these ma-chines. Also Band Organs, Orchestrions, Hurdy Gurdies, Write Clark's Piano Shop, Box 1, North Woodstock, N. H.

WANTED-COUNTER JUKE BOXES, MU-sic-Mite or S-Ristaucrat; give prices and condition in letter. Leon W. Miller, War-saw, N. C. mh17

Seek Modified Blue Laws in Birmingham

BIRMINGHAM, March 10. Music operators here are hoping for moderation of the seemingly arbitrary blue law governing dancing in local niteries. During recent city commission meetings a number of attempts have been made to change the law which prohibits dancing unless food is served.

Many of these so-called blue laws, which are for the most part were hinged directly on the sale of liquor, have successfully been eliminated in recent years. An example was a blue law which prohibited juke box music on any premise selling whisky or beer. The law was repealed during the first administration of Governor James E. Folsom.

Here in Birmingham, where dancing is still on the restricted list, operators and tavern owners pointed out to the commission that the law was discriminatory. As it now stands, they claimed larger niteries are being given a big advantage at the expense of the lesswell-to-do public.

All operators agree that should the law be eliminated, juke box play will go up immediately. They disagree, however, on the amount of increase that can be expected.

Some feel that nearly all taverns and road clubs will make immediate Meet March 13 provisions for dancing and that juke box play will soar. Others taining dance floor facilities at the Gibson. expense of booths and tables, would

point out, it's a step in the right

Call Chi APMA Meet March 15

CHICAGO, March 10. - The Automatic Phonograph Manufacturers' Association convention committee will meet at the Morrison Hotel here Thursday (15) to discuss the coming Music Operators of America convention.

Wayne Bradfield, advertising and sales promotion manager of Rock-Ola and chairman of the committee, said the meeting will cover such topics as exhibits, distributor representation and general APMA co-operation with the convention.

Other members of the committee are Ed Ratajack, regional sales manager of AMI, Chicago; Tom Herrick, assistant sales manager of Seeburg, Chicago, and A. D. Palmer Jr., advertising and sales promotion manager of Wurlitzer, North Tonawanda, N. Y.

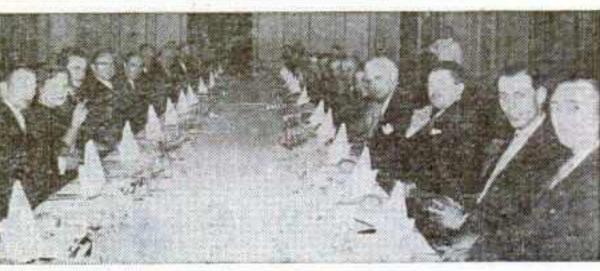
The MOA convention will be held at the Morrison Hotel May

BAL-AMI PICKS 12TH DISTRIB

LONDON, March 10.-Automatic Musical Instruments, Ltd., manufacturer of the BAL-AMI phonograph line, has announced the appointment of J. S. Knight, head of Music Hire Service, as its distributor covering the county of Lancashire.

Music Hire Service, 136 Burton Road, West Didsbury, Manchester, carries a complete line of BAL-AMI parts, maintains a permanent service department and is staffed by trained factory service engineers. The firm has already opened its showrooms.

The appointment marks BAL-AMI's twelfth distributor in Great Britain and Northern Ireland.



AL WERTHEIMER AND BOB ROMIG were guests of honor at a banquet at the Hotel Metropole, Brussels, recently. Host was Holland-Belge-Europe, Davis World's European agents. Guests included juke box importers from Belgium, Holland, France, West Germany and Italy as well as shipping executives and bankers. Romig is fourth nearest camera on the left. Wertheimer is eighth from the camera on the right.



EXECUTIVES OF HOLLAND-BELGE-EUROPE, European agents for the Davis World Corporation, confer with Davis officials during the recent trip of Al Wertheimer and Bob Romig to Brussels. From left to right are Romig; A. G. Soesdorp, H-B-E general manager; Willy Despontin, H-B-E chief accountant; Oscar Paternoster, H-B-E bookkeeper; Dick Moreau, office manager of the banking firm of N. V. Elkomo; Adelin Van Hootlandt, H-B-E assistant manager; Wertheimer, and Raoul Crepin, H-B-E office manager.

Cincinnati Ops

CINCINNATI, March 10.-The point out that the cost of a dancing Automatic Phonograph Owners' license, which is \$75 per year, along Association will meet Tuesday (13) with the additional cost of main- at 8:30 p.m. at the Hotel Sheraton-

Mrs. Elinor Batte, of the association, said several important business topics would be discussed. But whatever the increase, they There are about 30 members in the association.

MODEL 1448

Worth More When You Buy It Worth More When You Trade It

M O A CONVENTION

May 6th, 7th, 8th MORRISON HOTEL, CHICAGO



LICENSING & TAXATION DIME PLAY PUBLIC RELATIONS ACCOUNTING PROGRAMMING

COME . . .

meet with the nation's operators on mutual problems. See the Latest Equipment.

You should attend the M.O.A. Convention for two reasons:

BUSINESS SESSIONS. Problems of both National and Local importance will be discussed, all of vital importance to the music machine industry in Licensing, Taxation and Public Relations. In addition, there will be forums on problems

affecting individual operation on Dime Play, Programming, Accounting and other immediate subjects on management. CREATEST EQUIPMENT EXHIBITION ever offered at an M.O.A. Convention.

Coin-operated phonograph and other approved machines, Records, equipment . . . and a host of other items will be shown. See merchandising ideas that offer you a chance to increase your business.

EXHIBIT SPACE .-----Exhibit booths, each approximately 10 x 10 feet are still available. For complete information inquire by wiring or writing to either:

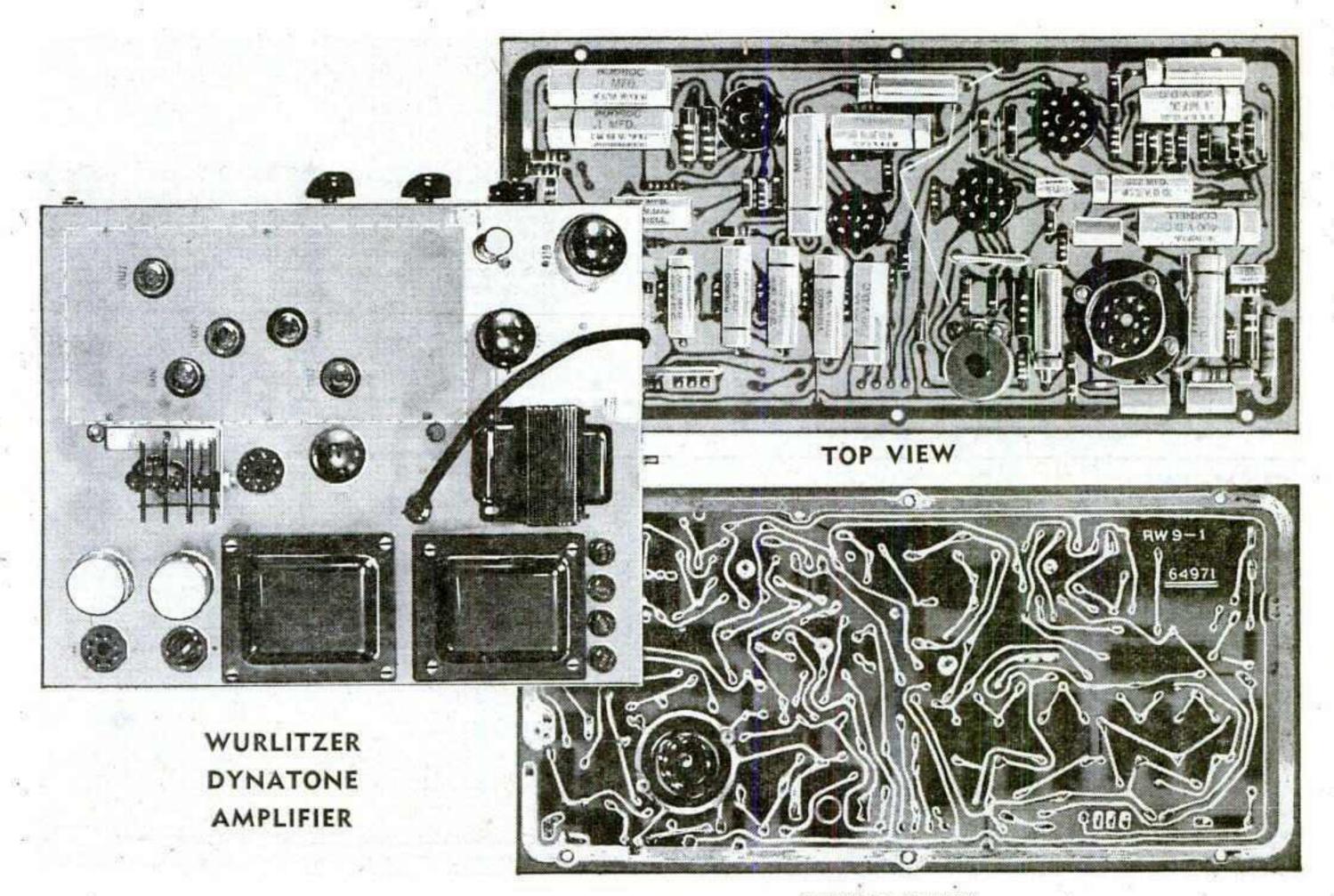
Music Operators of America 128 E. 14th St. Oakland 6, California

Music Operators of America 3018 E. 91st Street Chicago 17, Illinois

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MUSIC OPERATORS OF AMERICA

USE THIS HANDY FORM TODAY Forms close Thursday for the following week's issue. Please use pencil when filling in this form. Check whether you want Regular or Display Classified. If Display is wanted, 1. Clip your ad to this form. 2. Check classification you want your ad indicate on your ad the words you want to appear under. emphasized. Rates above. Sorry, no illustrations or cuts. □ Business Opportunities ☐ Help Wanted ☐ Display Regular ☐ Parts, Supplies & Services 4. Count all words, then enclose check or □ Positions Wanted money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To ☐ Routes For Sale figure charges when box number is ☐ Used Coin-Operated Equipment used, read "Important Information" ☐ Wanted To- Buy The Billboard Coin Market Place 2160 Patterson St. Cincinnati 22, Ohio Please insert my ad in "Market Place" and run as indicated below: ■ Next 6 issues ■ Next 4 issues ■ Next 3 issues ■ Next issue only Payment enclosed

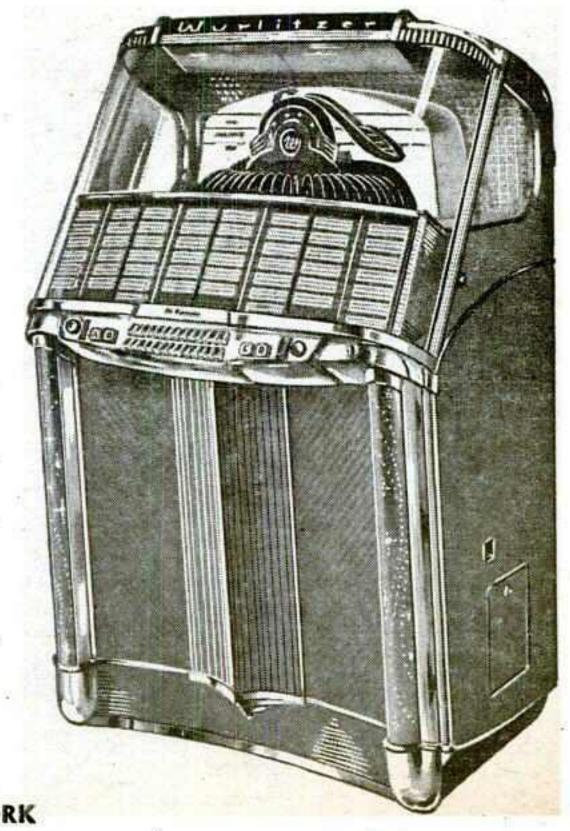


LOWER VIEW

Printed wiring circuits in the powerful new Wurlitzer Dynatone Amplifier assure uniformity of vital wiring connections. The pre-amp tubes are shock mounted for longer tube life. Two big reasons why it costs less to maintain the Wurlitzer Centennial Sound System—two of many operating economies that add up to more operator profits from the Wurlitzer Centennial.



HIGHLIGHTING 100 YEARS OF MUSICAL ACHIEVEMENT



Arkansas-Missouri Ops Attend Dime Play Forum

CARUTHERSVILLE, Mo., March 10.-Fifty music operators, members of the newly formed East play, Camp suggested that each Arkansas-North Missouri Music Association, gathered here to sit in EP records could be used to soften on an open forum spotlighting the public resistance to a change and advantages of converting juke boxes to dime play.

The group heard Clarence A. Camp, president of the Southern Amusement Company, AMI distributor, tell why he thought it im- plain the juke box operator's posiperative that the change-over be tion and why a change is necesmade.

can't stay in the juke box business both knowing how their costs have today on 5-cent play. A dime a increased, can fail to understand tune is essential if an operator your (the operator's) position," wants to remain financially Camp stated. healthy."

Asked how individual operators can convert their location to dime operator get out and call on location owners. He pointed out that that letters to location owners, showing juke box cost comparisons, could be used to soften location opposition.

Camp also urged operators to contact their local papers and exsary. "Neither the man in the lo-Camp declared, "An operator cation nor the man on the paper,

Arguments for dime play cen- Missouri territory.

tered for the most part around rising costs. Operators pointed out that records were up in price from 21 cents to over 55 cents, that juke boxes were up from a few hundred dollars to over a thousand, and that labor costs were doubled.

Operators also discussed the dime play move in Memphis, which was carried out successfully about six months ago.

Tho no decision to change over to dime play was made during the rimba Merengue," with Gloria meeting, many operators indicated that they would begin talking it over with location owners just as soon as they got home.

Because the area covered by the operators is large, conversions are expected to be made at a major cities where the change-over was spontaneous. However, one George A. Miller, MOA president;

'Antigua' Leads **MOA Selections** On Radio Show

NEW YORK, March 10.-Nelson Riddle's "Lisbon Antiqua" on Capithe Music Operators of America tonight (10).

Regional favorites were "Ma-Parker on Gloro, West Coast; "Rock and Roll Waltz," with Kay Starr on RCA Victor, South, and "The Poor People of Paris," with Les Baxter on Capitol.

Appearing on the show were signed up to go to the event.

president.

Wurlitzer Begins Centennial Cards

NORTH TONAWANDA, N. Y., March 10.—The Rudolph Wurlitzer Company has started distribution tol was selected as top tune on "National Juke Box," the ABC Cards." The cards are a passport radio network program prepared by to the firm's 100th year celebration fete to be staged here August 23-25.

> Membership cards are made of metal and colored in gold. Individual operator names are imprinted on the cards.

Wurlitzer distributor Raymond B. Williams, head of Commercial Voted most likely to succeed was Music Company in Dallas, notified "Too Close for Comfort," with the plant this week that he had slower pace than in some of the Eydie Gorme on ABC Paramount. 27 operators and three staffers

The centennial festivities include fact seemed certain as a result of Max Hurvich, Birmingham, Ala., a tour of the plant, a giant carnival the gathering, dime play is coming MOA director, and William Hul- and midway, a Broadway stageinto the East Arkansas and North linger, Delphos, O., MOA vice- show, outdoor and indoor banquets and scenic trips to Niagara Falls.

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

PINBALL G	AMES			54 N	0 -0-1		2906.1200	erico-ye	SOUR THE SECOND			Clipper Deluxe (U)	LOW	Mean Averaç
		Mean		M	OST	ACTIVE	EOU	IPA	AENT			(5/55) 345.00 Clover Shuffle (U)	195.00	335.
ALLY	LOW	Average				period ending with is					1	(1/53) 75.00 Comet Targette (U)	50.00	75.0
tlantic City		1				period ending with it	of the second		,, 1100.			(11/54) 295.00	175.00	275,0
(5/52)\$ 85.00 each Club (2/53), 135.00	\$ 35.00 70.00	\$ 59.50 110.00	ARCADE EQUI	PMENT		NUSIC MACHINES	SHUFFL	E GAMI				Comet Deluxe (U) (11/54) 275.00	165.00	245.0
eauty (11/52) 135.00 g Time (1/55) 395.00 right Lights (5/51) 95.00	50.00 290.00 45.00	105.00 325.00 65.00	 SEEBURG—Shoot th SEEBURG—Coon Hu GENCO—Rifle Galle 	nt	2. AMI-	Model D-80 1. U	INITED—Lea INITED—Roy :HICAGO COI	al	2. EASTERN ELEC	TRIC C-8	: : : : : : : : : : : : : : : : : : :	Criss-Cross (CC) (11/53) 225.00 Criss-Cross Targette	100.00	150.0
right Spot (11/51) 95.00	40.00	95.00	4. EXHIBIT—Dale Gun	EV.		RG-M-100-A 2. U	INITED-Imp	perial	1c & 5c 4. NATIONAL M-7		22	Regular (CC) (1/55) 225.00	64.50	175.0
oney Island (9/52) 85.00 ade Ranch (9/51). 145.00	35.00 75.00	45.00 115.00	5. CHICAGO COIN—Su Run	per nome	J. AMI		INITED—Cas		4. NATIONAL 930			Crown (CC) (4/53). 85.00 Del Bowler (U) 225.00	75.00 100.00	85.0 175.0
rolic (10/52) 125.00 ayety (3/55) 325.00	60.00 185.00	95.00 225.00				*						Diamond (K) (5/53) 225.00	100.00	175.0
ytime (6/55) 400.00	275.00	315.00				PINBALL MAC	HINES					(3/53) 85.00	60.00	70.0
-Fi (6/54) 165.00 e Fralics (1/54). 175.00	95.00 95.00	145.00 125.00		U	Manufac	turers with ten or m	ore game	s liste	d below)			Feature (CC) (7/54) 250.00 Fireball (CC)	150.00	175.0
iami Beach (9/55) 495.00 aim Beach (7/52). 95.00	275.00 49.50	425.00 65.00				GOTTLIEB	- 33	JNITED	WILL	IAMS		(11/54) 275.00	200.00	260.0
oot Lite (1/52) 85.00 orf Club (3/54) 175.00	25.00 90.00	40.00 135.00	1. Gayety	LI	1. G	507775000	1. Singapore		1. Hayburner	AMS		Gold Cup (CC) (7/53) 135.00	75.00	115.0
ariety (9/54) 295.00	195.00	225.00	2. Surf Club		1. H	t & Run	2. Triple Pla 3. Rio		2. Times Square 3. Lazy Q			Gold Medal (B) (3/55) 400.00	375.00	400.0
acht Club (6/53), 95.00 SENCO	40.00	75.00	3. Variety		500,000	Marketo =	-		J. Lindy 4			Hi Speed Triple Score (CC) (8/53) 175.00	95.00	100.0
00 (10/53) 50.00	35.00	45.00			***************************************							Holiday Match Bowler	25000000000000	
(2/53) 85.00	60.00	65.00	нтен	LOW	Mean		1.000	Mean	L/ENDYNG NO			(CC) (9/53) 350.00 Hollywood (CC)	245.00	295.0
umping Jack 75.00	35.00	75.00	PARK HUNGS HERVISAN NO.	LOW	NATURE.	HIGH	LOW	Average	VENDING MA	CHINI	S	(5/55) 375.00 Imperial (U) (9/53) 175.00	325.00 60.00	365.0 135.0
SOTTLIEB		MORPHAN	Model C (50) 40 sel. (78 RPM) 175.0	109.50	135.00	(G) 395.00	350.00	350.00	AVI DE LA CONTRACTION DE LA CO		Mean	Jet Bowler (B) (8/54) 300.00	195.00	
hinatown (10/52). 85.00 irand Slam (4/53), 110.00	75.00 45.00	85.00 110.00	Model D-80 (51) 40 sel, (78 RPM) 375.0	175.00	319.00	Coon Hunt (S) (2/54) 195.00			HIGH	LOW	Average	Leader Shuffle Alley		
lys & Dolls (5/53) 110.00 it 'N' Run (4/52), 75.00	55.00 30.00		Model E-120 (53) 120 sel. (45			Dale Gun (Ex) 89.50	139.50 45.00	175.00 50.00	Acorn 1c or 5c\$ 9.95 Eastern Electric C-8 155.00	\$ 8.50	\$ 9.95	(U) (11/53) 175.00 League Bowler (U)	95.00	150.0
ckey Club (5/54) 160.00	130.00	149.50	RPM) 595.0	400.00	495.00	Derby, 4 Player (CC) (3/52) 175.00	125.00	175.00	Keeney Electric	60.00	100.00	(1/54)	110.00 225.00	260.0
agara (12/51) 64.50 n Wheel (11/53). 125.00	45.00 115.00	64.50	ROCK-OLA			Drivemobile (M) (7/54) 165.00			(9 col.) 135.00 National M-750 115.00	85.00 110.00	85.00 110.00	Lightning Deluxe		
reen of Hearts (12/52) 100.00	65.00	100.00	1434 (50/51) 50 sel. (78 RPM) 295.0	0 149.50	225.00	Goalee (CC) (1/46). 95.00	90.00	90.00	National 918 95.00 National 930 110.00	75.00	75.00	Magic (B) (12/54). 350.00	295.00 295.00	315.0 325.0
ose Bowl (10/51), 110.00	89.50		1436 A (53) 120	no mantenere		Gun Patrol (Ex) (5/51) 95.00	95.00	95.00	National 950 125.00	95.00 110.00	110.00	Mars (U) (1/55) 295.00	195.00 245.00	
NITED			sel. (45 RPM) 295.0 1438 (54) 120 sel.			Heavy Hitter (B) 50.00 Home Run, 6 Player	35.00	49.50	Northwestern 39, 1c 9.50 Northwestern Deluxe	7.50	7.95	Mercury (U) (12/54) 250.00	VALUET PERSON	235.0
BC (2/52) 65.00 abana (3/53) 105.00	29.50 45.00	65.00 105.00	(45 RPM) 565.0	439.00	499.50	(CC) (3/54) 200.00	100.00	200.00	1c & 5c 12.00 Northwestern 49, 1c 12.50	9.95 12.00	11.95	Mercury Deluxe (U). 275.00	195.00	245.0
ircus (8/52) 125.00 avana (2/54) 225.00	85.00	125.00	SEEBURG M-100-A (49) 100			Jet Fighter (W) (10/54) 295.00	225.00	225.00	PX (8 col.) 115.00	95.00	12.00 115.00	(12/54) 355.00	195.00	310.0
awaii (6/54) 125.00	75.00 90.00	125.00 125.00	sel. (45 RPM) 325.0	200.00	250.00	King of Swat (W) (5/55) 375.00	345.00	345.00	PX (10 col.) 125.00 Silver King 1c	115.00	125.00	Name Bowler (CC) (1/54) 60.00	39.50	50.0
lanhattan (4/55) 345.00 lexico (3/53) 150.00	75.00	295.00 100.00	M-100-C (53) 100 set. (45 RPM) 510.0	395.00	465.00	Moon Rides (B) (5/54) 350.00	225.00	275.00	Ball Gum 7.50 Silver King 5c 8.50	7.45 7.45	7.45 7.45	Olympic (U) (8/54). 95.00	75.00	80.0
ixie (9/55) 475.00 io (11/53) 125.00	400.00 65.00	445.00	WURLITZER		20	Pistol (CC) (1/49). 50.00	50.00	50.00	Silver King Hot Nut 9.95 Stoner Candy	9.00	9.00	Pacemaker (K)	50.00	75.0
ingapore (10/54) 165.00	40.00	85.00 125.00	M-100- (53) 100		mauraneur	Rifle Gallery (G) (6/54) 250.00	175.00	199.50	(6 col.) 135.00	80.00	135.00	(9/53) 115.00 Rainbow Shuffle Alley	85.00	85.0
tars (6/52) 60.00 shiti (8/53) 125.00	35.00 60.00	60.00	sel. (45 RPM) 610.0 1015 (46) 24 sel.	0 545.00	595.00	Set Shot Basketball (Munves) (6/52), 295.00	275.00	295.00	(8 col.) 165.00	110.00	110.00	(U) (8/54) 235.00	150.00 150.00	
riple Play (8/55), 395.00 ropicana (1/55), 195.00	275.00 150.00		(78 RPM) 95.0	40.00	65.00	Shoot the Bear (S). 175.00	75.00	125.00	Topper-HMS 1c & 5c 9.95			Royal (U) (8/54)., 140.00	95.00	
ropics (7/55) 125.00	50.00		(78 RPM) 150.0	70.00	99.50	Shooting Gallery (Ex) (6/54) 150.00	129.50	150.00	Victor Model V,	8.95	8.95	6 Player (U)		
WILLIAMS			1250 (50) 48 sel. (78 RPM) 175.0	95.00	149.50	Silver Buffets (Ex) (11/49) 95.00	65.00	85.00	B/G Wheel 9.50	8.50	8.50	(10/51) 195.00 Shuffle Alley, 10	40.00	60.0
lig Ben (9/54) 165.00 . O. D. (9/53) 115.00	90.00	165.00 115.00	1500 (53) 104 sel. (45-78 RPM Mix) 325.0	0 225.00	295.00	Six Shooter (Ex) 95.00 Sky Gunner (G)	75.00	95.00	CHUPPI P	AME	_	Player (K) 95.00	50.00	75.
Dealer '21" (2/54) 125.00 Disk Jockey (11/52) 85.00	79.50 65.00		173 (4 10 10 10 10 10 10 10 10 10 10 10 10 10	7.1 30.7637.6	Vertical.	(9/53) 150.00	115.00	125.00	SHUFFLE (AMES		Shuffle Alley, 11th Frame 355.00	150.00	195.
our Corners			ARCADE EQ	UIPME	NT	Sky Rocket (G) (5/55) 425.00	375.00	425.00	Ace Bowler (CC)			Shuffle Pool (G) (11/53) 75.00	49.50	75.0
(12/52) 90.00 irand Champion	84.50	90.00	CODE-AP-Auto Photo;	Pallet CC	Chicago	Space Ranger (Deco) 295.00 Space Ship 350.00	295.00 185.00	295.00 325.00	(9/50)\$235.00 Advance Bowler (CC)	\$ 95.00	\$195.00	Speedy (U) (8/54). 295.00 Star, 5 Player (U)	165.00	210.0
(8/53) 125.00 ayburner (6/51) 85.00	90,00 50.00		Coin; EV-Evans; E	x-Exhibit;	G-Genco;	Sportland (Ex)	5 1999/1990	Telephone (Telephone	(5/53) 175.00	115.00	125.00	(7/52) 50.00	45.00	
azy Q (2/54) 125.00 truggie Buggie	95.00	125.00	Gb—Gottlieb; K—K scope; R—Roovers;			(11/51) 300.00 Sportsman (K)	150.00	225.00	Arrow (CC) 365.00 Banner (U) (8/54). 265.00	295.00 195.00	335.00 245.00		95.00	185.0
(12/53) 125.00	119.50		tific; Sh—Shipma United; W—William			(11/54) 285.00 Standard Metal Typer	195.00	275.00	Bikini (K) (6/54), 410.00 Bonus Bowler (K)	150.00	195.00	(U)	275.00	345.0
hunderbird (5/54), 149,50 imes Square (4/53) 89,50	110.00 74.50		ABT Challenger	s, ven vent		(F. S.)	275.00	295.00	(3/54) 175.00	125.00	125.00	(5/54) 195.00	125.00	150.0
wenty Grand (12/52) 85.00	74.50		(5/46) 30.0	20.00	30.00	(Ex) (9/54) 245.00	99.50	150.00		345.00	345.00		115.00	175.0
meteore series and provide	24150	05.00	Baseball, 2 Player (G) 150.0			Super Home Run (CC) (3/54) 249.50	150.00	225.00	Games 385.00	225.00	365.00		50.00	165.
MUSIC MAC	HINES		Baskethall (G) 235.0 Bat-A-Score (EV)		195.00	Super Jet (CC) (4/53) 395.00	185.00	395.00	Capitol (U) (6/55). 350.00 Carnival (K) (5/53). 125.00	260.00 65.00	345.00 125.00	Tenth Frame Bowler	49.50	75.
			(8/48) 179.5 Big Broncho (1/51), 375.0			Super Slugger (U)	C00000000	G=14070000	Cascade (U) (2/53). 85.00	60.00	75.00	Triple Score Bowler		
IMI			Big Inning (B) (47) 125.0	0 85.00	85.00	Telequiz (T) (1/49) 100.00	350.00 99.50		Century (K) (6/54) 225.00 Champion (B)	200.00	225.00	Triple Strike Bowler	75.00	95.0
(78 RPM)\$125.00	\$ 69.50	\$100.00	Bingo Roll 350.0 Bonus Deluxe (U) 275.0				350.00	395.00	(5/54) 225.00 Chief (U) (11/53) 170.00	195.00 110.00	225.00 135.00		295.00	295.0
lodel B (48) 40 sel. (78 RPM) 175.00	Visit in	EUGSMON	Carnival Gun (U) (10/54) 295.0			Wild West (G) (2/55) 395.00			Classic (U) (6/53). 125.00 Clipper (U) (5/55). 325.00	50.00	95.00		195.00 195.00	195.0
	44.00	422.00			£30.00	10/00/ 11/1/1/1 273.00	220.00	277 101	CHUDEL (01 (3/33), 3/3.00	240.00	262.00	1 VIIIIS DOWIET	172.00	263.

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. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

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, and on all other equipment which has been advertised five times or more. "Highs" and "lows" are most meaningful when used with the mean average

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. It is not a simple average between the "high" and the "low," High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

350.00 395.00 Clipper (U) (5/55). 325.00

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. In the caseof pinball games only, most advertised games are listed of each manufacturer who has eight games or more listed below. Machines in all categories appear in order of frequency advertised. Numbers

Copyrighted materials

325.00 Vinus Bowler..... 325.00

How to get the BIG coins... for the BIG take

big take operators don't fiddle around!

They go after the big take with AMI "G"... the one juke box that has what it takes to keep the big coins clinking into the cash box. Exclusive multi-horn high-fidelity reproduction gives that really live sound ... instant visibility of all titles prompts more plays by more players more often ...

Cut yourself in on the big take ... with AMI.

Factory set for 10c play - and worth it!



Licenses: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark

Licenses: Automatic Musical Instruments (Great Britain) Ltd., 35 Berkeley Square, London, W. 1. England—building the BAL-AMI Juke Box

Communications to 188 W. Randolph St., Chicago 1, Ill.

11,000 PIES A DAY

82

Pizza Venders Ready For Production Soon

10.-Pizzas, at the rate of 11,000 The baking will be done here. a day, are expected to roll off the Manufacturing will be handled by assembly lines of the Pie-O-Matic the Eugene Karol Industries in Corporation here April 15, while Long Island City. Sales headquarthe machine that dispenses the ters will be in Farrell, Pa., where pies automatically is scheduled to A. J. Manaco is general sales manbe produced at a Long Island City, ager. N. Y., plant at the rate of 25 a week by the same date.

The Pie-O-Matic venture, first large-scale effort to vend pizzas,

Eastern Sales Open House in Cost of plant and baking equip-LA Mar. 14-17

LOS ANGELES, March 10. -Lunch - G - Mat Corporation of days starting Wednesday (14), bined distributing companies, said. Food and refreshments will be served on each of the four days from 10 a.m. to 4 p.m.

the development of the Lunch-O-Mat from a financial point, said the company will handle Eastern Electric vending machines in Cali-fornia, Oregon, Washington, Arizona, Nevada and Alaska.

Associated with Reiss in the company, which will offer assistance on installation as well as complete service including catering, are Harry Galin, formerly with well as serve as adviser on me-

North LaBrea.

Eastern Electric, Inc., conferred with Reiss this week and assisted in the setting up of the new distribution facilities.

Production Set On Aspirin Unit

BALTIMORE, March 10.-National Enterprises here soon plans to go into production on an aspirin vending machine according to Jerome Schuman, president, who has checked with the legal requirements in the 48 States and Canada

Pure Food and Drug Act.

Candy and Tobacco Trades

To Honor Pinney, April 18

NORTH HAVEN, Conn., March is centered in three headquarters.

Right now, Louis Cenotti, president and treasurer, and Albert Bellucci, secretary, are in North Haven supervising the construction of the pizza plant.

\$75,000 Plant

Completion date is tentatively April 1, with full production expected to start two weeks later. ment is an estimated \$75,000.

The brick exterior and tile interior building will have 3,500 ground floor ar another 3,500 Location Tests

Five machines will be location tion of New Jersey.

(Continued on page 85) until 2 a.m.

SOMETIMES IT JUST DOES PAY

CINCINNATI, March 10. -The thief who stole \$649 from a parked truck here doesn't know how lucky he was. Earl Liming, Batavia, O., driver - salesman for Stern Vending Machine Company, parked behind a store to service a cigarette machine. While he was gone, a thief broke into the rear of the truck and took a canvas bag containing \$649 in quarters. The truck is wired with a burglar alarm system that sets up a jangling clamor when the rear door is opened-but Liming had forgotten to turn it on.

Expect 500 at N. J. Banquet

NEWARK, N. J., March 10.square feet of floor space on the Some 500 operators, suppliers, distributors, manufacturing represent-America and Eastern Electric Sales | square feet in the basement. Manu- atives and their guests are expected will hold open house here for four facturing will be confined to the to fill the Terrace Room of the licenses on coin-operated machines erators attending the convention main floor, while the basement will Masque Theater Building here at Lawrence Reiss, head of the com- be used for freezing and storage. the first annual banquet of the Automatic Merchandisers' Associa-

tested in the New Haven area in According to Edward Dierickx, the tax laws the same. a few weeks. Locations will in- name Broadway talent will provide Reiss, who was instrumental in clude industrials, office and tran- the entertainment, with dancing

Rainwear, Photo Bulbs Vended in Copenhagen

COPENHAGEN, Denmark, The flash bulb vender is of the Rowe Corporation and with Reiss March 10.-Three new items have same type, with two stacks, but is since 1945, and Aubrey Stemler, made their appearance in vending geared for more display, the front who was district sales manager machines specially designed for panels being almost entirely of Galin will handle some sales as items are lightweight plastic rain- or vandalism, but one has been on coats, rain hats and photo flash nighttime operation for several chanical and installation projects. bulbs. The machines are basically weeks in front of a store in a rather vending machines designed to be dance halls and so far does not Lewis A. Jaffa, vice-president of attached to the outside, or inside, appear to have been molested. walls of stores.

stalling and servicing the plastic venders, as most of them are equiptions were made this month in the Central Railway Station. Automat Service is the vending machine branch of the Borge Kruse coffee of the Borge Kruse coffee Ohio Cig Ops Convert vending machines in practically all of the railway stations of Denmark. Evidently the firm is enlarging To Meet Tax Increase

its field, as the plastic items machines carry both the name plate of Automatic Service and the name arette venders here and thruout pleted by the deadline. of a large department store, which Ohio are converting machines for provides the rainwear items.

Packed Separately

The raincoat and rain hat are regarding the dispensing of the packed separately in quite small ern Vending Machine Company, cartons and dispensed from a Inc., said his firm and most other The unit is 13.75 inches high and single machine, with two coin slots 5 inches wide and weighs 7.5 and space for two 20-high stackspounds. It will list for \$17. Capac- one for each item. Coats sell for two-coin combination. ity of 96 plastic vials of four aspirin 30 cents and hats for 15 cents. Four of the machines have been set up and king size and filter cigarettes According to the manufacturer, at good points in the railway staeach vial is marked and labeled tion, which seems to be a popular Change will be inserted in indiviaccording to regulations of the location for trying out new ma-

As a matter of fact few persons locations. The Automat Service firm is in- would risk breaking into any

Va. Legislature Mulls Vending Machine Bills

Three bills relating to coin-operated pool table carries a \$10 yearly machines have been introduced in levy; baggage or parcel checking Virginia's General Assemby now will be charged at 15 cents for in session, but it appears only one each receptacle; 1-cent amusement major change will be made in State games is \$2; 1-cent vending malicense tax laws.

into the Senate by Sen. Earl A. used solely for "peanuts, peanut Fitzpatrick, Roanoke, would bene- candy, and peanut sandwiches and fit mainly the bottlers of soft drinks creme sandwiches." who lease vending machines to business locations.

who leases or rents a machine is water and washing machines. Also subject to a \$3 license per machine. no tax is charged on candy venders If he operates the machine himself owned by any State agency. the tax is one over-all fee of \$20 plus registration fees and 20 cents on each \$100 of gross sales over PM to Exhibit \$2,000, no matter how many machines he has. The bill would Cig Making make the over-all fee apply on leased or rented machines.

Minor Changes

Two other bills would keep all at the same figures, making only of the National Association of Tominor changes. Both are in com- bacco Distributors in Chicago this mittee and are given little chance week will have the opportunity to of ever getting out, thereby leaving see how cigarettes are made.

vate" before gains that shall be rette machine ever exhibited at the taxable, making the way clearshould it become law-for charity organizations to go tax free as operators of machines.

The other would add newspaper vending machines to the list of those exempt from tax. Now those machines pay \$25 a year plus fees, and will continue to do so for at least the next two years.

License Set-Up

Viriginia license taxes on coin ma- boro and Parliaments respectively; for the Electro cigarette machine. their presentation and sales. The glass. It seems vulnerable to theft chines are as follows: \$25 for all J. C. Bowling, public relations; amusement games; \$5 for each Michael Keith, sales promotion music machine; \$3 for vending manager; John Gaynor, field pro-"agricultural products, soft drinks motion manager, Charles Saunders, The firm is located at 1014 the same as the packaged coffee rough section of late-hour bars and or cigars"; \$5 for candy venders in Parliament sales manager; Joseph moving picture or other theaters; Cahn, director of military sales, \$10 for candy venders in other and William Kittleman, credit man-

> Cigarette machines will pay \$3; weighing machines or those selling items venders, and the first installa- ped with alarm signals. Also such "shoe strings, chewing gum, pea-(Continued on page 84) nuts, peanut candy or postage

RICHMOND, Va., March 10.-|stamps" pay \$1; each miniature chines is \$1; and \$3 licenses are That change, in a bill introduced required for vending machines

Exempt from tax are machines selling individual sanitary drinking As the law now stands a bottler cups or drinking cups and natural

Unit at NATD

NEW YORK, March 10. - Op-

Philip Morris, Inc., will install One inserts only the word "pri- and operate the first actual cigashow. The unit and a crew of three to operate it have been sent from the Louisville plant.

PM executives from the New York office attending the show are O. P. McComas, president; Joseph F. Cullman III, executive vice-president; Ray Jones, George Henn and George Weissman, all vice-presidents; J. R. O'Connor, national sales manager; J. R. Latham, Ross Millhiser and Hugh Cullman, brand Thus, with no change in sight, managers for Philip Morris, Marl-

Dairy Industry Show Date Set

NEW YORK, March 10. - The 20th Annual Dairy Industries Exposition will be held in Atlantic City October 28-November 3, it was announced this week.

The show vill be held concurrently with major international and national dairy conventions at various Boardwalk hotels.

Participating groups will be the Dairy Industries Society International, the Dairy Industries Supply Association, the International Association of Ice Cream Manufac-The new tax is calculated to total turers, the Milk Industry Founda-(Continued on page 84)

\$10,000,000 annually, he said.

William S. Schwartz, executive the State's 1-cent tax increase vice-president of Keilson Company, said the increase is the result of a which went into effect Monday (5). \$150,000,000 bond issue approved John Keller, manager of Westby voters last November. Tax proceeds are to go to educational institutions and mental hospitals, he operators are converting from the

CINCINNATI, March 10.-Cig- expect to have conversion com-

Regulars will require a quarter 30 cents to operate the machines. dual packages. He said most firms

single-price 25-cent system to a

Du Grenier Names E. T. Howard, Inc. As New Agency

NEW YORK, March 10.-The E. T. Howard Company, Inc., here this week was named as advertising agency for Arthur H. Du Grenier, Inc., Haverhill, Mass., manufacturer of vending machines.

According to Arthur L. Lippman, Howard vice-president, the agency's new slogan for Du Grenier products will be "Vend-Ability With Dependability." Howard is currently working on advertising and promotional plans for the en-

Investment Firm Reports On Auto. Canteen Operation

NEW YORK, March 10.-A com- | 1955. Coffee, not vended in 1946, prehensive report on the Automatic Canteen Company of America has been prepared by the investment firm of Glore, Forgan & Company.

While much of the survey dealt with information previously covered in the Canteen annual report, on location. Of the 36,000 machines as well as material quoted from acquired in the Rowe purchase, Vend magazine, it did list sales about 33,400 were cigarette units. figures made public for the first

For example, in 1946 candy and penny goods accounted for 93 per cent of Canteen sales. Last year, they accounted for only 34 per \$9,000,000. cent of the combined sales of Canteen and The Rowe Corporation

Beverages Same

cent of total sales in both 1946 and to \$112,063,000 in 1955.

was responsible for 8 per cent of the firm's sales. Cigarette sales were negligible in 1946; last year they accounted for 48 per cent of the firm's sales.

Before the Rowe purchase, Canteen had about 275,000 machines

Biggest growth, tho, was in coffee machines, which the firm began operating in 1949. For the year ended October 1, 1955, hot coffee vending sales had topped

For the five years ended October 1, 1955, Canteen had spent more than \$8,300,000 on new equipment. Retail value of merchandise vend-Carbonated beverages were 7 per ed rose from \$28,700,000 in 1946

president, Waitt & Bond, Inc.;

Christians and Jews, April 18, at

the Waldrof-Astoria Hotel.

NEW YORK, March 10.-Rich- Emery M. Lewis, president, Brown ard C. Pinney, president of the H. & Williamson Tobacco Corpora-E. Shaw Company, Worcester, tion; Alfred E. Lyon, board chair-Mass., tobacco distributor, will be man, Philip Morris, Inc.; J. Whitguest of honor at the annual \$100 ney Peterson, president, United per plate dinner of the Tobacco, States Tobacco Corporation, and Candy and Allied Industries on be- Samuel J. Silberman, president, half of the National Conference of Consolidated Cigar Corporation.

Associated chairmen are Leonard Dalsemer, Lord Baltimore Press; Chairman of the event is Julius Henry M. Duys, H. Duys & Com-Strauss, president of the General pany; Lewis Gruber, P. Lorillard; Cigar Company. Co-chairmen are Robert Z. Greehe, Rowe Corpora-Paul M. Hahn, president, Ameri- tion; Bernie Horowitz, Waitt & can Tobacco Company; William J. Bond, Inc.; Ira Katz, Metropolitan tire line.

Halley, president, P. Lorillard Tobacco Company; Carl E. Kuhl- Du Grenier makes cigarette, Company; Harley W. Jefferson, man, Autokraft Box Corporation, candy, five-pack cigar, sandwich (Continued on page 83) and pastry machines.

Simmons to Pepper

DALLAS, March 10.-John C. Simmons has been named national advertising manager of the Dr. Pepper Company. Simmons had been with Ruthraff & Ryan since 1949 and, at the time of his resignation, was vice-president and manager of the Dallas office.



★ OPERATORS ★

INCREASE PROFITS BY USING YOUR PRESENT CAPSULE VENDERS TO DISPENSE OUR FAST-MOVING ASPIRIN AND VITAMINS.

ASPIRIN CAPSULES-Ideal in night spots, gas stations, taverns, bus stations, etc. Retails at 10¢. Packed 6 to a capsule. Per 1,000 Capsules . . \$28.00 Postpaid

VITAMIN CAPSULES (one-a-day type)-Ideal for factory locations. Retails at 5¢. Packed 1 to a capsule. Per 1,000 Capsules . . \$23.50 Postpaid

KARN, INC. Columbia, Missourt

VICTOR'S TOPPER



Ic BALL GUM MACHINE \$13.25 each \$12.75 100 or more

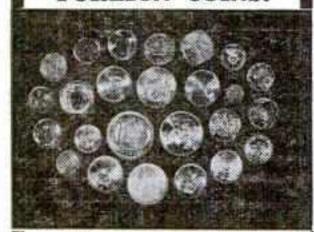
AMERICA'S FINEST BALL GUM VENDOR VICTOR'S FIVE STAR BABY GRAND \$13.25 each

1/2 Deposit on All Orders Write for Our Specials on CANDIES-BALL GUM-NUTS-CHARMS

H.B. Hutchinson Jr.

860 North Ave., N.E. Atlanta, Ga. Phone: EMerson 4300

CENUINE FOREIGN COINS!



the wonderful new

"MONEY-MAKER"

for VENDING MACHINES

THEATER MATINEE "Giveaways"

ADVERTISING AND PREMIUM USE

\$610 \$15 per thousand coins

(over 15 varieties now available) F.O.B., N. Y. Write for FREE price lists. SEND \$1 FOR SAMPLES or \$15 FOR SAMPLE ASSORTMENT OF 1,000 COINS.

SEE OUR AD IN NEXT ISSUE OF BILLBOARD (March 24th) FOR SOME * OF THE BIGGEST PROFIT-MAKING ITEMS EVER OF-

FERED THE AMUSEMENT INDUSTRY!

ROYAL COIN CO., INC.

World's Largest Supplier of Foreign Coin and Currency. Dept. B2, 47 West 46 St., N. Y. 36, N. Y. Tele: JUdson 6-4689



MEETING MARCH 6 AT THE WALDORF-ASTORIA, New York, for a luncheon conference, leaders of the Tobacco, Candy and Allied Industries completed arrangements to aid the brotherhood program of the National Conference of Christians and Jews with a dinner honoring Richard C. Pinney, president, H. E. Shaw Company, Worcester, Mass. The affair will be held April 18 at the Waldorf-Astoria. Seated, left to right: J. Whitney Peterson, president, United States Tobacco Company; Ira Katz, Metropolitan Tobacco Company; Julius Strauss, president, General Cigar Company; William J. Halley, president, P. Lorillard Company, and Harley W. Jefferson, president, Waitt & Bond, Inc. Standing, left to right: Carl E. Kuhlman, treasurer, Autokraft Box Corporation; Robert B. Walker, director of sales, American Tobacco Company; Ralph Williams, president, Faber, Coe & Gregg, Inc.; Lewis Gruber, vice-president, P. Lorillard Company; Leonard Dalsemer, president, Lord Baltimore Press; Sidney P. Voice, chairman and executive vice-president of Consolidated Lithographing Corporation, and Bernie Horowitz, Waitt & Bond, Inc.

Candy, Tobacco

Continued from page 82

and William B. Lewis, Liggett & Myers Tobacco Company.

Also, Joseph Kolodny, National Association of Tobacco Distributors; Wilfred C. Palmer, National Folding Box Company; Philip Shorin, Topps Chewing Gum, Inc.; Sidney P. Voice, Consolidated Lithographing Corporation, and Robert B. Walker, American Tobacco Company.

Other committee members are Charles J. Cooper, Cooper Tobacco Company; Vincent T. Connor, United Cigar - Whelen Stores; Charles H. Fischberg, Charles H. Fischberg & Company; Lane W. Fuller, F. H. Roberts Company; Arthur Gluck, Rowe; Harden Goldstein, NATD; Abe Harris, American Tobacco; William Howard, Young & Rubicam; Edward J. Regensberg, E. Regensberg & Sons, Thomas F. Sullivan, Tobacco Leaf; Ralph Williams, Faber, Coe, Gregg, Inc., and Harry P. Wurman, Bayuk Cigars.

Marlboros Boxed 60 to Container

NEW YORK, March 10.-Philip Morris, Inc., manufacturer of Marlboro cigarettes, announced this week that the size of the shipping container for the box-pack brand has been changed from 50 to 60 cartons.

In a letter to the tobacco trade, PM explained that the new boxing will involve the physical handling of fewer units.

"POP CORN SEZ"

40, 10e Vendors, top condition, ready for location. Best offer will take 'em all! Parts in stock, F.O.B.

MIDWEST POPCORN COMPANY 2421 Parallel, Kansas City 4, Kan. Phone: DRexel 1-8047

Old Gold Kings **Bows New Filter**

NEW YORK, March 10.-The P. Lorillard Company, seeking to enlarge its 10 per cent share in the filter market, this week said it had developed a new and improved filter for Old Gold filter kings.

Newspaper advertising for the new filter is planned in nearly 200 major markets, with support to be given on radio and television. Special point-of-purchase promotions are planned.

Operator Chartered

COLUMBIA, S. C., March 10.-Secretary of State Frank Thornton has issued a charter to Popcorn, Inc., here to own and sell milk vending machines, coffee vending machines and to deal in popcorn and sale of candies and soft drinks. Authorized capital stock is \$1,000. Lynn C. Gregory is president.

VICTOR'S NEW

BULK VENDING FIELD"

U. S. Patent Pending The most versatile bulk vendor ever designed! It's a combination ball gum and capsule vendor . . . Or vends, in combination, 210-count gum and jumbo 15/16" (62 count) gum.

SUPER MART offers you the greatest improvements in bulk vending AND the fastest turnover of merchandise which means Greater Profits! Super Mart will take over and capture the bulk of pennies and nickels played in other vendors in every location! SIZE 9" x 9" x 19"

Write for Full Details and Prices Be first in your locality to take over the choice locations with this ENTIRELY different and

greatest of all Bulk Vendors, Super Mart . . . Vendorama of the Future! 5701-13 W. Grand Avenue Chicago 39. Illinois

WE SERVE THE SOUTH WITH ACORN MACHINES

TAB GUM-GUM AND CHARM CAPSULE—AND NUT MACHINES

WE STOCK PARTS, GLOBES, WALL BRACKETS, FLOOR and CONSOLE STANDS

R. R. WHITEHEAD, DISTRIBUTOR 1075 Woodland Ave., S. E. Atlanta 16, Georgia

GOLD VACUUM-PLATED

GOLD EGG with DUCKLING



\$19.00 per 1,000 .o.b. Jamaica, N. Y. Or: At our Distributors

The time has come for SU-PER-GIMMICKS — costs a bit more, but worth it. What could be better than the famous: "GOOSE that LAID the GOLD EGG," so dear to the hearts of children?

The machine that lays the GOLDEN EGG down the chute is the machine that thrives—businesswise.

SAMUEL EPPY & CO., INC. 11-15 144th Place



This machine available in all models with penny change maker, making the machine adjustable to 9 different prices on each column, from one cent to over a dollar. Eliminates pennies under cellophane.

ROYAL "17"

THE CIGARETTE MACHINE WITH **FULL 17-COLUMN SELECTIVITY**

17 fully automatic columns of sales-producers. Vends Regular, King Sixe, 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

CANADIAN OPERATORS—especially designed for your market the same machine with 10 columns and the same exclusive features. With or without penny changer.

- WRITE NOW FOR INFORMATION -ROYAL MANUFACTURING CO.

1360 Howard Street

San Francisco, California

ATTENTION, VENDING OPERATORS!!!

EASTERN ELECTRIC

C8 Console Model, 8 Cols., 320 Cap., 25¢ Vend.

SUPER SPECIAL OHLY \$85.00

CIGARETTES

We have a tremendous stock of "AS IS" equipment—all makes and models. In good condition but not rebuilt or refinished. Write or call for information.

CIGARETTE MACHINE CONVERSIONS IMMEDIATE DELIVERY

on 25c and 30c Coin Mechanism Conversions for

ROWE PRESIDENTS, CRUSADERS | NATIONAL 930, 950

Also Available: • ROWE PRICE DIFFERENTIAL BARS • NEW CIGARETTE MAGAZINES (Containers) for all Rowe and National Machines. Will vend King Size & Reg. in all Cols. TERMS ARRANGED-WRITE FOR INFORMATION.

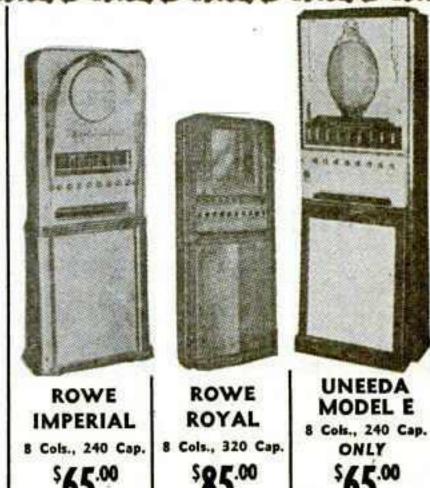
CIGARETTE VENDORS

CANDY MACHINES

DuGrenier Candyman, 72 Bar Cap., with base\$67.50 Rowe 5¢ Gum & Mint Vendor, 7 Cols., 175 Cap. 32.50 Uneeda Candy, 5 Cols., 102 Cap., Wall Model 60.00

ALL EQUIPMENT UNCONDI-TIONALLY GUARANTEED, COMPLETELY RECONDITIONED

AND REFINISHED



\$85.00

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Trade prices: 1/3 deposit, balance C.O.D. Quantity buyers, write for special discount prices and terms.

Inpeda VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines" 250 Meserole Street . Brooklyn 6, N. Y. . HEgeman 3-6295



VENDING MACHINES

BUBBLE . CHICLE CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 ct. 26¢ lb.
Chicle Ball Gum, 130 ct. 34¢ lb.
Clor-o-Vend Ball Gum 40¢ lb.
Clor-o-Vend Chicks, 320 ct. 40¢ lb.
Chicle Chicks, 320 & 520 ct. 36¢ lb.
Bubble Chicks, 320 & 520 ct. 27¢ lb.
Tab (short stick), 100 ct. 38¢ box
5-Stick Gum, 100 packs 51.90 F.O.B. Factory, 150 Lb. Lots

AMERICAN CHEWING PRODUCTS

th & Mt. Pleasant
Newark 4, N.

PIONEER WILL ALLOW YOU \$8 ON ANY MACHINE



In Trade VICTOR'S NEW SUPER MART! \$**29**.50

Call Us Today!

This Offer for Limited Time Only

PIONEER

VENDING SERVICE 590 Albany Ave. PResident 4-5358 Brooklyn 3, N. Y.



SALES WILL BE UP

GUGGENHEIM'S 'LOONEY TUNES' CHARMS

Get in on the Looney Tunes bandwagon! TV — MOVIES — BOOKS — GAMES—TOYS—will feature these zany little characters in promotions all around the country. You'll have to watch your machines every minute to keep 'em stocked. Don't miss out! Bugs Bunny and his friends are your prescription for empties, Doc!

> Looney Tunes and Merrie Mellodies Series

YOUR DISTRIBUTORS OR

Guggenheim

33 UNION SQUARE

N. Y. C. 3, N. Y. • AL. 5-8393

COINMEN YOU KNOW

Richmond, Va.

By BEN POPE

BURGLARS HIT COIN FIRM. C. C. Connelly, owner of the Virginia Music and Novelty Company in Hopewell, Va., opened his shop much as usual Monday morning after a quiet weekend-but it had not been so quiet at the shop. Connelly found an 18-inch square hole cut in the top of his safe and \$1,800 in cash and checks was missing. The burglar, who has not been caught, apparently gained entrance thru a washroom window, Connelly said.

Well, it's tax time in Virginia-and where isn't it?-and Tom Minor, of Minor's Music, says business has slowed down. . . . Apparently unworried by such things as taxes, Belgium has taken another shipment of juke boxes from Kenneth A. O'Connor, local Wurlitzer distributor. O'Connor says the export business is good and the 10 just sent to Antwerp will be followed by another shipment soon. . . . Jack Heatherly, a Lynchburg operator, will soon leave the hospital after suffering a heart attack, reports Robert Neslund, who works this territory for the Baltimore Seeburg distributor, Musical Sales Company.

The two-player pool table with scoreboard is beginning to catch on here, especially in the larger cities, reports Dan M. Wertz. Wertz, who previously specialized in music, has found the pool tables a fine way to start emphasizing games in his new business aims. . . . Recent visits by operators here include R. C. Bozeman, of Elizabeth City, N. C., coming to see Wertz, and M. L. Holland, of Roanoke's Valley Music Company, who stopped in to see the folks over at Roanoke Vending Company. Roanoke, the local firm with the name of its former location, reports a fine month in January. One of their big pool buyers has been the Martin Amusement Company of Portsmouth, Va., owned by Tiny Martin and Ed Creech.

Demand is still holding for the new Wurlitzer, distributor O'Connor says. Recent sales were made to Ed Williams, of the Williams Music Company here, and to Joe Richter, another local operator.

New Orleans

GET HEP!... to this

TRIPLE FEATURE BONANZA!

THE I'M A . . . ! -

Lapel Buffon

Gag pins for

Gilt with

nosey friends.

black letters.

NOW PLAYING

TO CAPACITY

SMOKEY JOE The puffing

skull: Cigaret

back of head.

OUR NEW CATALOG

VICTOR

Standard

FOPPER

1c

BALL GUM

VENDOR

\$12.50

Each

\$12.00 Each

100 or More

30 day moneyback guarantee

if not satisfied.

attached to

Perfect 1¢ vending.

PLASTIC PROCESSES FREEPORT N.Y

1/1 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.

2124 Market St., Philadelphia 3, Pa. Phone: LOcust 7-1448

By JACK DEMPSEY

BALLY WIVES IN FOR VISIT. Mrs. Ray Maloney and Mrs. Bill O'Donnell, whose husbands are the well-known Bally officials, were in town for the Mardi Gras fun, and from all reports they had a wonderful time. Louis Boasberg, Mr. Perpetual Motion of the New Orleans Novelty Company, says that even he couldn't keep up with them. . . . Ralph Bosworth, sales manage- for the New Orleans Novelty Company, reports his firm is again doing a brisk business along the neighboring Mississippi Gulf Coast. He reports that Biloxi's Main Street looks like little Broadway.

Bob Nims, of the Lucky Coin Machine Company, is concentrating on phonographs and cigarette machines. He's turning his pin game route over to the New Orleans Novelty Company on a lend-lease basis. . . Albert Huffine, of the Huey Distributing Company, is a dyed-inthe-wool jack-of-all-trades. In addition to distributing Rock-Ola, Bally and United Products, Al operates a large route, runs an excellent repair service, rehabilitates old equipment and tops it all off by designing and

(Continued on page 85)

PLASTIC PROCESSES Cleveland Coin MAIN ATTRACTIONS Machine Exchange, Inc. FOR COMING SEASON Northwestern Corporation Basasasasasasasasasasasasasasasasas Distributors 2029 Prospect Ave. Cleveland, Ohio To. 1-6715 Write for prices.

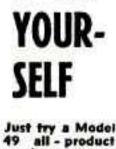
Experienced Operators Say:

YOU MAKE MORE MONEY WITH...

Northwestern

VENDING EQUIPMENT"

PROVE IT TO YOUR-SELF



vender on your route and see for yourself how you can make

It's available in 1¢, 5¢ or 10¢ play. Write for complete details of this and other Northwestern money makers

THE NORTHWESTERN CORP. 216 Armstrong Street, Morris, III.

YOUR NAME CANCER % YOUR LOCAL POST OFFICE Give to the AMERICAN CANCER SOCIETY Dairy Industry

• Continued from page 82

tion and the National Association of Retail Ice Cream Manufactur-

At the last exhibit two years ago emphasis or milk vending was heavy. Virtually every manufacturer of indoor and outdoor equipment displayed its wares. In addition, dairy operators devoted a good portion of their deliberations to the role of vending in the distribution pattern.

It is expected that a great deal of emphasis will be placed on outdoor milk vending and whether the dairy should act as operator or supplier. Ice cream vending, too, will probably come up for

Copenhagen Biz

• Continued from page 82

machines are rated as being a worthy convenience and any tampering with these machines is usually immediately reported.

The interesting angle about the new machines is that the cabinets have been designed for the display and vending of specific items and not made for the individual location, as has previously been the general custom. They are designed for route operation and servicing, such as that being developed by Automat Service, and the idea is finally taking hold and expanding, without seeming to interfere with the more general practice of store owners owning and servicing their own venders.

ELECTRIC MONEY MAKER! Famous ACME **ELECTRIC** MACHINE



Sample \$24.35 2 to 11 . . . 19.50 12 to 49... 18.25 Bracket 1.00 Floor Stand. . 5.00

1/3 deposit, bal. C.O.D., F.O.B. N. Y.

Vibration is the law of life. The medical profession has placed its sanction on the employment of electrie and vibratory treatment for many ailments. The Acme Electric produces an electric vibratory cur-rent which can be increased at will indicated by pointer on dial.

Also one of the best amusement devices. Uses only one dry battery, usually good for 1500 to 3000 plays.

ORDER TODAY! J. SCHOENBACH

Distributors of Advance Vending

MANDELL GUARANTEED USED MACHINES

THE RESIDENCE OF THE PROPERTY
N.W. Model 49, 1¢ or 5¢
N.W. DeLuxe 1¢ & 5¢ Comb 12.00
N.W. #39 1¢ Porc 7.95
N.W. #33 14 Porc. B.G 6.50
Columbus 5¢ Bulk 6.50
Silver King 1¢ B.G. or Mdse 7.45
Silver King 5¢ 7.45
ABT Guns 30.00
Acorn 1¢ or 5¢ 8.50
MERCHANDISE & SUPPLIES
MEKCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen\$.7 Pistachio Nuts, Large Tulip..... Pistachio Nuts, Vendor's Mix.... Pistachio Nuts, Sheik Cashew Whole Spanish
Mixed Nuts
Tabby-Lets, 520 ct. Jelly Peans Assorted Fruit Charms, 100 ct. Rain Blo Ball Gum, 60 ct., 140 ct. 170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound

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

NORTHWESTERN

MOE MANDELL 446 W. 36th St., New York 18, N. Y LOngacre 4-6467

YOU'LL SAY IT'S A SENSATION! THE HOTTEST ITEM EVER USED ... IMPORTED MINIATURE

CIGARETTE LIGHTER

Prepaid Shipment, (For single sample send 25¢) OHIO GUM SUPPLY CORP. WICKLIFFE, OHIO

ONLY \$3.00 DOZEN

All Machines Completely Checked and Ready for Location—Order With Complete Confidence,

Silver King, 1¢ or 5¢ \$ 8.50 Columbus, 5¢ 7.50 ASCO Hot Nut, 54 7.50 N.W. Bulk DeLuxe, 1¢ or 5¢ .. 11.95 Master, 1d, New 11.00 Topper Cab DeLuxe, 1¢ or 5¢ .. 3-Col. Hot Nut Mach., 5¢ or 10¢ 25.00

Acorn Cabinet, 5¢ 8.95 Mills 1¢ Tab Gum 16.95 CHARM MIX. VENDORS N.W. 49's, 16 or 5c, \$18.15. N.W. Tab Gum, 1c or 5c, \$29.95. Hand - picked selection of best items

Jewel Vendor, St

Acorn, 5¢ or 1¢

from all mfrs. \$9.00 per M. Silver King 56 Hot Nut, \$9.95. \$2.50 extra for Model 49, 1¢ or 5¢, \$11.95. cup dispenser.

VENDING CANDY

28¢ per lb. in 30-lb. ctn. (Add l¢ per lb. for 10-lb. ctn.) Boston Baked Licorice Loz. Bridge Mix Rainbow P'nuts

Complete line of Machines, Supplies Accessories, Charms, Gum thing for the operator! 1/3 Deposit, Balance C.O.D.

Rake Coin Machine Exchange 609-A Spring Garden St.,

Philadelphia 23. Pa. LOmbard 3-2676 PENNIES

PAY OFF

with greatest money making scale on the market

\$20 deposit puts it to work Good indoors Produces up to 200% profit Wins Customers for Locations Two machines

YOUR FORTUNE WEIGH YOUR FATE in one-weighs, tells fortunes

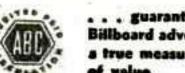
Foolproof - guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month. 14"x24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel mouldings; choice of col-ors. \$20 deposit, \$8 per month. Ship-ping weight, 150 lbs.

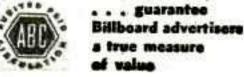
AMERICAN SCALE MFG. CO. 3206 Grace St. N.W., Washington 7, D. C.

Send more details
Send scale

S20 deposit enclosed

ADDRESS ZONE





STATE

Concessionaires To Mull Vending

CHICAGO, March 10. - "Are you trading dollars or making a Midwest Regional Popcorn & Concession I n d u s t r i e s Conference. sponsored by the Popcorn & Concession Association, Wednesday at the Hotel Sherman.

New trends in automatic merchandising have been given a top spot on the agenda, according to Bert Nathan, PCA president and head of the Theater Popcorn Vending Corporation, Brooklyn.

Participating in the discussions will be Mel Rapp, executive vicepresident of Apco, Inc., vending machine manufacturer.



ucts, with many exclusive features. Sturdy construction

- Good coin detection Automatic Coln return when empt
- Fits in well with other route locations Protected against roak-in
- Available for 1¢, 5¢, 10¢ & 25¢ operation Factory distributor for Advance Vending

For details and prices—write, wire or phone today

T. O. THOMAS CO. 8-1572 Jefferson, Paducah, Kentucky Phone: 2-0592

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 % 19.00 40,000 size % 35.00 Shipments made at once from factory by truck. Give name of trucking company that delivers to you.

FULL CASH WITH ORDER

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

CIGARETTE AND CANDY MACHINES

Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywherecompare!

STONER 8-COLUMN CANDY. 160 capacity, prewar model . . . \$110.00 STONER 6-COLUMN CANDY. 102 capacity, prewar model . . . MATIONAL 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 "Y" CIGARETTE, 7 column, king size..... 50.00 UNEEDA 6-COLUMN CIGARETTE.

king size All equipment unconditionally guaranteed. Fast delivery. Onethird deposit, balance C.O.D. All 30c conversions a vailable at \$20.00 extra.

NATIONAL VENDING SERVICE CO. 308 Furman St. Brooklyn, N. Y.

TRiangle 5-1857

67,000 ACTIVE BUYERS read The Biliboard classified columns each week

COINMEN YOU KNOW

Continued from page 84

profit?" will be the theme of the inventing new games. As one wag puts it: "Old Al keeps busier than a peg-legged man in a swamp fire.

> Hilliard Bach and his Penny Arcade crew are burning the midnight oil, working in a hush-hush atmosphere not unlike the famed Oak Ridge, Tenn., plant. One of our confidential undercover agents leaked this much out: The new Arcade piece is sensational; even better than their Lord's Prayer on a Penny. The Billboard will keep you posted. . . . Bob Dupre, of F. A. B., reports a terrific response to the new 1900

> Centennial Model Wurlitzer. He says everyone is looking forward to the new 200-record model. Bossman Fletcher Blalock, of the same firm, in and out of town recently on several business trips. Fletcher and his crew expect to attend the 100th anniversary celebration at the Wurlitzer factory.

> Turning to outdoors sports for a moment, don't challenge Teddy Geigerman to a round on the links unless you're razor sharp with your shooting. Teddy got right up from a sick bed recently and shot championship golf. Ted is a local pin game operator. . . . Another dazzling Mardi Gras is over, and Bill Peacock is one of the many operators changing the old Mardi Gras disks, such as "High Society" and "Ram-(Continued on page 88)

Set Pizza Unit Promotion

Continued from page 82

chises have been granted in Con- ping. necticut, New York, New Jersey, Western Pennsylvania and Ohio.

plant, working three shifts, can turn out 33,000 individual pizzas a day.

The Long Island City plant, he added, has a production capacity of 20 machines a day.

Pizza Capitol

The machine itself is the invention of Cenotti. He got the idea in 1944 while working for a New Haven bakery. New Haven, by the way, is considered the pizza capitol of the United States.

Cenotti then drew up plans, had an engineer prepare drawings and applied for a patent. The next step was to approach a large vending manufacturer (since merged with a still larger manufacturer). Cenotti was told that the machine would take seven years to develop and would cost in the neighborhood of \$1,000,000.

While most inventors would have discarded their brainchild immediately. Cenotti was not easily discouraged. He made model parts from cardboard, then finally scraped up enough cash to build a working model, with eight selec-

Cenotti worked on the pizza mahine in his spare time until 1953, vhen, with his brother-in-law, Alpert Bellucci, he organized P-O-M.

The first production model was nade by Philip Jamieson, a Poniac, R. L., manufacturer. It was ocation tested. Recently, P-O-M hifted its manufacturing effort rom Jamieson to Karol.

Production at the new bakery nere will be primarily by a system of conveyor belts. An automatic flour and water loader begins the process. Ingredients pass thru weighters, proof boxes in which



liable, sanitary vendor with the many exclusive features which have made the Advance name a symbol for the best in Accommodates flat packages up to 1/8" by 2" by 31/4" . . . has separate cash box . . . Advance coin-detector with

automatic coin return when machine is empty . . . pro-tected 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

sient. Distribution of machines the dough rises, ovens, and into and pizzas will be handled on a aluminum foil bags to the final franchise basis. Tentative fran- packaging into cartons for ship-

4 Selections

The current machine is a four-According to Bellucci, initial selection unit-two selections of runs on both pizzas and machines cheese, anchovy and mushroomwill be far short of capacities. He which vends at 25 cents in any estimates that the North Haven combination of nickels, dimes or a quarter.

The pies are refrigerated, with the insertion of a coin pushing the pies thru a cooking cycle of 1,750 degrees fahrenheit. Delivery is in 35 seconds for the first of a selection and 20 seconds for each following vend of the same selec-



-13" WIDE

HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

> \$25.00 DOWN

BALANCE \$10.00 PER MONTH

WATLING MFG. CO.

4650 W. Fulton St. Chicago 44, Est. 1889 Telephone: Columbus 1-2772 Cable Address: WATLINGITE, Chicago



Send 35c for Regular Sample Kit of Charms SURE LOCK—the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled cap-sules. Contains our complete line.

ORDER TODAY! EXCLUSIVE NAT'L SALES AGENT FOR NEW IMPROVED PENNY-NICKEL ATLAS MASTER

World's Largest Selection of Miniature Charms

PENNY KING COMPANY

oak's : [[[]] TAB GUM MACHINE the revolutionary Gold Mine is Oak's new streamlined, 10 column Tab Gum Machine. It vends not only tab gum, but also charm candies. Gold Mine is built and guaran-GOLD MINE MAKES IT EASY to sell teed for mechanical perfection by Oak, the world's largest ocations Loand manufacturer of precision-built your Acorns into Gold Mine Tab bulk vending machines. MANUFACTURING CO., INC.



BUY 'EM-TRY 'EM BE CONVINCED!

IMMEDIATE DELIVERY

Stickers available . . . con-

tact your local distributor

55 Leonard St., N.Y. 13, N.Y. Cortlandt 7-5147-





STANDARD TOPPER

TOPPER DELUXE

HALF-CABINET STYLE



GLOBE STYLE

Call Sidmor ATlantic 1-2540

for QUALITY & SERVICE!

The control of the co

SIDMOR VENDING CO. JIVITUK 2137 FIFTH AVE.

PITTSBURGH 19, PA.

58,000 Pool Games Out; 17 Mfrs. In

Three More Makers Enter Output Race; Total Number in Field Hits 17 Known

CHICAGO, Mar.h 10.—Despite from, in part, these two factors: reports from a few manufacturers that orders for coin-operated pool of electric pool games. games have just begun to ease up, other sources indicate demand is as high-if not higher-than ever.

Pool games on location are now power of the game. estimated at 58,000-an increase of more than 20,000 in less than two the game, and the number of pool day (3). months.

the coin-operated pool game mar- market by storm last August.

of pool games, not including parts tioned, are: manufacturers (see listing below).

Recent Entries

have just entered the race: Bert Lane Company, Inc., North Miami, Fla.; National Corporation, Orange and Manufacturing Company, Tip-N.J. (formerly National Shuffle- ten, Mo.; Edolite Products, Deboard Corporation); and Acme troit; Genco Manufacturing & Shuffleboard Company, Los Ange-

Not included in the 17-count total are a Belgian coin-operated pool game distributed in this country by O. O. Mallegg, Chicago-based exporter, and a firm with the unlikely name of Ready-To-Pop, which is reportedly turning out games from a plant located on the East Coast. (Editor's Note: The latter firm had not been definitely established by The Billboard at press time).

Confirming reports that current a high level, George Kozy, sales manager of A.B.T. Manufacturing Corporation, declared this week that orders for chutes are coming in "as good as ever." A.B.T. makes coin chutes for a large number of pool games manufac-

Kozy said the continued high output of pool games stemmed

Minter Forms Gateway, New Distrib Firm

CHICAGO, March 10. - Fred Minter, local coin machine operator, has formed a new distributing firm, Gateway Distributing ing firm, Gateway Distributing Company, with headquarters at 3622 W. North Avenue, Chicago.

In the coin machine business for 20 years, Minter had until recently been associated for nine years with Automatic Phonograph Distributors, Inc., Chicago AMI juke box distributors. Before this he operated in Wisconsin.

Minter said Gateway will handle all types of coin-operated equipment, new and used. The official opening of the new headquarters is to take place in about two years, with decorating of offices now under way. Minter said, however, that the firm was already "open for business."

Gateway has been appointed distributor for Valley Manufacturing Company, Bay City, Mich.

New Orleans Ops Spot Pool, Buck \$125 Fee

NEW ORLEANS, March 10. -In spite of a whopping city license fee of \$125, there are a few coinoperated pool games operating in this territory.

The Crescent City, however, doesn't take too well to coin machines with dime chutes.

at the old Crescent Billiard Hall their crack at the game. and crackshots from all points of tition.

2. The increasing popularity of

units on location has increased Manufacturers continue to enter steadily since the games took the and had been instrumental in the

Firms producing pool games, in There are now 17 manufacturers addition to those already men-

Valley Manufacturing Company Bay City, Mich.; Exhibit Supply, Included are three firms which Chicago; J. H. Keeney & Company Chicago; Williams Manufacturing Company, Chicago; Fischer Sales Sales Company, Chicago; Marvel Jack Semel, Teddy Blatt and Manufacturing Company, Chicago;

Bally Manufacturing Company, Chicago; Sparks Specialty Company, Soperton, Ga.; Chicago Coin Manufacturing Company, Dallas; Chicago.

Max Levine, Scientific Head, Dies

NEW YORK, March 10.-Fu-1. The new swing to production neral services for Max D. Levine, 50, president and founder of the Scientific Machine Corporation, coin pool, with more and more were held Sunday (4) at the Riverlocations realizing the earning side Memorial Chapel, Brooklyn. Burial was in Beth-David Ceme-The number of manufacturers of tery, Elmont, L. I. He died Satur-

Levine formed Scientific in 1929 development of coin-operated lineup pins, cranes, Pokerino and Bing-O-Reno.

A graduate of New York City College, he earned a law degree from Columbia University, altho he did not practice.

At Funeral

Present at the funeral were Mike Munves, Bill Rabkin, Irving Morrison, Jack Firestone, Milton Green, Ben Smith, Nat Cohn, Dave Simon, Charlie Katz.

Firestone, in charge of production at the factory, said that production and deliveries of coin Machine Company, Chicago; Orms games will continue as usual, and Levine's policies will be continued.

United Manufacturing Company, Surviving are a widow, Sylvia, Chicago; D. Gottlieb & Company, and a daughter, Laura Edith Le-

Keeney Pool Games Bow pool game production continues at a high level, George Kozy, sales New Electric Features

Keeney & Company shipped to dis- ball holes. tributors this week two new coinoperated pool game models which either of the playfield holes along introduce new electrical play fea-

hind playfield holes which flash colors after each ball is sunk in to indicate different score values this hole. of pockets; Flicker Pool, 4-side lights which "travel" to and from each hole, awarding highest scores when lights are nearest pockets.

holes offering possibilities of 24 different scoring combinations. each ball is sunk, each color offering a different score value.

Two scoring reels on the backglass record scores for one or two players, or two teams.

New-Type Scoreboards

Flicker Pool, based on the regulation 4-side play game, has three playfield holes, and features the new style electrical scoreboards located on a level with the playfield at each end of the table.

Principal new play features is the flashing lights near each pocket, making players' timing of shots a factor in making high scores. Players shoot to sink balls in pock-

Pool Aids Play On Coin Bowler

ALBANY, N. Y., March 10 .-While coin-operated pool tables are getting a big play in Up-state New placing smaller levels on earlier York, the shuffle bowlers are reap- models. Tables are marked for ing much of the benefit, according three-side play. to Jules Olsheim, ODCO, local game distributor.

The pool game takes a lot more middle of table and center hole time to play than most other coin plug, to make the game convertible contests. And the game is so pop- to two or three holes.

with the shuffle bowler.

CHICAGO, March 10. - J. H. ets when lights flash nearest the

Players are able to score in the cushions, and can score on the center hole when it is lighted Arcade Pool, played from one for them. Lights near center hole end, features light-up buttons be- flash in alternate red and white

play game, features a series of Pool is a combination of four games in one. It can be played with or without the flashing lights feature, from either three or four Arcade Pool has six playfield sides, and as a two or three-hole game with center hole plug.

Features to **Cue Star Game**

TIPTON, Mo., March 10.-Light-up ball bumpers and playfields with holes at varying distances from the table edge are now available with the Fischer Sales & Manufacturing Company Cue Star coin-operated pool game.

According to R. W. Weikel, sales manager, Chicago sales office, placement of holes on the playfield can be varied according to customers' order at no extra cost.

In other words, table holes can be moved in to give cushion play or moved nearer to end of table, eliminating cushion shots from ends of table.

Fischer has equipped each table with a large-size built-in level, re-

Short and jumbo size tables are available, and both sizes can be Here's the way he explains it: ordered with a third hole in the

So if a bowling game happens cushions of the games which aid the globe used to chalk their fa- to be handy, the persons waiting in cleaning dust and lint from table conversions. vorite cues in tournament compe- to play pool will pass the time tops. A cue tip servicing kit is shipped with each game.

DIXIE HOSPITALITY

Coin Pool Charms Old South, Folks Have Fun

The game of pool has gone thru several stages of life here.

Time was when all better homes had a pool table in the game room. As less time was spent in entertainment at home the pool table became relegated to a few scattered parlors, usually in the less savory parts of town.

Now thanks to the new coinoperated tables, according to William D. Selden, president of C. P. Dean & Company, sole local distributor of billiard equipment, business is booming.

"Folks come in here," Selden says, "and tell me they hadn't played pool since they were kids, but now that they've tried these coin-operated machines, they're interested."

People Fun-Minded Selden has one other theory for his surge of business.

"People are becoming more recreation minded," he says, "and more homes have recreation rooms. Then, too, you can put a slab of wood on a pool table and convert it to a ping pong table."

Selden's firm at 1325 East Franklin Street manufactured pool tables until about 1940. Now it just assembles, installs and repairs. Business is good despite a postwar increase of 60 to 75 per cent in the price of a table. They now cost about \$600 for a first-rate, new table with equipment.

The number of downtown pool halls has remained fairly static, but new equipment is in heavy demand in residences and youth

The air of respectability extends even further than homes in upper income brackets.

Games on Campus

Selden says his firm has assembled two tables for Mary Washington College in Fredericksburg -"I think they're mostly for faculty members"-and has an order According to Keeney, Flicker for a second table for the youth building at St. Paul's Episcopal Church here.

> The Charlottesville Recreation Department has ordered another, explaining that its pool tables are used more than any other equip-

Tables have been placed in several other Richmond locations, the William Bŷrd Community Center, the new Richmond Boys' Club, the Red Shield Boys' Club and the Jewish Center. However, private homes account

for about half of the firm's sales of all tables, while the government buys the most new tables for servicemen's recreation centers. Two years ago Selden furnished an entire recreation setup for an

Edolite Ships Table Tops For Coin Pool

DETROIT, March 10.-Edolite Products, Inc., this week shipped new table top conversion units for coin-operated pool games.

According to Isador Edelman, head of the firm, the table tops will fit any of the original bumper type pool games.

The conversions add more up-todate features to the early pool models, including light-up bumpers, playfield stabilizers, and other

Henry Solomon, former general manager of the Edolite firm, has gone into business for himself as Solotone Manufacturing Company, 123 Cadillac Square, Detroit. Sol-

Third Street, Detroit.

RICHMOND, Va., March 10.-1 Air Force jet base in Greenland. Despite the boom in pool tables, both mechanical and not, Selden believes billiards, the game played or pocketless tables, is on the way out.

"The public doesn't like a difficult game," he says.

And apparently it took the coinoperated machines to make the public appreciate a fine old simple

Tenn. Firm Has Gym Cycle, New Coin Bike Ride

NASHVILLE, March 10.-The Gym Cycle Amusement Company here has begun shipment of its Gym Cycle coin-operated bike in three different sizes.

The bikes are designed to offer recreation for patrons of every age at supermarkets, chain stores, department stores, Arcades, skating rinks, bus stations, drive-ins, drugstores, railroad stations, parks and other locations.

Bike models 100, 200 and 300 are 16, 20 and 26 inches high respectively. The cycles can be repaired in machine or bicycle shops.

All models are equipped with a spring tension brake released by solenoid, spring tension speedometer drive, coin box with electric slug rejector.

The firm is located at 701 12th Avenue, South, Nashville.

NEW COLORS

Exhibit Ships Skill Score, **Electric Pool**

CHICAGO, March 10.-Exhibit Supply shipped to distributors this week Skill Score, the first electric pool game produced by the firm.

The game features intriguing offensive and defensive shot patterns for two or four-player competition, but the principal changeand the one most readily recognized is a black-colored playfield with new-type markings.

Skill Score has players shooting from tees behind a foul line at one end of the table at five playfield holes of varying score values, over a playfield lined in white on black. An automatic scoreboard at the opposite end of the table records scores of players or teams.

Each player or team of two players has three ball holes to shoot for: Pockets worth 100 and 200 points located along the side and at the far end of the table, and a center pocket worth 500 points which lights up alternately to score for both sides. Red or white bumpers light up near the ball holes to point out holes which will produce scores on any one shot. How to Play

With exception of the center ball hole, one team shoots for holes to the left of center, other team for holes to right of center. Balls sunk in the 200 point holes along the sides return to the player for an-

A player continues to shoot until omon purchased manufacturing he fails to sink a ball. He may only The world's championship bil- ular, that it is not uncommon to A special feature on the Fischer equipment from Edelco Products, score, however, by sinking a ball liard matches used to be held here see tavern patrons waiting to get tables is a number of triangular-forerunner of the Edolite firm. in a hole which is lighted by a shaped holes located under the Solotone is in production on pool bumper, and the bumper lights go tables, replacement parts and pool out, one at a time, as a ball is sunk in each hole. When a player Edolite is now located at 3717 has made all three holes, bumpers

(Continued on page 91)

COBRA CARTRIDGES

Realigned and Resurfaced, 75¢ each.
Compare them with new cartridges.
Cartridges returned within 10 days.

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The Horse With All the Extrasl
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BIG LEAGUE BASEBALL
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AT SACRIFICE PRICES WE NEED MORE SPACE! VENUS\$195 MARS 195 COMET 175 ELEVENTH FRAME 150 SPEEDY 165 YANKEES 130 ROYAL 95 FIREBALL 225 CRISS-CROSS 125 VICTORY 195 BEACH CLUB 85 MEXICO 75

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Write, Wire or Call For Greater Money-Saving Values

MINTHORNE MUSIC CO.

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Phone: REpublic 4-2177

J. P. Seeburg Corp., Chicago Coin, Exhibit Supply, Williams Mfg. Co.

Tavern Paper Plugs MGNJ And Dime Play

NEWARK, N. J., March 10.— New Jersey music operators are getting assistance in their drive for dime play from a new quarter. The current issue of the Beverage Retailer Weekly, a State tavern trade paper, told the tavernmen why 10cent play is to their advantage. One paragraph reads:

"In addition to their high fidelity performance, the new phonographs are geared to 10-cent play. This means a larger gross income and, therefore, a larger return to the tavern owner."

The article paid special tribute to the Music Guild of New Jersey, pointing out that "unless the phonograph on your premises is serviced and maintained by a music merchant—and not by a so-called 'juke box operator'—it won't do the business it should."

Juke Accepted

According to the article, the tavern customer expects to find a juke box at his favorite bar; he accepts it as part of the equipment and furnishings.

But, the article cautioned, because a juke box works automatically, some tavern owners feel that it will take in money automatically. It pointed out that proper programming and service are necessary for a juke box to realize its potential.

Tavern operators were advised to watch for the Music Guild insignia and to have their locations serviced by MGNJ operators.

Juke Ordinance In III. County Aired This Week

WHEATON, Ill., March 10.—A juke box licensing ordinance, which would require all location owners in Du Page County to report to the sheriff's office any changes in juke box operators, will be brought before a county board meeting here Tuesday (13).

According to State's Attorney William L. Guild, the proposed ordinance is expected to be adopted unanimously. If passed, enforcement would probably go into effect some time in September.

The ordinance was drafted by Guild following a request from Sheriff Stanley A. Lynch, who had been investigating alleged charges of Hobbs Act (anti-racketeering) violations. Lynch's inquiry followed in the wake of a federal grand jury investigation launched in three Northern Illinois counties.

"The purpose of the proposed ordinance," explained Lynch, "is to prevent undesirable persons from entering the juke box business in the county. Any intended changes of operators would have to be reported to this office, giving us time to check backgrounds of the operators involved."

Lynch added, however, that he had found no trace of racketeering.

The proposed ordinance covers juke boxes only. Pinball machines have been banned and ordered out of the county by March 15.

Seven-Up Still Juke Flavored

CHICAGO, March 10. — Seven-Up is still flavoring its advertisements with juke boxes.

The most recent ad shows a young couple leaning on a Seeburg M-100G while sampling the "cool, clean taste" of "7-Up." The phonograph is prominently displayed, almost as much so as the beverage

A few weeks ago Seven-Up featured a similar ad with a Rock-Ola Comet as the prop.

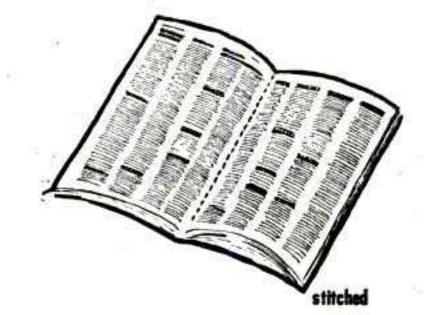
Next Week...

IN THE MARCH 24th ISSUE OF THE BILLBOARD

• 1956 BUSINESS REVIEW AND DIRECTORY EDITION

- Analytical Charts for Juke Boxes, Games, Venders
- Special Trend Articles
- · Giant "WHERE-TO-BUY" Listings

A NEW STITCHED and TRIMMED BILLBOARD





ADVERTISERS:

This will be the issue which thousands of operators will keep because: 1) It will be the first issue in a NEW STYLE; stapled and trimmed; 2) It will contain valuable information for operators for business analysis purposes.

Tell the readers of The Billboard what kind of a year you had . . . and of your plans for better servicing them in 1956 and future years. Display your complete line in your advertisements. And, why not tell about your organization; particularly your sales organization . . . who they are and where they are available. It would be a good idea to show pictures of all of them.

And, remember this . . . IT'S BILLBOARD BY A BIG MARGIN!

There is one class of advertiser in all coin machine papers who KNOWS when he gets results. His usage of advertising is a good "yardstick" for all advertisers. When you compare lineage purchased by distributors in coin machine publications here are the results:

For period 12-3-'55 thru 1-14-'56

THE BILLBOARD PUBLISHING COMPANY

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NEW YORK 36, N. Y. 1564 Broadway Plaza 7-2800 CHICAGO 1, ILL. 188 W. Randolph St. Central 6-8761 ST. LOUIS 1, MO, 390 Arcade Bldg. Chestnut 1-0443

HOLLYWOOD 28, CALIF. 6000 Sunset Bivd. Hollywood 9-5831 COIN MACHINES

K. H. FERGUSON CO. Stillwater, Minn.

Your Most RELIABLE SOURCE

WANTED

Investor for Las Vegas Operation.

We have equipment and Locations.

WILSON ENTERPRISES

Dudley 2-6277 Las Vegas, Nev. 200 N. 2d St.

GIVE TO DAMON RUNYON CANCER FUND

COIN MACHINE

WE MANUFACTURE ALL STYLES & COLORS OTHER SIZES 16" TO 216" HIGH PRECISION

IN STOCK for IMMEDIATE DELIVERY

complete selection Plastic panels & windows for

Famous for Over 15 years for Reliability

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1735 Chester Avenue

Cleveland 14, Ohio

is now under the sole ownership of SANDY BECK

BINGOS

YACHT CLUB\$60	BEACH CLUB\$ 60
HI-FI	PALM SPRINGS 85
SURF CLUB 95	VARIETY 135
GAYETY	\$110
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UNITED COMET TARGETTE			 165.00
KEENEY DIAMOND			
BALLY GOLD MEDAL			 300.00
BALLY JET BOWLER			
UNITED TARGETTE DELUXE			
CHICAGO COIN THUNDERBO)LT		 295.00
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"WANTED"

ERIE DIGGERS AND SIDEWALK ENGINEER

WALBOX DISTRIBUTING CO.

3909 MAIN STREET DALLAS 26 TEXAS Victor 1671

"GUARANTEED MUSIC"

A.M.I.	MOD	EL	"A"	•					\$125
A.M.I.	MOD	EL	"B"		•	•		•	150
A.M.I.	"C"		(*)	•	101% (a)		1800	S.	165
A.M.I.	D-80		X		*		200	(45)	325
ROCK-	OLA	CO	MET	• (120)		50 100		525
WURL	ITZER	1	400					<.	275
WURL	ITZER	1	100	•	•				145
*	ALT THE	233							No. of the Control of



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WHAT ARE YOUR FRIENDS IN THE BUSINESS DOINGS

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Order NOW at LOW Subscription Rates. Fill in and Mail Coupon Today!



The Billboard, 2160 Patterson St., Cincinnati 22, Ohio Yes Delease send me The Billboard for one year at \$12. (Foreign rate, one year, \$24)

City..... State..... Zone.... State..... Occupation

COINMEN YOU KNOW

Continued from page 85

part Street Parade," and substituting "Easter Parade" and other traditionally popular rabbit-season hits. Bill reports he's getting good play on "Great Pretender," and a smash new tune, "You Don't Have to Be a Baby to Cry," the latter a flip on "Sixteen Tons."

A contingent of Gulf Coast operators converged on the Crown Novelty Company on a recent buying spree. Among them were Tony Angrazia, John Evans and Horace Crane, from Gulfport; John Treuting, Curtis Galle, Griff McEichan, Bob Hoffer and Charlie Anderson, Biloxi. Also in to visit personable Nick Carbajal, of the Crown firm, were Roy Monica, from Lutcher; Martin Tortorich, Sam D'Augustino, Charlie Pope, Rudy Flack and Howard Hatch, Baton Rouge; Lionel Peichler and Tony Giordano, Alexandria, and A. J. Wagster and Al Morgan, Lake Charles.

Pittsburgh

By LEON M. LEFFINGWELL

INCREASES VENDING GROSSES. Fred Vowinkel Jr., who handles the vending section of Fred's Vending Service, reports that new machines are increasing grosses 80 per cent in tough locations. . . . Thomas W. Moffat, retired office manager for Mills Automatic Merchandising Corporation, has been in the hospital several times recently but is still going strong. . . . Morris Moskowitz and Sidney Weinstein, of Sidmor Vending Company, report vendors happy with the sparse snowfall this year, making the servicing of machines easier.

es Hardman, of Penny King Company, made quite a study and many test runs of the ability of the new Atlas Master machine to vend charms. . . . M. J. Abelson, of 2033 Fifth Avenue, out of town for a few days. . . . Glen Gillette reports that during 1955 overhead increased considerably. Breakdown shows the increases were in cigarette conversions, increased wages, truck parts and an increase in truck insurance. . . . Mrs. Margaret Kelly, of Penny King Company, reports the firm is pushing a few new charms during the coming year. (Continued on page 89)

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

March 11-15-National Association of Tobacco Distributors, annual convention, Conrad Hilton Hotel, Chicago.

March 13.-California Music Merchants' Association, Los Angeles division, monthly meeting, association headquarters, Los Angeles.

March 13-Automatic Equipment & Owners' Association of Indiana, monthly meeting, association headquarters, Gary, March 14-Retail Amusement Association of Canton, O., monthly meeting, Massillon, O.

March 15-Automatic Phonograph Manufacturers' Assosociation, MOA convention committee meeting, Morrison Hotel,

Chicago. March 19-Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

March 20-Chicago Independent Amusement Association, monthly meeting, Pine Room of Congress Hotel, Chicago.

March 24-New Jersey Automatic Merchandising Association, first annual banquet, Terrace Room of Mosque Theater, Newark.

March 24-Region IX National Automatic Merchandising Association, regional meeting, Baker Hotel, Dallas.

March 26-Central States Phonograph Operators' Association, monthly meeting, Peoria.

April 1-West Virginia Music Operators' Association, board of directors meeting, Daniel Boone Hotel, Charleston. April 2-Springfield Phonograph Operators' Association,

monthly meeting, association headquarters, Springfield, Ill. April 3-Anthracite Music Operators' Association, monthly

meeting, Wilkes-Barre, Pa. April 3-Automatic Phonograph Owners' Association,

monthly meeting, Hotel Sheraton-Gibson, Cincinnati. April 3-Washington Music Merchants' Association, monthly meeting, Seattle.

April 3-West Virginia Music Operators' Association, monthly meeting, Richmond.

April 4-Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind. April 4-Summit County Music Operators' Association,

monthly meeting, Akron. April 5-California Music Merchants' Association, Sacramento division, monthly meeting, association headquarters,

April 7—Region V National Automatic Merchandising Asso-

ciation, regional meeting, Sheraton-Cadillac, Detroit. April 7-8-Kansas Music Association, general meeting, site to be announced, Salina.

April 9-United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit. April 12-Massachusetts Music Operators' Association,

monthly meeting, Beaconsfield Hotel, Brookline. April 12-Western Massachusetts Music Guild, monthly meeting, Ivy House, West Springfield.

April 13-Cleveland Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland. April 15-Music Guild of New Jersey, 19th anniversary ban-

quet, Elizabethan Room, Hotel Essex House, Newark, N. J. April 21—Regions II, III National Automatic Merchandising Association, regional meeting, Bellevue-Stratford, Philadelphia.

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 10-13-National Vendors' Association, annual convention, Morrison Hotel, Chicago.

May 19-Region VIII National Automatic Merchandising Association, regional meeting, President Hotel, Kansas City, Mo. 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, Pawanee Hotel, North Platte.

Panoram Operators! FOR SALE

We carry a full line of genuine Panoram Projector Parts—sold with a money-back guarantee. Phil Gould 283 Market St. Newark 5, N. J. MArket 2-4275

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1100-02 Broadway, Albany 4, N. Y.

Telephone 5-0228 5 oz.-21/8"

Guaranteed First Quality

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Orders under \$100 - cash in full. Otherwise 25% deposit, balance S/D or C.O.D.

Inquiries Invited From MANUFACTURERS and DISTRIBUTORS of POOL TABLES

Seacoast, Inc. 1200 North Avenue

Elizabeth, New Jersey

Los compradores en el extranero encontraran esto aparatos libres de contratiempos a los mas bajos precios de aqui. Exportamos juegos de bolos (pin games) y velloneras (music machines) nuevas a reconstruidas listas para operacion. Joe Ash says... When you compare quality with price, Active is never under-EXCLUSIVE DISTRIBUTORS FOR

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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, 11/4" butt, rubber cushioned, beautiful balance and taper. Made from select straight grained Northern hard maple 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

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Genco SKY GUNNER 125	5.00
Exhibit SPORTLAND 200	0.00
Exhibit DALE GUNS 50	0.00
Seeburg SHOOT THE BEAR. 125	5.00
Scientific PITCH 'EM &	
BAT 'EM 150	0.00
Genco 2 PLAYER	20100
BASKETBALL 225	5.00
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Coin Machine Exchange 858 No. High St. Columbus 8, OHIO Tel: AXminster 4-3529

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	D111003	
Un. Un. Un. Un.	Pixies (New)	295.00
Un. Un. Un.	Tropicanas	185.00 135.00 125.00 125.00 100.00
Un. Un. Un.	Rio Havana Tahiti Tropics	90.00 75.00 60.00 50.00
Un. Un. Ba. Ba.	Cabana Circus Leader Miami Beach Big Time	50.00 125.00 95.00 325.00 295.00
8a. 8a. 8a. 8a.	Gay Time Variety Gayety Palm Springs	275.00 200.00 195.00 150.00
8a. 8a. 8a. 8a.	Surf Club	160.00 135.00 125.00 125.00 110.00
Ba. Ba. Ba. Ba.	Dude Ranch Yacht Club Coney Island Atlantic Palm Beach	95.00 65.00 60.00 50.00
Ba.	Spotlight	35.00

MUSIC

1434	Rock-Ola	Phono.	++						\$295.00
1436	Rock-Ola	Phono.	(7	8)	١.				295.00
AMI	Model B-	10 Phone	ν.	10			٠		125.00

CIGARETTE MACHINES

National Cig. Mach.	(11 Col.	 185.00
Mercury Cig. Mach. imokeshop (LoBoy 1		
BOW	/LERS	

On. Deloxe Top-North Bowler Write
Un. Deluxe Clipper Bowlers \$325.00
Un. Deluxe 5th Innings 250.00
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Un. Deluxe Comet Shuffle Target 225.00
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Un. Deluxe Ace Shuffle Alley 175.00
Un. 10th Frame Star Bowler 50.00
Un. Deluxe Shuffle Alley 40.00
Un. Clover Shuffle Alley 50.00
Ba. Jet Bowler 225.00
Ba. Victory Bowler 195.00
C. C. Star Lite Bowler 165.00
C. C. Six Player Bowler 45.00
Canco Shuffle Pool 75.00

ARCADE EQUIPMENT

Un, Super Slugger	\$395.00
Un. Derby Roll	
Un. Deluxe Jungle Gun	250.00
Wms. Deluxe World Series	60.00
See. Coon Hunt	145.00
See. Bear Gun	95.00
Ex. Space Gun	95.00
Ex. Gun Patrol	95.00
Ex. Silver Bullets	85,00
Ex. Dale Gun	50.00
Mu. Drivemobile	125.00
Mu. Ace Bomber	95.00
Mu. Sky Fighter	95.00
Mills Panoram Peek w/Film	225.00
AM. Pop-Corn Machine	95.00
Regal Score Board	85.00
Oracle of the Sphinx	85.00
Si, Batting Practice	50.00
Ba. Heavy Hitter w/Stand	50.00

FIVE BALL GAMES

Ge. "	100" Machin	10									\$ 50.00
Wms.	Jolly Joker	\$.									150.00
	Lary "Q"										95.00
Genco	Golden N	ugs	je	t	5						
	Times Squ										75.00
Wms.	Hayburner	s .								٠	50.00

WE ARE NOW DELIVERING UNITED'S NEW CARAVAN, TOP NOTCH AND REGULATION SHUFFLE ALLEY AND ALL CURRENT MODELS OF UNITED, EXHIBIT & WILLIAMS POOL GAMES.

One-Third Deposit With Order.

Salt Lake City, Utah Phone: DA 2-2473

COINMEN YOU KNOW

Continued from page 88

Boston

By CAMERON DEWAR

PLANNING EUROPEAN TRIP. David Bond, president of Trimount Automatic Sales Corporation, and his wife leave this month for a trip to Europe, which will include stops in most of the Continental countries. They will also make a visit to Israel. Bond plans to call on coin machine distributors in each nation he visits.

Trimount's sales chief, Irwin Margold, reports business very active. He calls Harbor Lights a great new pin game and says interest is



FLATTO

already high on it. . . . Salesman Dave Riskin is in Maine showing the game to operators who are going for it in a big way. . . . In appreciation to all his good friends in the business, Jerry Flatto, of Boston Record Distributors, will stage a fifth anniversary party at Hotel Beaconsfield, Boston, Saturday (17). Jerry says there is no significance in the fact that the date is St. Patrick's Day. . . . Ed Ravreby, of Associated Amusements, Inc., finding it hard to settle down after his daughter's wedding, but says business is booming. Ed says early spring orders are starting to come in for kiddie rides and it looks as tho there is a big future in moppet equipment. . . . There's a cheer-

ful note of spring from Julian Karger, of Enterprise Cigarette Company, Revere, Mass. A large percentage of his machines are on the Revere Beach Boardwalk and he's getting things in shape for the coming

Operators are cleaning out stocks of "Bo Weevil," by Teresa Brewer, and Guy Lombardo's "Phonograph Melody," according to Dick Mitchell, of Dick's Records, Hub one-stop. . . . Si Redd, of Redd Distributors, back in harness after his Florida vacation, says things have been satisfactory in his absence, and the boom in pool games is still going strong, paced nicely with a big interest in music machines. . . . Barney Blatt, of Atlas Distributors (AMI), planning to take another week in the Florida sun.

Among operators shopping around the Hub last week were Ray Hade and Ray Shea, of Worcester; Connie Pocious, of South Boston; Tony Brazil, Mansfield; Val Valdowsky, Lynn; Walter Kulas, Palmer, and Harry Baker, Portland, Me.

Chicago

By KEN KNAUF

SHIP MORE ELECTRIC GAMES. Three new electric pool games were shipped to distributors this week. Paul Huebsch and Chester Biezad were concentrating on getting one new Arcade Pool and Flicker Pool on the way at the J. H. Keeney & Company plant, while Sam Lewis and Frank Mencuri shipped off the new Exhibit Supply Skill Score pool game.

Al Warren, sales manager, Genco Manufacturing & Sales Company, hitting Los Angeles, San Francisco, Tucson, Ariz., and Phoenix, Ariz., on his West Coast trip...Still talking about their big game showing last week are Joe Kline, Wally Finke, Sam Kolber and Fred Klein, First Coin Machine Exchange...Herb Perkins, Purveyor Distributing Company, finally made the long-postponed trip to Los Angeles. Pool business was just too good to leave.

Milwaukee

By BENN OLLMAN

TRADE SHOW TO ATTRACT CANDY OPS. Joe Dellosso, president of the Badger Candy Club, reports that the firm's Seventh Annual Fall Candy Carnival has been set for July 20-21. The annual trade show, which has become increasingly popular with candy operators hereabouts, will be held again at the Astor Hotel.

Traffic to and from the Sunny South continues with the local coin machine gentry. Just back from his winter hiatus to Florida is Sam Cooper, of Paster Distributing Company. "It's a pleasure to come back from vacation when business is so good," says Cooper.

Mrs. Ray Lax, suffering from a severe cold, reports that despite her miseries, business has been holding up well. Top juke box items on the Ray's Amusement Company routes of late, she says, are "Bo Weevil," by Teresa Brewer, and both of Perry Como's new sides, "Hot Ziggety" and "Juke-Box Baby."

Walter McCullough, owner of the coin machine concession at Railtown-U.S.A., amusement park now under construction, reports excellent progress being made by the builders and planner. Location is 14 miles south of Milwaukee. According to McCullough, the spot will open up sometime in June.

> In charge of the office while his son, Harry Jr., is vacationing with his family in Florida, the senior Harry Jacobs reports a gratifying volume of Wurlitzer sales at United, Inc., the last few weeks. Woody Johnson, the firm's roadman, is spending a week up North, installing new equipment and looking for more orders. . . . Out-of-town coinmen stopping in on business at the United, Inc., showrooms last week were Johnny Barros, Merrill; Dick Suchomel, Madison; Al Hoflander, Kenosha; Ralph Klatt, Beaver Dam; Emil Pfister, Sheboygan; John Andres, Racine, and Harry Koskoski, Niagara.

Spring cleaning and remodeling work is being performed at the Major Distributing Company. Despite the mess the contractors are making, disk sales continue at a hot pace, says Johnny O'Brien. Top Mercury items this week include "42," by Rusty Draper, and the new Patti Page number, "My First Formal Gown.

Frank Bartnik reports that he has been staying close to home of late. The flying juke box operator is planning to fly to his Canadian hunting lodge as soon as the weather improves.

Miami

By RAOUL SHAPIRO

COIN POOL TABLES CONTINUE FEVERISH PACE. Operators this past week continued to set out coin-operated pool tables as fast as they could get deliveries from distributors. And best of all, every one of the operators reports collections up. All attribute this to the fact that players are becoming more skillful, and therefore playing a much faster game, making it possible for each table to earn more

Cigars were being passed about very freely at Bush Distributing Company, what with shopman George Berger becoming a father of a baby boy, and Bill Bellaserres a grandfather for the first time. Both claimed they accomplished their respective feats with no discomfort

Art Daddis, district sales manager for Wurlitzer, seen in town with his chest stuck way out. Art was top man in the Wurlitzer organi-(Continued on page 93)



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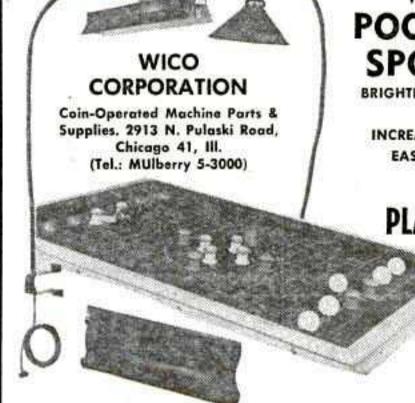
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Diversification: A Common Op Move In Mid-South Area

MEMPHIS, March 10.-Diversification is rapidly becoming the rule rather than the exception as far as music operators here in the Mid-South are concerned. And the most operators are diversifying with other types of coin machines-adding vending and amusement game equipment-some have expanded into entirely unrelated fields.

Following are a few of the more recent changes and additions by operators in this territory:

Buford Taylor, owner of Taylor Amusement Company, Tchula, Miss., purchased the Jitney Jungle Grocery in Tchula.

Charles Ethridge, manager of the John Haley Music Company in Durant, Miss., reported that his firm has entered the wholesale tobacco business. The addition supplements the firm's music and vending operation.

Abe Malouf, owner of the Le-Flore Music Company in Greenwood, Miss., announced that he has started a cigarette vending route in addition to his music route.

George Sammons, president of the Sammons-Pennington Company, Seeburg outlet, pointed out this week that a number of operators, previously handling music only, have been purchasing pool games for their locations.

Jury Hearings

Continued from page 77

require locations to report any changes in music operators to the sheriff's office (see separate story).

Tactics Quized

The last witness to appear before the federal grand jury here was McHenry County Sheriff Harry Herendeen. He was called Fri-

All of the investigations center around Joseph P. Glimco, head of Local 777, Chicago Taxicab Drivers' Union, and Joseph Amato, reportedly the syndicate gambling boss in the Northern Illinois territory. Both are being investigated on charges of forceful entry into the juke box business.

Assistant States Attorney John J. Quan, who heads up the federal investigation, told The Billboard Thursday (8) that the probe would probably continue for several more months and would more than likely hit a few more counties before it was over. He said that he did not expect any indictments for several months.

Peroti, who will appear before the grand jury next Friday, was subpoenaed February 29 but refused to testify:

Air Dime Play

Continued from page 77

member, reported on Statewide dime play activity. Thies pointed out how some of the Nebraska cities had made their conversions without opposition. Primary example was Omaha, where the move was made with only rare cases of location owner opposition and no trouble from the public.

During the Saturday evening banquet, Sam Vacanti, of Atlas Music, Seeburg distributor, presented the association with a reconditioned phonograph. Officers of the association immediately turned the phonograph over to two representatives of the Columbus YMCA, the machine to be used in conjunction with the organization's youth program. Receiving the phonograph for the YMCA were Steven Haines, president, and David Miller, vice-presi-

Operators also welcomed a new member into the association, Ralph Reeves, of Norfolk, Neb.

meeting is scheduled on the first weekend in June at the Pawanee Hotel in North Platte. H. O. Marble will host the event.

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25¢ pkg. 10 pkgs, \$2.25.
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CUE TIPS ELK MASTER-12mm. or asst. ROYAL OAK-Per 100 Box, \$1.45; 10-Box Lots, \$1.30 TRIANGLE-12mm. or asst.

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GAYETY										195
VARIETY										195
SURF CLUB	++									125
TROPICANA .			٠.							145
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HI-FI					٠.					125
TRIPLE PLAY										295
United PIXIES							٠			425
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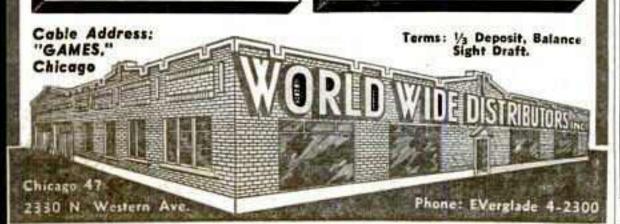
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BOX OF CHALK, (12 pcs.) 58 SET OF 10 BALLS ... 19.50 CUE TIPS, Pkg. 1.10 CUE REPAIR KIT .. 4.85 CLAMPS, Each40 *Original Brunswick, Balke, Collender Parts

LATE SHUFFLES

Chi Coin BLINKER	395
Chi Coin HOLLYWOOD	325
Chi Coin HOLIDAY	245
United DLX. CAPITOL	
United DLX. CLIPPER	315
United DLX, LIGHTNING	295
United DLX, 11TH FRAME .	225
United DLX. MERCURY	235
CLASSIC	85



Cleveland Pool Game Curfew To Get Oust

CLEVELAND, March 10. - An old-fashioned city ordinance here which sets a midnight curfew on taverns - with coin-operated pool games is on its way out.

The new coin games have been regarded under the ordinance as "billiard tables," and taverns using them thus fall under the heading of billiard parlors with the accompanying curfew law.

Councilman Joseph W. Kovach has introduced an amendment which defines a billiard room as one where there is more than one pool table. Soon to follow the new legislation is a move which may place a \$50 tax on every coin game -including pool, shuffle bowlers, shuffleboard and pinballs.

Under the old pool room curfew law, even a night spot which had a coin pool game was supposed to shut down at 12 p.m. instead of the usual 2:30 closing hour.

New Colors

Continued from page 86

relight and he continues to shoot. Players begin the game by spotting a ball at the front of the playfield, and hitting this ball with another shot from behind the foul line. From then on all shots are made directly at holes or off cushions. When a ball rolls behind the foul line, however, it must be spotted and hit on the next shot.

After all balls from the trough are used, players shoot balls nearest to foul line. A light near the tees indicates when all balls have been played.

A special "delayed action" mechanism prevents balls rolling behind foul line from tripping the tees. A diagram which can be placed in view near the table at locations showing the various shot patterns of the game, accompanies each table shipped. New cabinet color design corresponds to the black and white playfield.

Plattsburg, N. Y., Ops Get New License System

PLATTSBURG, N. Y., March 10.—Agreement has been reached here on a new licensing system for coin-operated amusement games.

Annual licenses of \$27.50 will be required for each game location. Formerly the individual games were licensed at \$24 each per year; jukes at \$15.

Each location will now be annually licensed with the number of machines at the location to be listed on each license. Games can be transferred or exchanged at different locations without first obtaining new licenses.

ARCADES-LOCATIONS

New Games at Reduced P	rices
Williams Jet Fighter, New	\$275.00
Williams Major League, New	
Seeburg Coon Hunt, New	295.00
Air Football, New	325.00
Whip Kiddy Ride, New	325.00
Drive Yourself, Mutoscope, New	595.00
Relaxalator, Foot Vibrator, New.	240.00
Genco Champion Football, New	Write
Genco Quarterback Football, New	Write
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5-BALLS

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WURLITZER 1100-1250-1400-1015

FOLK TALENT AND TUNES

Continued from page 50

Love You Anymore."

Slim Williamson, who whirls the country wax at WIMO, Winder, Ga., is mapping plans for an all-day country-music shindig at Winder July 4, with Sonny James in as top feature. Williams reports that he has enjoyed success with Flatt and Scruggs on shows in the Georgia country in recent weeks. Others who have worked the territory recently with Slim and his band, the Georgia Ramblers, were Bobby Lord (Columbia), Wanda Jackson (Decca) and Jerry Reed (Capi-

Chuck Carson is the newest addition to the KSTP-TV country music staff, Minneapolis-St. Paul. Chuck is featured daily on "Main Street," daily matinee seg, and Saturday nights at 10:30 on "Sunset Valley Barn Dance." He is also making personals in the area with the KSTP-TV unit. . . . David Stone, emsee and producer of KSTP-TV's "Sunset Valley Barn Dance," will spend the week of March 25 in Chicago looking over music and lining up summer bookings. . . . Minnie Pearl was a recent guest of Lou Skarning on KSTP-TV's "Main Street." . . Bud Kelley is now handling steel guitar work on KSTP-TV.

Buck and Sunny Smith, operators of Rogue Valley Ballroom, Medford, Ore., have signed a 52-week contract with Station KBEZ-TV, Medford, to present their Melody Wranglers, with Bob Roberts, along with local talent and guestars each Saturday, 5:30-6:30 p.m., sponsored by Medford Motor Company, local Lincoln-Mercury dealer. They have Eddie Dean set for the guest slot on St. Patrick's Day, March 17, with lim Reeves set for some time in June. Buck and Sunny feature Roberts and the Wranglers at their Rogue Valley Ballroom in a show and dance each Saturday night. In the Wranglers line-up are Roberts, emsee and vocalist; Ken Jacks, steel guitar; Duke Pothier, guitar; Tommy Lewis, drums; Wade Blankinship, bass, and Roy Evertson, piano.

With the lockeys

Deejays may obtain a copy of Bill Mack's first Starday recording, "Ditty Kat," b/w "Fat Woman," by writing to him at KWFT, Wich-

"A Touch of Angel" and "I'd Don't | ita Falls, Tex. . . . George A. Rose (Cousin Josh) is now heard and seen over WMSL-AM and TV, Decatur, Ala. . . . RCA's Hank Locklin stopped by KAND, Corsicana, Tex., recently for a visit with Louise Foster. . . . Gene Ryan, WFMC, Goldsboro, N. C., pens: "I'm getting so many records, I have little time for anything except plugging them. We have no shortage in service. This includes all departments of music. Thanks to the record companies."

> Texas George Thompson, formerly with KSUL, Sulphur, La., has joined the staff at KOGT, Orange, Tex. Thomp

son doubles as a time salesman. . . . Jack Boone, WCJU, Columbia, Miss., informs that he's not getting platters from Decca, RCA Victor, Mercury, Columbia, Coral or King. Boone says he's in need of gospel stuff. . . . Walter Gaines, vice-president of WCBS, Amsterdam, N. Y., advises that his station needs wax from the majors. . . . Lou La., journeyed to Nashville March 10 for a recording session with Ekko Records.

Pete Hunter, KTLW, Houston, writes that he is getting good service from all the labels except Decca. Hunter's latest M-G-M release is available to those jockeys who'll drop him a line at KTLW. Wilma Lee and Stoney Cooper, of WWVA, Wheeling, W. Va., (Continued on page 100)

CENTRAL'S BARGAINS

SHUFFLE GAMES-CLEANEST IN THE COUNTRY

SHOTTEL GAMES CELL
CHI COIN KING\$115.00
UNITED DELUXE TARGETTE 125.00
ELEVENTH FRAME 175.00
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WURLITZER 1100\$125.00
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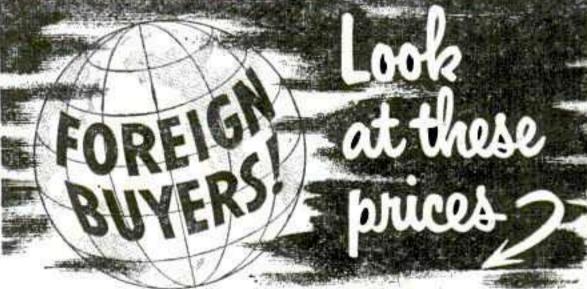
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SEEBURG AMI Model E-120\$450.00 HF100G\$765.00 Model D-40 150.00 M100C 575.00 M100BL 495.00 M100B 480.00 Model A 100.00 1700\$595.00

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SAN FRANCISCO SALT LAKE DENVER PORTLAND SEATTLE

SAY YOU SAW IT IN THE BILLBOARD!

COINMEN YOU KNOW

Continued from page 89

zation and accompanied the winning distributors on that trip to Mexico. Anyway, Art caught himself a nine-foot sailfish, weighing 109 pounds. And that's no fish story, as he had plenty of witnesses.

Jack Lipsiner, of Coin-Operated Service, is celebrating his wedding anniversary by taking his wife on a cruise to Havana. . . . Eddie Weber, routeman for Music Makers, Inc., just got himself a beautiful Ford convertible, with all the trimmings. With so many operators riding around in brand new cars, this writer is thinking seriously of simonizing his old Chevvy.

Bush Distributing Company let go with both barrels this past week, with Ozzie Truppman making a quick selling trip up the East Coast, and Ken Willis doing likewise on the West Coast. Both reported business is very good in these areas. . . . Roy Gulla, Broward County routeman for Marino Music Company, reports collections are fine up in his neck of the woods. Roy says pool tables have really cut into other types of games in his area. . . . Mel Schwartz, of Mellow Music Company, bemoaning the fact that Arthur Zuker left Budisco to go into the real estate business. Mel says he could always depend on Arthur for advice on his boat problems.

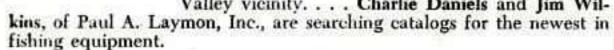
Los Angeles

KORTE

ASSOCIATION GETS SET FOR MEETING. Ben Chemers, business manager of the Los Angeles Division, California Music Merchants' Association, announces that the meeting originally set for March 6 was postponed until March 13, when it was learned that George A. Miller, State president and also president of Music Operators of

America, could attend. Miller arrives Tuesday (12) morning and leaves Wednesday night. . . . Ben Korte, Glendale, Calif., operator who has been on the sick list, is expected to attend the CMMA meeting. He is a director in the association.

There was little activity on coin row the past week, as operators were busy attending to their routes and could not make the trip to the city for parts and supplies. Considerable business was done by jobbers over the telephone, however. . . . Among those who did get in were Cecil Ellison, of the Desert Operating Company, Lancaster; Dick Gray, San Bernardino, and Bill Black, Bakersfield. . . . Marion Mahoney, a comparatively new operator in the business, is active in the Apple Valley vicinity. . . . Charlie Daniels and Jim Wil-



E. E. Peterson, well-known San Diego operator, has just returned from Arizona, where he had good luck fishing, catching the near limit of catfish in the lakes near the Colorado River. . . . Manny Glass visiting Jack Leonard, of Badger Sales Company.

George Kirby, of Kirby Music, Riverside, stopped off at Badger Sales for premium merchandise. . . . Fred Gaunt, of the coin machine sales department at Badger, is back on the job following a rest in the desert. Gaunt took off 15 pounds while vacationing. . . . Oscar Guerra, of Impulsora de Turisimo, San Ysidro, in town. . . . Ray Lindgren, of the Seeburg background music department, in the city for a business trip from the factory. . . . Lewis A. Jaffa, vice-president of Eastern Electric, Inc., spent a few days here conferring with Lawrence Reiss, who is distributing the Lunch-O-Mat. Jaffa flew out for Albuquerque, N. M., to visit between planes with Harry Snodgrass and then on to Amarillo, Tex., and Chicago for the National Tobacco Dealers' Association get-together.

Memphis

By ELTON WHISENHUNT

CAMP SPEAKS BEFORE OP GROUP. Clarence A. Camp, owner of Southern Amusement Company and other interests, made a trip to Caruthersville, Mo., last week to speak to the East Arkansas-North Missouri Music Association. That group wanted Camp's ideas on converting from nickel to dime play. Camp urged the change-over, saying increased costs in recent years demand it. . . . Pat Harrington, owner of Houston, Miss., Amusement Company, reports a recent tornado at Aberdeen, Miss., hit a location and damaged one of his phonographs. . . . Grady Wallace, owner of Wallace Amusement Company at Columbus, Miss., recently installed two V-200 Seeburgs in the new Straight Eight Junior Supper Club and Steak House at Columbus. They had their formal opening February 22.

Memphis and much of the Mid-South had almost four straight weeks of rain during February. C. V. Collins, owner of Crystal Amusement Company of Grenada, Miss., is among those who report business was off some because of the rain. . . . Pete Manos, operator at Greenville, Miss., is busy these days putting pool games on location. The game is catching on well in Mid-South, reports George Sammons, president of Sammons-Pennington Company, music and game distributors of Memphis. Sammos reports Dyess Music Company at Greenville is also covering his spots with pool games.

Chester Richardson, game operator at Greenville, Miss., is getting his carnival rides in shape to travel the road in early spring. . . . Paul Maucel, owner of Paul's Novelty Company, Greenville, reports he is gradually working his phonograph route into dime play. . . . O. H. Rushing, fishing enthusiast of Philadelphia, Miss., has converted his record shop into a fishing and sporting goods store.

Bill Carlisle, Mercury country and western recording artist, was in town last week for the grand opening of Bob Neal's Record Shop. Neal is a popular WMC deejay. He is also current manager of Elvis Presley. He relinquishes Presley, except for local appearances, to big

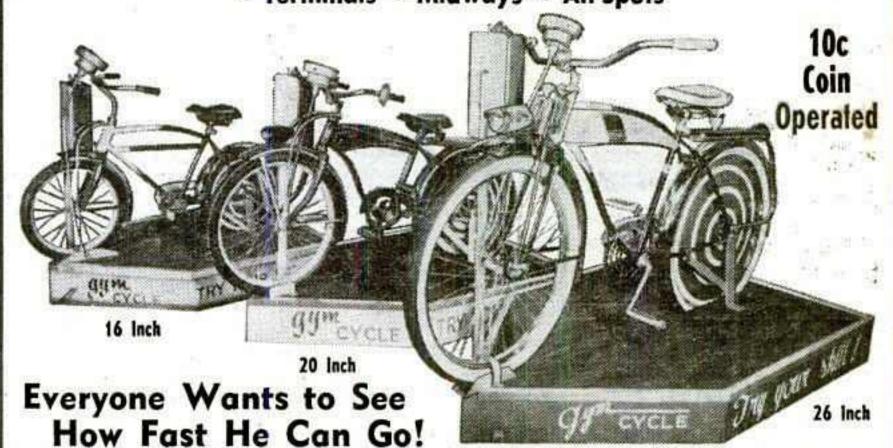
(Continued on page 95)



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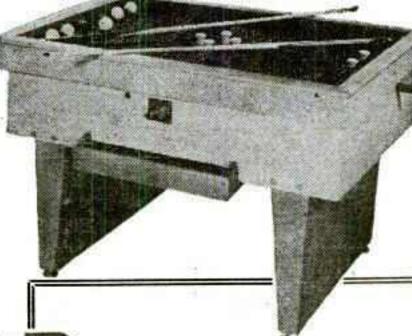
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It's Fun to Ride. Amusement for men, women, boys and girls. Giving the action kids crave as well as supplying the thrill of speed.

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Quality Built

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> Convertible to 2 or 3-Hole Play

Light-Up Bumpers

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Compare!

 FEATURE FOR FEATURE, YOU **GET THE MOST AND THE BEST** FOR YOUR MONEY!

10 Years Continuous Production of Coin-Operated Pool Games Insures Quality You Can Depend on:

Better Cusion Action—Deeper Table Skirt—Rigid NONwiggle Leg Construction—Inlaid Rail Markers—Beautiful, Durable Finish—Ultra-simple, Cheat-proof Ball Release Mechanism—Simplified, Quality Silk-Screened Playfield Markings—Dust Holes for Easy Cleaning— Cue-Tip Kits and . . .

NEW! Special Hole Arrangement available at no extra cost! End Holes pulled in on regular size tables for end-rail cushion shots. Hales moved toward rails on Jumbo DeLuxe models for increased skill play.

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Clover Pool features NEW ADVANCE type scoring on Clover Hole!

Clover Pool is only 8" longer—same width as Champion Pool — size: 3 ft. by 5 ft.

Simple trouble-free mechanism!

Available With "Levelmatic" Playboard Adjusters!

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Combines The Top Features of Automatic Pool Plus The Scientific and Most Interesting Playing Features of 4-Sided Pool Games . . .

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Available in 2 or 3 Hole
Models With The Exciting
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. . . Simple . . . Positive
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New Large
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2 or 3 Hole Models With or
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End holes are located 4 inches closer to center! Choice of 2 or 3 hole models! 3 or 4 Sided play!

chicago

Coin

MACHINE COMPANY

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COINMEN YOU KNOW

inti---- from page 93

William Morris Agency in New York come April 1. Presley was also in Memphis making public appearances at the opening, as was Tommy Leonetti, Capitol pop recording artist. Leonetti also was smash hit at Snooks Friedman's Silver Slipper Night Club on 10-day engagement.

Dick Ford, of Billboard's advertising department, was in town last week for good-will visits to distributors. He was on jump around country. This correspondent had a pelasant visit with him. . . . F. A. Blaylock, owner of FAB Company at New Orleans, Wurlitzer distributor, was in Memphis last week seeing R. E. Williams on business. Williams is owner of Williams Distributing Company and Plaste Products Company, record pressers. Blaylock also conferred with Edward H. Newell, Williams' general manager. . . . Helen McAdams, pretty secretary at Canale Amusement Company, back from a week's vacation in Florida. She reports a great time, a good rest.

Syracuse

OP TAKES BIG STEP. Well known local operator, Roland Smith, will shortly be consumating the biggest deal of his life-he is being married...Mary Crowley has just become a welcome addition to Sheldon Sales Syracuse Company. . . Lindy Nardone and Dave Secre, Rochester, dropped in for a visit at Sheldon...Barney Rapp, Liberty Bell Amusement Company, Rochester, may be seen any day dropping his line thru the ice at Seneca Lake. Barney, when it comes to fishing, has coined the slogan, "Rain nor snow, nor hail nor sleet, can stop Barney Rapp from performing his daily fishing feat." Best of all, Barney always comes back with a good catch.

Earl Foy, Watertown, N.Y., operator was recently spotted at the Steak House in a very serious huddle with Bernie Shapiro, Sheldon Sales. Looked like more than the steaks were cooking...Johnny Bilotta, Bilotta Distributing Company, Newark, N.Y., left for a Miami vacation.

Twin Cities

RUBIN

By JACK WEINBERG

DIME PLAY CONTINUES. Walter Witt, of Minneapolis, back from a Florida vacation to find that most coinmen in this area have switched their juke box operation to dime play. Witt is considering following suit. . . . Mike Young, of Soldiers Crove, Wis., has gone to Florida for several weeks' vacation, leaving his 14 children at home. . . . Mrs.

Matt Engel, whose husband is at Mayflower Distributing Company, St. Paul, is convalescing from a broken arm suffered some weeks ago.

Reports from Coin Amusement Company, St. Paul, are that Bob Wenzel is having good success switching his juke box operation to dime play. . . . S. L. Wiederhold and Gary Wagner, of Hastings, Minn., were in the Twin Cities last week shopping. . . . Lou Wolf, of Atlas Sales Company, Minneapolis, is hospitalized while doctors try to find out what's wrong. His wife is directing the operation in the meantime.

Sam Karter, of North Star Novelty Company, Minneapolis, is feeling fit again after an illness which kept him out of circulation for a long period. Karter is venturing into pool table operation. While

Karter is all for dime play, his type of location is such, he explained, that he hasn't yet been able to switch over from straight nickel. However, he hopes to convert soon. . . . Gordon Dunn, of Moose Lake, Minn., was in town buying records for his route. . . . Avis Fike, of Sandler Distributing Company, Minneapolis, flew to Des Moines last week to close the firm's year-end books.

Lew Ruben, of Lieberman Music Company, reports operators are showing continued interest in pool tables, with orders for the units piling in daily. . . . Solly Rose, at Sandler Distributing Company, has the same report to make for his jobbing firm. . . . Archie LaBeau Sr., of LaBeau Novelty Sales Company, St. Paul, went to St. Cloud, Minn., Wednesday (7) on business. . . . Mr. and Mrs. Gilbert Bisek, of Park Rapids, Minn., were in town buying pool tables, novelties and used equipment. . . . Duane Knutson, of Fertile, Minn., is switching from bingos to pool tables.

Eddie Rich, of Spooner, Wis., was in this market the past week shopping. . . . Andy Benna, of Ironwood, Mich., came to the Twin Cities in search of phonos. . . . Still adding pool tables is Harry Atkins, of United Machines Company, Minneapolis. . . . So is Ted Lawn, of L. & M. Sales Company, Minneapolis. . . . Forest Dahl, of Fergus Falls, Minn., was in this market buying pool tables and other equipment. . . . Emil Seriani, of Eau Claire, Wis., ordered pool tables on his visit, as did J. S. McMahon, of Eau Claire, who also picked up records.

Shoppers were Harry Gallep and Johnny Gallep, both of Menominee, Wis. . . . Jimmy Donatell, of Spooner, Wis., was in buying phonographs. . . . Harold Theisen, of Thomas Sales Company, Minneapolis, added pool tables last week. . . . Jack Tomar, of Two Harbors, Minn., was in this market for equipment. . . . Music and pool tables were the interest of Martin Kalleen, of Worthington, Minn., as well as of Mr. and Mrs. Floyd Shaw, of Eden Valley, Minn.

Detroit

By HAL REVES

DONATES JUKE TO YOUTH CENTER. The youth of suburban Hazel Park were presented with a new juke box for their \$100,000 youth center by Frank Alluvot, Frank's Music. Request for the machine was received by the office of the United Music Operators' Association. . New Gal Friday for Roy Small at the U.M.O.A. office in the Fort Wayne Hotel is Fay Grossman, formerly with Miller-Newmark Distributing Company. . . . Dale Sauve, Grande Amusement Company, off in the middle of the week for a fast business trip to Cleveland.

Washington

By DELORES NEWCOMB

INSTALLS VENDERS IN GOVERNMENT BUILDING. Sid Lotenberg, of the G. B. Macke Corporation, reports that Macke has installed a complete snack bar in the Government Employee's Insurance building. Enough equipment was installed to feed 650 employees. Another installation was made recently in the Naval Security Station by Macke. Forty pieces of equipment were placed on location and will vend sandwiches, milk, coffee and beverages. Lotenberg adds that it was the first time an installation of this type was made at the Station...Hirsh Machines is enjoying a good business, says Roger Squitero... The Washington Music Guild will hold its annual election meeting March 20. President Evan Griffith expects a nice turnout. The meeting will be held at the Ambassador Hotel and will

SPRING LOCATIONS CAN BE GUARANTEED with DAVIS 6-POINT

Write, wire or phone us regarding our rebuilt and reconditioned phonographs, available preset for dime play if requested. Ask for "10c Play Fact Sheet" which tells how to successfully convert your route to 10c play.

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4100BL\$475	1500-1550\$295.00
1100C 575	1600-1650
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Triple Play 375.00

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BALLY

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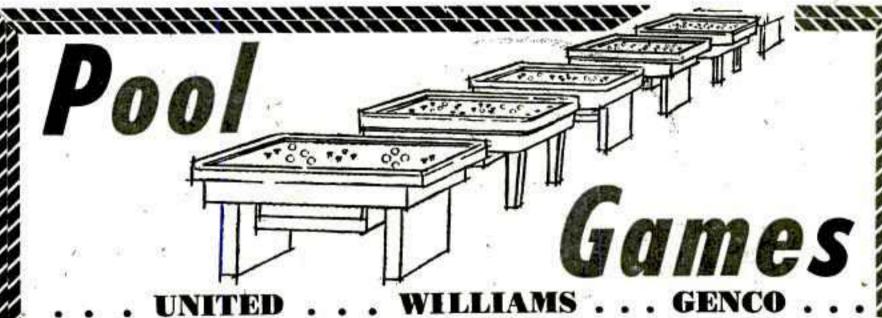
Beach Club Yacht Club

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Bright Lights Bright Spot Evans Saddle and

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SUPER BIG TOP NEW	Skyrocket\$375.00
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Jet Fighter 225.00	Shooting Gallery 150.00
Shoot the Bear 145.00	Rifle Gallery 225.00
Coon Hunt 175.00	Del. Sportman 275.00
Dale Gun 89.50	Del. Carnival 265.00
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Sluggin' Champ \$235.00	Diamond Lil \$175.00
Flying High 95.00	Guys-Dolls 110.00
Southern Belle 225.00	Skill Pool 110.00
Grand Slam 110.00	Queen of Hearts 100.00
Quartet 110.00	Hit 'n' Run 75.00
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Ace, Match Score 235.00

Mars, High Score 245.00

Speedy, High Score 235.00

Leader, Match Score 175.00

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Imperial, Match Score 135.00

Royal, High Score 125.00

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UNITED	CHICAGO COIN
REGULATION	BOWLING TEAM WRIT
Super Bonus, High Score\$345.00	Hollywood \$325.0
Capitol, Match Score 345.00	Holiday 295.0
Venus, High Score 325.00	Bonus Score 345.00
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Comet, Match Score 275.00	Starlite 175.0
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Banner, Match Score 265.00	Victory\$195.0
11th Frame, Match Score 245.00	TALLET
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HF 100R\$845 HF 100G 725	E120\$525 D80 375 D40 265
M100W 725 M100C 600 M100B 475	WURLITZER 1800, Like New \$795



POOL GAME SUPPLIES Cues, Balls, Tips, Glue, Chalk, etc. LOWEST PRICES!

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COIN MACHINES

MIAMI BEACH \$425.00	DUDE RANCH\$115.00
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SURF CLUB 125.00	ATLANTIC CITY 60.00
HI-FI 145.00	CONEY ISLAND 45.00
NEW POOL TABLES WITH LIGHTS	\$250.00
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POOL BALLS	1.60 ea. or \$14.00 a set
	POSIT
. FRANK MILLS,	Mgr., Dept. R-6

SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago BAyport 1-1616

Picks Via Supermart System Continued from page 77

wall. For St. Patrick's Day, all operators, boxes bearing Irish tunes are printed in green:

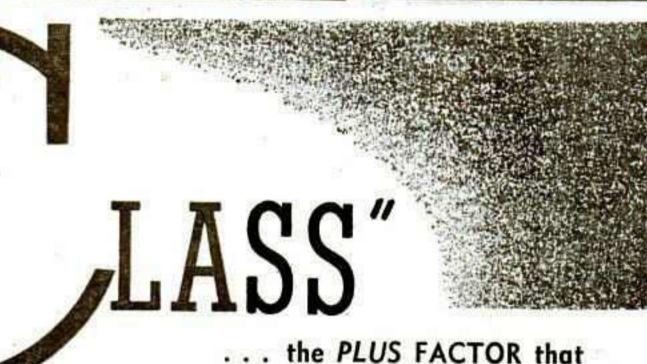
Standard Bin

identifying each, is stocked with tors to scan. both 45's and 78's.

As an added convenience, Singer furnishes each of the boxes on its shelves with title strips. Cards of these strips are placed in the boxes

Cleveland Coin Machine Exchange, Inc.

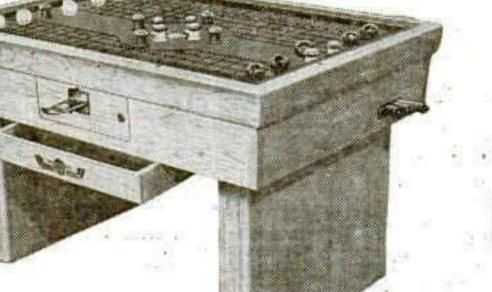
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FINEST GAME-



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Center-Hole

Regular Size

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Built-in SUPER-LEVEL TOP ADJUSTER

End Holes "Triple-Bumpered" for Skill Appeal!

Solid, Push-Proof. Wobble-Free! Heavier: "Billiard Table" Quality!

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the "Quality Twins!"

Ask the Man Who Operates 'Em!

14th YEAR OF QUALITY PRODUCTS &

Phone, Wire, Write for Complete Information

VALLEY MANUFACTURING CO

333 MORTON ST. BRY CITY, MICH. PHONES 8587 or 8588

And just to make sure operators and operators are free to help see the seasonal boxes, Singer has themselves to as many as they special cards measuring approxi-mately 2 by 3 feet affixed to the There's no limit or expense to

Toward the rear of the store is the counter, where any one of the Sipiora brothers or any one of the Old standards have a special bin seven full or part time employees in the rear of the store. The bin, count up the operators' purchases. capable of carrying nearly 300 Copies of current trade papers are different records, with a space for set out on the counters for opera-

Dupes Eliminated

Behind the counter, Singer keeps a card on each operator's specialty purchases. Should an operator have only one or two real rhythm and blues stops, Singer keeps track of the disks he buys. When the operator says he wants to put on three or four new r&b tunes, one of the Singer staffers will check the card t make sure he is not buying something he already has.

To handle out-of-town operators, Singer has prepared a special order blank. The order form takes care of everything from the speed of the disk to the number of strips the operator wants with each. At the bottom of form are listed other items such as needles to remind operators to check their inventories.

In addition to filling week-toweek orders mailed by operators, Singer has a special pre-picked package for its customers. An operator who has 20 locations, all pop or mixed types, can subscribe to a certain number of records to be shipped to him without any orders being placed. The operator is actually putting his buying faith in the one-stop, letting it pick out the records for him to sample.

The top 20 records of the week, according to operator purchases, is listed on a blackboard for operators to cneck over and compare with their picks.

Hits Listed

The newest record service being initiated at Singer is a special EP record section. Toward the front of the store, racks are being built to carry a full line of EP's.

However, the biggest EP service for operators is carried on in the back of the one-stop. Here, the Sipiora boys make up special EP packages for operators using Seeburg's 200-selection phonograph, and for operators trying EP's as a wedge to dime play.

EP Packages

The EP package put together at Singer features name artists and could easily sport a different label with each record. Joe explained that operators want as much diversification as possible when using EP's. He pointed out that tho record manufacturers' packages could be purchased at less cost, they usually featured less variety. The one-stop's package contains 10 records, 40 tunes.

Even coffee and rolls are served to operators. The Sipiora brothers feel that many operators want to get off to a fast start in the morning, but at the same time want their coffee. "This way they can do both," they declared. All singles, both 45's and 78's,

as well as EP's, are priced at 5 cents over cost.

A.B.T. Coin Games Move to Frantz Co.

CHICAGO, March 10. - A.B.T. Manufacturing Corporation, which sold its amusement game manufacturing rights to the J. F. Frantz Company here (The Billboard, March 3), reports the moving of equipment already under way.

George Kozy, A.B.T. sales manager, said the Rifle Sport equipment has already been moved out, with the Challenger pistol equip-ment to move out this week.

The move was made to permit A.B.T. to concentrate its facilities exclusively to manufacturing and developing component products for the automatic vending and coinoperated amusement game industries.

FOR SALE

Rock-Ola '50 1422, each\$39.50 Wurlitzer 1015, each 39.50 Seeburg '46, each 39.50

Cash with order

BIRMINGHAM VENDING CO. 540 Second Avenue, N. Birmingham 4. Alabama

WANTED

WILL PAY CASH FOR COIN OPERATED

Kiddie Rides

BIG BRONCOS BALLY CHAMPIONS

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Pittsburgh 19, Pa.

EXpress 1-1613

POOL GAMES

POOL GAME SUPPLIES IMMEDIATE DELIVERY

INVENTORY CLEARANCE!

BALLY CONEY ISLAND \$ 3	19
BALLY PALM SPRINGS	,
BALLY SURF CLUB 10	19
BALLY ICE FROLICS 11	7
UNITED CLASSIC	1
UNITED LEADER 13	19
CHICAGO COIN HOLIDAY 24	19
SEEBURG 1-47M PHONO	59
SEEBURG 100-C PHONO 55	19

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PINBALL GAMES Bally Atlantic City\$ 59.50

ally	Beauty .					 	99.50
ally	Dude Ran	ch				 00	109.50
ally.	Frolic						79.50
ally	Palm Bear	ch			-		59.50
ally	Yacht Clu	b			-	01	69.50
ally	Turf King				ш	п	
ally	Citation .				11	01	29.50
nite	d ABC			101		-	29.50
		The same		200		92	A STATE
r Ri	CABE	100	-	111	т	ar 1	

ARCADE EQUIPMENT Genco 400 \$ 49.50 Chi Coin Hockey 69.50 Space Ship 219.50 Exhibit Sportland 150.00 Exhibit Star Shooting Gallery 99.50

MUSIC MACHINES

SHUFFLE GAMES

AMUSEMENT CO.

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MOA Convention

• Continued from page 77

ages and Dime Play." Moderators: Ted Nichols and Howard Ellis, both officers of the Nebraska Music Guild.

2. "Public Relations and Local and State Legislation." Moderators: Larry Marvin, of the California Music Merchants, Sacramento division, and John Wallace, president of the West Virginia Music Operators' Association.

3. "Public Relations and Local

 NYLCO ROCKETS
 \$350

 CAROUSELS
 350

 TARGET HORSES (Large)
 285

 PALOMINO HORSES
 225

 RABBITS
 175

 BULL
 175

 MIDGET RACER
 250

 DUCK
 225

 HOT RODS
 325

 "ELSIE-THE-COW"
 285

 "BRIGHT EYES" HORSE
 285

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Phone: ALgonquin 4-3338
Exclusive Distributors for Rock-Ola
Mfg. Co., United Mfg. Co. and
Keeney Mfg. Co.
DISTRIBUTORS OF GAMES OF
LEADING MANUFACTURERS.

and State Legislation." Moderators: Gordon Stout and Norman Gefke, both of the South Dakota Phonograph Operators' Association.

4. "Depreciation: A Key to Sound Juke Box Management and Merchandising." Moderators: Harry Snodgrass, Albuquerque, and Jimmy Tolisano, president of the Connecticut Music Operators' Association.

"Short Cuts to Better Servicing and More Efficient Management." Moderators: Milton Cole, Cincinnati, and Dave Baker, president of the Massachusetts Music Operators' Association.

Exhibit Hours

Exhibit hours are from 2:30 to 8 p.m. on Sunday and Monday (6-7) and from 2:30 to 6 on Tuesday.

The annual banquet will be held Tuesday evening.

Exhibitors will be permitted to set up their booths on Saturday (5) and will be required to take them down no later than Wednesday (9).

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All in A-1 condition. \$1,000.00 takes all! No crating. Pick up only.

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Your American Red Cross Is Always There After Disaster Strikes



2-WAY DE LUXE BANK POOL SPECIAL DE LUXE BANK POOL

All Models Available with or without LITE-UP BUMPERS

2-WAY
SENIOR DE LUXE
BANK POOL

Convertible
to 2 Hole or 3 Hole Play
with Center Hole Plug

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THE GREATEST POOL GAME EVER MADE! WE ARE PROUD TO PRESENT CHICAGO COIN'S NEW

FIRST 4-SIDED GAME WITH AUTOMATIC SCORING! SENSATIONAL INNOVATION SETS THE PACE FOR THE INDUSTRY! NOW DELIVERING! BE FIRST WITH CHICAGO COIN AND "FIRST"!

MAKE "FIRST" YOUR **HEADQUARTERS FOR** ALL THE LATEST **POOL GAMES!**

15 New Models Available! **EXHIBIT SKILL POOLS** CHICAGO COIN CHAMPION

Center Hole Plugs—use 2 or 3-Hole; Light-Up Bumpers; End Holes In or Out; Anti-Warp Adjusters—3 or 4-Sided

POOLS

Play and many other features!

Dickens 2-0500

Best Deals! Immediate Delivery!

COIN MACHINES

EXHIBIT 500\$295 **SPORTLAND 225** SIX SHOOTER 95

TARGET GUNS

DALE GUN 65 GENCO WILD WEST C.C. ...\$375 RIFLE GALLERY ... 195 SKY GUNNER 115

UNITED

DELUXE CARNIVAL \$245



1750 W. NORTH AVE. ...

CHICAGO COIN

SHUFFLE GAMES -FIRST-Conditioned UNITED

*DeL. CLIPPER ... \$325 *DeL. FIFTH INN. .. 250 *DeL. MARS ... 250 *DeL. TARGETTE ... 185 *BANNER ... 245 RAINBOW ... 235 *LEADER ... 175 LEAGUE ... 175 CHIEF ... 145 CHIEF 145
ROYAL 125
*CLASSIC 95
OLYMPIC 85

BALLY *MAGIC \$295

*Indicates Match Play

CHICAGO 22, ILLINOIS .

ZIPPERS ARE **OPENING NEW LOCATIONS for ALERT OPERATORS!** BINKS ZIPPER

rs an Outstanding COUN-TER GAME with 3 Great Play Principles: (1) Bingo Scoring. (2) High Score. (3) Steeple Chase (Zig Zag Ball Action. Takes 1¢, 5¢, 10¢, 25¢. Orig. NOW

\$79.50 ONLY BRAND NEW



Toledo Youth Show Gets UMO Assistance Nod

DETROIT, March 10.-In line campaign, the United Music Operators of Michigan announced this 3 cents over cost. week that it will co-operate with dick jockey Fred Mitchell, WOHO, Toledo, when he stages his annual "Two-Bit Show" at the Toledo Sports Arena for the benefit of underpriviledged children next Sunday (18).

As was done a year ago, UMO members will line up local talent for appearances at the show. Roy Small, UMO conciliator, heads the association committee to handle the preparations.

Tickets for the show cost 25 cents, the money all going to charity. The program includes artists. Detroit performers already band conductor and accordionist; the Starlets and tap dancer Pat Kurby.

Small said that additional talent coming week.

association's last regular meeting, used.

Chi One-Stop **Prices Disks**

CHICAGO, March 10. - Al Temaner, head of Little Al's One-Stop here, who made his entry into the operator end of the record with its adopted benefit-for-youth business less than a year ago, is now pricing disks to operators at

> The 3-cent mark-up price is offered to all operators purchasing five or more of the same record. When quantitites of a tune are purchased in lots of less than five, the price is a nickel over cost.

> Out-of-town operators ordering by mail are charged on the same price scale.

> The 3-cent-over-cost price covers 45's and 78's.

... Title Strips

Title strips are furnished to operators on both price levels.

Little Al's, in addition to stockleading disk jockeys and recording ing current pops, has built up a reputation for carrying a wide confirming their appearance at the variety of standards, specialty Toledo event include Stan Wisnick, tunes and EP's. As an added service to operators, Temaner has started what he calls a "preselected operator EP package."

Temaner explained that each will be lined up thruout the EP package is made up seperately and is tailored for specific loca-As a result of another youth tiens. When orders are received effort, Small read a letter of appre- for an EP package, Temaner calls ciation from the local Masonic the operator for information on the Temple to operators during the location where the EP's are to be



LITE IS OPTIONAL OPERATE Keeneys Celeste Ravel IT'S ALWAYS MISS ILLINOIS ON THE 1954-55 JUMBO DELUXE AND DELUXE REAL FAN at LEVEL! Keeney's FASCINATION FASCINATION POOL **POOL TABLES**

4-WAY ANTI-WARP STABILIZER insures perfectly flat surface on all four quarters of playfield!

Standard Equipment with Keeney Tables

CENTER HOLE PLUG

PLAYERS

3 or 4 sided play

Both Models

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Mahogany Grained Moulding—Cork Finish Body and Legs

Market - pre- Current Communication and Communication Comm

Size: 70" L. x 36" W. x 32" H.

- Perfect operating Ball Release can't be cheated
- Perfectly squared to entice the professionals
- Simple coin mechanism
 Green, rubber-backed felt
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 Leg Levelers
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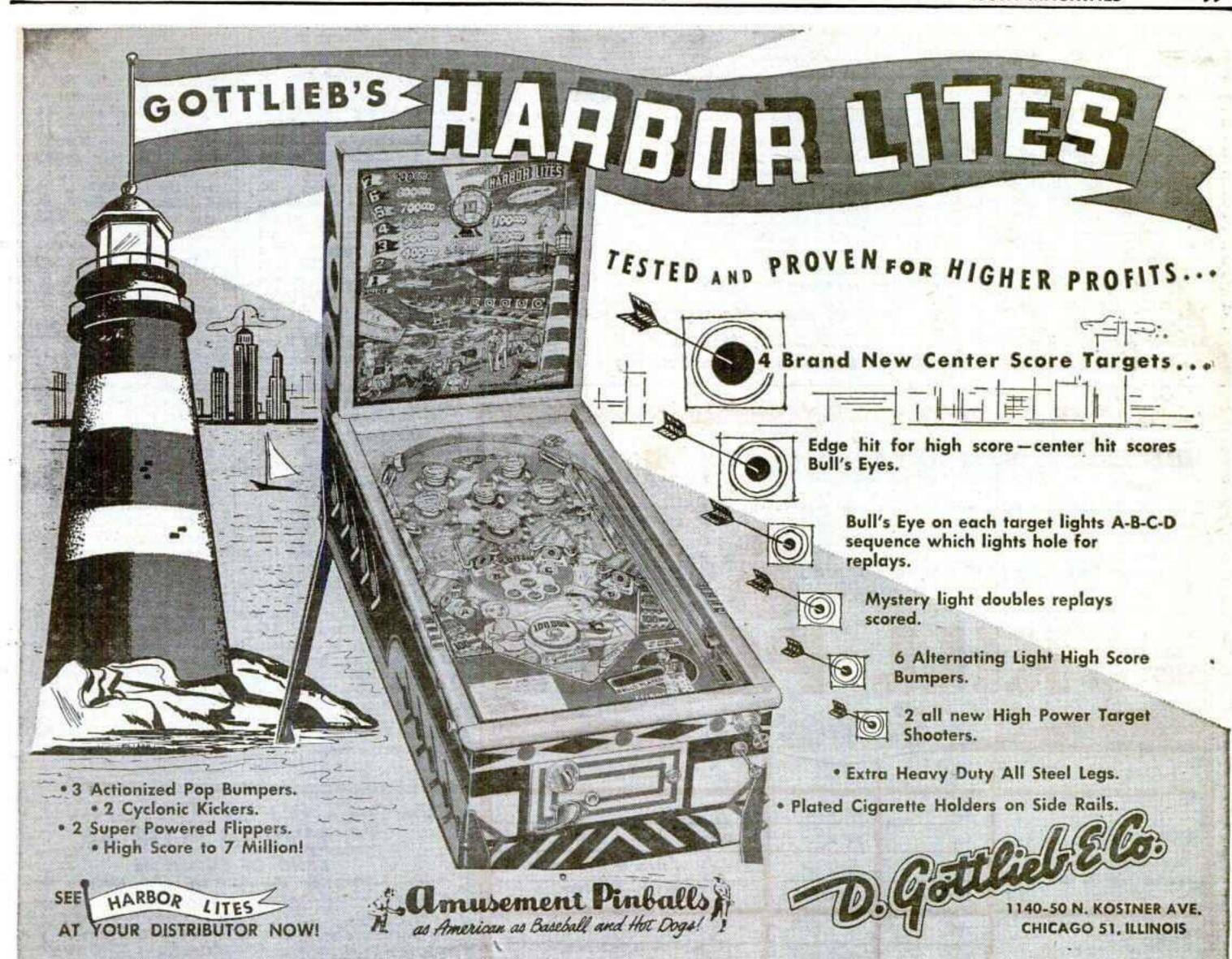
2600 W. FIFTIETH STREET & CHICAGO 32, ILLINOIS

for 2 Hole or 3 Hole Play

SIZE: 52" L. 36" W. 32" H.

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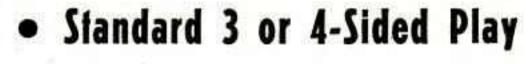
WRITE-WIRE-PHONE YOUR KEENEY DISTRIBUTOR!





NOW!

In a NEW Series
FEATURING.



- Fast Playing Advance Hole Model
- Optional Center Hole Play

All Models Available With Colorful Light-Up Bumpers and Indirect Playfield Light!

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1927-1956 29 Years of Leadership! COIN MACHINES

Continued from page 92

recently visited George Popkins on the latter's "Pop's Country Store" over WXGI, Richmond, Va. . . . Lew Banks, WHIE, Griffin, Ga., reports that the "Dixie Jamboree," broadcast live each Saturday, 4-5:45 p.m., from WHIE's studios, now has a talent roster of 20 full-time artists. Added to the roster recently, according to Banks, were John Paul Jones and the Pirates, with Peggy Fox, Jerry Johnson and Clayton Head featured.

Shel Horton, recently named promotion manager of WKMC, Roaring Springs, Pa., is broadcasting three and a half hours of country stuff Monday thru Friday; seven hours on Saturday, and an hour on Sundays. On Saturday, from 1:45-2:30 p.m., Horton auctions off an automobile for a local concern. Bids are taken over the phone during the show, while Horton describes the car up for sale. The auto dealer buys 20 spots weekly. Charlie Ritchey, WKMC manager, helps with the auctioning. Horton will pass on more information to those jockeys in-

terested. . . . Gale Southern (Stardale) dropped in at KAMO, Rogers, Ark., recently for an hour's visit with Smoky Dacus. Dacus left Dallas March 5 for a six-week stay in Dallas. . . . Cactus Joe Wesley, WHIBY, Belleville, Ill., needs records from Decca, Capitol and Mercury.

Bill Carlisle, of the Carlisles, dropped by to chat with Charlie Banks at WCTT, Corbin, Ky., recently. Banks is on the air six hours a day, Monday thru Saturday. . . . Cuzzin Bill Hamby, WONE, Dayton, O., has reorganized his Pea Pickers band and changed the name to Melody Masters. He and the group are playing five nights a week at Clem's Supper Club, near Dayton. Hamby

Troy, O., with Johnny and Jack, Kitty Wells and Roy Acuff.

Sam F. Townsend, WCNU, Crestview, Fla., types: "Johnny F. Dolan said in the February 25 issue of The Billboard that Hank Locklin's 'A Good Woman's Love' would be one of the biggest tunes for quite some time. After playing the record, I say the same. When I aired the recording on my 'Top o' the Morning' show, I got an immediate response from my record jury. The jury, incidentally, consists of the approximately 5,000 civilian employees that drive by our studios on their way to work at the nearby Eglin Air Force Base. When I introduce a new record, I ask the jury to respond with their horns if they like the tune. Well, Hank's 'Good Woman's Love' really brought in the signal loud and clear." . . . Ken Radant, WOAP, Owosso, Mich., writes that the service he's getting from Columbia is still poor.

Marshall Pack, Pack Hunter Enterprises. Asheville, N. C., composer of "Mail Order From Heaven," sends in the following news from his area: Red Kirk, now dee-Lipped Girl." Ken Marvin, former well as listeners' requests. . WSKY. Pack concludes: "The Bill- hour "RFD Jamboree."

recently appeared at Hobart Arena, board recently Spotlighted my sacred composition, 'Mail Order From Heaven.' To date I have heard from 14 different States commenting on the tune. Nelson King did a beautiful recording of it on the Mercury label and I, of course, recorded it for Republic. Just sent the song to Murray Nash for publication. I recently completed a new sacred song, 'Every Day and Every Hour,' which I wrote for and dedicated to Jimmy Davis as a measure of thanks for his work in sacred music."

> Dave (Cuzzin Deke) Harold, WONW, Defiance, O., recently conducted a survey among the listeners of his daily "Rhythm Round-Up" show to determine the favorite country and western artists in the Northwestern Ohio area and adjacent portions of Indiana and Michigan. Placing in the top 10 were Webb Pierce, Faron Young, Eddie Arnold, Carl Smith, Hank Snow, Kitty Wells, the Wil-burn Brothers, Jean Shepard, Ernest Tubb and Hank Williams, in that order.

Deputy Jim Thompson, formerly heard once a week over KQV Pittsburgh, is now on the air from 7:05-7:30 p.m., Monday thru jaying the country music over Thursday, and 10:05-10:55 a.m. WSKY, Asheville, has a new one each Saturday. Thompson features out on the Republic label, "Red- The Billboard chart leaders, as vocalist with the Roy Acuff troupe, Cousin Mack Howerton, c.&w. doing lots of c.&w. promotion work deejay and chief engineer of in the Asheville area. He's also KTCB, Malden, Mo., infos that the morning man at WSKY. Cactus new studios are being built to Pete Williams is picking' and sing- house the KTCB operation. Howin' each night from 9-10:30 over erton is heard daily with his three-

NOW! Only EXHIBIT Offers You THE STYLE AND PLAY BEST SUITED TO YOUR NEEDS

Choose from

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NAME OF GAME	MODEL NO.	SIZE	SPECIAL FEATURES
SKILL POOL All Models Convertible to 2-hole or 3-hole play!	800	52" x 36"	
	800L	52" x 36"	Lights in Bumpers.
	800 Spec.	52" x 36"	End Holes Set in 3" From Rails.
	800L Spec.	52" x 36"	Lights in Bumpers. End Holes. Set in 3" From Rails.
KING SIZE SKILL POOL All Models Convertible to 2-hole or 3-hole play!	750	70" x 36"	End Holes Set in 3" From Rails.
	750L	70" x 36"	End Holes Set in 3" From Rails. Lights in Bumpers.
	750 Spec.	70" x 36"	End Holes Moved Back to Rails.
	750L Spec.	70" x 36"	End Holes Moved Back to Rails. Lights in Bumpers.

8 PROVEN-ON-LOCATION TOP MONEY-MAKING **Exhibit SKILL POOL Models** With 32 Possible Variations In

Play. All with Lined Convertible 2-hole or 3-hole Playfield for 4-sided play or space saving 3-sided play.

ORDER THE SKILL-POOL GAME THAT'S PRACTICALLY "CUSTOM-CRAFTED" FOR YOUR PARTICULAR PATRONS!

EXCLUSIVE EXHIBIT

FEATURES

FOUND ON ALL MODELS

1.Two Gold Color Cigarette

2.Frame to Hold Operator Serv-

ice Card.

3. Three Built-Into-The-Playfield Levels.

A.Precision Machined Center Hole Plug, for 2-Hole or 3-Hole Play.

"FIRSTS" by EXHIBIT

Skill Pool Games.

2.Lined Playfield.

3. Plastic Bumpers.

4. Playfield Levels. 5. Anti-Wrap Bracket.

6. Decorated Cabinet. 1. Center Hole Plug.

EXHIBIT PLUS FEATURES

Highest Grade-Heavy Weight Balls.

L Seasoned Wood Cue Sticks. 3. Top Quality Rubber-Backed

Lined Playfield for 3 or 4

Sided Play. 5. NEW-Plastic Bumpers.

6. Sta-Kleen Ball Runs.

Live Rubber Rails.

B. Anti-Cheat Ball Release. 9. Hinged Top.

10.Life Fixture for Every Model, (Optional, extra.)

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Sked Op, Mfr. Open House at Atlas March 18

DES MOINES, March 10. — Atlas Music Company, Seeburg outlet here, headed by Phil Moss, will hold an open house for manufacturers' executives and coin machine operators in Iowa and Nebraska Sunday, March 18, in the firm's new building at 12th and Walnut streets.

The Atlas firm has invited executives from Chicago Coin, Genco, Williams and Seeburg to meet the operators from this area. Eddie and Morrie Ginsburg, heads of Atlas Music in Chicago, along with Moss, will be hosts for the day.

Besides holding open house to launch its new building, Atlas is celebrating its 10th year in the business here.

The new building features a juke box display room, a novelty game room, a used pinball show-room, parts and service departments—three times as large as before, a storeroom and warehouse, and two loading docks.

Moss said the firm will now be able to keep a more complete inventory on hand for operators.

The open house will also feature a buffet luncheon, as well as door prizes.

Other Atlas offices are in Omaha and Pittsburgh,

Juke Dime Play

• Continued from page 77

take time to achieve a 100 per cent level, I'm confident that dime play is here to stay."

Meanwhile, St. Paul operators report that the move to 10-cent play is "satisfactory."

"By early spring, I foresee all juke boxes in St. Paul going to dime play," said one operator. "I'm certain it is going to work out all right."

He said that better than 50 per cent of all phonographs in St. Paul were already operating on dime play, three for a quarter, and that by the end of March the figure will be better than 75 per cent.

The big stickler in St. Paul seems to be whether to go to 10-cent play, three for a quarter, or 10cent play, four for a quarter. Generally, most operators seem to favor three for a quarter.

One operator declared that practically every coinman in St. Paul who has juke boxes has some dime play spots.

Record Attention

He said that dime play has even improved poor locations to the point where they are now profitable and receiving better service than before. One big secret in promoting dime play, he added, is giving special attention to record selections.

Here in Minneapolis, operators point out that about 50 per cent of all machines on location have been converted to dime play. With only a few exceptions, every operator is sold on the advantages of dime play, they comment.

"It's a question of moving slowly to make location owners see the advantage of dime play," was the way one operator put it.

way one operator put it.

Another said: "Each operator who is sold on dime play has made himself a committee of one to try and sell other operators and location owners. Talking with these men is sure to help the dime move here."

James Robson

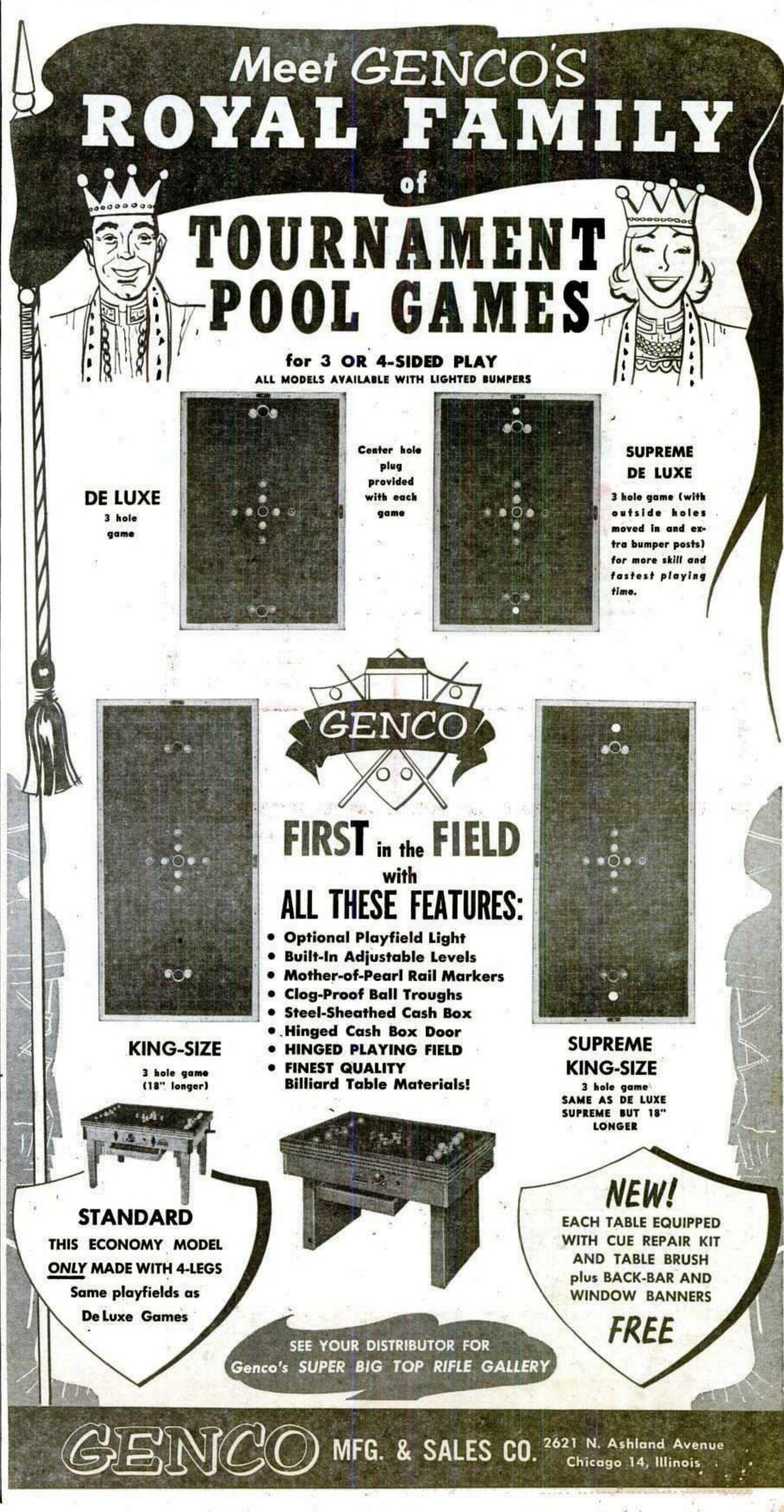
• Continued from page 77

purchased the White Music Company from Detroit operator Harry White. He has headed the firm ever since and plans to continue to keep his juke box operation.

Remains in UMO

The resigning from the post of secretary, Robson will remain a member of UMO.

Succeeding Robson's UMO office was Lou Fisher, head of Fisher Music Company, who was a member of the association's board of directors. James Rothis, of Rothis Music Company, was named to fill Fisher's former post.

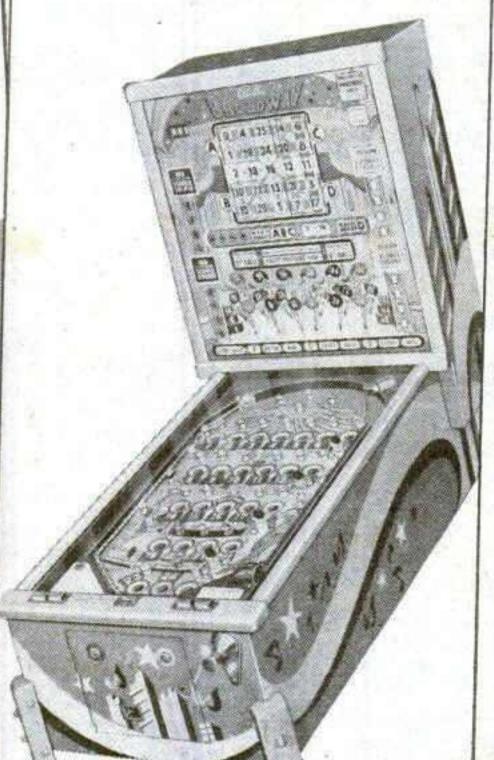


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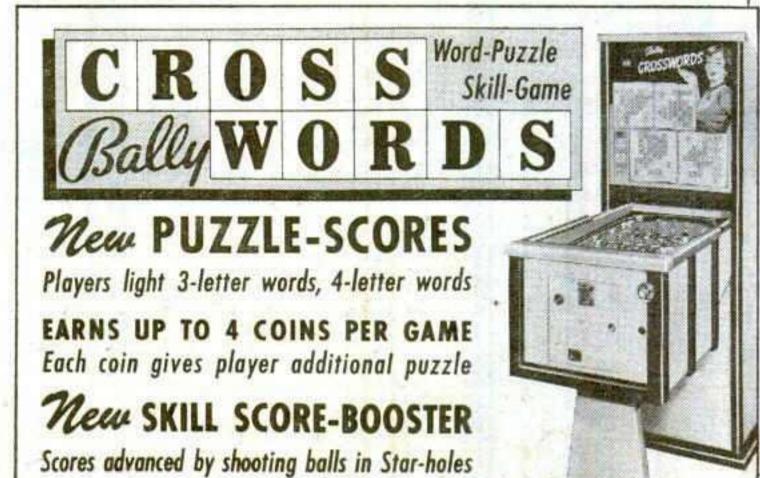
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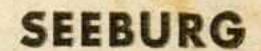
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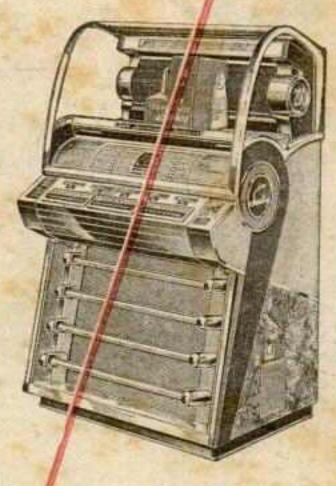
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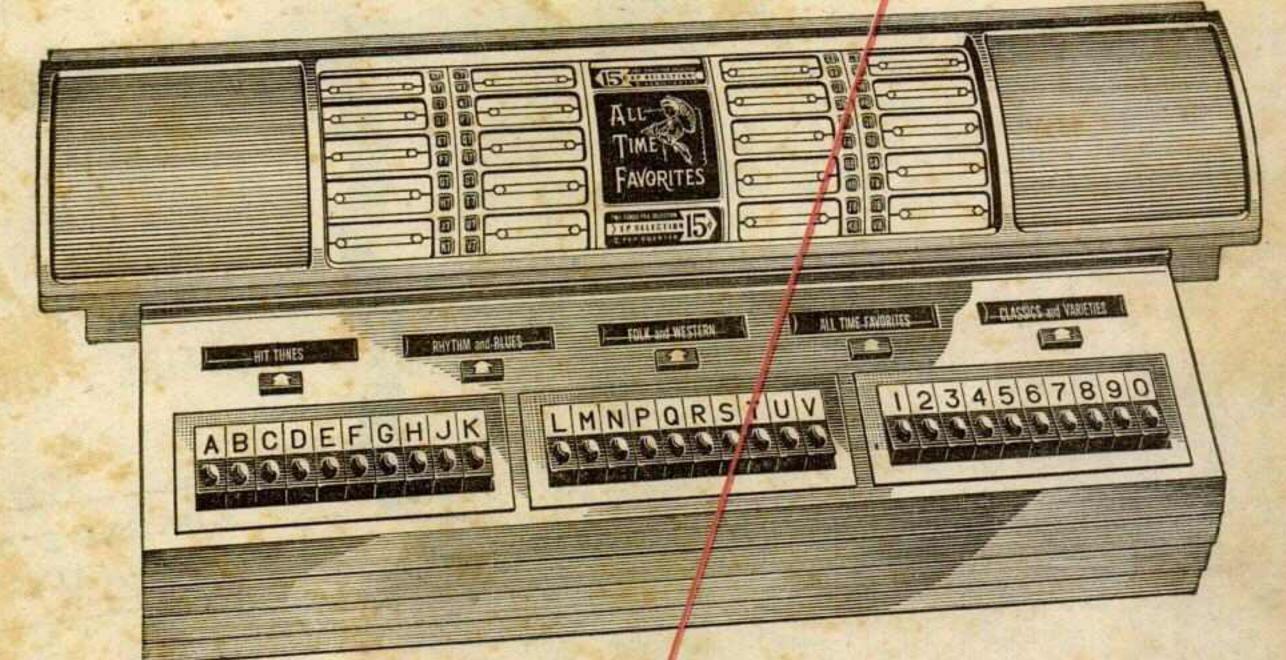


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