

Anal

# The Billboard

1956 COIN MACHINE  
BUSINESS REVIEW  
& DIRECTORY ISSUE  
Begins Page 79

MARCH 24, 1956



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE: 25 CENTS

## Video Talent Shows Stage Thing or Two

### Long a User of B'way Talent, Television Now Reciprocates With Its Own Artists

By DENNIS McDONALD

NEW YORK—Now it's TV's turn. Live television in New York has long benefited by its proximity to Broadway, making generous use of the stage's talents and materials for programming. This season, however, has been marked by a turning of the tide, the foot in the other shoe. TV, having developed some talent of its own is showing Broadway a thing or two.

#### Writing Talent

For example, television has been proving ground for writing talent. TV-born and bred Paddy Chayevsky made his Broadway bow this year with his scripting of the successful "Middle of the Night." Also Robert O. Hirson, who wrote "Man on a Tiger" for video, has had his property optioned for Broadway, and Bill Hoffman, TV writer, will debut as a stage playwright this month with "Affair of Honor." There are others, too, and, of course, N. Richard Nash and Horton Foote are already old Broadway news.

Likewise, Jerome Lawrence and Robert E. Lee, old-time hands at radio and TV writing, have really made a splash on Broadway this season with "Inherit the Wind" already a hit and "Shangri-La" and "Auntie Mame" coming up for Robert Fryer and Lawrence Carr. The name, Fryer too, incidentally, was a big one in TV production not so long ago.

Nor is TV's contribution limited to writers. Richard Kiley, now co-starring with Arthur Kennedy in the current Broadway hit "Time Limit," gained his right to stardom thru TV. Recently starring with Viveca Lindfors in "Miss Julie" at the Phoenix Theater was James Daly, who also made a name for himself with TV's "Foreign Intrigue."

#### Directors

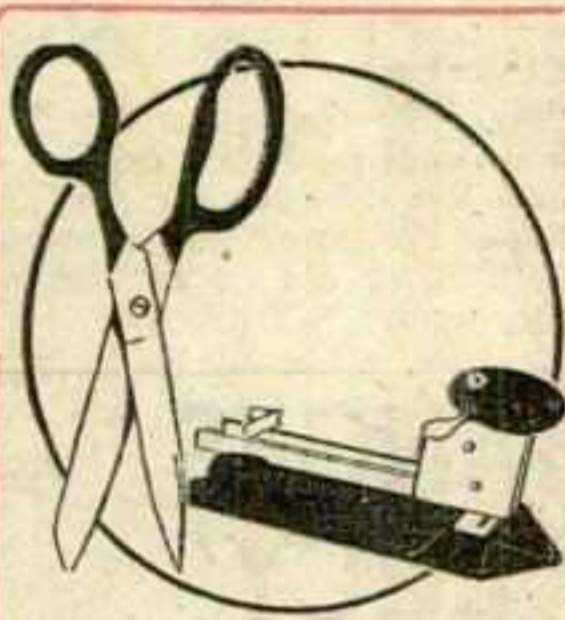
Directors, too, who have gained stature on television, are now being

gainfully employed in the theater. Norman Felton, whose name has been seen for a number of seasons on the screen credits of "Robert Montgomery Presents," is the latest stage acquisition. He recently signed a pact with the Music Corporation of America as a freelance stage director.

Likewise, Daniel Petri, director for the "U. S. Steel Hour," has been added to the list of the Theater Guild's directors and will test some new Broadway properties this summer. He is also being sought to direct "The Rope Lancers" for Broadway producers Elaine Perry and George Banyai.

Meanwhile, the march of stage actors to legit continues to grow. So much so that a Sunday TV log of New York originated live shows reads like the marquee on Broadway. Sunday being the dark day or the stem, working actors utilize this day off by appearing before the cameras. Recently viewers have seen Kim Stanley, Paul Muni, Ed Begley, Howard St. John, Eli Wallach, Diane Cilento, Gene Lyons, Ray Walston, Margaret Phillips and Franchot Tone, to name a few.

One of the surest ways of getting a bid for a juicy Sunday role, it seems, is to get the billing first in a Broadway hit.



**BEGINNING WITH THIS ISSUE THE BILLBOARD WILL BE STITCHED AND TRIMMED. THE EQUIPMENT THAT DOES IT IS MUCH MORE ELABORATE (\$54,000 WORTH) THAN THE STAPLER AND SCISSORS DEPICTED ABOVE. WE HOPE YOU ENJOY THE NEW BILLBOARD—IN ONE PIECE.**

## DOCUMENTARIES COME OF AGE

NEW YORK — The TV documentary came of commercial age this week when NBC-TV's "The Twisted Cross" averaged a 28.9 Trendex Wednesday (14), at 9-10 p.m., substantially bettering its opposition. The show hit a 24.5 for the first half hour against "Millionaire's" 21.0, and a 32.7 against "I've Got a Secret's" 23.6. The show had the best rating ever achieved by a documentary on TV. Non-eco sponsored thru C. J. La Roche.

## Juke Boxes in U. S. To Hit Operational Peak During 1956

### Outlook Poll Indicates Income Rise; Production Estimates Up 10-15%

By BOB DIETMEIER

CHICAGO—More juke boxes will be placed in operation in the U. S. during 1956 than in any year since the unnatural postwar boom of 1947.

That is the consensus of well-informed traders.

Juke box operating management—polled in The Billboard's first annual Business Review & Outlook survey in this issue—support this view with plans to increase business in 1956 by increasing the number of machines in operation.

Altho manufacturers' production figures and sales plans are closely guarded secrets, reliable sources indicate that 1956 will see 70,000 to 75,000 coin-operated phonographs manufactured, with 60,000 to 65,000 earmarked for the U. S. market.

#### 10% to 15% Increase

This would represent an approximate increase of 10 to 15 per cent above conservatively estimated production in 1955 of 63,500 machines.

In general, operators and distributors surveyed reported that 1955 grosses had topped 1954's, but that net income lagged considerably behind gross. This ap-

peared to be especially true in areas where dime-a-tune play is not in effect.

But operators and distributors make it clear they are not going to be left behind in the current U. S. business boom.

Distributors expect to sell more machines this year than in 1955. Operators expect to operate more.

#### 1956 Plans

Operators surveyed listed three primary steps they were taking this year to increase their nets: Adding juke boxes, switching from a nickel to a dime a tune, improving customer relations. A few operators—and distributors—mentioned vending as an avenue of diversification.

Asked what the most important problems are that they face this year, operators gave top honors to three categories: Rising general business costs, high equipment prices and programming.

The copyright battle edged two close rivals—dime play and equipment taxes—to emerge the top matter on the industry agenda during 1956, according to those polled.

#### Industry Relations

Improving relations between the three segments of the industry—operators, distributors and manufacturers—and public relations round out the listing of the five weightiest matters currently confronting the industry in the opinion of those surveyed.

In the survey, operators and distributors were asked four basic questions:

1. Was your business up, down or on a par in 1955 compared with 1954?
2. What are your plans to increase business in 1956?
3. What do you feel is the most

*(Continued on page 82)*

## Record Boost Also Coming

CHICAGO — The juke box field, for many years a very considerable buyer of records, promises to become an even greater one, as indicated in the above story.

Traditionally, the juke box industry is regarded as purchasing about 50,000,000 disks yearly. The additional boxes can be expected to hike this percentage measurably, thus adding to the general prosperity of the record business. This, of course, is in addition to the significant, but unmeasured, role of the juke box industry as a promotional factor in the record business.

## NEWS OF THE WEEK

### Dealers Not Liable in Sale of Bootleg Disks, Court Holds . . .

Federal court decision holds dealers free of liability in the sale of "pirated" records. Ruling seen of great importance to music industry, as judge states copyright law in present form offers incomplete protection to publishers, writers and performers. . . . Page 17

### RKO Teleradio Pictures Enters Disk Field; Plots Expansion . . .

RKO Teleradio Pictures, Inc., has entered the record business. The many-faceted entertainment and business enterprise, whose holdings include RKO Radio Pictures, Mutual Broadcasting System, etc., purchased an interest in Unique records, indie label. Tom O'Neill, RKO Teleradio chief, indicated this was only the beginning of a disk operation which would include activity in the package and singles fields, and in all categories including pop, country and western, classical etc. . . . Page 17

### Big Changes Due on NBC-TV Fall Schedule for Every Evening . . .

NBC-TV is expected to make big changes in its schedule every night of the week next season. The most drastic shake-ups will probably occur Sunday and Tuesday. The "Comedy Hour" will probably be knocked out in favor of two half hours. On Tuesday more talent will be rotated in the 8-9 p.m. slot. . . . Page 2

### Signposts Point to Nat'l Sponsors For Best in TV Feature Films . . .

There are increasing signs that the best of the new feature films coming into TV will find national sponsors. Also, the networks have shown interest in picking up some of the good movies. CBS-TV is reported to have placed an open-end bid for some Warner Bros. pictures to run on its "Playhouse 90" next season. . . . Page 4

### Big One Reorganizes Press Dep't; Pat Valdo Expected to Retire . . .

Ringling-Barnum completes reorganization of its press department, continues shuffling of department heads thruout the organization. Veteran personnel director Pat Valdo is expected to retire after the tour starts. . . . Page 64

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## TV Holdouts' Capitulation

NEW YORK—The capitulation to TV of the theater's brightest stars this season has become practically a fait accompli. Former holdout Katharine Cornell will appear in "The Barretts of Wimpole Street" and Alfred Lunt and Lynn Fontanne may present their current vehicle, "The Great Sebastians," before the cameras. Another notable debut this season was Noel Coward's.

The current TV season has also seen Maurice Evans become a regular with his Sunday afternoon shows.



## Signposts Indicate Networks' Move to Motion Picture Field

### New Deals, Property Acquisitions Point to Such Anytime They Want

NEW YORK—Are the TV networks moving closer to the motion picture business? All indications point to the fact that they are. CBS, Inc., last week set deals to sell two of its properties to movie production companies.

RKO will produce and distribute a feature based on CBS-TV's "You Are There." And Columbia Pictures has made a similar arrangement to produce a movie based on "The Line-Up," the Frank Cooper package jointly owned by the network. CBS-TV is also having talks with United Artists about distributing a feature to be written around "Navy Log" and produced independently with the network's backing.

Reports are also current that NBC will produce a feature film of "The Great Sebastians," now starring Alfred Lunt and Lynne Fontanne on Broadway. The network owns the play along with Howard Lindsay and Russell Crouse. It is said to be talking to Columbia Pictures for distribution. NBC is also said to be discussing three more deals with independent producers who want to make their features for use on the spectacles before releasing them theatrically.

#### CBS' Terrytoons

CBS, of course, is now producing some new Terrytoon product for theatrical release. The networks, at the moment, do not wish to get into the independent production of full-length feature films. They are, however, in a strong position to move into the business when and if they are ready.

They now control large enough facilities to enter the business. And, just as important, they soon will control enough properties. CBS-TV's "Playhouse 90," its new hour and a half dramatic show slated to go Thursday nights, will

showcase at least 39 scripts. Considering the number of hour scripts already bought by moviemakers after video showcasing on various dramatic programs, CBS should be able to develop quite a few new properties for potential movie release. And the network already has several writers under weekly contract (The Billboard, March 17).

This does not take into account the webs' financing theatrical properties. Aside from NBC's "The

Great Sebastians," CBS also has a movie possibility in "My Fair Lady," which is expected to be a big success on Broadway. NBC is also considering financing "Casey Jones" for Broadway and spectacular use.

Whether the networks will go into movie production depends on how they feel about getting into this end of the entertainment business. They can do so whenever they want.

## FORMAT CHANGES NIXED FOR 'LUCY'

### Solid Trendex Ratings Discourage Plan For Hour a Month; Sponsors Renew

NEW YORK—"I Love Lucy" will continue thru the season of 1956-57 in its present half-hour, weekly format on CBS-TV. The web and Lucille Ball and Dezi Arnaz were considering changing the format to an hour once each month. This would have given the comedy team some relief from their heavy load of work.

However, "Lucy" has done so

## Dow, Campana for Last of 'Queen'

NEW YORK—NBC-TV's "Queen for a Day" is now SRO. The last quarter hour of the 4:30-5 p.m. strip was bought by alternate sponsors.

Monday 4:45-5 will be occupied one week by Dow Chemical and the other by the Campana Sales Company for its balm and Ayds.

well this season, it now occupies the top spot in the Trendex ratings, that both the network and Desilu Productions are loath to rock the boat. Both sponsors, General Foods and Procter & Gamble, have signed for another season.

The new price of the show will be \$60,000 per film. This includes a number of reruns for next summer, which will bring it down to about \$45,000 each week for 52 weeks. A total of \$2,340,000 will be spent for talent alone, thru the season. The program first began telecasting in 1951, when it cost Philip Morris, its initial sponsor, about \$22,000 per program.

## Roach Readies 2 New Pilots

HOLLYWOOD—"Oh Susanna" and "Blondie" will be filmed as pilots by Hal Roach Jr. within the next two weeks. "Oh Susanna," the first to roll, goes before the cameras this week.

The program will star Gale Storm as a luxury liner hostess. Format will include music as well as comedy. Show has received considerable interest from Colgate (Billboard, March 17), with the production date being moved up as a result.

"Blondie," which was originally

## BRITAIN BRAND POLL PLUGS TV

LONDON—A TV research (Gallup Poll) survey published here last week marks an increased awareness of brands advertised over TV and describes the impact of plug-TV as "an advertising revolution and a stern warning to those who ignore the power of TV."

Gallup's report is based on research among chosen Londoners last September, when commercial TV began here, and the same group three months later. They found the awareness of fruit squash brands (three in all) seen on TV had increased by 32 per cent, while those not using the medium (six in all) had decreased by 17 per cent. The awareness of razor blades using TV (two) had increased by 20 per cent, while those which are not (four) had decreased by 32 per cent. Electric razors using (four) had increased by 32 per cent, and those who were not had decreased by 67 per cent. One candy firm using TV had an increase of 12 per cent, while those not (six) had a decrease of 25 per cent. Men's socks using TV (two) had an increase of 51 per cent, while those not (four) had a decrease of 51 per cent.

## Tomado to Film 2 New Series

HOLLYWOOD—Tomado Productions, which last week began shooting the pilot of "Briefcase," rolls two more new series this week. The first to go before the cameras is "Crime Classics," a radio show that has been heard over CBS-TV.

Lew Merrill will host and Robert Florey direct the first of the anthology which will deal with famous crimes thruout the world. Elliott Lewis is NBC executive producer.

Second of the two will be "South Seas," the pilot being adapted from a John Russell story. This will also be an anthology.

Dave Friedkin and Mort Fine, who together with Worthington Miner form Tomado, are scripting the shows.

set to roll this week, is being moved back several days. Roach reportedly is nearing a deal on this series, tho no cast has yet been announced. The original pilot was filmed last year.

## NC&K MIFFED AT REVLON, SEEKS PAY FOR SERVICES

NEW YORK—The bitterness deriving from Revlon's recent agency switch, away from Norman, Craig & Kummel and into Batten, Barton, Durstine & Osborn, continues to boil to the surface. Norman B. Norman, executive veepee of NC&K and chairman of its plans board, declared last week that his firm would take action unless Revlon paid up what it still owes toward the standard 15 per cent commission for the agency's past servicing of "The \$64,000 Question."

Norman stated that the client ultimately had agreed to pay the servicing charge on the agency's handling of the program, after first

refusing to do so last fall. The commission, however, has not as yet been paid, he said. NC&K was dropped as the Revlon agency late last year, after it had brought the top-rated show to the attention of the sponsor.

Norman also stated that his agency was going to keep a close eye on "The \$64,000 Challenge," Revlon's new show, which it will co-sponsor with Kent cigarettes on CBS-TV. The executive claimed that his agency had blueprinted the program idea originally, before the account left, and was watching to see if Revlon uses any of NC&K's ideas on "The \$64,000 Challenge."

## AT&T Buys Nesbitt Time

NEW YORK—The American Telephone & Telegraph Company last week purchased Sunday 6-6:30 p.m. on CBS-TV for its film show, "The Storyteller," featuring John Nesbitt. The program will replace reruns of "I Love Lucy," sponsored by Lehn & Fink.

It is not known whether Lehn & Fink will continue with "I Love Lucy" on the web. AT&T will also occasionally present an hour show produced by Frank Capra which will probably run until 7 p.m. N. W. Ayer is the agency.

## NBC 10:30 on Sun. to Curtis

NEW YORK—NBC-TV this week sold Sunday 10:30-11 p.m. to Helene Curtis for a program as yet to be selected. American Tobacco had the time period for "Justice," which has been canceled.

Alternate weeks of Fridays 8-8:30 is now available on NBC. It had been thought that the P. Lorillard Company, which programs "Truth or Consequences" there, would only make the time period and show available on a temporary basis. The advertiser, however, has agreed to surrender half the time and show on a regular basis. Several advertisers are already interested.

## The Billboard

The Amusement Industry's Leading Newsweekly

Founded 1894 by W. H. Donaldson

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Subscription rates payable in advance. One year, \$12 in U.S.A. and Canada. All foreign countries, \$24. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1956 by The Billboard Publishing Company. The Billboard also publishes Tide, the fortnightly magazine of sales and advertising trends, one year, \$6.50, and Vend, the monthly magazine of automatic mail, one year, \$4. Vol. 68 No. 12

## OVERTURES?

## Miss Raye May Shift To CBS Next Season

NEW YORK—Martha Raye may wind up on CBS-TV next season. The comedienne has been buffeted this season by CBS' Phil Silvers in the rating struggle Tuesday nights, 8-9, between NBC-TV and CBS. NBC is known to be close to giving up on the comedienne, who last year was one of the hottest properties in TV.

But CBS has under contract Nat Hiken as a writer-producer, the man who created the Phil Silvers show. And it was Hiken who for-

merly produced the Martha Raye show for NBC until CBS bought him away.

It is likely that CBS will make overtures to Miss Raye and give Hiken the assignment of developing a property for her. The Hiken-Raye break-up at the end of last season was a far from pleasant parting. But if Hiken should come up with some clever answers to Miss Raye's TV future, it's thought all that would likely be forgotten.

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**TUESDAY PUNCH**

**'Warner Bros.' Tops Silver, NBC Combo**

NEW YORK—While the trade has been speculating on the battle between CBS-TV and NBC-TV on Tuesdays at 8 p.m., ABC-TV's "Warner Bros. Presents" walloped both opponents with Nielsen ratings for February 14.

**WTMJ Airs Ct. Sentence**

MILWAUKEE — For the first time Tuesday (13) a television station carried sound film of a sentence in Milwaukee Criminal Court. The film was broadcast exclusively over WTMJ, the Milwaukee Journal station during Tuesday evening newscasts.

Judge Clarence E. Rinehard allowed cameramen to record sound and shoot film of the sentencing of Robert O'Connor and John C. Johns to life imprisonment Tuesday afternoon. The pair were convicted of killing a Milwaukee tavern keeper during a 1955 holdup.

**Ballin Moves Back to Coast**

NEW YORK—Robert W. Ballin, vice-president of J. Walter Thompson, has been shifted back to the West Coast. Ballin was brought East several years ago where he was a TV specialist and account executive on the Ford Motor account.

The reason for his shift back to Hollywood is not known. Meanwhile, J. Walter Thompson named Dan Seymour head of its radio-TV department.

**Sunbeam Grid Buy at 900G**

NEW YORK — The Sunbeam purchase of one-quarter of the 1956 college football package on NBC-TV cost the client an estimated \$900,000 for time and talent. The cost of one-quarter of the show last year cost \$600,000.

The network last year bought the package very late and was not in a position to get the kind of money it wanted. NBC-TV also has several other hot prospects for college football.

**Ralston May Seek New 1/2-Hour Show**

NEW YORK—Ralston Purina reportedly is on the prowl for a new half-hour show it can air Friday nights 10-10:30 on ABC next season.

The bankroller has been programming "Ethel and Albert" in that time slot this season, but it's understood Ralston is preparing to drop this property.

**'Gallant' to Switch To Saturday Noon**

NEW YORK — "Captain Gallant" will be switched from Sunday 5:30-6 on NBC-TV to Saturday 12-12:30 on May 5.

The program will stay in its new time period for 19 weeks and then return to Sundays in the fall. Heinz is the sponsor.

The feature film show chalked up a 32.7 Nielsen rating and 26.0 Average Audience score, against Phil Silvers' 32.0 and 29.5, and Martha Raye's 29.2 and 21.3. This represented a culmination of a steady climb for Warner Bros. From modest beginnings of a 15.7 Nielsen and 11.8 Average Audience, the film show has climbed steadily on the list.

According to the week-to-week Nielsen scoreboard, the Tuesday at eight situation has been fluctuating. First the Milton Berle-Martha Raye-Chevrolet combo held sway in the early fall. Then Silvers stepped in, and the NBC opposition gradually declined. Silvers, too, hit something of a peak the end of January and leveled off during February.

The months of January and February are generally considered the peak rating periods during the season, which makes the feature program's record the more impressive.

For both ABC and CBS, the strongest opposition seems to be the Chevy portion of the three-week cycle on NBC. Chevy continues to pull the highest Nielsen ratings of the three, Berle is several points behind and Miss Raye offers the weakest opposition.

**Zenith Sues CBS for 214G**

NEW YORK—Zenith Radio is suing CBS for \$213,749 for its refusal to air a commercial for Phonevision on "Omnibus" last spring. In an October, 1954, contract by which CBS got Channel 2, Chicago, from Zenith, it was allegedly stipulated that part of the price would be half the cost of Zenith's sponsorship of "Omnibus."

The deal went along all right for 19 weeks. On March 27, 1955, "Omnibus" carried the documentary on pay TV. The next week Zenith submitted its pro-Phonevision blurb. CBS refused it and, according to Zenith's charge, failed to pay its share of Zenith's sponsorship during the remaining weeks of the show.

**Staff Ins and Outs At Screen Gems**

NEW YORK—Ins and outs at Screen Gems have one man added and another departing, the only temporarily. In the press department, David Gordon came to the firm from the Dancer-Fitzgerald-Sample agency.

Meanwhile, Don Hershey, a producer-director for the outfit, took four weeks off to direct "Strip for Action," an upcoming Broadway musical.

**INTO THE ACT**

**Evins Calls Probe Of FCC Net Action**

WASHINGTON — "Probe snatch-ing" is the title being given to the latest Congressional TV investigation program. The newest probe is on alleged net pressures on Federal Communications Commission personnel, announced Thursday (15) by Rep. Joe L. Evins, chairman of a House Small Business subcommittee — which takes the play from Senator Magnuson to Representative Celler to Evins.

If Evins can prove his sudden broadside of charges, a drastic change in industry-agency relations could result, not only in the embroiled FCC, but in other regulatory groups. It also adds one more pressure to a concerted effort by government and independent station owners to down the net programming goliaths.

Evins was theoretically headed toward the goal of an over-all study of the practices of regulatory agencies (already under probe by Celler—The Billboard, March 10). He suddenly swerved and went for the nets, issuing a subpoena for CBS and NBC representatives to appear before the subcommittee on Tuesday (20) with all network-FCC communications since 1953.

Evins bowled over FCC Chairman McConaughy and several FCC staff members on the way, issuing his subpoena on the basis of an informal conference with them. Evins told the press that McConaughy had informed the House subcommittee that "he was perhaps the 'weakest' chairman of any of the regulatory agencies with respect to his powers over personnel and the establishment of policy."

Evins also mentioned an FCC staff member, "LaRue," (Robert L'Heureux, FCC chairman's assistant), as being reluctant to divulge the names of staff members who prepared memos, because "if their names were known in instances where they had taken positions unfavorable to the networks, the networks would see to it that such staff personnel were fired."

No official answer has come from the FCC on the Evins version of the fateful conference, but FCC's general counsel, Warren E. Baker, who was present, points out that the original discussion with Evins was on the limitation of the FCC chairman's powers to hire personnel only with full consent of the commission. Chairmen of other agencies, like the Civil Aeronautics Board, can spot-hire without confirmation of other members.

Both CBS-TV and NBC-TV, when queried about the Evins probe, would not comment.

**SLEEVES ROLLED UP**

**NBC Prepares to Unravel Knots in Fall Programming**

NEW YORK — NBC-TV this week will begin to come to grips with its fall programming problems aided by the presence of Sylvester (Pat) Weaver, who will have returned from his vacation abroad.

There will be changes almost every night of the week next fall. What they will be is not known. The major trouble spots, however, are obvious.

Sunday: This evening is expected to be reprogrammed from 7 to 9, unless a surprise occurs and "The Comedy Hour" catches fire. "It's a Great Life" at 7 will either be axed or reshuffled. "Frontier," one-half hour later, will probably be shifted. NBC is considering using two half-hour shows between 8 and 9. And Young & Rubicam is interested in 7:30-8:30 for two half-hour shows for two of its clients, one of which may be General Foods for a ride on "Circus Boy," probably at 7:30.

Monday: No real problems here, but consideration is being given to lengthening "Robert Montgomery Presents" to an hour and a half. The betting is that NBC will not go for the idea.

Tuesday Woes  
Tuesday: Probably the evening on which the most changes will occur. The 8-9 time period will probably hold a greatly beefed-up comedy show. Milton Berle has agreed to do four shows next season for the web, and they may go here. George Gobel is reported ready to do six hour shows for NBC, and they are expected to be slotted here, too. Martha Raye may be moved out. Hope will probably return for General Motors, as will Dinah Shore.

Additional name talent will also be used for hour specials. "Fire-side Theater" is secure at 9. But the fate of the hour dramatic shows which alternate at 9:30 is still far from settled. "Playwrights '56," of course, has already been canceled, but Armstrong looks

ready to bankroll its dramatic hour for another season.

Wednesday: The old problem area, 8-9 p.m., still is a headache. "Screen Directors Playhouse," so far has failed to produce, and Scott would like another time period than 8:30 for "Father Knows Best."

Few Changes  
Thursday: Few changes likely

**UHF's Solidify Action, Form One Committee in D. C.**

WASHINGTON — The UHF stations, which have had three different organizations fighting for them up to now, will finally coordinate their efforts in one group, the newly formed Committee for Competitive Television. John Johnson, WTOB-TV, Winston-Salem, N. C., was named chairman. John English, WNAO-TV, Raleigh, N. C., was named vice-chairman. Tom Chisman, WVEC-TV, Norfolk, was named treasurer.

The committee has opened offices here and will hire a full-time executive secretary.

**CBS Solves Coward Spec**

NEW YORK — CBS-TV this week disposed of its Noel Coward problem. The Ford Motor Company last week had refused to accept Coward as the star of another spectacular in May.

The CBS solution was to let Coward lead off its new "Playhouse 90" series next October on Thursday nights with his play, "This Happy Breed." Ford and CBS are looking around for a new property for "Ford Star Jubilee" in May.

to occur, except for "People's Choice" at 9 p.m. which may be discarded. It is reported, however, that the web is considering programming 52 top RKO features 9:30-11 on Thursday, a project which may not be to the liking of Ford and Lever Brothers, the sponsors in the hour and a half.

Friday: This evening looks relatively stable. The one major change is likely to be a spectacular which may go into 9:30-11 p.m., if Gillette can be persuaded to vacate the time period once monthly.

Saturday: The problem here is to find a replacement for Jimmy Durante. The comedian is being canceled, and the network is not certain that Texaco will be around next fall.

All in all, it seems as if NBC's evening programming will be radically face-lifted during the season of 1956-57.

**CBS Weighs Skelton Hour**

NEW YORK—CBS-TV is playing around with the idea of lengthening the Red Skelton show to an hour and putting it back to back with Phil Silvers on Tuesday night.

It is not known whether Skelton would be spotted 8-9 with Silvers to follow or Silvers would remain at 8, and Skelton would follow for an hour.

**Cantwell Heads Up BBD&O Live TV**

NEW YORK—Alexander Cantwell has been appointed head of live production for Batten, Barton, Durstine & Osborn's radio-TV department.

He was formerly supervising producer of General Electric commercials for the agency. Cantwell several years ago did a column on commercials for The Billboard.

**ALL OVER NBC**

**Hope Cross-Plugs on 8 Shows in 4 Days**

NEW YORK — NBC-TV, at last, has been able to convince some of its talent of the advantage of the cross-plug. The first major use of the cross-plug on NBC was made by Bob Hope for his Tuesday (20) show as a means of combatting the rating inroads made by Phil Silvers.

Hope has been on eight different shows in four days plugging his film program, "The Awful Truth." On Saturday he was on the Perry Como show, Sunday "The Comedy Hour," Monday Gordon MacRae and "Tonight" via split screen. Tuesday the plugging was intensified with appearances on four dif-

ferent shows — Tennessee Ernie's "Matinee Theater," "Queen for a Day" and Dinah Shore's, on which he sang.

Ironically enough the cross-plug was the method used by CBS-TV to project Phil Silvers into national prominence. NBC has tried to persuade some of its talent to be co-operative. Many of them, of course, did not feel they needed it. But Berle's Trendex rating for the first half hour Tuesday (13) was a 12.4 against Silvers' 23.4. These figures were enough to convince Hope that he could not help but benefit from cross-plugging.

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



# Talks in Wind for a Merger Of Warner, RKO Libraries

## AAP, C&C Television Reported in Miami Confab; NTA Denies Any 3-Way Plan

NEW YORK—A merger of the Warner Bros. and RKO libraries—which would make a combined catalog of over 1,500 feature films—has been discussed in the past couple of weeks, it is reported here. The conferences supposedly took place in Miami Beach between Eliot Hyman, president of Associated Artists Productions, and Matty Fox, president of C&C Television.

It had also been reported that National Telefilm Associates, which had broached a merger with AAP last fall, had expressed interest in becoming the third party to the possible new alliance. But this was denied by Ely Landau, president of NTA. He said he had expansion plans of his own but had not discussed any merger with Fox or Hyman.

By most accounts, Fox and Hyman returned from Miami still pretty far apart. According to some competent observers, the likelihood of their eventually getting together is extremely remote. But it is still a possibility.

### Fox's View

From Fox's point of view, it is said, such a merger would overcome the weakness in the C&C catalog resulting from the fact that he can't deliver the 150 top pictures in the RKO library for another two years. (RKO Teleradio is holding them for national sale of one run.)

Hyman's motives are less apparent. But, for one thing, he might be concerned about a possible glut of RKO product that could hamper sales of the Warner product. Despite the fact that C&C has still not closed its first station deal on its perpetual library plan, the possibility of a rash of RKO pictures filling station schedules is still serious.

It is reported that C&C, even without the 150 top films, has actually made hand-shake deals with a dozen or more stations, but has not signed anything because it is still involved in legal clearances. It is also reported that Fox has been thinking of simplifying his sales plan either by reducing the size of the package pitched or reducing the amount of cash asked for.

### Manpower Aid

Another possible benefit to AAP is manpower. Hyman has said that the acquisition of the Warner films will necessitate a build-up of his organization. Apparently talks

have already taken place with some top industry figures. An alliance with C&C would bring a couple of good salesmen to work on the Warner catalog.

Like all rumors, this one blossomed. Many were saying that the merger has already been consummated. Up to the end of last week AAP and C&C sources were describing this as "strictly rumor."

A crucial question in a possible merger would be who would manage the combine. Fox and Hyman got together once before, when the original AAP was absorbed by Motion Pictures for Television. Fox ran that outfit; Hyman served as consultant. It is doubtful that to take a long-range view of feature film sales, Fox, on the other hand, seems to believe in the quick sell off as per his perpetual sales plan. This disparity in their viewpoints, it is said, is likely to make any merger attempt quite rocky.

## Robinson and Jones Get V.-P.

NEW YORK — Hubbel Robinson Jr. and Merle S. Jones last week were both elevated to even higher positions in the CBS-TV hierarchy when they were appointed executive vice-presidents. Vice-president in charge of programming, Robinson's promotion is a reward for his astute handling of this important area of the network. Jones, vice-president in charge of CBS-owned TV stations and general services, has been equally successful in his handling of his area of responsibility.

## DISTRIBS CLOSER

# Net Indications Raise Hopes Of Nat'l Clients on Features

NEW YORK—The feature film distributors had further reason for optimism this week that the best of the new pictures coming into TV will find national sponsorship. There were more indications that the networks would as soon join them as try to fight them.

CBS-TV was reported to have put in an open-end bid for a group

of the Warner Bros. pictures. It was said to have suggested a price of \$70,000 apiece for one run. Apparently the network would like to use some pictures in "Playhouse 90," the 90-minute show it has planned for Thursday nights next season. It was also thought possible that CBS would consider putting pictures in other periods, too, if it could get the right product.

The CBS offer apparently came in to Associated Artists Productions while it was busy sending out over 1,500 lengthy telegrams to potential program buyers stating it would be in touch with them soon with "a logical offer" on the Warner product. The wire was sent to every TV station in the world and station reps, as well as to ad agencies and the networks. AAP spokesmen said the response was most heartening.

AAP has been oriented toward national advertisers longer than any of the other feature distributors. Long before the Warner or RKO product went on the market, AAP's national sales director, Paul Kwartin, was trying to get national advertisers to ride AAP's movies—on a spot basis.

Right now it has a deal with one sponsor for 26 pictures from its pre-Warner "Movieland" package. The client—whose name has not been revealed—has bought at least one-third sponsorship of these pictures in 21 markets in which the pictures had not previously been sold.

The deal debuts in Minneapolis on April 2. Some of the other major markets it will go into are Atlanta, Boston and New Orleans.

This sponsor is understood to have indicated that when AAP can provide some Warner pictures, it will buy them for markets in which "Movieland" had already been sold out.

AAP has previously put other

## Top Show Pluggers

A Weekly Digest of an Outstanding Audience Promotion Campaign Entered in The Billboard's 18th Annual Promotion Competition

### WCCO-TV, Minneapolis: "The Big Pay-Off"

The audience promotion effort put behind "The Big Pay-Off" by WCCO-TV won it first place for network program promotion in three-station markets in The Billboard's recent 18th Annual Promotion Competition. The promotion was built around a week's visit by the show to the Minneapolis Aquatennial, from which it originated.

WCCO's aim, in its promotion, was to add local identification to the show which would be remembered long after the event itself. Its first step was to get the backing of the local dealers of Colgate, the show's sponsor on CBS. It then arranged appearances of local girls on the show, during its Minneapolis stay, by means of a series of beauty contests judged by prominent civic personalities, with the winners brought onto the nationally aired program as prizes.

To top it all off, there was the Aquatennial parade, which was led by Randy Merriman, star of "The Big Pay-Off." Naturally, with all this hoopla, the Minneapolis newspapers played up the program's remote originations in a big way, from arrival into town clear to departure. And 10,000 grateful local citizens received tickets of admission to watch the airings.

The results were nothing short of sensational for the client, Colgate. The Red Owl drug chain placed an order equal to 34 per cent of its total 1954 purchases, and the Snyder drug chain's order was just a shade behind it at 30 per cent of its full 1954 business.

## 'Behind Sport' Film Offered

NEW YORK—Mark Goodson and Bill Todman, in association with Focal Films, are already offering advertisers a look at a new half-hour sports film package. Titled "Behind the Sport," the show dramatizes sports of national interest by bringing on important athletes of the past and of the present.

One of the segments of the first show, for example, tells the story of Al Gionfriddo, the hero of the Brooklyn Dodgers in the 1947 World Series. In treatment the show is much like "Person to Person."

## Schubert to Launch 'Abbott Mysteries'

HOLLYWOOD — A comedy mystery series, titled "Abbott Mysteries," will be launched by Bernard L. Schubert, producer of the "Crossroads" vidseries. Program is adapted from the Frances Crane stories and was heard as a radio show over NBC last year.

Schubert also is packaging a new live quiz program called "Key Witness."

## FOX SYNDICATION DUE THRU SUBSID

### Prospects: Own Firm Under Same Roof; '20th Hour,' 'Flicka' Reruns 1st Entrants

NEW YORK — 20th Century-Fox appears to be preparing to get into TV film syndication thru its own subsidiary. The syndication will probably be under the same roof as its TCF-TV Productions, which produces the "20th Century-Fox Hour" and "My Friend Flicka," both on CBS-TV this season.

The reruns of these two shows are likely to be its first syndication entrants.

It was also rumored that 20th may put some feature films into TV thru its own subsidiary. In addition to this product, TCF has produced a number of pilot films, which could develop into one or more first-run syndicated series.

Should it actually make this move, 20th would still further be following the example of Columbia Pictures and its Screen Gems subsidiary in TV. The success of Screen Gems is no doubt interesting to 20th. SG last year grossed \$6,000,000 and is expected to exceed \$11,000,000 this year. Columbia grossed \$88,000,000.

A few months ago 20th was toying with the idea of setting up its own TV sales force here to handle national sales of its pilot films. But it thought better of it and continues to be represented nationally by GAC-TV.

## AFTRA Cops Round In TV Tape Battle

HOLLYWOOD—AFTRA last week apparently won the second round in its battle for jurisdiction over video tape (The Billboard, March 10) when a meeting between CBS-TV representatives and execs of the Screen Actors' Guild ended in deadlock.

SAG, which holds jurisdiction over all TV film actors, calls the agreement between AFTRA and CBS and the other nets a "flagrant violation of jurisdictional lines covering actors in television motion pictures."

No further meetings between SAG and CBS are scheduled, and the Guild will apparently sit tight for the time being. It warned, however, that "if and when the network tries to produce television

motion pictures on tape or with any other device, except under the SAG contract, the Guild will take all steps necessary to protect its rights." This, presumably, could mean either strike action or appeal to the NLRB.

SAG regards that its own contract with the networks has been impinged upon by the new AFTRA agreement. Altho jurisdiction over video tape is of not too great importance, it's expected that ultimately the majority of TV programs will be taped. When such taping becomes a reality, the AFTRA-SAG battle may have to be decided by a ruling as to whether the process is an outgrowth of live or film TV.

## Four Star to Pilot 2 Series

HOLLYWOOD—Pilots for two Western series, "The Zane Grey Theater" and "Arizona Ames," go before the cameras at Four Star Production this week. Four Star is filming the properties in conjunction with Hal Hudson and Romer Grey, son of the author.

The first of the shows will be an anthology series, utilizing stories from all of the Grey books. "Arizona Ames" will feature a single central character.

## Syndication Set on Harry Owens Show

HOLLYWOOD—New 15-minute musical show featuring Harry Owens is being placed in syndication this week by Cotton-Irwin TV. Thirteen of the segments, filmed in Fiji, Tahiti, and other South Sea Islands are presently in the can, with another 13 expected to be ready by summer.

Title of the series, shot in color, is "Polynesian Holiday." Newly formed firm of Cotton-Irwin has offices in Beverly Hills; at 521 Fifth Avenue, New York, and at 716 N. Rush Street, Chicago.

## Desilu Filming 'Model' Series

HOLLYWOOD — "Adventures of a Model," situation comedy starring Joanne Dru, is being filmed by Desilu Productions this week. Show, written by Sidney Sheldon, is a William Morris package.

In addition, Desilu is prepping two additional half hours of "Whirleybirds," helicopter pilot which Executive V.-P. Martin Leeds is presently showing to agencies in New York. A Western, "Sheriff Cochise," was finished last week.

It's understood that Leeds may also be nearing a sale on "The Whiting Girls," musical comedy which was on CBS-TV during the 1955 summer hiatus. Program would have a revamped format featuring more guest stars.



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### TV MUSIC PROBLEM

## Resentment Over AFM 5% Plan; May Get Ax

HOLLYWOOD—The present 5 per cent AFM formula on live and U. S. recorded music for television film is probably doomed. Resentment among local musicians against the formula is one of the prime reasons for the revolt in Local 47 (The Billboard, March 3) and, if the dissident faction is successful, it is the avowed purpose of its leader, Cecil F. Read, to amend it.

It is the opinion of Read, vice-president of the local, that the present formula has failed because the end result has been that most producers are using track recordings made in foreign countries, thereby depriving Hollywood performers of work they would otherwise have had.

Read recommends "... that a new code be enacted that will bring the unit cost per man per film down to where it will be economically possible to compete on a quality basis for the use of 'live music' instead of 'track'."

#### Price Differential

The present price differential to a producer who wants to use live music instead of track, Read estimates, is between \$1,000 and \$2,500 for the first showing and as high as \$1,800 for each rerun. This money all goes into the AFM trust fund, and it is Read's contention that the performing musicians should benefit directly.

Under the present setup the same producer is able to do both live and track series (originally, under the formula, he could not,

and producers often set up separate companies to get around this clause) as well as film separate episodes of the same series with live and track. In addition, there is no bar to recording music for commercial spots.

Under these circumstances, Read thinks that the present situation is unrealistic.

To back up this contention he (Continued on page 19)

## Aft. Features Pay Off for WJAR-TV

PROVIDENCE — Matinee second runs of its "Million Dollar Movie" evening features have paid off for station WJAR-TV, here, both in ratings and sponsors. Inaugurating the feature film show "Matinee Movie" six months ago, WJAR has climbed steadily on the Telepulse chart from 4.4 last June to 9.7 for February. The latter figure tops all competition in the area.

Some 19 sponsors are footing

## ABC Gets Regional Sale for 'Code 3'

HOLLYWOOD—ABC film division has come up with its second regional sale for "Code 3," new Hal Roach-Ben Fox produced property. The show has been bought by Signal Oil Company for nine Western markets.

Original sale was to Liebmann Breweries for Rheingold Beer.

the bills for the films from the General Teleradio package. The full-length features run 1-2:30 p.m. across the board, with guests and local interest features following the film.

## Nat'l Sale for 'Adventure'

HOLLYWOOD—"I Search for Adventure," highly successful as a syndicated program, is now being packaged for national sale by Douglas-Lesser Productions.

The new national package would contain all first-run films not previously seen, being culled from both "Search" and another Douglas show, "The Golden Voyage." The program has been one of the real sleepers of the syndicated market, with some of the top cost-per-thousand ratings on the West Coast.

## 'Tune In' View Pattern Noted By Videodex

NEW YORK — Videodex has charted the housewives' viewing pattern on "Tune-in-Anytime Theater," the continuous or grind movie policy inaugurated last month by WABD, here. Beginning at 10 a.m. on Monday of the first week, the film program pulled a 2.7 rating and a 12.7 share of audience, reaching a peak at 2 p.m. with 5.2 and 16.4. Thereafter it dropped away to 3.6 and 10.1 at the end of the run, 3:45.

Tuesday, on the other hand moved steadily upward from 1.4 Videodex rating and 7.9 share of audience to 4.4 and 13.6, respectively. The increase in viewing as the day lengthens may be attributed to the fact that housewives take a look once their chores are done.

Response on mail is reported favorable with 1,000 requests a week for the station's log of films.

## Columbus League Sponsors 'Z-Ro,' Gets Good Results

COLUMBUS, O.—The experiment at WBNS-TV here of a community service organization sponsoring a TV film show was termed "an overwhelming success" by Jerome Reeves, program director.

The Junior League of Columbus has been sponsoring "Captain Z-Ro" since last November, and the latest American Research Bureau ratings peg the program at 15.5, a rise of 5.9 since last December 7.5.

The League uses the breaks for announcements of their own projects and children's activities and for general community messages. "Z-Ro" pulls 42 per cent of its audience from adults, an important factor for the Junior League.

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# Official Sets 'Amer. Story' Merchandise

NEW YORK—Official Films is preparing to merchandise "The American Story" (reruns of "Cavalcade of America") as either a public service or a commercial adventure show, depending on the sponsors' needs. On the prestige line, John Newman, promotion director, has obtained facsimiles of the Declaration of Independence, the Constitution and other historic documents, all on parchment. He also has a booklet on Americanism that was previously prepared by the Ad

# Barnes to Head Sales For Bonded TV Film

NEW YORK—Wade Barnes, who formerly covered the Southwest for the General Teleradio Film division, has been named general sales manager of Bonded TV Film Service. He replaces Don McClure, who has moved to International Latex as film director.

Council under the same title as Official has put on this film show.

On more commercial lines, Newman is offering sponsors bang guns, click guns, a stamp album, a coloring book and lapel buttons, all of which can be offered as premiums.

# Cities Service Buys TV Pix; Others in Mkt.

NEW YORK—The oil companies continue to move into syndicated film sponsorship. With Cities Service the latest entrant on "The Man Called X," it is now reported that Esso is looking for a prestige show thru McCann-Erickson to place in about 35 markets. Esso heretofore has used its own local news shows thruout its marketing area.

It is also reported that Standard Oil (Indiana) is looking for a show thru the d'Arcy agency.

# Library Deals on 4 Star Anthology

HOLLYWOOD — Official Films has opened its mammoth Four Star Productions anthology to station library deals. The first contract was signed last week with KNXT, the CBS-owned station here. Herman Rush, sales vice-president of Official, has been out here the past couple of weeks.

The deal is for 153 half-hour dramas, of which 129 are reruns of "Four Star Playhouse" and 24

are reruns of last season's "Stage 7."

KNXT will program David Niven starring films — of which there are over 20 — on Monday night beginning in May. It will run an anthology Wednesday nights. It is expected also to program a separate Dick Powell and a separate Charles Boyer show.

The price was said to be one of the largest ever paid by a station for a group of half-hour films.

Official initially planned to hold the Four Star films for sale as network summer replacements. What changed its mind, apparently, was a slew of attractive offers for library deals from upwards of 30 major market stations.

# 15 Markets Renew 'Cisco'

NEW YORK—"Cisco Kid" was renewed in 15 markets in the past couple of weeks, according to Ziv-TV. Half of the renewals were in cities along the route of the Clyde Beatty Circus, with which Cisco (Duncan Renaldo) is touring this year.

Ward Baking, thru J. Walter Thompson, renewed for its sixth consecutive year in Jacksonville, Fla., where the circus will wind up in October. Arden Creameries renewed in Salt Lake City, Hy-Grade Packing signed up again in Charleston and Columbia, S. C., WTVJ, Miami, renewed.

Outside the circus route, WTOP-TV, Washington, picked up the show. The past four years "Cisco" has been playing on WRC-TV in Washington.

# Williams Joins TE as Veepee

NEW YORK — Jay Williams has joined Theatrical Enterprises, Inc., as vice-president. He will concentrate on developing film spectacles and half-hour TV film series.

TE was recently organized by Jack Talan as a talent and packaging agency for TV and movies. Williams, a TV programming pioneer, was last with Official Films.

# Studebaker Buys Half of 'Man X'; Debuts in 3 Weeks

NEW YORK — Studebaker Thursday (15) bought the second alternate week sponsorship of "The Man Called X" on WPIX here, three weeks before the new Ziv adventure show was due to go on the air. Chesterfield earlier bought the other alternate week. The show will be slotted Wednesday, 9-9:30 p.m. "Confidential File," previous occupant of that berth, is being moved to Monday, 10:30-11 p.m.

WPIX Thursday (15) made another film buy, the second runs of "Fabian of Scotland Yard," from CBS-TV Film Sales.

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# Distributors Plan For NARTB Meet

NEW YORK—The film distributors' plans for the National Association of Radio & TV Broadcasters convention in Chicago in three weeks looks as if they have finally jelled.

Eight distributors will sponsor a cocktail party for the stations at 5:45 p.m., April 18, which will be TV day. The party will be a "salute to NARTB" by ABC Film Syndication, Guild Films, NBC-TV Films, National Telefilm Associates, Official Films, Screen Gems, Television Programs of America and Ziv-TV.

Most of these will probably not exhibit at the convention, but

merely open undecorated hospital-ity suites. Three exceptions are likely to be Ziv, TPA and NTA. The former two are expected to put up modest displays, NTA will probably come up with some surprises again.

Two leading distributors have refused to go along with this group. CBS-TV Sales and MCA-TV, which had the two largest exhibits at last year's convention, have not only refused to join in the sponsorship of the cocktail party, but they are understood to plan elaborate exhibits again this year.

Also on TV day, there will be a

# More Beers Buy 'Man X'

NEW YORK—Still more breweries have picked up sponsorship of "The Man Called X." Nearly a dozen beers will be sponsoring the show in about one out of every four cities in which it appears, according to Ziv-TV. Latest beers to buy "X" are Budweiser on WGN-TV, Chicago; Reisch Brewing in Springfield, Ill.; Stegmaier in Wilkes-Barre, Pa., and Lone Star in El Paso, Tex.

film forum, under the auspices of the NARTB. The panel will consist of two station men and two film men. One report said that the distributors themselves would have to choose their two spokesmen. Another said that the NARTB or its TV film committee would choose them.

# Distributors Closer

Continued from page 4

national advertisers on its pictures on a spot basis, but never before on so large a spread.

Another rumor this week, unconfirmed, was that NBC-TV was also considering feature films for Thursday night. NBC earlier negotiated for the David O. Selznick pictures, which it was apparently studying for Sunday afternoon, in "Wide, Wide World" time. But that deal fell thru.

The networks, of course, were interested in feature films long before this. But formerly they talked directly with the majors, whose asking price on small orders was too high. Now that so many quality pictures have come into the hands of TV distributors, it seems that the prices, compared with the budgets on spectaculars, are within reach.

# THIS WEEK'S FILM BUYS

## CBS-TV FILM SALES

AMOS 'n' ANDY  
Lexington, Ky.: Adv. TBA  
SAN FRANCISCO BEAT  
WEAR, Pensacola, Fla.; WTVY, Dothan, Ala.; Norge Dealers  
TERRYTOONS  
WVEC, Norfolk; WBN, Buffalo: Adv. TBA  
LONG JOHN SILVER  
KOOL, Phoenix, Ariz.: Adv. TBA  
BUFFALO BILL, JR.  
WBZ, Baton Rouge, La.: Wolf Bakeries

## INTERNATIONAL NEWS SERVICE

TELENEWS DAILY  
WRC, Washington: CHCT, Calgary, Alta.: Adv. TBA

## THIS WEEK IN SPORTS

KTNT, Tacoma, Wash.: S. L. Savidge (Dodge-Plymouth Dealer) and Lundquist-Lilly Clothing Store  
WLWT, Cincinnati; WLWD, Dayton, O.; WLWC, Columbus, O.; KTVK, Phoenix Ariz.: Adv. TBA  
WTOB, Winston-Salem, N. C.: Kelly TV Appliances

## INTERSTATE TELEVISION CORPORATION

I MARRIED JOAN  
KSD, St. Louis: Kroger Markets  
Weslaco and Corpus Christi, Tex.: Central Power & Light

## NBC TELEVISION FILM

GREAT GILDERSLEEVE  
WUSN, Charleston, S. C.: Adv. TBA  
STEVE DONOVAN  
KALB, Alexandria, La.; WITI, Milwaukee: Adv. TBA

THE FALCON  
WITI, Milwaukee; KSL, Salt Lake City: Adv. TBA

INNER SANCTUM  
KSL, Salt Lake City: Adv. TBA

CAPTURED  
KSL, Salt Lake City: Adv. TBA

VICTORY AT SEA  
WHAM, Rochester, N. Y.: Rochester Motors

DANGEROUS ASSIGNMENT  
KWTW, Oklahoma City: Gruen Watch  
HOPALONG CASSIDY-1-HOUR  
WFBC, Greenville, S. C.

BADGE 714BC  
WUSN, Charleston, S. C.; KCMC, Texarkana, Tex.: Adv. TBA

## SCREEN GEMS COMPANY

YOUR ALL STAR THEATER  
KZTV, Reno, Nev.: Purity Biscuit  
WARM, Scranton, Pa.; WBTW, Florence, S. C.: Adv. TBA

CELEBRITY PLAYHOUSE  
WSTV, Steubenville, O.: Adv. TBA

FEATURE FILM PACKAGE  
WTTV, Indianapolis; KUTV, Salt Lake City; KYSD, Wichita Falls, Tex.; KFJZ, Fort Worth; WCBS, New York; WOW, Omaha; KCMO, Kansas City, Mo.; KRON, San Francisco: Adv. TBA

JUNGLE JIM  
WUSN, Charleston, S. C.: Pepsi-Cola and Ballantine Packing

KSYD, Wichita Falls, Tex.; KXLY, Spokane; WARM, Scranton, Pa.: Adv. TBA

TALES OF THE TEXAS RANGERS  
WARM, Scranton, Pa.; KFDX, Wichita Falls, Tex.: Adv. TBA

## STERLING TELEVISION COMPANY

BOWLING TIME  
WNOW, York, Pa.; KONA, Honolulu; WMUR, Manchester, N. H.; WCCO, Minneapolis; XETV, San Diego, Calif.: Adv. TBA

WORLD WE LIVE IN  
KOOK, Billings, Mont.; WDAY, Fargo, N. D.; KDAL, Duluth, Minn.; WBAY, Green Bay, Wis.; WKOW, Madison, Wis.; WTVO, Rockford, Ill.: Greyhound Bus

## STUDIO FILMS

SHOW TIME  
WGN, Chicago, Tex.; El Paso, Tex.; KWTX, Waco, Tex.; KRGV, Weslaco, Tex.: Adv. TBA

WPBN, Traverse City, Mich.: Bay Shore Meat Products

## TELEVISION PROGRAMS OF AMERICA

ELLERY QUEEN  
WPIX, New York: Petri Wine (1-2)  
UM&M  
SHERLOCK HOLMES  
WJHP, Jacksonville, Fla.: Crosley Bendix

NEW YORK — Procter & Gamble has begun test campaigns for its new cleanser, Comet, for which it is reported to have bought spot announcements in a few markets, including Columbus, O., and Madison, Wis.

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PASSPORT TO DANGER

Cesar Romero stars in thrill-packed international adventures. 39-1/2 hrs.



SHEENA, QUEEN OF THE JUNGLE

Exciting jungle dramas starring TV's most dynamic new personality, Irish McCalla. 26-1/2 hrs.



THE THREE MUSKETEERS

Dumas' world-famous story of action, adventure, swordplay, romance in history's most exciting era. 26-1/2 hrs.



DOUGLAS FAIRBANKS, JR. PRESENTS

Absorbing adult dramas with Doug Fairbanks as host, producer and star. 117-1/2 hrs.



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Finest feature film package available to TV — many Academy Award winners. 15—various lengths.



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Mystery adventure with public service appeal. Network and spot tested. Reed Hadley stars. 98-1/2 hrs.



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Outstanding anthology drama series. Each film features a big-name star of Hollywood or Broadway. 104-1/2 hrs.



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John Kieran reveals the most interesting aspects of the world in which we live. Entertaining, educational. 104-1/4 hrs.



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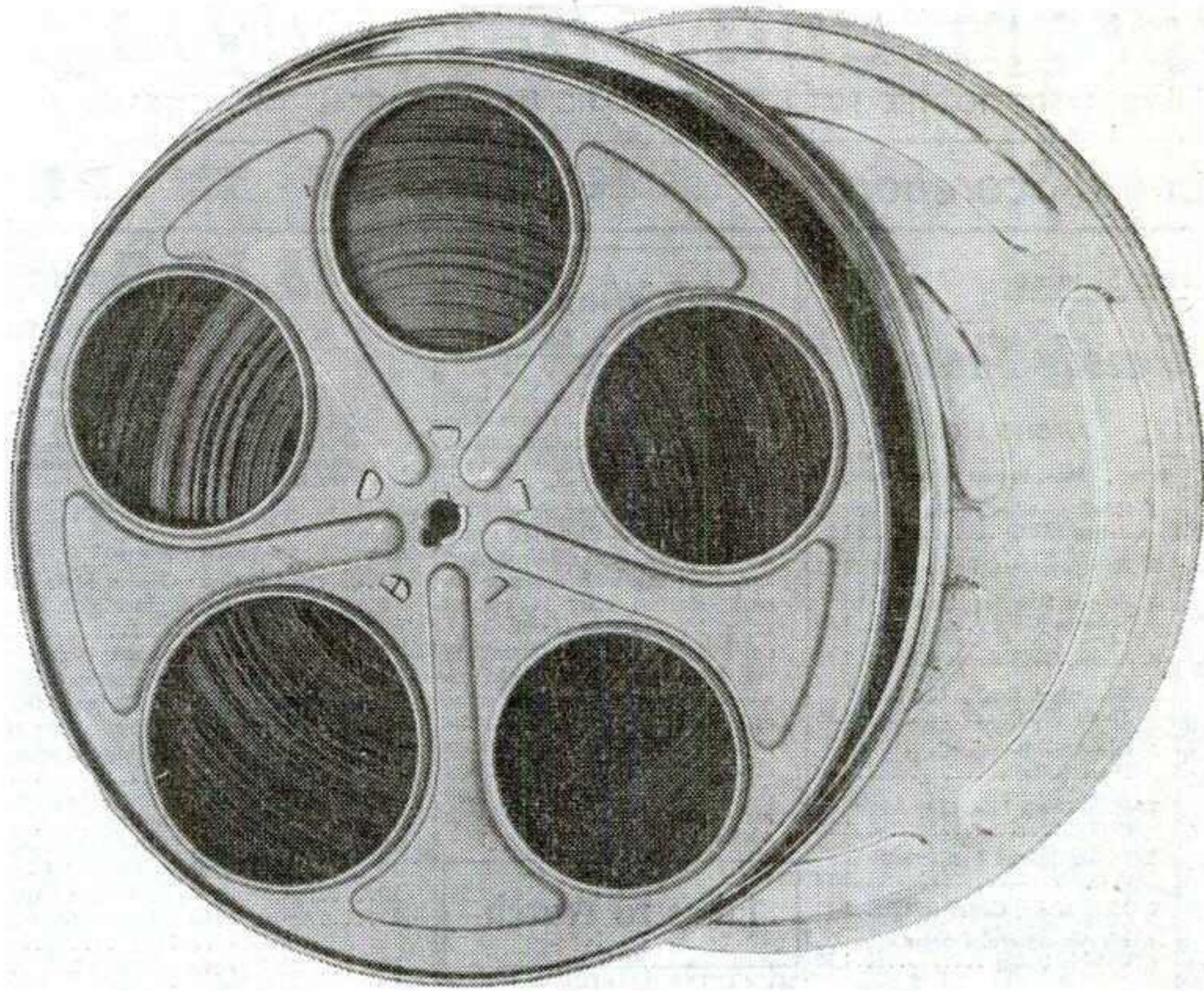
ACTION... LAUGHS... THRILLS

**JOE PALOOKA**

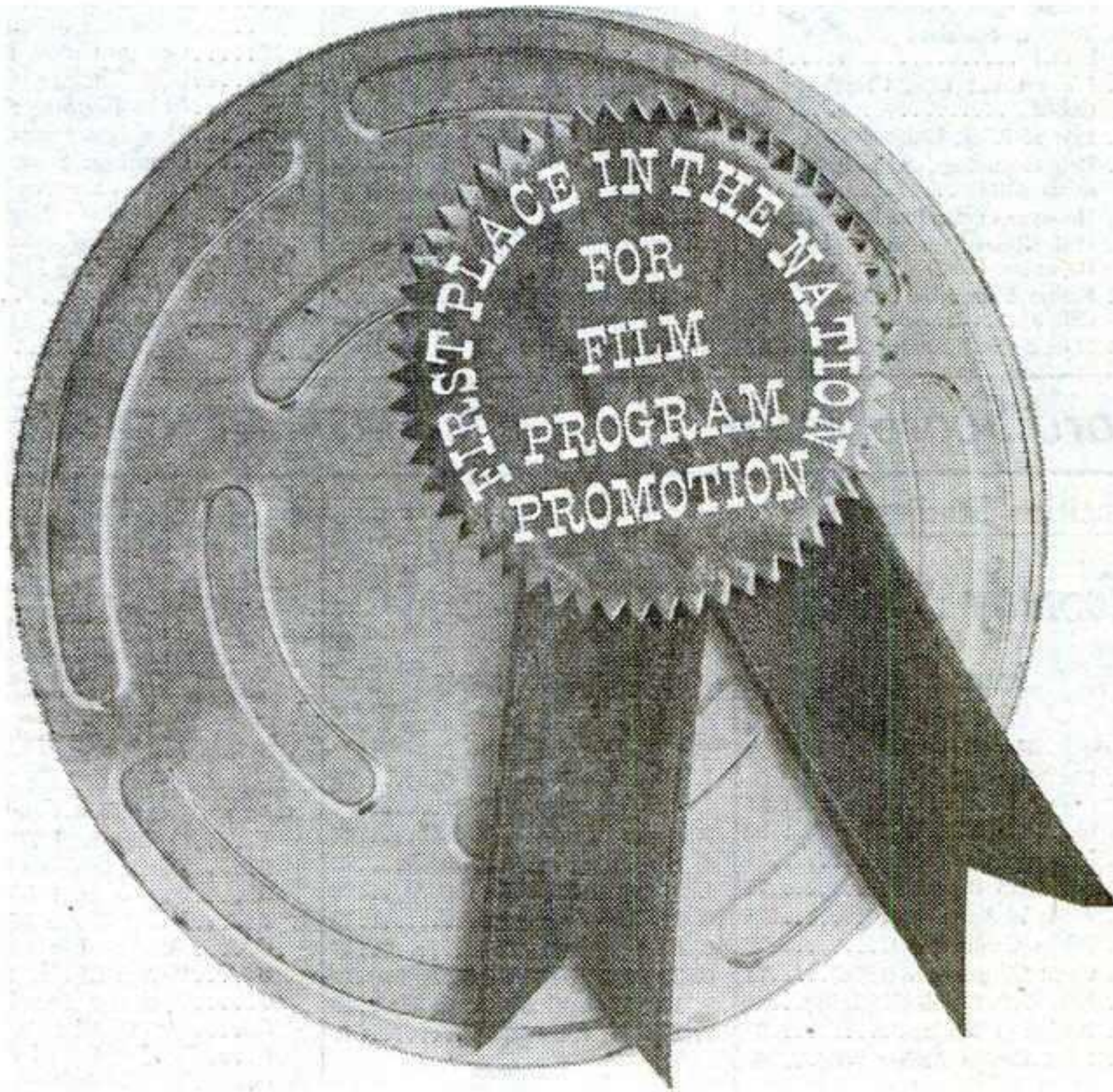
• 26 dramatic 1/2 hours for all the family.  
• The perfect warm weather show for ice cream and beverage companies.

**GUILD FILMS**  
460 PARK AVE NEW YORK MU 8-5365





# Open and shut case!



Billboard says it with its top award in The Billboard 1956 Annual Promotion Competition. Variety says it in its latest run-down of the top ARB-rated film programs in New York:

**Seven out of the top ten film programs in New York are on WRCA-TV!**

First-rate film promotion wins prizes . . . but more important, *it wins audiences*. "The Great Gildersleeve" (WRCA-TV's Billboard entry) *doubled* its Telepulse rating . . . *tripled* its ARB . . . in just six months on the station . . . an open and shut case for the all-out promotion WRCA-TV provides its programs . . . *and their sponsors!*

**WRCA-TV**  **in New York**  
represented by NBC Spot Sales



# TV Program and Time-Buying Guide

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

## The Billboard Scoreboard

## NETWORK TV PROGRAMS

### ARB Audience Composition Studies

#### • Web Situation Comedy Shows

FEBRUARY RATINGS			AMONG WOMEN		
Rank	Show, Sponsor & Web	Rating	Rank	Show, Sponsor & Web	Women Per Set
1.	I Love Lucy, Procter & Gamble, Gen'l Foods	52.5	1.	Ethel & Albert, Ralston-Purina (ABC)	1.22
2.	December Bride, Gen'l Foods (CBS)	40.0	2.	Honeymooners, Buick (CBS)	1.21
3.	Private Secretary, American Tobacco (CBS)	35.0	3.	Private Secretary, Amer. Tobacco (CBS)	1.20
4.	Life of Riley, Gulf (NBC)	33.4	4.	Mama, Gen'l Foods (CBS)	1.19
5.	Burns and Allen, Gen'l Mills, Carnation, B. F. Goodrich (CBS)	32.9	5.	December Bride, Gen'l Foods (CBS)	1.18
6.	Phil Silvers, Amana, R. J. Reynolds (CBS)	29.7	5.	Our Miss Brooks, Gen'l Foods (CBS)	1.18
7.	Father Knows Best, Scott (NBC)	29.6	7.	It's a Great Life, Chrysler (NBC)	1.15
8.	Honeymooners, Buick (CBS)	28.9	8.	Father Knows Best, Scott (NBC)	1.14
9.	Our Miss Brooks, General Foods (CBS)	26.8	9.	Meet Millie, Carter (CBS)	1.13
10.	Ozzie & Harriet, Hot Point, Quaker, Norwich (ABC)	25.4	10.	It's Always Jan, Procter & Gamble (CBS)	1.12

AMONG MEN			AMONG CHILDREN		
Rank	Show, Sponsor & Web	Men Per Set	Rank	Show, Sponsor & Web	Children Per Set
1.	Honeymooners, Buick (CBS)	1.01	1.	Lucy Show, Dorothy Gray, Lehn & Fink (CBS)	1.12
2.	It's a Great Life, Chrysler (NBC)	.98	2.	Ozzie & Harriet, Hot Point, Quaker Oats, Norwich (ABC)	1.10
3.	People's Choice, Borden's (NBC)	.90	3.	Topper, Standard Brands (ABC)	1.03
4.	Phil Silvers, Amana, R. J. Reynolds (CBS)	.89	4.	It's a Great Life, Chrysler (NBC)	.93
4.	Private Secretary, Amer. Tobacco (CBS)	.89	5.	Life of Riley, Gulf (NBC)	.89
6.	It's Always Jan, Procter & Gamble (CBS)	.84	6.	Bob Cummings, R. J. Reynolds (CBS)	.84
7.	Meet Millie, Carter (CBS)	.82	6.	Honeymooners, Buick (CBS)	.84
7.	Bob Cummings, R. J. Reynolds (CBS)	.82	8.	Phil Silvers, Amana, R. J. Reynolds (CBS)	.82
9.	Make Room for Daddy, Amer. Tobacco, Dodge (ABC)	.81	8.	Father Knows Best, Scott (NBC)	.82
9.	Life of Riley, Gulf (NBC)	.81	10.	Mama, Gen'l Foods (CBS)	.78

#### Web Winners

**STAR STAGE—NBC-TV**  
This MCA-TV show has built steadily at 9:30-10 Fridays from last fall's 11.0 Trendex against Schlitz' "Playhouse of Stars" approximate 32. With a Greer Garson film recently, it hit 24.6, topping Schlitz' 21.5. The program, consisting of 26 live shows and 13 films with summer reruns, stresses stars in offbeat roles in adaption from original stories. Sponsors Campbell and Ponds have benefitted from a doubling of rating at the same estimated weekly average cost of 25G. Other Trendex ratings slaughtering Schlitz were Mary Astor's 22.0 (highest for live) and Betty Grable's 21.6 with 43.3 share of audience.

#### Films to Watch

**MY LITTLE MARGIE — Official Films**  
The reruns, which the distributor has widely sold as a daytime strip, is hitting its target, the women. It gets 89 gals per hundred sets tuned in, which is tops for syndicated comedies, eighth among all syndicated shows (96 women per hundred sets is the top female draw in syndication). Its January average Telepulse of 10.6 was fifth among syndicated comedies. It was bettered by only four of the 11 shows with an equal or higher proportion of women. In the February listings, first published in this issue, "Margie" does okay. It's the second highest syndicated show in Los Angeles. On KTTV, Monday, 7:30-8 p.m., it drew 16.2.

#### • ARB Top Shows Among Men

How Network Shows Rated Among Men in February

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

(\* Indicates Film)

Rank	Show, Sponsor & Web	Men Per Set	Avg. Feb. Rating
1.	Red Barber's Corner, State Farm (NBC)	1.16	10.1
2.	Wednesday Night Fights, Pabst, Mennen (ABC)	1.15	24.1
3.	Cavalcade of Sports, Gillette (NBC)	1.14	28.4
4.	Grand Ole Opry, Partic. (ABC)	1.12	14.3
5.	Break the Bank, Dodge (ABC)	1.10	11.5
5.	Feature Boxing, Partic. (Du Mont)	1.10	6.4
7.	Chance of a Lifetime, Emerson, Lenthic (ABC)	1.09	11.0
7.	Comedy Hour, Avco, Jergens, Brown & Williamson (NBC)	1.09	14.2
9.	Ed Sullivan, Lincoln-Mercury (CBS)	1.08	54.9
10.	*Frontier, Reynolds Metal (NBC)	1.07	18.6
10.	Lawrence Welk, Dodge (ABC)	1.07	31.0
12.	Amateur Hour, Pharmaceuticals, Serutan (ABC)	1.06	12.2
12.	Ozark Jubilee, Sust. (ABC)	1.06	11.3
14.	Justice, American Tobacco (NBC)	1.04	10.1
14.	*You Asked for It, Skippy Peanut Butter (ABC)	1.04	14.9
16.	Perry Como, Dormeyer, Intl. Celucotton, Armour, Gold Seal (NBC)	1.03	44.2
17.	*Famous Film Festival, Partic. (ABC)	1.02	8.8
17.	*Alfred Hitchcock, Bristol-Myers (CBS)	1.02	28.1
17.	*Gunsmoke, Liggett & Myers (CBS)	1.02	25.2
17.	*Jimmy Durante, Texas Co. (NBC)	1.02	23.0
17.	George Gobel, Pet Milk, Armour (NBC)	1.02	37.4
22.	G.E. Theater, General Electric (CBS)	1.01	31.5
22.	*The Big Surprise, Speidel, Purex (NBC)	1.01	39.0
22.	*Honeymooners, Buick (CBS)	1.01	28.9
25.	Omnibus, Scott Paper, Aluminum, J. P. Stevens (CBS)	.99	10.8
25.	What's My Line? Jules Montenier, Remington-Rand (CBS)	.99	33.5
25.	Two for the Money, Schaeffer, P. Lorillard (CBS)	.99	24.9
25.	*Damon Runyon Theater, Budweiser (CBS)	.99	17.3

## The Billboard Scoreboard

## SYNDICATED FILM PROGRAMS

### The Pulse Audience Composition Studies

#### • Syndicated Film Comedy Shows

JANUARY RATINGS			AMONG MEN			AMONG TEENS		
Rank	Show & Distrib.	Avg. Jan. Rtg.	Rank	Show & Distrib.	Men Per 100 Homes Tuned In	Rank	Show & Distrib.	Teens Per 100 Homes Tuned In
1.	Life of Riley (NBC)	18.4	1.	His Honor, Homer Bell (NBC)	.81	1.	Meet Corliss Archer (Ziv)	.25
2.	Amos 'n' Andy (CBS)	14.5	2.	My Little Margie (Official)	.80	2.	Life of Riley (NBC)	.24
3.	Meet Corliss Archer (Ziv)	13.1	3.	Life of Riley (NBC)	.77	3.	Great Gildersleeve (NBC)	.24
3.	Eddie Cantor (Ziv)	13.1	3.	My Hero (Official)	.77	4.	My Little Margie (Official)	.22
5.	My Little Margie (Official)	10.6	5.	Amos 'n' Andy (CBS)	.75	4.	Abbott and Costello (MCA)	.22
6.	Great Gildersleeve (NBC)	9.7	6.	Eddie Cantor (Ziv)	.72	6.	My Hero (Official)	.19
7.	Life With Elizabeth	7.8	7.	Great Gildersleeve (NBC)	.71	6.	Eddie Cantor (Ziv)	.19
8.	Abbott and Costello (MCA)	6.6	7.	Life With Elizabeth (Guild)	.71	6.	The Ruggles (Tom Corradine)	.19
9.	His Honor, Homer Bell (NBC)	4.9	9.	Beulah (Flamingo)	.68	9.	Life With Elizabeth (Guild)	.17
10.	My Hero (Official)	4.6	10.	Meet Corliss Archer (Ziv)	.43	9.	Beulah (Flamingo)	.17

VIEWERS/100 HOMES			AMONG WOMEN			AMONG CHILDREN		
Rank	Show & Distrib.	Viewers Per 100 Homes Tuned In	Rank	Show & Distrib.	Women Per 100 Homes Tuned In	Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	His Honor, Homer Bell (NBC)	220	1.	My Little Margie (Official)	.89	1.	Abbott and Costello (MCA)	.99
2.	Life With Elizabeth (Guild)	215	1.	Life With Elizabeth (Guild)	.89	2.	The Ruggles (Tom Corradine)	.89
3.	My Little Margie (Official)	210	3.	Beulah (Flamingo)	.87	3.	His Honor, Homer Bell (NBC)	.40
4.	Great Gildersleeve (NBC)	209	3.	Great Gildersleeve (NBC)	.87	4.	Meet Corliss Archer (Ziv)	.39
5.	Life of Riley (NBC)	206	5.	My Hero (Official)	.85	5.	Life With Elizabeth (Guild)	.38
6.	Amos 'n' Andy (CBS)	204	6.	His Honor, Homer Bell (NBC)	.83	6.	Amos 'n' Andy (CBS)	.33
7.	My Hero (Official)	198	7.	Meet Corliss Archer (Ziv)	.81	7.	Life of Riley (NBC)	.30
8.	Meet Corliss Archer (Ziv)	188	7.	Amos 'n' Andy (CBS)	.81	8.	Great Gildersleeve (NBC)	.27
9.	Beulah (Flamingo)	187	9.	Eddie Cantor (Ziv)	.80	9.	Eddie Cantor (Ziv)	.21
10.	Abbott and Costello (MCA)	176	10.	Life of Riley (NBC)	.75	10.	My Little Margie (Official)	.10

#### • Pulse Top Pix Among Men

How Non-Net Films Rate Among Men in January

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

Rank Order	Show and Distributor	Men Per 100 Homes	Avg. Jan. Rating
1.	Confidential File (Guild)	.91	11.3
2.	Ellery Queen (TPA)	.87	8.1
3.	Crosscurrent (Official)	.86	11.4
4.	I Led Three Lives (Ziv)	.85	14.0
4.	Foreign Intrigue (Official)	.85	6.2
6.	Boston Blackie (Ziv)	.84	6.5
6.	Highway Patrol (Ziv)	.84	13.5
6.	Mr. District Attorney (Ziv)	.84	17.2
6.	Racket Squad (ABC)	.84	10.7
6.	The Whistler (CBS)	.84	8.5
11.	Death Valley Days (Pacific Borax)	.83	10.1
12.	China Smith (NTA)	.82	3.6
12.	Inspector Mark Saber (Koch)	.82	3.7
12.	The Falcon (NBC)	.82	5.7
12.	Mr. & Mrs. North (ATPS)	.82	6.6
12.	Sherlock Holmes (UM&M)	.82	8.1
17.	His Honor, Homer Bell (NBC)	.81	4.9
17.	Lone Wolf (MCA)	.81	4.8
19.	City Detective (MCA)	.80	10.2
19.	My Little Margie (Official)	.80	10.6
19.	Man Behind the Badge (MCA)	.80	13.7
22.	Celebrity Playhouse (Screen Gems)	.79	12.0
22.	Colonel March of Scotland Yard (Official)	.79	3.7
22.	Dangerous Assignment (NBC)	.79	5.8
22.	Inner Sanctum (NBC)	.79	4.7

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



# TRIBUTE

*...to a great show*  
*...and a great guy!*

Wonderful, wonderful things happened on that "red letter" day back in 1952 when we first met Ralph Edwards. We acquired a show that soon became great! We formed a friendship that became even greater! And we started a relationship that has always been stimulating, exciting and rewarding. Fun, too!

For Ralph Edwards is far more than a superb showman and a "perfectionist." He is a man of tremendous enthusiasm, understanding, and warmth.



Ralph knew "you gotta have heart" long before the famous song in "Damn Yankees" became a hit. He put plenty of heart in "This Is Your Life"... produced a show that quickly won the loyalty of millions—and at the same time became a vital force for good.

But strange things happen in TV. Sometimes the best of relationships between sponsor and show must

end. Even though the show is high in popularity and the sponsor enjoying his greatest sales.

But before we part—all of us at Hazel Bishop and at Raymond Spector Company want to say "thanks a million" for the wonderful cooperation we've received not only from Ralph, but from his entire team. Especially Axel Gruenberg, Charlie Steinglass, Dick Gottlieb, Paul Edwards, Von Dexter, Don Malmberg, Sue Clark. Also MCA's Charlie Miller and Berle Adams. And our own Bob Warren and Joanne Jordan.



As to the future, our deepest, warmest wish is that "This Is Your Life"—like Hazel Bishop's Long-Lasting Lipstick—will "stay on and on and on!"

*Raymond Spector*

CHAIRMAN OF THE BOARD  
HAZEL BISHOP INC.



**P. S.** A word to Procter & Gamble—our co-sponsor of "This Is Your Life" for the past year and a half. We sailed a darn good ship together. Now it's all yours. Good sailing!



The Billboard Scoreboard

PULSE LOCAL RATINGS DECEMBER

THE INDUSTRY'S MOST COMPLETE RATING INDEX POINTING UP OUTSTANDING TV SHOWS AND SPOT ADJACENCIES IN EVERY LOCAL MARKET

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

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

issues, beginning with the issue of The Billboard dated the third Saturday of each month. For complete information on audience size, coverage, opposition, programs, audience composition and other details not included in this chart, please consult The Pulse, Inc., 15 West 46th Street, New York City.

WASHINGTON (4 Stations) 457,700 TV Homes

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

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

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

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

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

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

NEW YORK (7 Stations) 3,999,900 TV Homes

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

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

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

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

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

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

ST. LOUIS (3 Stations) 528,600 TV Homes

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

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

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

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

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

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

DAYTON, O. (2 Stations) 124,800 TV Homes

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

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

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

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

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

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

DETROIT (4 Stations) 940,100 TV Homes

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

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

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

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

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

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

MILWAUKEE (3 Stations) 267,000 TV Homes

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

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

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

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

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

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

(Continued on page 16)



## Teleradio-Mutual Buys Into Diskery

Move Blueprints Intent to Become Major Entity in Record Field

NEW YORK — RKO Teleradio Pictures, Inc., whose many-faceted operations include RKO Radio Pictures and the Mutual Broadcasting System, on Friday (16) acquired a 25 per cent interest in Unique Records. The move, while relatively small in itself, is nevertheless of much significance to the disk industry, for it is regarded as only the beginning of RKO Teleradio's blueprint to ultimately become a major entity in the record field. Very shortly, RKO Teleradio is expected to announce an affiliation with a European label, which will make available to the American firm important catalog items in the classical field.

Thomas F. O'Neil, president of RKO Teleradio, stated that the affiliation with Unique "represents the first step in actively entering the recording and music publishing fields. He added that Unique would continue to operate with its present staff, with Joe Leahy as president, and would expand into the package field. Plans call for a complete line of pop, classical, folk, country and western and children's music.

"By extending our activities into the recording and music publishing fields, we are further intensifying our desires to have RKO Teleradio Pictures provide the maximum in entertainment services to the general public," O'Neil said. He added that all tunes recorded by Unique and distributed under its two labels, Unique and Point, now become part of the RKO Tele-

radio Pictures grouping. Leahy, in addition to heading up the artist and repertoire operation will also operate the two music firms, Lamas Music Corporation, an affiliate of the American Society, and Britton Music, an affiliate of Broadcast Music Inc. These publishing firms will be actively operated, and very shortly personnel will be acquired to implement this.

Under the new operation, the distributor set-up will be revamped and tightened. A study is also being made of foreign distribution.

The Unique exec set-up, in addition to Leahy as chief, has Stanley Borden as vice-president and general manager, and Marty Machat as an artist in addition to his other attorney for Unique in setting the deal.

Leahy and Borden stated they would immediately hike the release schedules and proceed to build an artist roster. At least one album per month, in addition to some six singles monthly, are planned, with this output to be increased, upcoming albums, to be out in two weeks. Include "My Heart Sings" with Jack Carroll; "You and the Night and the Music" with Lew Snyder, and Ted Malone's "Intimacy." Leahy, incidentally, will be built

(Continued on page 20)

## Big 3 to Pub 2 New Scores

NEW YORK — Big Three Music Corporation firms have acquired publishing rights to a pair of important new scores.

Leo Feist Inc. will publish the score to the forthcoming Allied Artists pic, "Friendly Persuasion," starring Cary Cooper and Dorothy McGuire. Music and lyrics are by Dimitri Tiomkin and Paul Francis Webster, respectively.

Robbins Music has acquired "Atlantic Crossing," a symphonic narrative by Ethel LeVane with music by Fere Grofe. The work was originally written for the 1951 Festival of Britain and was an LP on the London label.

## VICTOR TO USE OSCAR EMBLEM ON FISHER WAX

HOLLYWOOD—The Academy of Motion Picture Arts & Sciences has given RCA Victor Records permission to use its "Oscar" emblem for a forthcoming album of Oscar winning tunes by Eddie Fisher.

Agreement was reached this week with the Academy by Ed Welker, chief of the label's album department. Welker, here last week with jazz department head Fred Reynolds, also reached agreement with the Jack Webb Mark VII firm for a continuing series of "Pete Kelly" albums.

Reynolds is scheduled to make a series of frequent trips to the Coast, a part of the label's overall expansion of jazz on the West Coast. Shorty Rogers, recently with Atlantic Records and an RCA Victor pactee, will co-ordinate jazz activity here with Reynolds.

## Haley Clocks Record Gross At Omaha

PHILADELPHIA—A new record for attendance, show and gross at the Music Hall Auditorium in Omaha was chalked up by Bill Haley and the Comets for a one-nighter Tuesday (6). Coming into town in the wake of a snowstorm, L. W. Baker Associates, of Omaha, who promoted the show, advised Jolly Joyce, Haley's manager here, that the rock 'n' roll king left with a hefty roll that bettered \$3,500 for the single night's services.

Baker reported to Joyce that Haley, doing three evening shows in the 2,610 house, attracted a total of 6,010 devotees—mostly all of them teen-agers. Being a small house, Haley did three concerts—at 7, 9 and and at 10:45 p.m. He also carried on alone, as the Flamings, scheduled to share the bill with him, were snowbound in another city. His appearance marked the first time that any attraction presented three shows in one evening at the Music Hall. Total take, after taxes, was \$7,019.92, which put Haley in position to

(Continued on page 24)

## Dealer Held Not Liable in Sale of Pirated Recordings

Decision in Miller-AFN Case Probes Flaws in Copyright Laws

By IS HOROWITZ

NEW YORK — In a decision that may have far-reaching significance in the complex relationships of publishers, performers and record companies, Federal Judge Irving R. Kaufman last week ruled that record dealers may not be held accountable to copyright holders if a manufacturer fails to meet royalty obligations on a disk the retailer sells.

The case, which has been viewed with considerable interest by traders and legalites, involved the AFN disk package of Glenn Miller airchecks, subject of much involved litigation.

In its most recent phase, a group of six publishers sought a summary judgment against giant discounter Sam Goody and local distributor Portem.

The suit charged that sale of the AFN platters by the defendants should be construed a violation of the Copyright Act. Damages were asked.

In their reply, covered earlier by The Billboard, the defendants argued that they could not be required to check the validity of each disk they carried. Also, it was said that in any case a prior settlement of royalty obligations between Joseph Krug, owner of AFN Records, and the publishers, freed the dealer and distributor of any liability under the Copyright Act.

Publishers whose tunes were involved in the Miller recordings and who figured as plaintiffs were Shapiro-Bernstein, Gershwin Publishing, Edward B. Marks, Miller Music, Lewis Music and Mutual Music Society.

Move Against Piracy

In the trade, the action was seen as an aggressive move against disk pirates. It was hoped by the plaintiffs that enforceable claims against dealers would effectively stop any retailer from handling a pirated product.

In dismissing the complaint, Judge Kaufman delivered a 30-

page decision which dug deeply into the meaning and intent of the Copyright Act. He upheld the defendants' contention that a phonograph is not "a copy of a musical composition within the meaning of the copyright law."

He further upheld, "regrettably," the defendants' claim that "under

(Continued on page 20)

## A New Suit on Miller Editions

NEW YORK—A new claimant to a piece of the Glenn Miller deluxe editions pie appeared on the scene this week in an action that, if successful, could open the floodgates to a flock of similar suits. The claimant this time is Frank Dailey's Meadowbrook, Inc., operator of the Meadowbrook dance spot in Cedar Grove, N. J., where many of the Miller broadcast performances originated.

The organization of the late Frank Dailey filed suit in federal court against Radio Corporation of America and Miller's widow, Helen D. Miller, asking for an accounting and royalties realized from the sale of the Miller Limited Editions, and any reprints thereof, plus damages. The plaintiff charged that its property rights have been wrongfully appropriated, and that sales of the recordings embodying its properties have hit a gross of \$10,000,000. The Meadowbrook considers five per cent of this a "fair and reasonable royalty."

Basis of the complaint is an agreement entered into by the late Miller and Dailey prior to March 5, 1939, in which Miller agreed that his work and vocalists would perform for radio broadcasts, with

(Continued on page 44)

## Am-Par Signs New C&W Head

NEW YORK — Branching out into the country and western field in a big way for the first time, ABC-Paramount has signed Dub Albritten to head up artist and repertoire activities for the label's new c.&w. department.

Albritten has been active as a promoter, personal manager and booker in the c.&w. field for many years and served as Red Foley's personal manager for the last two years. He will headquarter in Nashville, and record for Am-Par in that city.

Albritten is currently in the process of lining up a roster of c.&w. talent for the label. Artists signed to date include Danny Dill, Smokey Mac and Rex Trailer.

## M-O Club Pitch By Metropera

NEW YORK—The Metropolitan Opera last week started pitching for a minimum of 50,000 members for its mail-order record club, being run in conjunction with the Book-of-the-Month-Club.

Mailings to potential subscribers listed the first selection as "Carmen," with the Metropera cast conducted by Max Rudolf. The single 12-inch LP Condensation of the opera will cost members \$4.50, the club's established price per disk. A few two-disk albums will be issued later, these to list at \$6.75. Those

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## MUSIC EMPHASIS IN PIX

# Melody the Backbone in 10 Of 14 Upcoming Para Films

HOLLYWOOD — Music continues to play a dominant part in motion picture production, with Paramount Pictures music topper Roy Fjastad last week revealing that "10 of a total of 14 features either awaiting release or about to start are either full-scale musicals or make important use of songs."

"It is the strongest emphasis on words and music in the studio's history," said Fjastad. "Four other pictures slated for later this year will also make much use of music."

The George and Ira Gershwin 1927 Broadway musical "Funny Face," starring Audrey Hepburn and Fred Astaire, is scheduled for mid-April filming. Story line for

the film has been completely revamped and updated, with four new tunes by producer Roger Edens and Leonard Gershe added to the score. As presently contemplated, the film will have 11 musical spots. New songs are "Think Pink," "Hold It," "Bonjour Paris" and "On How to Be Lovely."

"Hollywood or Bust," with Dean Martin and Jerry Lewis, will have six to eight tunes by Sammy Fain and Paul Francis Webster. Another Martin and Lewis film, "Pardners," has five new songs penned by Sammy Cahn and Jimmy Van Heusen. Latter song-scribe team also penned additional material for the Cole Porter score of "Anything Goes," with Bing Crosby and Donald O'Connor,

while Cahn teamed with Sylvia Fine on four tunes for Danny Kaye's current film, "The Court Jester."

Johnny Burke collaborated with Rudolf Friml on new tunes for "The Vagabond King," with RCA Victor scheduled to release a soundtrack album from the film which stars the new European operatic star Oreste. Bob Hope's "That Certain Feeling" uses three standards including the title tunes by George and Ira Gershwin.

Other Musicals

Other films using songs to point up the characterization or plot include "The Birds and the Bees," with George Gobel and two tunes by Mack David and Harry Warner

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## Cap's Dexter to South America

HOLLYWOOD—Dave Dexter, Capitol Records international repertoire chief, left here this week (19) on a three-week trip to Mexico and South America where he will meet with the firm's foreign associates. Dexter will scout for suitable recording material and acquaint himself with personnel in the five cities he will cover, Mexico City, Santiago, Buenos Aires, Rio De Janeiro and Medellin, Colombia.

Meanwhile, Bob Weiss, European representative for Capitol, left Paris for his first Stateside trip in over two years for confabs with Sandor Porges in New York March 17-24, and here March 25-April 8.

Weiss set distribution agreements with Comania Del Gramofono, EMI affiliates in Spain, and handled promotion for the Stan Kenton tour, which follows the U. K. swing with an opening in Oslo, Norway, April 14, prior to leaving.



# Anti-Petrillo Revolt Flames; Read Group Ousts te Groen

Little Hope of Compromise; 802 Gets in Act; Case May Go to Court

By JOEL FRIEDMAN

HOLLYWOOD — The possibility that the current anti-Petrillo revolt would be left to die a slow death was precluded last week, with insurgent forces led by Local 47 Vice-President Cecil Read again defying American Federation of Musicians' President James C. Petrillo, and the blue ribbon investigating committee which ended its two-week stay here on Friday (16).

Despite being enjoined by the investigating committee from holding its meeting trying deposed President John te Groen, the insurgent Local 47 group last week "officially" removed te Groen by a vote of 1,535 to 51, calling te Groen "the political puppet of Petrillo."

Two major developments were evident: 1) There appeared little hope of compromise between the two factions, with the likelihood that either te Groen will be "let to the wolves," or Read and his forces, and possibly Local 47 itself will face expulsion from the union and revocation of its char-

ter. 2) In either case, the so-called rebel forces will continue their fight, going to the courts if necessary, and admittedly to the floor of the upcoming AFM convention at Atlantic City this June.

## Threat to Petrillo

The struggle represents the most potent threat to the office long held by Petrillo, and a serious threat to the Music Performance Trust Fund. The indications that the current situation is not merely "an isolated local matter" were seen in the appearance last week of two Read supporters before New York and Philadelphia AFM locals, soliciting support for Read forces.

Martin Berman appeared before New York Local 802 members, a good number of whom it was learned are in sympathy with the Read group. With the trust fund the target of attack by Read's

forces, few Local 802 musicians will openly become involved because of great unemployment within the local.

A similar appearance was made before the Philadelphia local by Hollywood musician Paul Nero, with musicians there also giving sympathy, tho no active support to the Local 47 cause.

The heart of the battle is the Music Performance Trust Fund, attacked by Read as the "war chest of Petrillo." Read's followers, to some extent, are reported to welcome the possibility of revocation of their charter, since they believe they have enough support and can muster enough votes to win a National Labor Relations Board election, should it come to a showdown.

Such an election, in which Read's

(Continued on page 24)

# RCA Cues Dealers On Coupon Details

Distributors to Make Personal Calls Over Last Two Weeks of Save-on-Records Push

NEW YORK—As RCA Victor's Save-On-Records coupon plan finished its second week on a national scale, the diskery was bending its best efforts toward straightening confused dealers out on the details of the operation.

Success of the promotion cannot actually be determined until the company has received most of the initial coupons from the dealers, but reportedly the plan has met with very little resistance among the retailers. On Long Island, where dealers traditionally display their distrust of major companies, the coupon deal still is viewed with some suspicion, but none of these dealers has turned it down.

Victor's big problem admittedly has been the confusion engendered by the complicated working of the deal, especially where dealers have not received articulate explanations from their distributors or salesmen. It was the experience of the company during its February test period that where dealers failed to learn all of the details, coupon book sales never got off

the ground. Dealers who caught on and believed in the plan as a monthly traffic builder were able to push them out with hardly a turndown.

## Last Fortnight Push

Consequently, in the two remaining weeks of the push, Victor, thru its distributors, plans to hit at least 3,000 dealers with personal visits to iron out the kinks. Further, the company is issuing daily bulletins on the plan to all of its dealers, again via the distributors.

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# Joni Scratched At Post Time

BOSTON — Another round in the battle revolving around record stars making outside appearances was fought this week, when AGVA stepped in and forbade vocalist Joni James' appearance at the Boston Post's week-long fashion show. Joni James was appearing at Blinstrub's and had been scheduled to look in at the newspaper's annual event.

Her manager, Toni Aquaviva, said he had tentatively agreed to have her cut the ribbon to open the show. He said he felt The Post had taken advantage of Miss James since they had billed her without authorization.

Smiley Hart, regional representative of AGVA, turned thumbs down on the appearance. He said it would be necessary to pay the singer from \$1,500 to \$2,000, which would be in line with her night club fee.

Aquaviva said he was heartily in agreement with the AGVA ruling. A recent charity affair was refused the services of AGVA members when it was found that they would either have received nothing or a very small fee.

# Diamond Disk Reactivation

HOLLYWOOD—Absent from the record market for more than seven years, Diamond Records is to be reactivated soon by veteran diskier Irving Gwartz.

Gwartz, who recently bowed out of participation in the Music Operators of America disk project, will also release records under his Paragon label. Distribution for both firms is currently being set, with 16 distributors signed thus far, according to Gwartz.

The Diamond label, one of the top indie firms years ago, was taken over by the American Federation of Musicians to satisfy AFM claims against it. Gwartz averred that he had received permission of the musicians' union to again use his old label.

# Vik May Enter R&B, C&W Field

NEW YORK — Vik, RCA Victor's recently reorganized subsidiary label, signed several new acts this week and also got the green light for a possible entry into the rhythm and blues and country and western fields.

New talent inked by artists and repertoire chief Herman Diaz included thrushes Helene Difon and Lucy Roberts, and also the Buddy Williams band.

Diaz and sales manager Ben Rosner planned to take off Sunday (18) on a quick tour of the Southeast to see distributors and to study the strength of various talent types in the area.

Miss Dixon formerly recorded as a soloist for Epic, while Miss Roberts, altho new as a solo act, has cut several sides as vocalist

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# COLE TO SING IN U-I FEATURE

HOLLYWOOD — Capitol Records singer Nat (King) Cole has been signed by Universal-International for an important role in "Istanbul," starring Errol Flynn and Cornell Borchers. Cole will portray a friend of Flynn's who is an entertainer in an Istanbul hotel, and will call for him to sing two numbers.

Cole has also been set for a guest spot in "The Scarlet Hour" at Paramount, in which he'll sing the tune "Never Let Me Go."

He starred in U-I's biographical featurette at U-I last year, "The Nat (King) Cole Story," currently playing film circuits.

# 30% Price Cut Puts Collaro In Boom Groove

NEW YORK—Sparked by a 30 per cent reduction in price, plus the addition of new features, the Collaro record changer is being groomed for a strong bid at a heavy chunk of the quality changer market in 1956.

The British unit, distributed nationally in this country by the Rockbar Corporation, will be offered at the new suggested list price of \$34.50 beginning May 5, \$14.25 under its present \$48.75 peg, with normal one-third discounts to dealers. Quality changers have usually sold in the near-\$50 price bracket.

Actually, the Rockbar campaign appears aimed at cutting strongly into volume now racked up by quality units in the Webcor and V-M lines. Mort Wimpie, Rockbar sales manager, said new Collaro production facilities can supply "almost 2,000,000" units in 1956, half of which will be made avail-

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# JAILHOUSE BLUES

## Clink Revivals on Upbeat in All Fields

NEW YORK — Prison songs — doleful ditties recounting sad days in jail and brushes with the law — have always been an important segment of American folk music. Today, this type of material is being revived in all fields. Clinkers in the pop, country and western and rhythm and blues categories are increasingly concerned, lyric-wise, with the clink.

The clink, of course, is the end of the road, and confinement in the clink eventually faces the wrongdoer. Today's lyricists are concerned not only with this end-result, but with all the legal apparatus leading thereto — such as courts of law, evidence, etc.

In the pop field recently, "Chain Gang," recorded by Bobby Scott on Am-Par, achieved moderate hit proportions and was also cut by Len Dressler on Mercury and Lawrence Welk on Coral. Another recent entrant was "Held for Questioning," cut by Rusty Draper on Mercury and Frankie Lester on Vik. Then there was "99 Years," the subject of a recent vigorous recording by Guy Mitchell; Eileen Barton's Coral disk, "The Scene of the Crime," and Helen Grayco's Vik etching of "Lilly's Lament" ("Cell 29").

Similar sad thoughts are in the minds of the country clefters. Recent sides have included Bob Corly's "Jury Duty" on Victor; Benny Martin's "You're Guilty, Darlin'" on Mercury; Lee Moore's "Dark as a Dungeon" on Cross Country; The Tunemsmiths' "Outlaw" on Columbia and Earl Mil-

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# NEWS REVIEW

## 'Happy Fella' Looks Smooth In Hub Tryout

BOSTON — When Frank Loesser's "The Most Happy Fella" gets straightened away there probably won't be a more beautiful musical on Broadway. At the moment it is over-long, with a faulty first scene, which could easily be cut completely. But even as it is, there hasn't ever been a smoother opening of a tryout here.

Based on Sidney Howard's "They Knew What They Wanted," this is the first really successful fusion of popular and operatic music, and it may well do for music what "Oklahoma" did for the dance. There are a few pretentious and arty spots, and at times it falls flat. But mostly the piece soars magnificently with much that is exultant and deeply moving.

After only a couple of weeks, the sole release, the title song, is climbing. Columbia has Frankie Laine, Coral has Johnny Desmond, with a new group, the Buddies, on Decca. April 1 will see three songs, "Standing on the Corner," "Joey, Joey, Joey" and "Somebody, Somewhere," making their bow. Starting May 1, four more will appear, with the album following later.

Big, lusty baritone Robert Weede is engaging as the "fella" who gets

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## Briefs Filed in Juke Box Clash

WASHINGTON — Following the informal February 29 hearings conducted by the Senate Subcommittee on Patents, Trademarks and Copyrights on the continuing hassle between juke box and performing rights society interests, attorneys for both sides have submitted four-page summations of their cases.

Preliminary studies of the documents are already under way by Senator O'Mahoney, subcommittee chairman, and various appointees of the copyright office study group. No further action in the dispute is expected until a thoro study is completed. "It may be months," said a spokesman, "before full dress hearings are resumed."

John F. Floberg, attorney for the juke box side, restated the position of the juke interests in detail in his statement to the committee. Floberg said the music machine industry has thrived largely on the basis of the section of the Copyright Law, which reads, "The reproduction or rendition of a musi-

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# LP Issue Cues Hotter Pace for Disneyland

HOLLYWOOD — At least six 12-inch LP's, to be followed by a complete line of package goods material, are to be issued shortly by Walt Disney's Disneyland Label, as the initial move in a series of plans designed to put the firm on a more active basis.

Coincident with the increased recording schedule, Jimmy Johnson, vice-president of the company and head of the music department, revealed that Al Latauska, former Capitol Records vice-president and more recently with the Stan Ken-

ton office, had been retained in an executive capacity and will devote his efforts to the recording company. Tutti Camarata, veteran conductor and repertoire man, has also been retained to direct the recording activity of the firm.

Camarata has been at work at the Disney studios for the last four weeks, re-recording and editing sound-track material from previously released Disney motion pictures. First album material to be released will be "Song of the

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# City Fathers Clamp Lid on Disk Hops

NEW YORK — Roughhouse riots staged by teen-agers at deejay rock and roll record hops across the country are prompting city officials to take legal action to control such events in the future.

The latest move was taken by the City Council of Cambridge, Mass., following a riot Saturday night (10) at a Massachusetts Institute of Technology record hop, during which WCOP deejay Bill Marlowe was nearly mobbed and one student suffered a serious brain injury.

The Cambridge Council last week approved an order barring deejays from making appearances at record hops and all other entertainments. At the same time Cambridge Mayor Edward J. Sullivan directed the city manager to obtain reports on "all applicants connected with any school or college prior to issuing them entertainment licenses."

Last month, similar riots at deejay record hops in Cleveland caused civic officials in that city to enforce an old 1931 ordinance, barring anyone under 18 from dancing in a public place. As a result, deejays who want to stage record hops must now obtain specific permission from the Cleveland safety director, police chief and law director. Consequently, at least one major Cleveland indie has called a halt to all record hop activities by its jockeys.

The National Radio Fan Club Show over NBC (Friday nights, 8-10 p.m.) recently clamped down on its open-house audience policy, when teen-agers attending the broadcasts began to get out of hand. The program's producer, Parker Gibbs, now arranges with

local high school officials for closely chaperoned groups of students to make up the studio audiences for each weekly broadcast.

Another manifestation of the growing tendency of certain rock and roll audience elements to leave havoc in their wake was seen last week, when Associated Booking announced it was booking a "refined" rock and roll show in theaters across the country. Theater owners, said Associated, were alarmed by stories of destruction reportedly wrought upon some theaters by wild r.&b. fans in the past, and hoped that a more "separate" version would help keep them under control.

Rock and roll music was blamed by Cambridge officials for causing the M. I. A. riot, when disagreements broke out among the students on the question of whether Marlowe should or should not play r.&b. disks.

Some Boston deejays claim they've been threatened by gangs at record hops, who demand that they play only rock and roll, and at least one deejay has required police protection in order to leave a record hop safely.

## Coast Rebellion At AFM's 5% TV Music Formula

Continued from page 6

presents statistics that in 1952, of 860 hours of TV film shot in Hollywood, 175 hours, or about 20 per cent, contained live music. By 1954 these figures had risen to 370 out of 1,150 hours, or about 32 per cent. But in 1955 as competition became stiffer and it became permissible for a producer to mingle live and track music, the proportion dropped down to around 21 per cent, or 260 hours out of 1,200.

In other words, four-fifths of all TV film produced in Hollywood last year was made with canned music.

It is Read's aim to draw up a new formula that would make it worth while for a producer to use live music (at present the average track for a half-hour film costs between \$100 and \$300) and at the same time protect the performers' rights.

In addition, Read wants the establishment of musicians' residual rights similar to those now held by the SAC, WGA and SDG, with provision for payments to individuals when music recorded for one medium, such as motion pictures, is later used in another, e.g. television.

### CAVEAT EMPTOR

## Needle Theft Alert Issued By Recoton

NEW YORK — The Recoton Corporation has alerted all dealers to the recent burglary of its plant here. Phonograph needle loss was heavy, altho the thieves were forced to take quantities of loose needles and packaging materials.

A company spokesman said he doubted that the thieves would know how to pair up the needles with carrying cards. Dealers were being asked to be on the watch for any sales offers of the needles from anyone other than authorized distributors or reps. Persons with any information having a bearing on the theft have been asked to communicate direct with Recoton in New York.

It was stressed that the burglary has not affected current production in any way.

## M-G-M to Plug 'Queen' Disk

NEW YORK — M-G-M Records thrush Joni James makes an off-camera film debut in the upcoming Republic pic, "The Maverick Queen," via singing the title song of the piece on the sound track.

To kick the record off, the diskery plans a special wrap-around for jockey copies, featuring photos of Joni James and pic stars Barbara Stanwyck and Barry Sullivan. Theaters playing the film will get advance copies of the disk for lobby plugging. Window cards, streamers, flyers and 14x28 sheets, mutually promoting the disk and the film are being shipped to dealers.

## A-V Names Eastern Rep

NEW YORK — A-V Tape Libraries appointed a distributor and sales representatives to handle the firm's line of recorded tapes in several Eastern States.

Transdisc, in Boston, will cover the New England territory for A-V, replacing Records, Inc., which formerly carried the line. However, Donald T. Hankins will continue as factory representative in the area.

Land-C-Air Sales Company, of Tuckahoe, N. Y., has been named sales representative for New York, New Jersey, Delaware, Maryland, Eastern Pennsylvania and Washington, D. C.

## 'LEMON' SQUEEZE COST HIM \$75

LONDON — For eight months bored listeners in Celle, Westphalia, Germany, tuned in to a secret station known as "Lemon" which broadcasts latest American tunes interspersed with new German numbers.

Then one night "Lemon" went off the air. And this week the secret of the station was disclosed in court. Magistrates fined 28-year-old band-leader Hermann Hoffman \$75 for illegally operating the station. A special radio squad had located his transmitter in the attic of a night club. Hoffman's idea? He hoped that plugging his own tunes would make them popular.

## Powell, Allyson Sought by RCA

HOLLYWOOD — Negotiations for the recording services of film stars Dick Powell and June Allyson are expected to be completed with RCA Victor sometime next month, just prior to their departure for film work in Europe.

Powell revealed that he had been sought after by RCA Victor Vice-President Manie Sachs, and that he expected an agreement would be consummated in New York in late April. Two albums featuring Miss Allyson and Powell are planned.

Powell recently completed directing the musical remake of "It Happened One Night" for Columbia Pictures, and is tentatively set to direct "Can-Can" at 20th Century Fox. He has been prominently mentioned for a top production berth at the latter studio.

# Release Protest Highlights Growth of Disk-Pic Tie-Ups

## Shapiro-Bernstein, Col. Pic Beef Gets Immediate Action From RCA

NEW YORK — The interdependence of the record and film industries was highlighted dramatically last week, when publisher Shapiro-Bernstein and Columbia Pictures vigorously protested the breaking of a release date and forced RCA Victor to recall Bob Manning's new disk, "To Love Again." Tune is from the upcoming Columbia picture, "The Eddy Duchin Story," which is scheduled to go into the Radio City Music Hall in June. A release date of April 15 has been set on the tune, and Shapiro-Bernstein has already lined up some six disks.

No bitterness developed. Victor co-operated with the request of S-B and Columbia and withdrew the disks—a spokesman stating they had been mistakenly sent out. Prior to the withdrawal, however, Dick Voller, S-B exec, let it be known that the economic stake of his firm and Columbia Pictures in the tune was sufficiently large for them to take all possible protective measures.

### Pic Cost \$3,000,000

Columbia's production cost on the film is estimated at over \$3,000,000. A premature disk, Voller pointed out, can imperil the issuance of other mechanicals. In the interests of box-office grosses and the value of the copyright, Voller maintained that observance of the release date was mandatory. Columbia and S-B stated that the issuance of the proper disk at the

proper time could mean an additional half-million dollars at the box office. Release of the wrong disk, he added, could mean "blowing the song" and materially damaging the film's box office. Voller also enlisted the aid of the American Society of Composers, Authors and Publishers in the matter. ASCAP, at S-B's expense, wired key outlets all over the country urging the observance of the release.

The degree of interdependence between films and records on the economic and promotional levels has been markedly increasing in the last couple of years. Not very long ago, diskery artist and repertoire men were very wary of film material, the theory being that films were geared to an audience which did not belong to a market specifically their own. More and more, however, this has proven a fallacy—as tune after tune from films have clicked via records, and as more and more records have helped the box office of films. One of the earlier examples of this interdependence was the Italian film "Anna," whose box office was admittedly aided by the M-G-M disk by Sylvania Mangano.

### Tie-Ups Increasing

Today, the disk-film tie-ups are increasing by leaps and bounds, and it is expected that this is only the beginning. Decca Records, via its Universal-International tie-up, does it constantly. M-G-M Records is also active, not only via M-G-M films but with indie producers, a recent example being the new Joni James disk, "The Maverick Queen." The Republic film is to be released in May, and the diskery has set an April 1 date for the disk. The newer companies, ABC-Paramount and RKO Teleraudio Pictures (see separate story) are expected to get into this groove increasingly in order to realize to the full the advantages accruing from the parent company's diversification policy.

Other indications pointing up the general trend of interdependence are the success of the Bill Haley disks tying in with such films as "Blackboard Jungle" and the current "Rock Around the Clock." Al Hibbler's "Unchained Melody" from "Unchained," and the flock of excitement engendered from the many albums and singles derived from "The Benny Goodman Story," "The Man With the Golden Arm," etc.

In The Billboard's Best-Selling Pop album chart this week, five of the 10 packages listed are film-derived, and four of these are sound track albums. The latter include Capitol's "Oklahoma!" and "Carousel" packages, and Decca's, "Benny Goodman Story" and "Man With the Golden Arm." A fifth one, film-derived but not a sound track, is Mario Lanza's "Student Prince" on Victor.

### NEWS REVIEW

## 'Fair Lady' a Palpable Hit, 16 Records in the Making

NEW YORK — Staged with impeccable taste by Moss Hart, "My Fair Lady" opened at the Mark Hellinger Theater here Thursday night (15), and is undoubtedly the season's hit musical to date.

The Alan Jay Lerner-Fredrick Loewe score is appealing and the musical numbers are handsomely staged, but the show has such a good book (an admirably faithful adaptation of one of George Bernard Shaw's wittiest plays, "Pygmalion") that it would probably be almost as big a hit if stars Rex Harrison and Julie Andrews ignored the score and played it straight.

Harrison, of course, has always been a fine actor, but his easy mastery of the musical media is a revelation. Altho he can't sing, he "talks" a song with enough tender perception and brilliant timing to satisfy the most exacting lyric writer.

Julie Andrews, who won superlative reviews for her performance in a musical "The Boy Friend" a season ago, comes thru with an equally surprising performance as an actress in the difficult role of Eliza Doolittle. As the cockney Galatea, the 20-year-old Miss Andrews makes a skillful, entirely convincing transition from slum girl to lady, and her vocal interludes are absolutely bewitching.

CBS completely financed the musical (reportedly to the tune of around \$400,000) and the deal includes rights to present the show on TV at the end of its run. Meanwhile, the web's subsidiary Columbia Records is set to cut an original cast album on the show Friday

(23) and Chappell Music has lined up some 16 records on its three most commercial tunes—"I Could Have Danced All Night," "On the Street Where She Lives" and "I've Grown Accustomed to Her Face." Rosemary Clooney, Dinah Shore and Charlie Applewhite have cut the first song, Vic Damone the second, and Gordon McCrea, Frances Wayne and Miss Clooney, the third.

"I've Grown Accustomed to Her Face" is a poignant ballad (sung by Harrison), while "On the Street Where She Lives," another lovely ballad, has the most commercial possibilities. However, the score is essentially designed to complement the wonderful book, and on wax will undoubtedly lose a great deal of its present effectiveness, unless the listener has seen the show or read the play. June Bundy.

## WCBS Leads In Day Ratings

NEW YORK — Six of the top 10 local daytime participations shows (except news) aired over the four network stations here are WCBS shows, according to the February Pulse reports, with the station's newest deejay, Jim Lowe, (9:05-9:30 a.m.) coming in No. 9 with a 3.8 after less than a month on the air.

The top 10 local shows broadcast Monday thru Friday by the four web outlets here are as follows: Dorothy and Dick (8:15-9 a.m.) WOR, 4.3; Galea Drake,

WCBS, 4.2; Bob Haymes, WCBS, 4.1; Lanny Ross, WCBS, 4.0; Martha Block, WABC, 4.0; Dorothy and Dick (6:15-6:30 p.m.) 4.0; Martha Wright, WCBS, 3.9; "Wright's Modern Lullaby," WCBS, 3.8; John Gambling's "Second Breakfast," 3.8. The remaining two WCBS daytime participations shows placed 11th and 12th, with John Henry Faulk, 3.5 and Jack Sterling, 3.2.



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**SING:**

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- BELIEVE IT BELOVED
- LET ME DREAM
- AS TIME GOES BY
- ANNE
- YOU AND I
- I'M GETTING SENTIMENTAL OVER YOU
- DON'T YOU KNOW I CARE (OR DON'T YOU CARE TO KNOW)
- I'M JUST A LUCKY SO AND SO
- THERE IS NO GREATER LOVE
- IT MUST BE TRUE
- EVERY HOUR ON THE HOUR
- I LET A SONG GO OUT OF MY HEART
- FLAMINGO
- SOLITUDE
- LITTLE BROWN BOOK
- IT SHOULDN'T HAPPEN TO A DREAM

**Dealer Held**

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the law the non-manufacturing seller, no matter what the state of his knowledge, is not accountable to the proprietor or to anyone for his sale of infringing records."

Judge Kaufman added: "In reaching this conclusion, I must confess that I have not been moved by defendants' protestations of innocent intent, which I question. Krug's lack of business address, business stationery or even a telephone listing, and his sale of Glenn Miller recordings under an unknown label and in jackets which stated that the records had been taken from radio broadcasts without any showing of approval from the Miller estate, were clear indications that he was a record pirate."

In the course of a detailed run-down of the history of the record industry in relation to the copyright law, Judge Kaufman stated: "The plaintiffs' present position is being pursued as part of a general campaign on the part of copyright proprietors, legitimate recording companies, and musicians' and performers' organizations to drive record pirates out of business."

Despite his decision for the defendants, Judge Kaufman asserted: "The inequities and inadequacies of the present law cry out for correction. . . . In the present case, the best that can be said for plaintiffs' position is that Congress has not considered this problem, and the worst that Congress has considered against the plaintiffs' position. Under either interpretation of legislative history, the hands of the judiciary are tied."

Goody's attorney was Abraham Lowenthal. Julian Abeles represented the publishers.

**Teleradio-Mutual**

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as an artist in addition to his other functions.

The entrance of RKO Teleradio into the disk field highlights the increasing trend towards diversification among large business and entertainment enterprises. The future of RKO Teleradio in the disk field is seen as tying in closely with their operations in the film, TV and radio fields. In other words, diversification for this entertainment grouping is likely to make possible advantages which are now enjoyed by such diversified enterprises as Radio Corporation of America-Victor Records, Decca and Universal-International, Columbia Records-CBS, etc.

An illustration of how this diversification may operate in the case of RKO Teleradio is indicated by the production schedule of RKO Radio Pictures. This segment of the entertainment group, headed by Dan O'Shea, will do 16 films during 1956. Three of these will contain music. They are "Stage-struck," with Jean Simmons and Carol Channing; "Bundle of Joy," with Eddie Fisher and Debbie Reynolds, and "The Girl Most Likely," with Jane Powell.

Much trade interest centers on RKO Teleradio's future moves, particularly in the classical field. Much of the available major European sources of catalog are already accounted for. This would include Electric and Music Industries (EMI), British Decca and Philips. Deutsche Grammophon is also accounted—at least for another year — via its arrangement with American Decca. Pye, Ltd., might be construed as a possibility, but this firm recently entered into a limited deal with Mercury. It is known that the Haydn Society, indie LP label which has been trying to settle its debts via a special creditors' arrangement, has been bid for by several labels. Acquisition of it would give RKO Teleradio access to important French classical catalog.



destination: Salesville

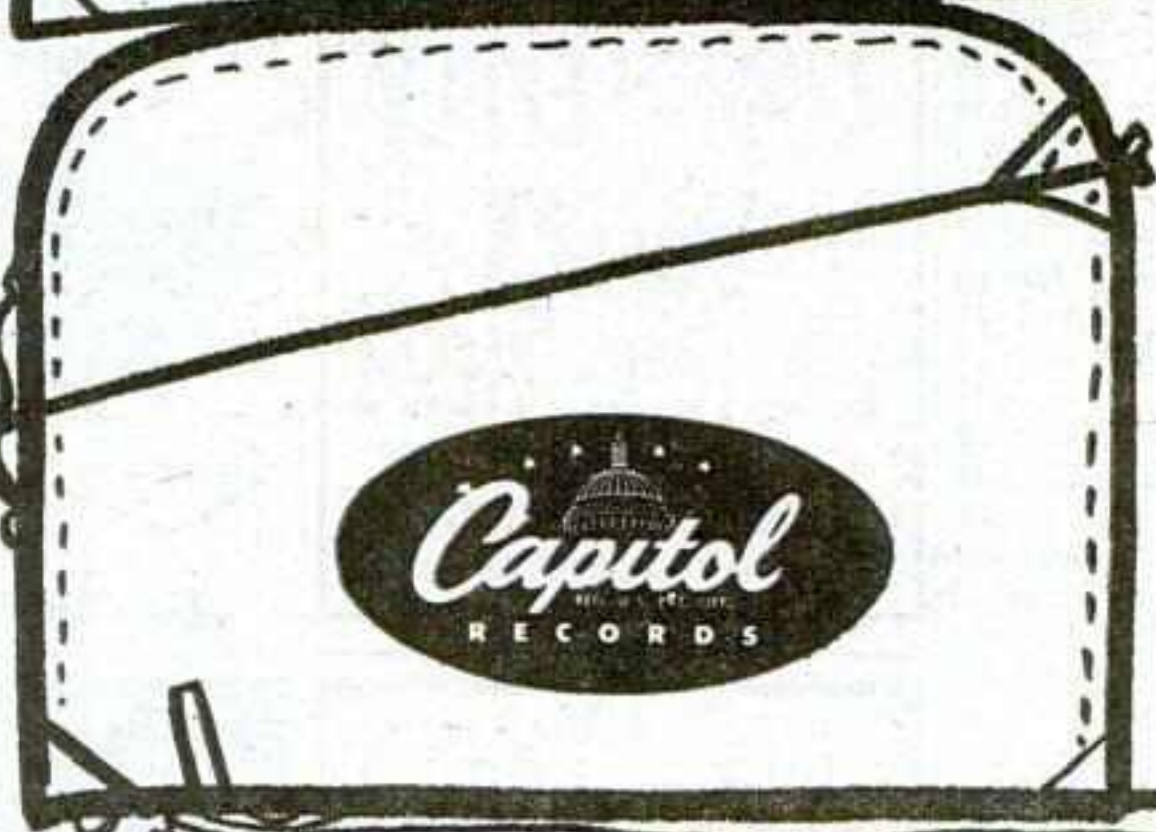
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mary  
FORD

SAY THE WORDS  
I LOVE TO HEAR

SEND ME  
SOME MONEY

record no. 3389





CARL PERKIN'S SMASH!

BLUE SUEDE SHOES

- \* Recorded by:
- BOB ROUBIAN & CLIFFIE STONE ..... Capitol
  - SID KING ..... Columbia
  - LAWRENCE WELK ..... Coral
  - ROY HALL ..... Decca
  - JIM LOWE ..... Dol
  - BOYD BENNETT ..... King
  - SAM TAYLOR ..... M-G-M
  - JERRY MERCER ..... Mercury
  - CARL PERKINS ..... Sun
  - PEE WEE KING ..... Victor
  - ELVIS PRESLEY (album) ..... Victor
- \*Records listed alphabetically by companies.
- HI LO MUSIC, INC.  
HILL & RANGE SONGS, INC.

MUSIC AS WRITTEN

SEABOARD AND E&R DISTRIBS FOR CORAL . . .

Coral Records has appointed two distributors. These are Seaboard Distributing Co., Albany, N. Y., headed by Mike Rosenthal, and E. & R. Distributors, Butte, Mont.

New York

Jazz altoist Lenny Hambro, a Columbia artist, signed with the Willard Alexander office. . . Gene Krupa cut his first big band sides in four years last week for Norman Granz's new Verve label. Vocalist was his one-time thrush Anita O'Day. . . Paul Kapp is now personal manager for the Satisfiers. . . Maurie and Florence Bloom, Buffalo's well-known disk business couple, had their second child last week, a girl.

The Irving Fields Trio began a six-week stay at the St. Moritz Cafe De La Plaix here Tuesday (13). . . Buddy Laine's Decca recording ork will play three Saturday nighters, April 7, 14 and 21 at the Chevy Chase Country Club, Wheeling, Ill. . . Jaworski-Pandy, Hartford publisher of Polish music, has joined SESAC. . . Michael Jarrett makes his singing bow at Le Ruban Bleu March 28. . . Herb Kessler, manager of the Four

Aces, became a father February 28. New daughter's name is Debra Kay.

Wing Records has signed two new canaries, Dotti Malone and Kitty Nation. Interestingly, the gal's first releases include three tunes co-authored by Decca artist Bill Haley. Miss Malone thrushes two of his efforts, "Everything But You" and "I Oughta," while Miss Nation sings another Haley tune, "Half Your Heart," along with a non-Haley ditty, "Goodie Bye-Bye Baby." All four songs are published by Valley Brook.

Hollywood

Good Time Jazz moved its recording equipment to San Francisco for a full week of recording, cutting Bob Scobey's Frisco Band, the Bay City Jazz Band, Don Ewell Trio, and Clancy Hayes. . . Dinah Shore will take her entire troupe to Houston for the week of April 15, where the singer will appear at a charity show for the Shriner's Texas Hospital. . . Donald Blake and William Kirkpatrick are the new owners of Western Recorders. . . Singer Ann Hathaway has been signed to headline a four-week stand at Johnny Walsh's 881 Club. . . The Judy Garland April 8 telecast will have two other Capitol recording artists appearing, pianist Leonard Pennario and musical director Nelson Riddle. . . Reg Marshall Agency inked the Russ Garcia ork, featuring Freddy Guzman. . . Nick Therry off to San Francisco thumping the Four Chaps' Rama disk of "Competely Yours." . . Daniel C. Bonbright, Capitol Records vice-president, celebrated his 10th anniversary with the company last week. . . Composer-arranger Johnny Mandel is currently preparing his first album for Pacific Jazz titled "Swing Era Revised." . . Chico Hamilton Quartet will record the song, "The Morning After," for UPA's upcoming tele-series. . . Page Cavanaugh Trio inked to Hi-Fi Records, and will team with singer Dick Stewart for their first album.

IPR, Du Disque In Tape Deal

HOLLYWOOD — International Pacific Recording Corporation, producers of three lines of prerecorded tapes, have acquired exclusive tape rights to some 50 masters in the catalog of Club Du Disque Francais.

In addition, the firm is preparing to release what constitutes the largest tape release by any firm, with 30 new packages slated to hit the market next month. Dave Hubert, president of the IPR, disclosed other affiliations which represent potent sources of music material, among them indies Tampa, Jazzman Pacific Jazz, Gene Norman Presents, Starlite, and from abroad, Symphonic Tone Products, Vienna, latter firm a regular supplier of material to Vox and other classical companies.

Six releases from the French agreement are being rushed and include three jazz packages with material by Mary Lou Williams, the new animal cracker jazz bands and standard Gershwin themes. Classics include the first tape release of all six Brandenburg Concerto's in a one-and-a-half-hour reel at \$12.95, the Firebird Suite at \$9.95 and Beethoven's 9th Symphony at \$10.95.

Hubert announced the appointment of Ed Altschuller, sales manager for Berlant Concertone, as a marketing consultant for the tape firm.

ANOTHER BMI "PIN-UP" HIT

JUKE BOX BABY

Recorded by PERRY COMO . . . Victor  
Published by WINNETON MUSIC CORP.



THE POOR PEOPLE OF PARIS

- (Jean's Song)  
\* Recorded by:
- Larry Clinton ..... Bell
  - Les Baxter ..... Capitol
  - Philippe Clay ..... Columbia
  - Sammy Kaye (Album) . . . Columbia
  - Lawrence Welk ..... Coral
  - Russ Morgan ..... Decca
  - Winifred Atwell ..... London
  - Roger Roger ..... MGM
  - Les Anthony ..... Tops
  - Chet Atkins ..... Victor
- \*Records listed alphabetically by companies.
- REG. CONNELLY MUSIC, INC.

Watch this cute novelty go!

**SMALL TOWN**

Recorded by Kay Cee Jones

on AMERICAN RECORDS

AMERICAN ACADEMY OF MUSIC, INC.

JACK SHAINDLIN

wishes to thank

GEORGE GOODWIN

Founder

and

PHIL KORNHEISER

Chairman of Award Committee,

For selecting him the winner of

The Annual Clef Award

for musical direction of

Cinerama Holiday

LP Issue Cues

• Continued from page 18

South," a 12-inch LP to retail at \$4.98. Release is being timed to coincide with the reissue of the film, with 34 theaters in Southern California showing the picture starting Wednesday (21).

Johnson revealed that offers to permanently secure Camarata's services, either on a full-time or "as needed" basis have been made.

Future packages planned include the sound track from "Pinochio" and "Snow White," both previously released by RCA Victor; an album featuring Fess Parker (Davy Crockett) from Disney's upcoming "The Great Locomotive Chase," and a package with Walt Disney narrating a "Musical Trip Thru Disneyland."

Johnson leaves for New York this week where he will confer with publisher Charlie Hansen, presumably meeting toward organizing distribution. No plans are contemplated for the release of single pop disks, the Johnson averred that they would release singles should a specific song warrant it. Other veteran diskery personnel are being talked to, with a new organizational force expected to be named shortly.

No firm tie-ups with either the Mickey Mouse or Disneyland tele-shows on ABC-TV are in the works, tho it is expected that the label will make use of the latter show to exploit and advertise its disk wares. Johnson revealed that ABC-Paramount records officially begin sponsorship of a segment of the Mickey Mouse TV show April 1.

Verve 1st on Hibbler Wax

HOLLYWOOD—Despite the fact that Al Hibbler is a Decca pactee, Norman Granz' Verve Records beat Decca to the punch this week with the release of the first package goods by the veteran singer.

A 12-inch LP featuring 17 tunes, the Hibbler wax was acquired by Granz during the days when Hibbler sang with Count Basie, Johnny Hodges and the Lenny Lovett orks. Album will hit Verve distributors on Monday (19), is listed at \$4.98.

The Granz firm recently stymied Decca, temporarily at least, from releasing the soundtrack album of "The Benny Goodman Story" until inking chirp Ella Fitzgerald and allowing Decca to use the music recorded in the film by Lionel Hampton, Gene Krupa, Teddy Wilson and Stan Getz.

COMPLETELY YOURS THE FOUR CHAPS

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MYERS MUSIC, INC.  
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Not 3 NOT 4  
NOT 5  
BUT

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  - CAPRI IN MAY
  - ME AND MY SHADOW
  - WHEN THE RED, RED ROBIN
  - WHITE BUFFALO
- Bourne, Inc. 134 W. 52d St. N.Y.C., N.Y.

a big one . . .

"Can you find it in your heart?"

recorded by tony bennett

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**FOREVER DARLING**

LEO FEIST, INC.



*America's Fastest Selling Records*



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RECORDS

**ROCK-ROCK-ROCKETING**



**BILL HALEY**

**AND HIS  
COMETS**

**THE  
SAINTS  
ROCK  
'N'  
ROLL**

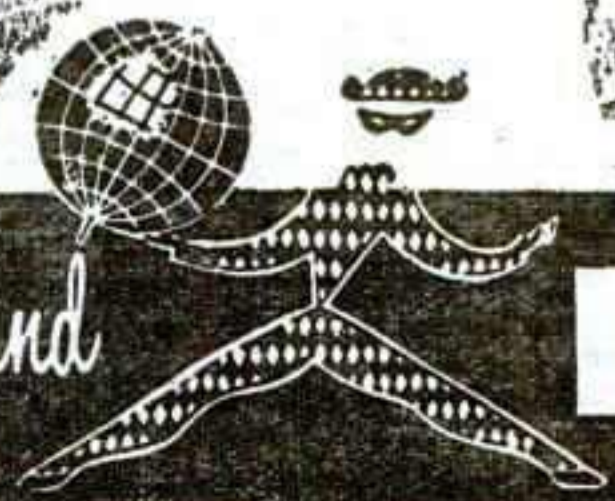
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FOR ANOTHER  
**2 SIDED  
HIT!**

DECCA  
29870 (78 rpm)  
9-29870 (45 rpm)

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**"ROCK AROUND THE CLOCK"**  
starring  
**BILL HALEY**

*A New World of Sound*



**DECCA records**



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## Anti-Petrillo Revolt Flames

• Continued from page 18

forces might be sustained, would create havoc in the motion picture, recording, radio and television industries here, despite the fact that all contracts are with the Federation and not the local.

Johnny Green, head of the music department at M-G-M, last week reiterated that the problem is purely a local one in which the studio would not become involved, and added that Metro would continue to be governed by its legal and contractual obligations.

The winning of an NLRB election, tho such a possibility is in the distant future, would be a serious blow to Petrillo, since he would lose control of the second most important local in the union.

Read's legal advisors are also known to be contemplating court action attacking the trust fund on the grounds that it violates some of the provisions of the Taft-Hartley Law. It is not known whether the musicians' trust fund ever received official sanction from the Justice Department, tho attorney Henry Kaiser declared that the fund had been approved by the Department of Labor when originally set up, with no dissent from the Justice Department.

A minority stockholder's suit against Decca Records, charging that Decca's payments to the trust fund are a misuse of funds is presently before the courts in New York. Should the court sustain the plaintiff, the trust fund would cease to exist for all intents and purposes.

Under any circumstances, Read and his forces will continue to keep the embers of the fire blazing and bring its charges before the floor of the AFM convention. Latter meet is expected to be a violent session, at which time Read's followers hope to muster additional strength and support from other locals.

Despite the te Groen ouster, a

## RCA Cues Dealers

• Continued from page 18

These will include dealer comments and answers to questions as they arise.

Most dealers who have been pushing the plan are particularly pleased with the arrangement whereby book holders must come to the store in July and October to pick up their free bonus records. "This should keep us from getting lonesome in those months," said one retailer. "In October, we already have our new fall-winter merchandise on display, but have to sit around waiting for the post-Thanksgiving rush. Now, if we get people coming in during October for their free records we should be able to arouse interest in regular stock and knock off some sales."

In many stores, it was learned, clerks have been advised to give away a coupon book with the purchase of any \$3.98 LP on any label. Victor has recommended selling the book as a plus item after a regular sale has been made.

## Vik to R&B, C&W

• Continued from page 18

with the Commanders on Decca. Williams, a Philadelphia maestro, created some trade stir a few years ago with several Rainbow disks, utilizing the unique sound of double-bell euphoniums in his arrangements.

According to Diaz, Vik plans six to eight new LP's during the balance of 1956, but will launch a full-scale LP program next year. Currently, the Vik execs are concerned with revamping the diskery's artists and distributor line-ups. Rosner, incidentally became the father of a girl last Saturday (10).

board meeting at which te Groen presided as president took place on Friday (16), with Read declaring he was the "duly elected acting president of the local, and that te Groen is usurping his authority." The board meeting resulted in 1) Cutting off te Groen's salary. 2) The filing of a petition of more than 700 members who will try recording secretary Maury Paul on charges at a meeting here March 26. 3) Taking away Paul's authority to circulate mail to the members.

Henry Kaiser, counsel for the AFM, averred that the contemplated meeting at which Paul is to be tried would most likely also be found to be "an extension of the February 27" meeting, which was ruled illegal by the board and Petrillo.

The investigating committee will prepare its finding for the international executive board, scheduled to meet in New York on March 27. In its two-week stay here, the committee took testimony from more than 100 witnesses. Altho the scope of the investigation allegedly was limited to the initial stormy meeting of February 27, the committee assuredly looked into the numerous side avenues, many of which are believed to be the crux of the right.

Amended charges against Read and others have been filed, which under union by-laws must be answered within 10 days. Read answered previous charges filed by John te Groen with John Cluesmann, secretary of the AFM, last week, denying the allegations. No trial date for Read has as yet been set.

## 30% Price Cut

• Continued from page 18

able for export to the United States.

The Collaro changer was introduced here late in 1952. At first it was made available only for use as an attachment to hi-fi installations, but later was sold to package phonograph manufacturers as a component. The changer has since been incorporated in phonos put out by Magnavox, Sylvania, Emerson, Du Mont, Altec-Lansing, Packard-Bell and Sentinel.

While the new model will retain all the features of the older unit, innovations this year include the addition of a fourth speed (16 $\frac{2}{3}$  r.p.m.) and a manual-play switch. Trade promotion will begin in April, with consumer advertising scheduled to break in May, when the new price goes into effect.

## Melody Backbone

• Continued from page 17

ren; "The Man Who Knew Too Much," with Doris Day and a score by Ray Evans and Jerry Livingston, and "The Leather Saint," with a title tune by Dorothy Fields and Jimmy McHugh.

Further emphasis of the marriage between motion pictures and diskeries is seen in the casting of Nat (King) Cole in "The Scarlet Hour," with Cole airing the song "Never Let Me Go." A Capitol recording of the tune is set to be released prior to release of the picture.

Future films at Paramount in which music figures heavily include "The Red Nichols Story," "Gertrude Lawrence as Mrs. A.," the Joe E. Lewis biopic "The Joker Is Wild," and "Papa's Delicate Condition."

Decca is expected to release a sound-track album of the musical score from Cecil B. De Mille's production of "The Ten Commandments" currently being scored by Elmer Bernstein.

## Haley Clocks

• Continued from page 17

draw 50 per cent against his guarantee.

The following night, playing in Sioux City, Ia., for the same promoters, Haley hit into a blizzard, but still managed to attract over 3,000 listeners. His Western tour, booked by the Jolly Joyce Theatrical Agency here, wound up Tuesday (13) at Chicago's Aragon Ballroom. Haley flew to Washington, D. C., the next day in connection with the opening of his first movie, "Rock Around the Clock," and came up here yesterday (16) to also hypo the film's local preem.

## M-O Club Pitch

• Continued from page 17

who sign up as "founding members," agreeing to accept all nine disks to be released the first year, get a 10 per cent reduction. Other members must agree to accept four selections a year.

Repertoire will consist of standard and new works mounted by the opera company. Younger singers will be featured as a rule, tho name talent will be used when available. Most top opera stars, however, are under exclusive contract to established labels.

Promotional literature claims a membership of 150,000 in the B-O-M-C's Music Appreciation Records club.

## 'Happy Fella'

• Continued from page 18

a mail-order wife. Jo Sullivan is the bride, and while her voice may not be all it might, is a delectable and appealing heroine. There is a suggestion of popularized Menotti style with great use of counterpoint using both recitative and dialog.

The choral work, trios and quartets are thrilling and the sets are beautiful and impressive. With four weeks here to shape up, there seems little doubt that this gay, sentimental musical will prove a winner. Cameron Dewar.

## Jailhouse Blues

• Continued from page 18

ler's "Let Evidence Speak for Itself" on Intrastate.

The r.&b. field, too, has been similarly intrigued, some of the recent disks in this groove being Chris Kenner's "Don't Let Her Pin That Charge on Me" on Baton, and Helen Mack's "Don't Condemn Me Darlin'" on Excello.

During 1955, the jail-theme trend gained headway. Webb Pierce, of course, had his tremendous smash, "In the Jailhouse Now," released by Decca in November. This item, of course, sparked a Jimmy Rodgers' revival, "In the Jailhouse Now No. 2." Rodgers, who wrote most of his material in the folk-blues idiom, was apparently very cognizant of the prison theme influence in American songs. His lyric for "Frankie and Johnny" is another example.

Also in 1955, there appeared such disks as Johnny Cash's "Folsom Prison Blues" on Sun, and such various added as "Riot in Cell Block No. 9" on Capitol.

Perry Como last year cut a ditty titled "Wanted," and while this was not in the jail or lawbreaking groove, the diskery's promotion did make use of such an implication. Ditto Coral's recent promotion on the McGuire Sisters' "Missing."

A publisher, reminiscing, stated that the greatest of them all was "The Prisoner's Song" of years ago. "It's the Oscar Wilde influence," he said, claiming the cleffers were greatly affected by "The Ballad of Reading Gaol."



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Review Spotlight on . . .

ALBUMS

Popular

THIS LUSTY LAND (1-12") - (Tennessee) Ernie Ford. Capitol T 700

Ernie Ford's recent smashing success in the singles field with "16 Tons" cannot but help sell this album. It is a package of folk songs derived from many climes and encompassing many themes. Included are "John Henry," "The Rovin' Gambler," "Nine-Pound Hammer," etc. Ernie does a grand job, and the arrangements by Jack Fascinato show a wealth of musical knowledge and imagination.

ELVIS PRESLEY (1-12")-RCA Victor LPM 1254

Elvis Presley is hot right now, in both the country and pop fields, with his recent appearances on TV bolstering his sales stock considerably in the latter category. In view of his success on singles, this LP might well chalk up a healthy sales record, and is bound to grab off plenty of jockey spins. Selections, warbled in Presley's exciting r.&b.-flavored style, include

several tunes he performed on TV - "Tutti Frutti," "I've Got a Woman," "Blue Suede Shoes," etc.-along with "Blue Moon," "Money Honey," and others. Cover-a great candid shot of the artist-should be a big sales-plus.

Classical

VERDI: RIGOLETTO (3-12") - Giuseppe di Stefano, Maria Callas; Teatro alla Scala; Tullio Serafin, Cond. Angel 3537

This undoubtedly will be another big-selling opera package from Angel. On artistic grounds it scores heavily, and name-power alone will pull substantial action. Miss Callas, whose performance is not flawless, nevertheless delivers her role (Gilda) with tremendous emotional impact. Tenor di Stefano and baritone Tito Gobbi are also impressive. Most importantly, conductor Serafin molds the entire performance with a knowing hand for its dramatic substance. Disking is on five LP sides, with appropriate reduction from three-disk price. For all package stores.

despite the fact the package is obviously intended to entice Northern buyers generally. Album is one in the "Capitol of the World" series.

YURI KAZAKOV PLAYS THE BAYAN (1-12") Angel ANG 65020

The Bayan is an accordion with button keys and a sound that is nearer that of the folk instrument than the more modern keyboard variety. Soviet musician Kazakov shows remarkable versatility on this instrument as he plays a conventional set of Russian pieces. It's great stuff for the tea-and-lemon, or vodka set, and others should like it, too. The fine sounding disk was cut in London.

Jazz

SIDNEY BECHET JAZZ CLASSICS (1-12") Blue Note BLP 1201

This package is great jazz inventory and should be stocked by all dealers with this type of clientele. Converted from 10-inch wax, the disk contains great mood-evoking sides, including "Muskrat Rumble," "Summertime," "Dear Old Southland," etc. In addition to the clarinet and soprano sax of Bechet, there are outstanding trumpet solos by the late Bunk Johnson and Sidney De Paris, piano by Meade Lux Lewis and performances by other noted instrumentalists of the New Orleans school. The sides were gleaned from six sessions and will fascinate any collector.

JACKIE AND ROY (1-12") 78 Roy Kral, Piano; Shelly Manne, Drums; Barney Kessel, Guitar; Red Mitchell, Bass (1-12") Storyville ST LP 904

For pop as well as for jazz fans, this set offers some of the freshest musical entertainment of recent disk vintage. Jackie Cain and Roy Kral, individually, harmonically and contrapuntally singing, offer incomparably musical, smart and fresh stylings of some off-beat tunes-specials and show items. When Miss Cain sings solo, husband Kral backs her beautifully with his modern jazz piano. An especially cute duet is "You Smell So Good," and Miss Cain thrushes with tremendous appeal on "Lazy Afternoon." Dealers looking for something special to plug have a good prospect here.

LENNIE TRISTANO (1-12") 77 Atlantic 1224

Pioneering modernist Tristano has his first album in several years. As expected, there are some strikingly original ideas advanced, but there's nothing to scare off the less-than-intellectual listener. In fact, the "new" Tristano displays plenty of emotion and swingin' drive as well as his typically clean technique and articulate flow of ideas. No question about it, he can wail. Five standards were cut at a cafe appearance, and these feature Tristano disciple Lee Konitz on alto sax. The others are studio sides, some of which were double-tracked by the pianist. "Line Up" is a fine demo band.

TRIBUTE TO BENNY GOODMAN (1-12") 76 Jess Stacy and the Famous Sidemen Atlantic 1225

Benny's nowhere around on this disk, but some of his greatest colleagues are and they team up on material that's beautifully executed and recorded with the unmistakable stamp of the great Goodman sound. Stacy, of course, is a prominent fixture in the group but others who came back for this session include Ziggy Elman, Vido Musso, Heinie Beau, Charley Gentry, Murray McEachern, Allen Reuss, Artie Shapiro, Nick Fatool, and Babe Russin. Elman and Musso

Best Selling Pop Albums

Albums are ranked in order of their national sales strength at the retail level according to The Billboard's weekly survey of top dealers in all key markets.

- 1. BELAFONTE-Harry Belafonte.....RCA Victor LPM 1150
2. OKLAHOMA-Sound Track.....Capitol SAO 595
3. CAROUSEL-Sound Track.....Capitol W 694
4. THE BENNY GOODMAN STORY-Sound Track...Decca DL 8252
5. JULIE IS HER NAME-Julie London.....Liberty 3006
6. FOUR FRESHMEN AND FIVE TROMBONES...Capitol T 683
7. THE STUDENT PRINCE-Mario Lanza...RCA Victor LM 1837
8. MUSIC TO CHANGE HER MIND-Jackie Gleason.Capitol W 632
9. SPARKLING STRINGS-Lawrence Welk.....Coral 57011
10. THE MAN WITH THE GOLDEN ARM-Sound track.....Decca DL 8257

Reviews and Ratings of New Classical Releases

TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN (1-12")-Minneapolis Symphony; Antal Dorati, Cond. Mercury MG 50054 .....80

This is a hi-fi stunner, and on that basis it will surely attract sales from the abundant market of sound-thrill seekers. To the normal excitement of a good orchestral performance of the "1812" there is added the special sonorities of a brass band, real cannon shots where called for, and bells, bells and more bells. The multi-dub tape required special care in mastering, which the engineers have done in expert fashion. Also there is a special band on which Deems Taylor discusses the use of cannon and bells, and how they were recorded. Disk could also serve as a demonstrator for top quality phono equipment.

BEETHOVEN: SYMPHONY NO. 3 (EROICA) (1-12") - Pittsburgh Symphony; William Steinberg, Cond. Capitol P 8334 .....78

It might be supposed that there is no chance for yet another "Eroica" to do much in the crowded market. True enough, if this latest was a mediocre product. It is anything but that. Steinberg turns in a reading that is thoroly rewarding in a performance that is yet conventional. And the sound is of top quality, with the focus designed to please most those who reject close-up "clarity" for the reality of a listener position further back in the concert hall. All-store merchandise, this.

both sound particularly effective in their spots as does Stacy. Cover has good eye appeal.

THE SINGING REED (1-12") 74 Lucy Reed (1-12") Fantasy 3-212

Miss Reed is quite a talent. In her first important disk, the singer who cut her eye teeth in Chicago bistros shows an infinitely gracious touch on a very smart line-up of material. The gal has great respect for a melody, does little tampering and yet she has a wonderful way of handling each tune all by itself giving it a special meaning that hits the bullseye fast. A sampling would be "My Time of Day," "Little Girl Blue," "My Love Is a Wanderer" and "Because We're Kids." Gal has plenty on the ball and will bear watching. Unfortunately, the album cover does nothing to sell the package.

LOUIS' HOT 5'S AND 7'S (1-12") 71 Lawson-Haggart Jazz Band (1-12") Decca DL 8200

This package is another in the series wherein Decca attempts to re-create great jazz periods of the past. The tunes are among the great numbers made famous by Louis Armstrong's band in the late 1920's, including "Potato Head Blues," "Muskrat Rumble," "Weary Blues," etc. The performances are proficient. However, the Armstrong originals are available on another label, and to jazz-minded buyers and dealers, this would make a difference.

DIXIELAND BASH (1-12") 70 Stan Rubin and His Tigertown Five (1-12") Victor LPM 1200

The college-age following of this group, plus Princeton partisans, insure a fair enough sale for this package, and make it worth stocking for most dealers. As jazz, however, this is pretty sad stuff. The lads are adventurous in repertoire, including such seldom used material (among Dixie exponents) as "Goody Goody," "Margie," etc., but there isn't a sure-footed soloist in the lot, and the ensemble lacks the essence of fine old wine.

JAZZ FROM GERMANY (1-12") 66 Kurt Edelhagen and his Ork (1-12") Decca DL 8231

Edelhagen, according to these sides, is the German counterpart of Stan Kenton. His big-scaled arrangements are beautifully executed and recorded in the best German hi-fi, but the jazz solos don't offer anything intriguing for educated American ears. Good curio stuff, and the boys merit an "A" for effort, but they're still Johnny-Come-Latelies at this modern jazz business.

BALAKIREFF: THAMAR; RUSSIA; IS-LAMEY (1-12")-Philharmonic Orchestra; Lovro von Matic, Cond. Angel 35291 .....74

A program of juicy, theme-dripping Russian nationalistic music played with all the spirit proper projection requires. The tone poems will please the most unsophisticated collector, yet hold interest for those with more cultivated tastes. Of commercial importance, too, is the sensational sound captured on the grooves. This is wonderful demonstration material for high-powered playback equipment. Sales should be good in most outlets.

MOZART: SONGS (1-12") - Elizabeth Schwarzkopf, Soprano; Walter Gieseking, Piano. Angel 35270 .....75

A simple and brilliant stroke of programming. Two Mozart specialists are brought together to perform some of the composer's less familiar works, and the results are of a level to please the most critical. There are 16 songs in this set. The package should reap results beyond the normal expectancy of most good lieder collections.

TCHAIKOVSKY: SYMPHONY NO. 5 (1-12")-BBC Symphony Orchestra; Sir Malcolm Sargent, Cond. RCA Victor LM 1947 .....74

The performance is full of color and technical excellence. A moderate sale may be expected of the package, for its excellences are balanced by extremely strong competition.

STRAVINSKY: VIOLIN CONCERTO IN D; DUO CONCERTANT; JEU DE CARTES (1-12")-Ivry Gitlis, Violin; Concerts Colonne Orchestra; Harold Byrnes, Cond. Bamberg Symphony; Heinrich Hoffmeister, Cond. Vox FL 9410 .....74

Main attraction in this collection of more accessible Stravinsky music is a first recording of the Violin Concerto. This is proper meat for Gitlis' intense taste, and he gobbles it up with relish. (Continued on page 53)

Reviews and Ratings of New Popular Albums

SWING LOW IN HI FI (1-12") 78 Percy Faith and his Ork (1-12") Columbia CL 796

Here are 14 of the greatest spirituals, arranged by Percy Faith for orchestra. It is a tremendous job of arrangement-preserving the simple melodic structure yet adding to it a marvelous sweep that is never ornate. Included are "Swing Low, Sweet Chariot," "Deep River," "All God's Children Got Wings," "Go Down Moses," etc. Charles Burr has written an informative set of liner notes. Good inventory for a steady sale.

FLIRTATION WALK (1-12") 77 Voices of Walter Schumann (1-12") Victor LPM 1202

Here's one of the most stylish vocal sets to come on the package scene. The Schumann voices have turned out good things aplenty before this and the current offering is right up to par. Here's the story of courtship ("Flirtation Walk") thru the honeymoon ("Small Hotel") and down life's highway ("Love's Old Sweet Song") with the wonderful blend of the 32-voice mixed chorus and some fresh and exciting ork sounds showcased. An attractive cover will help move copies as will the numerous jockey plays that are bound to result.

EDDIE ALBERT AND MARGO (1-12") 77 Kapp KL 1017

In a medium always seeking new ideas, but remaining somehow shackled to the old, it is a pleasure to come across a package of this type.

Here is entertainment varied and informal-a wealth of song, a sprinkling of poetry-and the warmth of a live performance. Eddie Albert does "September Song," Mansfield's "Sea Fever," "Ebb Tide," an unusual arrangement of "John Henry," etc. Margo does "Hello, Young Lovers," Elizabeth Barrett Browning's "How Do I Love Thee," etc., and, of course, they do several duos. For class shops.

ORGAN REVERIES (1-12") 75 George Wright, Organ (1-12") King 395-504

Playing New York City's Paramount Theater pipe organ, George Wright offers a listenable collection of items based on requests received when he was organist at that great Times Square landmark. Album title of "Reveries" is hardly apt since a number of bright and fairly upbeat things are included-"Times Square Boogie," "Makin' Whoopee," and "Birth of the Blues." Wright has been a strong seller in the past, however, and in spite of inferior cover work, this package could find a market.

THE MERLE TRAVIS GUITAR (1-12") 74 Capitol T 650

The basic element of Travis' guitar is the distinctive touch of sophistication in most of the material displayed here. Melodies are easily distinguishable, but the full, rich chords are there, too, which gives the playing a satisfying, full-bodied sound. The selection comes mostly from the past, i.e., "Memphis Blues," "The Sheik of Araby," "Bugle Call Rag," etc., but several Travis originals (not including "16 Tons") are etched as well. Should be a commercially successful venture.

THE BAND OF HER MAJESTY'S ROYAL MARINES (PLYMOUTH) (1-12") 74 Captain William Lang, Dir. (1-12") Capitol T 10000

Here's the initial album entry in the label's "Capitol of the World" series. The disk features Britain's Marine Band performing the music of two of the oldest of the military ceremonies - "Beat Retreat" and the "Tattoo Finale." There is comprehensive explanation of both these rites in the liner notes. For the record, it's colorful, flowery, martial music that's bound to make the "I Love a Parade" kind of soul take notice.

OUR PARIS (1-12") 72 Franck Pourcel and his Ork (1-12") Capitol T 10002

Another in the "Capitol of the World" series, this album was recorded in Paris, where Franck Pourcel and his ork enjoys a reputation as perhaps the finest of French pop bands. The tunes in the package are all genuinely gallic, a point noted in the liner notes, and they do convey the flavor and mood of Paris. The notes also contain a brief, but revealing, word-picture of the city. The instrumentation is extremely pleasant and Continental in mood.

HONEYMOON IN MEXICO (1-12") 70 Pepe Villa and El Mariachi Mexico (1-12") Capitol T 10001

This is a package of South-of-the-border mood music for North-of-the-border listeners. The sides, recorded in Mexico City, have a distinctive flavor. The tunes are derived from music played at wedding ceremonies, hence the title of the package. Likely to sell best in areas of the country where the population is closer to the culture represented by this music,

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# HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending March 14

This Week	Last Week	Weeks on Chart
<b>1. Rock and Roll Waltz</b>	3	12
By Dick Ware and Shorty Allen—Published by Sheldon (BMI) BEST SELLING RECORD: K. Starr, Vic 20-6359. RECORDS AVAILABLE: A. O'Day, Verve 2000; L. Welk, Coral 81128.		
<b>2. Poor People of Paris (Jean's Song)</b>	1	6
By La Gaulante de Pauvre-Jean-Marguerite Mannot—Published by Alama Music. BEST SELLING RECORD: L. Baxter, Cap 3356. RECORDS AVAILABLE: W. Atwell, London 1628; L. Anthony, Tops 276; C. Atkins, Vic 20-6366; P. Clay, Col; L. Clinton, Bell 1122; R. Morgan, Dec 29835; R. Roper, M-G-M 12188; C. Powell, Groove 0144; J. Hansen, Remington 25035; L. Welk, Coral 61592.		
<b>3. Lisbon Antigua</b>	2	13
By Galhardo-Vale-Portela—Published by Southern (ASCAP) BEST SELLING RECORD: N. Riddle, Cap 3287. RECORDS AVAILABLE: A. Dale, Coral 61553; L. Diamond, Vic 20-6406; 1956 Jazz All Stars, Vic 20-6418; M. Miller, Col 40635; L. Welk, Coral 61595.		
<b>4. No, Not Much</b>	4	9
By Stillman & R. Allen—Published by Beaver Music (ASCAP) BEST SELLING RECORD: Four Lads, Col 40629.		
<b>5. Great Pretender</b>	5	15
By Buck Ram—Published by Southern (ASCAP) BEST SELLING RECORD: Platters, Mercury 70753. RECORD AVAILABLE: J. Riggs, Media 1020.		

This Week	Last Week	Weeks on Chart
<b>6. Theme From the Three Penny Opera (Moritat)</b>	6	8
By Kurt Weill-Brecht—Published by Harms (ASCAP) BEST SELLING RECORDS: D. Hyman, M-G-M 12149; R. Hayman-J. August, Mercury 70781. RECORDS AVAILABLE: L. Armstrong, Col 40587; O. Bradley, Dec 29816; J. Gordy, Vic 20-6419; T. Murphy, Col 40586; L. Paul, Cap 3329; T. Puentes, Vic 20-6417; B. Raeburn, Col 40657; 1956 Jazz All Stars, Vic 20-6418; B. Vaughn, Dot 15444; L. Welk, Coral 61574.		
<b>7. I'll Be Home</b>	8	7
By Washington & Lewis—Published by Arc (BMI) BEST SELLING RECORD: P. Boone, Dot 15443. RECORD AVAILABLE: Flamingos, Checker 830.		
<b>8. Why Do Fools Fall in Love?</b>	9	5
By Lyman-Goldner—Published by Patrica Music (BMI) BEST SELLING RECORDS: Teen-Agers, Gee 1002; G. Storm, Dot 15448. RECORDS AVAILABLE: Diamonds, Mercury 70790; G. Mann, Sound 29832.		
<b>9. Memories Are Made of This</b>	7	16
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.		
<b>10. See You Later, Alligator</b>	10	10
By Robert Guidry—Published by Arc Music (BMI) BEST SELLING RECORD: B. Haley, Dec 29791. RECORDS AVAILABLE: O. Bash, Vic 6426; B. Charles, Chess 1609; R. Hall, Dec 29786.		

## Second Ten

<b>11. Hot Diggity</b>	15	2
By Al Hoffman & Dick Manning—Published by Roncom (ASCAP) BEST SELLING RECORD: P. Como, Vic 20-6427.		
<b>11. He</b>	13	27
By Richard Mullan & Jack Richards—Published by Avax (BMI) BEST SELLING RECORD: A. Hibbler, Decca 29660. RECORDS AVAILABLE: K. Armen, M-G-M 12078; McGuire Sisters, Coral 61501; G. B. Shea, Vic 20-6292.		
<b>13. Band of Gold</b>	11	17
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.		
<b>14. It's Almost Tomorrow</b>	12	20
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.		
<b>15. Blue Suede Shoes</b>	20	3
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 4908; F. W. King, Vic 20-6450; S. King and the Five Strings, Col 21505; J. Mercer, Mercury 70805; S. Taylor, M-G-M 12197.		

<b>16. Eddie My Love</b>	17	3
By Collins, Ling & Davis—Published by Modern-Roosevelt (BMI) BEST SELLING RECORD: Teen Queens, RPM 543. RECORDS AVAILABLE: L. Briggs, Epic 9151; Chordettes, Cadence 1064; Fontane Sisters, Dot 15450.		
<b>16. Heartbreak Hotel</b>	16	3
By Axton, Durden & Presley—Published by Tree (BMI) BEST SELLING RECORDS: E. Presley, Vic 20-6420; Cadets, Modern 985.		
<b>18. Mr. Wonderful</b>	18	4
By Buck 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; P. Lee, Dec 29834; Mello-Larks, Epic 9146; B. A. Steele, ABC Paramount 9669.		
<b>19. Eleventh Hour Melody</b>	18	5
By King Palmer-Carl Segman—Published by Paxton (ASCAP) BEST SELLING RECORD: A. Hibbler, Dec 29789. RECORDS AVAILABLE: L. Busch, Cap 3349; T. Mottola, M-G-M 11885; B. Snyder, Dec 29827.		
<b>20. Tutti Frutti</b>	14	9
By La Bastrie Tenniman—Published by Venice (BMI) BEST SELLING RECORDS: P. Boone, Dot 15443; Little Richard, Specialty 561. RECORDS AVAILABLE: Jackson-Harris Herd, Clef 89052; A. Mooney, M-G-M 12165; M. Torme, Coral 61263.		

## Third Ten

<b>21. Juke Box Baby</b>	21	2
By Noel Sherman & Joe Sherman—Published by Winneton (BMI) RECORD AVAILABLE: P. Como, Vic 20-6427.		
<b>21. A Tear Fell</b>	23	8
By Dorian Burton & Eugene Randolph—Published by Progressive (BMI) RECORDS AVAILABLE: T. Brewer, Coral 61590; I. J. Hunter, Atco 1086.		
<b>23. Dungaree Doll</b>	15	12
By Ben Raleigh & Sherman Edwards—Published by E. B. Marks (BMI) RECORDS AVAILABLE: E. Fisher, Vic 20-6337; Rock Brothers, King 4851.		
<b>24. Bo Weevil</b>	24	2
By Antoine Domino & Dave Bartholomew—Published by Reeves (BMI) RECORDS AVAILABLE: T. Brewer, Coral 61590; F. Domino, Imperial 3979; B. Lou, King 4900.		
<b>25. Innamorata</b>	-	1
By Jack Brooks & Harry Warren—Published by Famous (ASCAP) RECORDS AVAILABLE: D. Martin, Cap 3353; J. Vale, Col 40634; F. Verna, Dec 29767.		

<b>25. To You My Love</b>	-	1
By Jack Lawrence & Lewis Gate—Published by Leeds (ASCAP) RECORDS AVAILABLE: N. Noble, Mercury 70821; B. Madigan, M-G-M 12156.		
<b>27. Are You Satisfied?</b>	25	12
By Wooley & Escamela—Published by Cordial Music (BMI) RECORDS AVAILABLE: T. Arden, Vic 20-6346; A. Cole, Baton 218; R. Draper, Mercury 70757; C. Francis, M-G-M 12122; C. Johnson, Col 40612; J. Wakley, Dec 29756; S. Wooley, M-G-M 12114.		
<b>27. Sixteen Tons</b>	29	20
By Merle Travis—Published by American Music (BMI) RECORDS AVAILABLE: G. Baker, Real 1304; J. Desmond, Coral 61529; T. Ernie, Cap 1262; M. Katz, Cap 3342; B. B. King, RPM 451; Marvin & The Chirps, Tip Top 202; S. Shore, X 01887; R. Sovine, Dec 29739.		
<b>29. I Was the One</b>	-	1
By Schroeder, De Motruis, Blair and Peppers—Published by Ross Jungnickel (ASCAP) RECORD AVAILABLE: E. Presley, Vic 20-6420.		
<b>30. Lullaby of Birdland</b>	26	5
By George Shearing—Published by Patrica Music (BMI) RECORD AVAILABLE: Blue Stars, Mercury 70742.		

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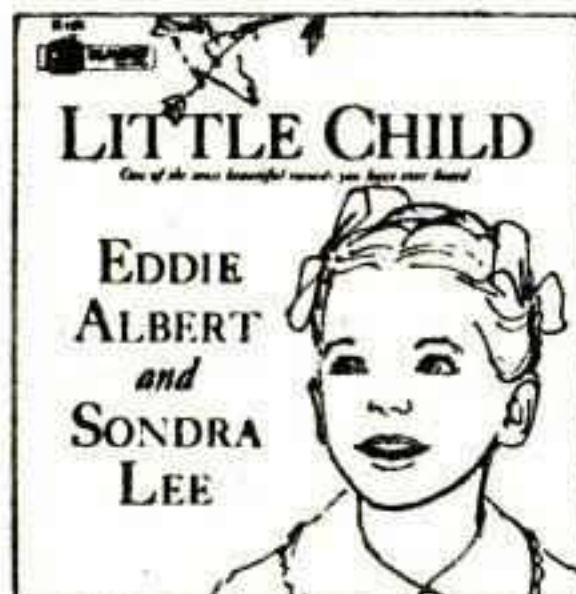
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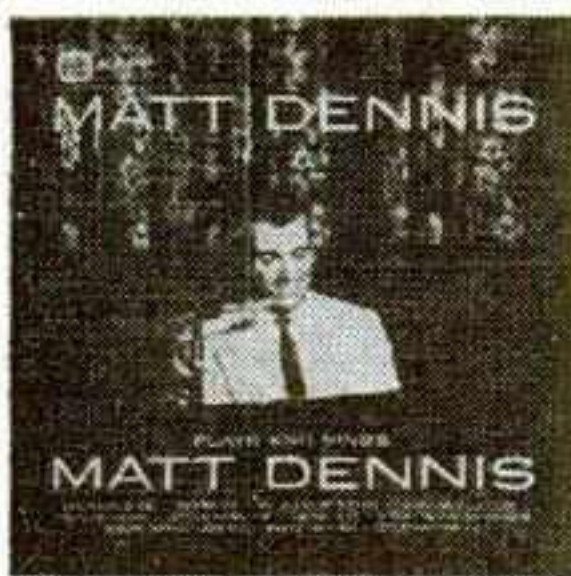
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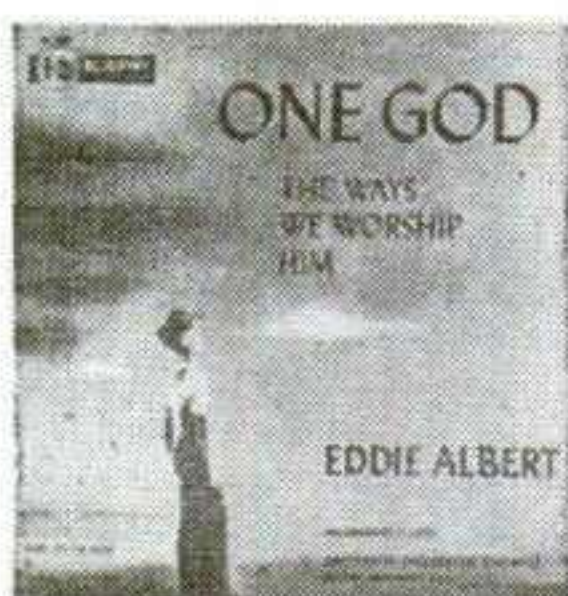
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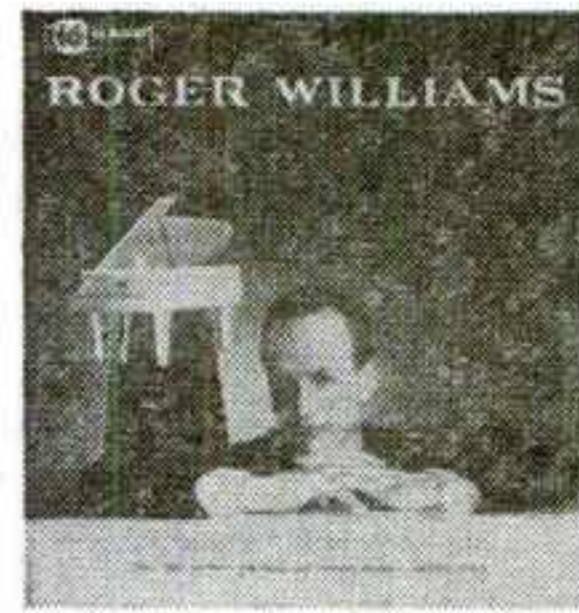
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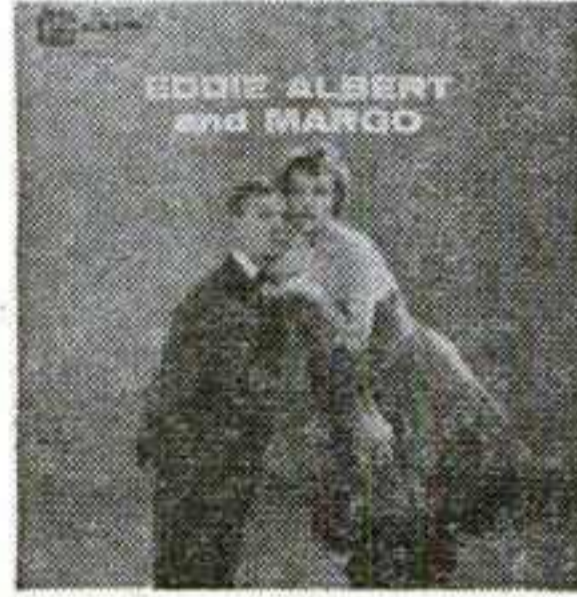


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### • Best Sellers in Stores

For survey week ending March 14

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

This Week	Last Week	Weeks on Chart
<b>1. POOR PEOPLE OF PARIS (ASCAP)—</b> L. Baxter.....	2	6
Helen of Troy (ASCAP)—Cap 3336		
<b>2. LISBON ANTIGUA (ASCAP)—</b> N. Riddle.....	1	13
Robin Hood (ASCAP)—Cap 3287		
<b>3. ROCK AND ROLL WALTZ (BMI)—</b> K. Starr.....	3	12
I've Changed My Mind a Thousand Times (ASCAP)—Vic 20-6359		
<b>4. NO, NOT MUCH (ASCAP)—</b> Four Lads.....	4	9
I'll Never Know (BMI)—Col 40629		
<b>5. GREAT PRETENDER (ASCAP)—</b> Platters.....	5	14
I'm Just a Dancing Partner (ASCAP)—Mercury 70753		
<b>6. I'LL BE HOME (BMI)—P. Boone.....</b>	6	7
TUTTI FRUTTI (BMI)—Dot 15443		
<b>7. HOT DIGGITY (ASCAP)—P. Como... 9</b>	3	3
<b>JUKE BOX BABY (ASCAP)—</b> Vic 20-6427		
<b>8. WHY DO FOOLS FALL IN LOVE?</b> Teen-Agers.....	8	6
Please Be Mine (BMI)—Gee 1002		
<b>9. BLUE SUEDE SHOES (BMI)—</b> C. Perkins.....	14	3
Honey, Don't (BMI)—Sun 234		
<b>10. SEE YOU LATER, ALLIGATOR</b> B. Haley.....	7	11
Paper Boy (ASCAP)—Dec 29791		
<b>11. HEARTBREAK HOTEL (BMI)—</b> E. Presley.....	15	3
I WAS THE ONE (BMI)—Vic 20-6420		
<b>12. THEME FROM "THE THREE PENNY OPERA" (MORITAT) (ASCAP)—</b> D. Hyman.....	12	9
Baubles, Bangles and Beads (ASCAP)—M-G-M 12149		
<b>13. MEMORIES ARE MADE OF THIS (BMI)—D. Martin.....</b>	10	17
Change of Heart (BMI)—Cap 3295		
<b>14. A TEAR FELL (BMI)—T. Brewer....</b>	16	4
BO WEEVIL (BMI)—Coral 61590		
<b>15. BAND OF GOLD (BMI)—D. Cherry... 11</b>	16	16
Rumble Boogie (BMI)—Col 40597		
<b>16. THEME FROM "THE THREE PENNY OPERA" (MORITAT) (ASCAP)—</b> R. Hayman-J. August.....	13	6
I'll Be With You in Apple Blossom Time—Mercury 12159		
<b>17. EDDIE, MY LOVE (BMI)—</b> Teen Queens.....	22	3
Just Goofed (BMI)—RPM 453		
<b>18. WHY DO FOOLS FALL IN LOVE?</b> (BMI)—Diamonds.....	19	2
You, Baby, You (BMI)—Mercury 70790		
<b>19. WHY DO FOOLS FALL IN LOVE?</b> C. Storm.....	—	1
I Walk Alone (BMI)—Dot 15448		
<b>20. IT'S ALMOST TOMORROW (ASCAP)—</b> Dream Weavers.....	18	20
You Got Me Wondering (ASCAP)—Dec 29683		

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### • Most Played in Juke Boxes

For survey week ending March 14

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

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<b>1. ROCK AND ROLL WALTZ (BMI)—</b> K. Starr.....	1	11
I've Changed My Mind a Thousand Times (ASCAP)—Vic 20-6359		
<b>2. GREAT PRETENDER (ASCAP)—</b> Platters.....	2	12
I'm Just a Dancing Partner (ASCAP)—Mercury 70753		
<b>3. LISBON ANTIGUA (ASCAP)—</b> N. Riddle.....	3	8
Robin Hood (ASCAP)—Cap 3287		
<b>4. NO, NOT MUCH (ASCAP)—</b> Four Lads.....	4	6
I'll Never Know (BMI)—Col 40629		
<b>5. POOR PEOPLE OF PARIS (ASCAP)—</b> L. Baxter.....	7	5
Theme From Helen of Troy (ASCAP)—Cap 3336		
<b>6. I'LL BE HOME (BMI)—P. Boone.....</b>	6	6
TUTTI FRUTTI (BMI)—Dot 15443		
<b>7. MEMORIES ARE MADE OF THIS (BMI)—D. Martin.....</b>	5	14
Change of Heart (BMI)—Cap 3295		
<b>8. SEE YOU LATER, ALLIGATOR (BMI)—B. Haley.....</b>	8	7
Paper Boy (ASCAP)—Dec 29791		
<b>9. BAND OF GOLD (BMI)—D. Cherry... 9</b>	10	10
Rumble Boogie (BMI)—Col 40597		
<b>10. WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers.....</b>	10	4
Please Be Mine (BMI)—Gee 1002		
<b>10. A TEAR FELL (BMI)—T. Brewer.... 11</b>	2	2
BO WEEVIL (BMI)—Coral 61590		
<b>12. ARE YOU SATISFIED? (BMI)—</b> R. Draper.....	12	8
Wabash Cannonball (BMI)—Mercury 70757		
<b>13. DUNGAREE DOLL (BMI)—E. Fisher. 12</b>	11	11
Everybody's Got a Home But Me (ASCAP)—Vic 20-6337		
<b>14. THEME FROM "THE THREE PENNY OPERA" (MORITAT) (ASCAP)—</b> D. Hyman.....	18	5
Baubles, Bangles and Beads (ASCAP)—M-G-M 12149		
<b>15. WHY DO FOOLS FALL IN LOVE? (BMI)—G. Storm.....</b>	16	3
I Walk Alone (BMI)—Dot		
<b>16. SIXTEEN TONS (BMI)—</b> Tennessee Ernie.....	14	19
You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262		
<b>17. THEME FROM "THE THREE PENNY OPERA" (MORITAT) (ASCAP)—</b> R. Hayman-J. August.....	15	4
I'll Be With You in Apple Blossom Time (ASCAP)—Mercury 70781		
<b>17. IT'S ALMOST TOMORROW (ASCAP)—</b> Dream Weavers.....	17	16
You Got Me Wondering (ASCAP)—Dec 29683		
<b>19. HOT DIGGITY (BMI)—P. Como.....</b>	—	1
<b>JUKE BOX BABY (BMI)—</b> Vic 20-6427		
<b>20. BLUE SUEDE SHOES (BMI)—</b> C. Perkins.....	—	1
Honey, Don't (BMI)—Sun 234		

### • Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
<b>1. Rock and Roll Waltz (Sheldon).....</b>	1	10
<b>2. Poor People of Paris (Connelly).....</b>	4	5
<b>3. HE (Avas).....</b>	3	14
<b>4. Lisbon Antigua (Southern).....</b>	2	10
<b>5. No, Not Much (Beaver).....</b>	6	6
<b>6. Theme From The Three Penny Opera (Moritat) (Harms).....</b>	3	8
<b>7. It's Almost Tomorrow (Northern).....</b>	7	15
<b>8. Memories Are Made of This (Mont Clare).....</b>	9	14
<b>9. Great Pretender (Southern).....</b>	5	10
<b>10. Eleventh Hour Melody (Paxton).....</b>	11	6
<b>11. I'll Be Home (Arc).....</b>	13	2
<b>12. Hot Diggity (Roncom).....</b>	14	3
<b>12. Band of Gold (Ludlow).....</b>	10	13
<b>14. Dungaree Doll (E. B. Marks).....</b>	12	10
<b>15. See You Later, Alligator (Arc).....</b>	15	3

### • Most Played by Jockeys

For survey week ending March 14

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

This Week	Last Week	Weeks on Chart
<b>1. POOR PEOPLE OF PARIS (ASCAP)—</b> L. Baxter.....	1	6
Theme From Helen of Troy (ASCAP)—Cap 3336		
<b>2. NO, NOT MUCH (ASCAP)—</b> Four Lads.....	2	8
I'll Never Know (BMI)—Col 40629		
<b>3. LISBON ANTIGUA (ASCAP)—</b> N. Riddle.....	4	12
Robin Hood (ASCAP)—Cap 3287		
<b>4. ROCK AND ROLL WALTZ (BMI)</b> K. Starr.....	3	12
I've Changed My Mind a Thousand Times (ASCAP)—Vic 20-6359		
<b>5. I'LL BE HOME (BMI)—P. Boone.....</b>	6	7
Tutti Frutti (BMI)—Dot 15443		
<b>6. GREAT PRETENDER—Platters.....</b>	5	13
I'm Just a Dancing Partner (ASCAP)—Mercury 70753		
<b>7. HEARTBREAK HOTEL (BMI)—</b> E. Presley.....	12	3
I Was the One (BMI)—Vic 20-6420		
<b>8. HOT DIGGITY (ASCAP)—P. Como.... 13</b>	2	2
Juke Box Baby (BMI)—Vic 20-6427		
<b>9. WHY DO FOOLS FALL IN LOVE? (BMI)—G. Storm.....</b>	—	1
I Walk Alone (BMI)—Dot 15448		
<b>10. WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers.....</b>	9	3
Please Be Mine (BMI)—Gee 1002		
<b>11. SEE YOU LATER, ALLIGATOR (BMI)—B. Haley.....</b>	7	8
Paper Boy (ASCAP)—Dec 29791		
<b>12. THEME FROM "THE THREE PENNY OPERA" (MORITAT) (ASCAP)—</b> D. Hyman.....	8	7
Baubles, Bangles and Beads (ASCAP)—M-G-M 12149		
<b>13. JUKE BOX BABY (BMI)—P. Como.... 15</b>	2	2
Hot Diggity (BMI)—Vic 20-6427		
<b>14. BLUE SUEDE SHOES (BMI)—</b> C. Perkins.....	—	1
Honey, Don't (BMI)—Sun 234		
<b>15. MEMORIES ARE MADE OF THIS (BMI)—D. Martin.....</b>	10	16
Change of Heart (BMI)—Cap 3295		
<b>16. LULLABY OF BIRDLAND (BMI)—</b> Blue Stars.....	19	4
That's My Girl (ASCAP)—Mercury 70742		
<b>17. THEME FROM "THE THREE PENNY OPERA" (MORITAT) (ASCAP)—</b> R. Hayman-J. August.....	11	6
I'll Be With You in Apple Blossom Time (ASCAP)—Mercury 12159		
<b>18. BAND OF GOLD (BMI)—D. Cherry... 14</b>	13	13
Rumble Boogie (BMI)—Col 40597		
<b>18. MR. WONDERFUL (ASCAP)—T. King. —</b>	1	1
Are You Slipping Through My Fingers? (BMI)—Vic 20-6392		
<b>20. LIPSTICK, CANDY AND RUBBER SOLED SHOES (BMI)—J. La Rosa... 20</b>	4	4
Winter in New England (ASCAP)—Vic 20-6416		
<b>21. MR. WONDERFUL (ASCAP)—P. Lee... —</b>	1	1
Crazy in the Heart (BMI)—Dec 29834		
<b>22. EDDIE, MY LOVE (BMI)—</b> Fontane Sisters.....	—	1
Yum Yum (BMI)—Dot 15450		
<b>23. WHY DO FOOLS FALL IN LOVE? (BMI)—Diamonds.....</b>	—	1
You, Baby, You (BMI)—Mercury 70790		
<b>23. EDDIE, MY LOVE (BMI)—Chordettes. —</b>	1	1
Whistling Willie (ASCAP)—Cadence 1084		
<b>25. A TEAR FELL (BMI)—T. Brewer.... —</b>	1	1
Bo Weevil (BMI)—Coral 61590		





COLUMBIA PICTURES presents  
**WILLIAM HOLDEN**  
**picnic**  
 with **KIM NOVAK**  
 BETTY FIELD · SUSAN STRASBERG  
 CLIFF ROBERTSON  
 AND CO-STARRING  
**ROSALIND RUSSELL**  
 AS ROSEMARY

**As Great  
 As The  
 Picture!**

THE THEME FROM

**picnic**

by

**RALPH MARTHIERIE**

**AND HIS ORCHESTRA**

Coupled With A Swinging Rocker

**"Rock And Roll The Barrel"**

MERCURY 70836

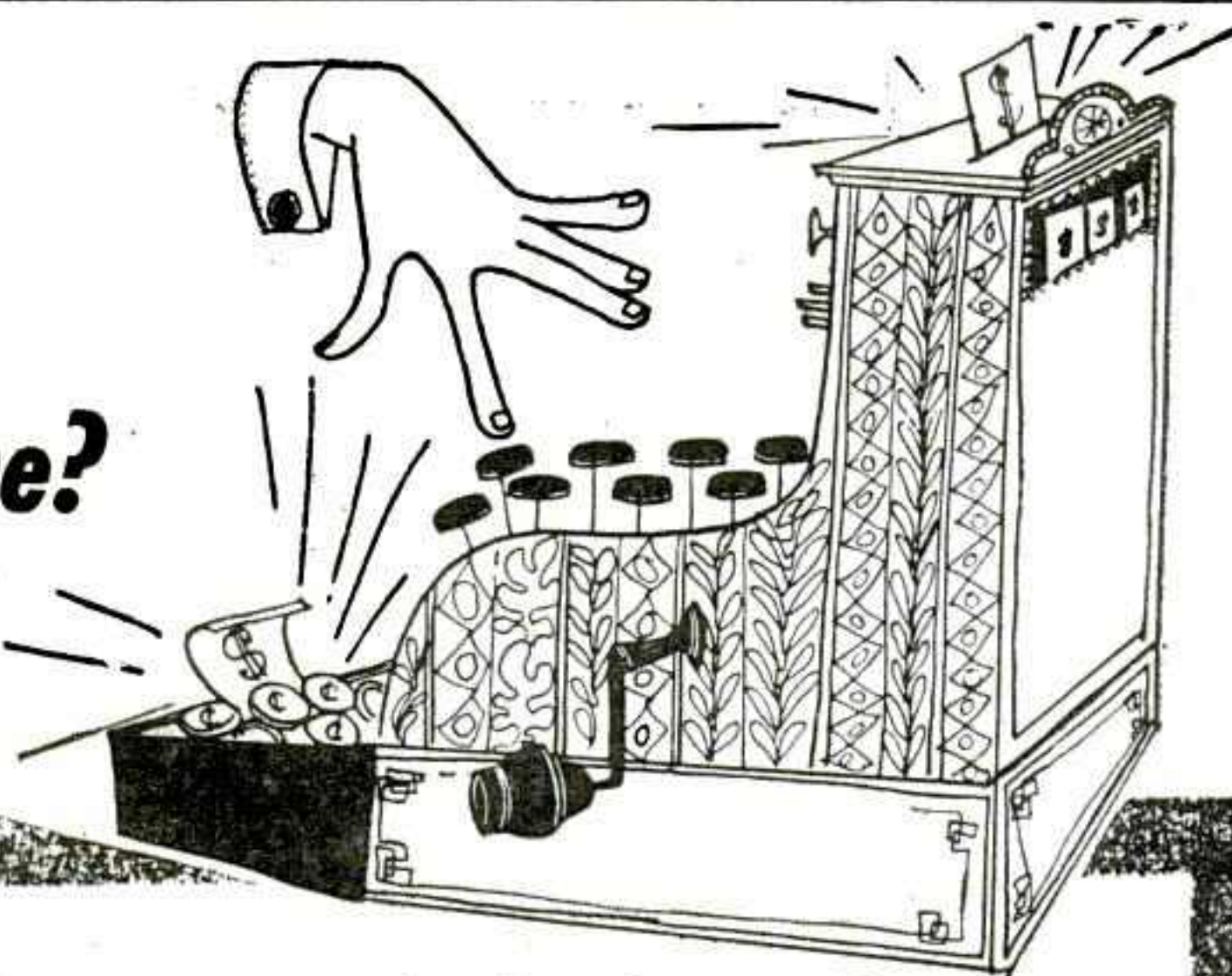


A PRODUCT OF MERCURY RECORD CORPORATION, CHICAGO ILLINOIS



# DEALERS!

- do you want to increase your sales dollar volume?
- do you want more profit?



750 Record-Phono Dealers are already investing in these Billboard Merchandising Services **THEY PAY OFF!**

Sell him extra records when he gets there!

Get the customers into your store!

## TODAY'S TOP TUNES

That extra service to customers which competition demands. A reliable and authentic purchase recommendation your customers can depend on. You can profit by.

Printed as a 4-page folder (7x8 1/2 per page), it carries The Billboard HONOR ROLL OF HITS to 35 places with the best selling records of each tune.

Also shows hit R. & B. and C. & W. records with the top classical and packaged albums as well.

With your store name, address and phone number imprinted free, Today's Top Tunes becomes your good-will ambassador or counter give-away item.



AVAILABLE WEEKLY . . .  
TWICE A MONTH . . .  
OR ONCE A MONTH

## DISK DERBY KIT

For extra single record sales . . . based on Billboard's authentic national weekly surveys . . . for your window and at the point of sale . . . much more effective than the "Pushpop" Posters.



### 2 BIG SPLASH COLOR POSTERS

17 1/2" x 22 1/2", with the week's top 10 tunes in giant type . . . plus the 10 up-and-coming hits, all based on Billboard's famous coast-to-coast surveys. These are for window and counter displays.



### 3 FULL-SIZE AD REPRINTS

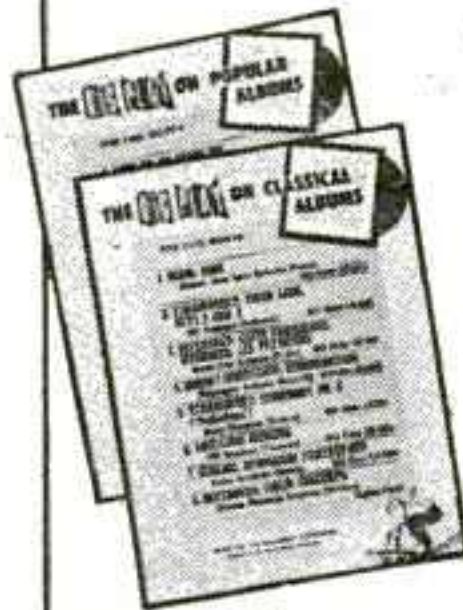
Colorful posters to build bigger sales for the "coming up strong" disks.

Plus 5 COPIES OF "THE NATION'S TOP TUNES"

AVAILABLE WEEKLY . . .  
OR EVERY OTHER WEEK

## THE BIG PLAY KIT

For extra album sales . . . you dealers asked for this; also for your window and point of sale . . . watch it increase your sale of popular and classical albums



### 2 BIG SPLASH COLOR POSTERS

Each 17 1/2" x 22 1/2", one containing the 10 top popular albums for the month, the other the 8 top classical albums for the month. Perfect for window and counter display. Based on Billboard's coast-to-coast surveys.



### FULL SIZE AD REPRINTS

Colorful posters featuring packaged records and phonographs. An invaluable aid in promoting these items.

## FREE SERVICE

One each month to users of either or both of the other services.

MERCHANDISING SERVICES THE BILLBOARD PUBLISHING CO.  
2160 PATTERSON ST., CINCINNATI 22, OHIO

755

USE THIS HANDY ORDER BLANK TODAY TO START YOUR MERCHANDISING SERVICES

### TODAY'S TOP TUNES

Please print and mail Today's Top Tunes as follows:

- 1 week trial  Twice a month  50 copies . \$1  250 copies \$3.50  
 Weekly  Monthly  100 copies . \$2  500 copies \$5.50

Store name, address and phone printed as shown:

Name \_\_\_\_\_ (please print)  
Address \_\_\_\_\_  
City and State \_\_\_\_\_  
Phone \_\_\_\_\_ Ordered by \_\_\_\_\_

### DISK DERBY PROMOTION KIT

- Please send me 10 weeks DISK DERBY promotion kits plus 1 week free (introductory offer)

- \$5 payment enclosed  Bill me  Send me kit  
 Weekly  Every other week

• Send me \_\_\_\_\_ weeks @ 50¢ per week  
 I enclose \$ \_\_\_\_\_  Bill me

NAME OF COMPANY \_\_\_\_\_  
Attention \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



# BIG, BIG SMASH!

BY THE

# DIAMONDS



**"The Church Bells May Ring"**

AND

**"Little Girl Of Mine"**

MERCURY 70835

CURRENTLY RIDING HIGH ON THE CHARTS!

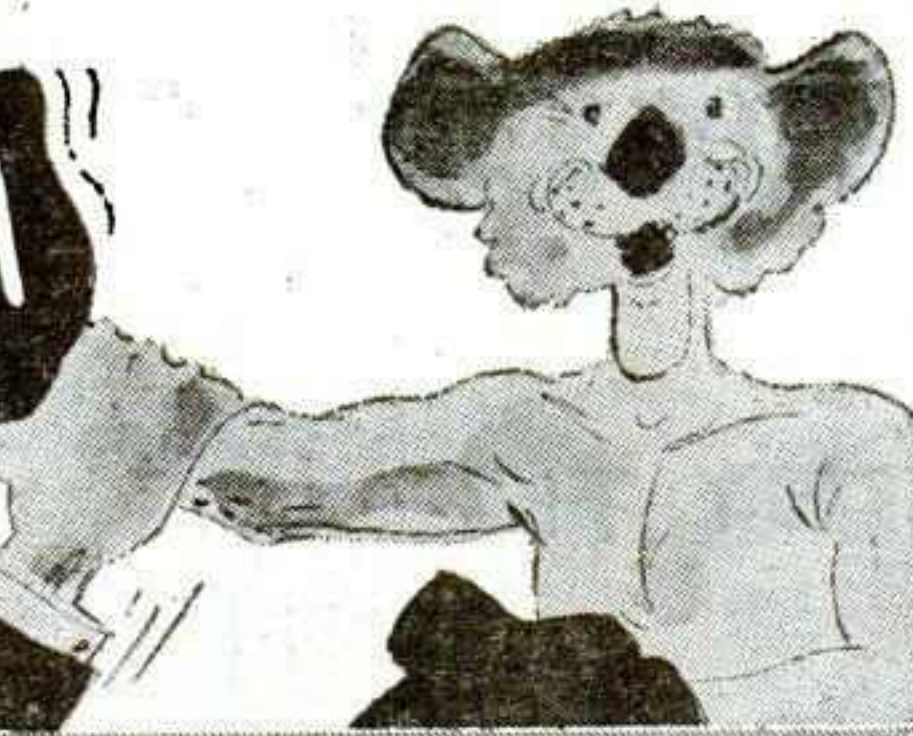
"Why Do Fools Fall In Love"

A PRODUCT OF MERCURY RECORD CORPORATION, CHICAGO ILLINOIS





# M-G-M WINNERS!



## JONI JAMES

DON'T TELL  
ME NOT TO  
LOVE YOU

SOMEWHERE  
SOMEONE  
IS LONELY



IN THE  
STILL OF  
THE NIGHT

E3328 • X3328  
X1211 • X1212  
X1213

MGM 12175 78 rpm • K 12175 45 rpm

## THE DICK HYMAN TRIO

### MORITAT

A THEME FROM  
"THE THREEPENNY OPERA"

MGM 12149 78 rpm • K 12149 45 rpm



### DICK HYMAN'S "MORITAT"

AVAILABLE  
ON EXTENDED PLAY

EP ALBUM  
X1214 (45 rpm)

## RAY CHARLES SINGERS

EASTER  
PARADE

A  
YOUNG MAN'S  
FANCY

MGM 12201 78 rpm • K 12201 45 rpm



### SPRING IS HERE RAY CHARLES SINGERS

Vol. 1—Vol. 2—Vol. 3  
E1162 33 1/3 LP, X3162 45 EP,  
X1129 45 EP, X1130 45 EP,  
X1131 45 EP

## SUSAN HAYWARD

I'LL CRY TOMORROW  
and  
JUST ONE OF THOSE THINGS

MGM 12174 78 rpm • K 12174 45 rpm



### I'LL CRY TOMORROW

RECORDED DIRECTLY FROM  
THE SOUND TRACK OF  
MGM'S MOTION PICTURE  
MGM Extended Play Album  
X1180 45 rpm

DAN DAILEY  
THE GAL WITH  
THE YALLER SHOES  
and  
MY LUCKY CHARM

MGM 12198 78 rpm  
K 12198 45 rpm

ALAN DEAN  
TAKE A BOW  
and  
WITHOUT YOU

MGM 12189 78 rpm  
K 12189 45 rpm

CONNIE FRANCIS  
MY FIRST  
REAL LOVE  
and  
BELIEVE  
IN ME

MGM 12191 78 rpm  
K 12191 45 rpm

SHEB WOOLEY  
THE BIRTH OF  
THE ROCK 'N ROLL  
and  
A KING OR  
A CLOWN

MGM 12202 78 rpm  
K 12202 45 rpm

SPECIAL  
CHARLIE  
APPLEWHITE  
I COULD  
HAVE DANCED  
ALL NIGHT

(From musical produc-  
tion "My Fair Lady")

and  
SHANGRI-LA

(From musical produc-  
tion "Shangri-La")

MGM 12220 78 rpm  
K 12220 45 rpm

## Territorial Best Sellers

For survey week ending March 14

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

### Atlanta

1. Great Pretender, Platters, Mer.
2. No, Not Much, Four Lads, Col.
3. Poor People of Paris, L. Baxter, Cap.
4. A Tear Fell, T. Brewer, Cor.
5. Blue Suede Shoes, C. Perkins, Sun

### Baltimore

1. Blue Suede Shoes, C. Perkins, Sun
2. Lovely One, Four Voices, Col.
3. Poor People of Paris, L. Baxter, Cap.
4. Why Do Fools Fall in Love? Teen Agers, Gee
5. Juke Box Baby, P. Como, Vic.
6. Large, Large House, M. Pedicin, Vic.
7. A Tear Fell, T. Brewer, Cor.
8. Lisbon Antigua, N. Riddle, Cap.
9. No, Not Much, Four Lads, Col.
10. Lovely Lies, Manhattan Brothers, Lon.

### Boston

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.
5. Blue Suede Shoes, C. Perkins, Sun.
6. Crazy Little Palace, B. Williams, Cor.
7. See You Later, Alligator, B. Haley, Dec.
8. Hot Diggity, P. Como, Vic.
9. Why Do Fools Fall in Love Teen-Agers, Gee
10. Great Pretender, Platters, Mer.

### Buffalo

1. Why Do Fools Fall in Love? Teen Agers, Gee
2. Hot Diggity, P. Como, Vic.
3. Rock and Roll Waltz, K. Starr, Vic.
4. Chinese Rock and Egg Roll B. Hackett, Cap.
5. Great Pretender, Platters, Mer.
6. No, Not Much, Four Lads, Col.
7. A Tear Fell, T. Brewer, Cor.
8. Lisbon Antigua, N. Riddle, Cap.
9. Eddie, My Love, Teen Queens, RPM
10. Heartbreak Hotel, E. Presley, Vic.

### Chicago

1. Poor People of Paris, L. Baxter, Cap.
2. Rock and Roll Waltz, K. Starr, Vic.
3. Lisbon Antigua, N. Riddle, Cap.
4. No, Not Much, Four Lads, Col.
5. Theme From "The Three Penny Opera" (Moritat), D. Hyman, M-G-M
6. Why Do Fools Fall in Love? Teen Agers, Gee
7. Blue Suede Shoes, C. Perkins, Sun
8. See You Later, Alligator B. Haley, Dec.
9. Eloise, K. Thompson, Cdc.
10. Juke Box Baby, P. Como, Vic.

### Cincinnati

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.
5. I'll Be Home, P. Boone, Dot
6. Heartbreak Hotel, E. Presley, Vic.
7. Great Pretender, Platters, Mer.
8. Ivory Tower, C. Carr, Fly.
9. Theme From "The Three Penny Opera" (Moritat), D. Hyman, M-G-M
10. See You Later, Alligator B. Haley, Dec.

### Cleveland

1. Blue Suede Shoes, C. Perkins, Sun
2. I Was the One, E. Presley, Vic.
3. Hot Diggity, P. Como, Vic.
4. Rock and Roll Waltz, K. Starr, Vic.
5. Lisbon Antigua, N. Riddle, Cap.
6. Poor People of Paris, L. Baxter, Cap.
7. A Tear Fell, T. Brewer, Cor.
8. No, Not Much, Four Lads, Col.
9. Main Title & Maltby-O ("Man With the Golden Arm"), D. Jacobs, Cor.
10. Great Pretender, Platters, Mer.

### Dallas-Fort Worth

1. Lisbon Antigua, N. Riddle, Cap
2. Poor People of Paris, L. Baxter, Cap.
3. Rock and Roll Waltz, K. Starr, Vic.
4. Blue Suede Shoes, C. Perkins, Sun
5. No, Not Much, Four Lads, Col.
6. Main Title ("Man With the Golden Arm"), B. May, Cap.
7. Great Pretender, Platters, Mer.

### Denver

1. No, Not Much, Four Lads, Col.
2. Poor People of Paris, L. Baxter, Cap.
3. Rock and Roll Waltz, K. Starr, Vic.
4. Lisbon Antigua, N. Riddle, Cap.
5. Theme From "The Three Penny Opera" (Moritat), L. Welk, Cor.
6. Great Pretender, Platters, Mer.

### Detroit

1. Blue Suede Shoes, C. Perkins, Sun
2. Hot Diggity, P. Como, Vic.
3. Poor People of Paris, L. Baxter, Cap.
4. A Tear Fell, T. Brewer, Cor.
5. And the Angels Sing Three Chuckles, Vik.
6. Lisbon Antigua, N. Riddle, Cap.
7. Rock and Roll Waltz, K. Starr, Vic.
8. Why Do Fools Fall in Love? Teen Agers, Gee
9. No, Not Much, Four Lads, Col.
10. Eddie, My Love, Teen Queens, RPM

### Kansas City

1. Poor People of Paris, L. Baxter, Cap.
2. Heartbreak Hotel, E. Presley, Vic
3. I'll Be Home, P. Boone, Dot
4. Juke Box Baby, P. Como, Vic.
5. Blue Suede Shoes, C. Perkins, Sun
6. Main Title ("Man With the Golden Arm"), R. Maltby, Vik.
7. See You Later, Alligator B. Haley, Dec.
8. Rock and Roll Waltz, K. Starr, Vic.
9. Bo Weevil, F. Domino, Imp.

### Los Angeles

1. Lisbon Antigua, N. Riddle, Cap.
2. Poor People of Paris, L. Baxter, Cap.
3. No, Not Much, Four Lads, Col.
4. Great Pretender, Platters, Mer.

5. Rock and Roll Waltz, K. Starr, Vic.
6. See You Later, Alligator B. Haley, Dec.
7. Theme From "The Three Penny Opera" (Moritat), D. Hyman, M-G-M
8. Why Do Fools Fall in Love? Teen Agers, Gee
9. Memories Are Made of This D. Martin, Cap.

### Milwaukee

1. Poor People of Paris, L. Baxter, Cap.
2. Why Do Fools Fall in Love? Teen Agers, Gee
3. Eddie, My Love, Chordettes, Cdo.
4. No, Not Much, Four Lads, Col.
5. Eddie, My Love, Fontane Sisters, Dot
6. Bo Weevil, T. Brewer, Cor.
7. Juke Box Baby, P. Como, Vic
8. To You, My Love, N. Noble, Mer.
9. Rock and Roll Waltz, K. Starr, Vic

### Minneapolis-St. Paul

1. Lisbon Antigua, N. Riddle, Cap.
2. No, Not Much, Four Lads, Col.
3. I'll Be Home, P. Boone, Dot
4. Why Do Fools Fall in Love? Diamonds, Mer.
5. Heartbreak Hotel, E. Presley, Vic.
6. Rock and Roll Waltz, K. Starr, Vic.
7. Poor People of Paris, L. Baxter, Cap.
8. Hot Diggity, P. Como, Vic.
9. Lovely Lies, Manhattan Brothers, Lon.
10. See You Later, Alligator B. Haley, Dec.

### New Orleans

1. Poor People of Paris, L. Baxter, Cap.
2. No, Not Much, Four Lads, Col.
3. Lisbon Antigua, N. Riddle, Cap.
4. Rock and Roll Waltz, K. Starr, Vic.
5. Great Pretender, Platters, Mer.
6. Bo Weevil, F. Domino, Imp.
7. Juke Box Baby, P. Como, Vic.
8. Theme From "The Three Penny Opera" (Moritat), D. Hyman, M-G-M
9. Eddie, My Love, Teen Queens, RPM
10. Memories Are Made of This D. Martin, Cap.

### New York

1. Lisbon Antigua, N. Riddle, Cap.
2. Poor People of Paris, L. Baxter, Cap.
3. Theme From "The Three Penny Opera" (Moritat), D. Hyman, M-G-M
4. See You Later, Alligator B. Haley, Dec.
5. Great Pretender, Platters, Mer.
6. Theme From "The Three Penny Opera" (Mack the Knife), L. Armstrong, Col.
7. Rock and Roll Waltz, K. Starr, Vic.
8. Memories Are Made of This D. Martin, Cap.

### Philadelphia

1. Poor People of Paris, L. Baxter, Cap.
2. Why Do Fools Fall in Love? Teen Agers, Gee
3. No, Not Much, Four Lads, Col.
4. Lisbon Antigua, N. Riddle, Cap.
5. Rock and Roll Waltz, K. Starr, Vic.
6. Theme From "The Three Penny Opera" (Moritat), D. Hyman, M-G-M
7. A Tear Fell, T. Brewer, Cor.
8. Great Pretender, Platters, Mer.

### Pittsburgh

1. Hot Diggity, P. Como, Vic.
2. Blue Suede Shoes, C. Perkins, Sun
3. Rock and Roll Waltz, K. Starr, Vic.
4. Why Do Fools Fall in Love? Teen Agers, Gee
5. Poor People of Paris, L. Baxter, Cap.
6. Lovely One, Four Voices, Col.
7. Lisbon Antigua, N. Riddle, Cap.
8. No, Not Much, Four Lads, Col.
9. Magic Touch, Platters, Mer.
10. Down in Mexico, Coasters, Ato.

### St. Louis

1. Poor People of Paris, L. Baxter, Cap.
2. Why Do Fools Fall in Love? Teen Agers, Gee
3. Blue Suede Shoes, C. Perkins, Sun
4. Hot Diggity, P. Como, Vic.
5. No, Not Much, Four Lads, Col.
6. Lisbon Antigua, N. Riddle, Cap
7. Rock and Roll Waltz, K. Starr, Vic.
8. I'll Be Home, P. Boone, Dot
9. Theme From "The Three Penny Opera" (Moritat), R. Hayman-J. August, Mer.
10. Eddie, My Love, Fontane Sisters, Dot

### San Francisco

1. Lisbon Antigua, N. Riddle, Cap.
2. Rock and Roll Waltz, K. Starr, Vic.
3. Poor People of Paris, L. Baxter, Cap.
4. No, Not Much, Four Lads, Col.
5. Hot Diggity, P. Como, Vic.
6. Memories Are Made of This D. Martin, Cap.
7. Mr. Wonderful, P. Lee, Dec.
8. Band of Gold, D. Cherry, Col.
9. See You Later, Alligator B. Haley, Dec.

### Seattle

1. Heartbreak Hotel, E. Presley, Vic.
2. No, Not Much, Four Lads, Col.
3. Poor People of Paris, L. Baxter, Cap.
4. Lisbon Antigua, N. Riddle, Cap.
5. Main Title ("Man With the Golden Arm"), R. Maltby, Vik.
6. Why Do Fools Fall in Love? Teen Agers, Gee
7. 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. Poor People of Paris, L. Baxter, Cap.
5. See You Later, Alligator B. Haley, Dec.
6. No, Not Much, Four Lads, Col.
7. Why Do Fools Fall in Love? Teen Agers, Gee
8. Memories Are Made of This D. Martin, Cap.
9. Tutti Frutti, P. Boone, Dot
10. Band of Gold, D. Cherry, Col.



**Just As They Do It In The  
Columbia Picture  
'Rock Around The Clock'**

**FREDDIE BELL  
AND THE BELL BOYS**

SINGING AND PLAYING

**"DING DONG"**

AND

**"I Said It And I'm Glad"**

WING 90066

MOVING UPWARD!

**"The Man With The Golden Arm"**  
**BUDDY MORROW**

WING 90063

**"I Don't Want Nobody"**  
AND **"Doot, Doot Dow"**  
**BUDDY JOHNSON**

WING 90064

**"Baby Girl Of Mine"**  
AND **"Flowers, Mr. Florist Please"**  
**BOBBY SHARP**

WING 90056



A SUBSIDIARY OF MERCURY RECORD CORPORATION



# IT'S UNDERSTANDABLE . . .

they go for the one with  
the "BIG SOUND"

# ROCK ISLAND LINE

by

## Len Dreslar

Mercury 70831

b/w Real Live Doll



## • THIS WEEK'S BEST BUYS

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

**ROCK ISLAND LINE** (Hollis, BMI)—Lonnie Donegan—London 1650—Donegan's version of this folk-type tune has taken off like a house afire in most areas, and with its big head start, should be hard to catch. Very strong reports from Milwaukee, Cleveland, Detroit, St. Louis, Durham, Boston, Pittsburgh and Los Angeles. A previous Billboard "Spotlight" pick. Flip is "John Henry" (Ludlow, BMI).

**PORT-AU-PRINCE** — Nelson Riddle Ork — Capitol 3374—Riddle's instrumental, altho out just a short time, is showing real strength in Milwaukee, Pittsburgh, Durham, Providence, Los Angeles, and also had good action in Chicago, Cleveland, St. Louis and thruout the South. Flip, "Midnight Blues," also is contributing to the showing. A previous Billboard "Spotlight" pick.

**HELD FOR QUESTIONING** (Taylor, ASCAP) — Rusty Draper—Mercury 70818 — Draper's country-style dinking is showing up thruout the East, Midwest and South and threatens to spread out at a good clip. Best reports to date come from St. Louis, Baltimore, Milwaukee, Philadelphia, Chicago and Durham. A previous Billboard "Spotlight" pick. Flip is "42 Barrels" (Frederick, BMI).

## • 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 Fontane Sisters*  
(BMI) Dot 15450
2. Main Title  
(Theme From "Man With the Golden Arm")  
..... *Elmer Bernstein*  
(ASCAP) Decca 29869
3. To You, My Love . . . . . *Nick Noble*  
(ASCAP) Mercury 70821
4. Main Title  
(Theme From "Man With the Golden Arm")  
..... *Dick Jacobs*  
(ASCAP) Coral 61606
5. Main Title  
(Theme From "Man With the Golden Arm")  
..... *Richard Maltby*  
(ASCAP) Vik 0196
6. The Rock Island Line . . . . . *Lonnie Donegan*  
(BMI) London 1650
7. Held for Questioning . . . . . *Rusty Draper*  
(ASCAP) Mercury 70818
8. Moritat  
(Theme From "The Three Penny Opera")  
..... *Lawrence Welk*  
(ASCAP) Coral 61574
9. Innamorata . . . . . *Dean Martin*  
(ASCAP) Capitol 3352
10. Innamorata . . . . . *Jerry Vale*  
(ASCAP) Columbia 40634



*America's Fastest Selling Records*



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RECORDS

**TAGGED FOR  
STARDOM**

*Roberta*  
**SHERWOOD**

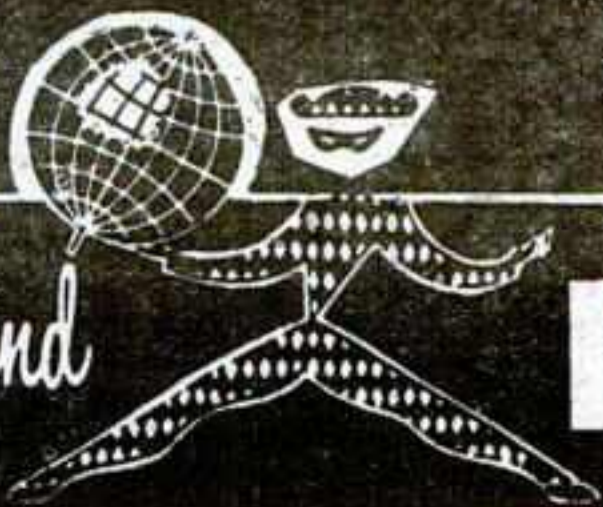


**I GOT LOST  
IN HIS ARMS**

**IN A STRANGE  
PAIR OF ARMS**

29882 • 9-29882

*A New World of Sound*



**DECCA records**



# 2 BIG ONES

ON THE WAY UP!

**BOBBY CHARLES**

#1617

**CHESS RECORDS**



"DON'T YOU KNOW I LOVE YOU"

Chess #1619

**MOONGLOWS**

"WE GO TOGETHER"

b/w

"CHICKIE UM BAH"

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# THE TOP 100

For survey week ending March 7

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

Pos.	Song	Artist	Label	Last Week
1.	POOR PEOPLE OF PARIS	L. Baxter	Capitol	3
2.	LISBON ANTIGUA	N. Riddle	Capitol	2
3.	ROCK AND ROLL WALTZ	K. Starr	Victor	1
4.	NO, NOT MUCH	Four Lads	Columbia	4
5.	GREAT PRETENDER	Platters	Mercury	5
6.	I'LL BE HOME	P. Boone	Dot	6
7.	WHY DO FOOLS FALL IN LOVE?	Teen-Agers	Gee	9
8.	SEE YOU LATER, ALLIGATOR	B. Haley	Decca	6
9.	MEMORIES ARE MADE OF THIS	D. Martin	Capitol	8
10.	THEME FROM "THE THREE PENNY OPERA" (MORITAT)	D. Hyman	M-G-M	11
11.	HEARTBREAK HOTEL	E. Presley	Victor	21
12.	BLUE SUEDE SHOES	C. Perkins	Sun	15
13.	BAND OF GOLD	D. Cherry	Columbia	10
14.	HOT DIGGITY	P. Como	Victor	21
15.	WHY DO FOOLS FALL IN LOVE?	G. Storm	Dot	17
16.	THEME FROM "THE THREE PENNY OPERA" (MORITAT)	R. Hayman-J. August	Mercury	12
17.	A TEAR FELL	T. Brewer	Coral	16
18.	JUKE BOX BABY	P. Como	Victor	14
19.	TUTTI FRUTTI	P. Boone	Dot	13
20.	EDDIE MY LOVE	Fontane Sisters	Dot	29
21.	EDDIE MY LOVE	Chordettes	Cadence	24
22.	THEME FROM "THE THREE PENNY OPERA" (MACK THE KNIFE)	L. Armstrong	Columbia	20
23.	BO WEEVIL	T. Brewer	Coral	21
24.	WHY DO FOOLS FALL IN LOVE?	Diamonds	Mercury	26
25.	DUNGAREE DOLL	E. Fisher	Victor	18
26.	EDDIE MY LOVE	Teen Queens	RPM	34
27.	IT'S ALMOST TOMORROW	Dream Weavers	Decca	19
28.	TO YOU MY LOVE	N. Noble	Mercury	63
29.	I WAS THE ONE	E. Presley	Victor	31
30.	LISBON ANTIGUA	M. Miller	Columbia	33
31.	THEME FROM "THE THREE PENNY OPERA" (MORITAT)	L. Welk	Coral	47
32.	ANGELS IN THE SKY	Crew Cuts	Mercury	27
33.	INNAMORATA	J. Vale	Columbia	64
34.	LIPSTICK, CANDY AND RUBBER SOLED SHOES	J. La Rosa	Victor	38
35.	ELEVENTH HOUR MELODY	L. Busch	Capitol	58
36.	FLOWERS MEAN FORGIVENESS	F. Sinatra	Capitol	41
37.	BEYOND THE SEA	R. Williams	Kapp	67
38.	CHAIN GANG	B. Scott	ABC-Paramount	27
39.	ELOISE	K. Thompson	Cadence	39
40.	FOREVER DARLING	Ames Brothers	Victor	72
41.	MR. WONDERFUL	P. Lee	Decca	69
42.	POOR PEOPLE OF PARIS	R. Morgan	Decca	37
43.	ELEVENTH HOUR MELODY	A. Hibbler	Decca	31
44.	ASK ME	Nat (King) Cole	Capitol	30
45.	MISSING	McGuire Sisters	Coral	62
46.	SEVEN DAYS	Crew Cuts	Mercury	25
47.	LULLABY OF BIRDLAND	Blue Stars	Mercury	45
48.	BO WEEVIL	F. Domino	Imperial	70
49.	OUR LOVE AFFAIR	T. Charles	Decca	70
50.	MR. WONDERFUL	T. King	Victor	43
51.	LOVELY ONE	Four Voices	Columbia	44
52.	ARE YOU SATISFIED?	R. Draper	Mercury	34
53.	POOR PEOPLE OF PARIS	L. Welk	Coral	65
54.	SIXTEEN TONS	T. Ernie	Capitol	40
55.	NINETY-NINE YEARS	G. Mitchell	Columbia	36
56.	TUTTI FRUTTI	Little Richard	Specialty	42
57.	THEME FROM "THE THREE PENNY OPERA" (MORITAT)	L. Paul & M. Ford	Capitol	49
58.	BAND OF GOLD	K. Carson	Capitol	53
59.	ROCK RIGHT	G. Gibbs	Mercury	76
60.	SPEEDOO	Cadillac	Josie	99
61.	INNAMORATA	D. Martin	Capitol	56
62.	MR. WONDERFUL	S. Vaughan	Mercury	55
63.	THEME FROM "THE THREE PENNY OPERA" (MORITAT)	B. Vaughn	Dot	53
64.	LOVELY LIES	Manhattan Brothers	London	67
65.	TEEN-AGE PRAYER	G. Storm	Dot	46
66.	MAIN TITLE (MAN WITH THE GOLDEN ARM)	R. Maltby	Vik	84
67.	CRY BABY	Bonnie Sisters	Rainbow	48
68.	MAIN TITLE MOLLY-O (MAN WITH THE GOLDEN ARM)	D. Jacobs	Coral	—
69.	THAT'S ALL	T. Ernie	Capitol	60
70.	AND THE ANGELS SING	Chuckles	Vik	86
71.	IF YOU CAN DREAM	Four Aces	Decca	89
72.	WHEN YOU LOSE THE ONE YOU LOVE	D. Whitfield	London	73
73.	HE	A. Hibbler	Decca	73
74.	GO ON WITH THE WEDDING	P. Page	Mercury	56
75.	NOTHING EVER CHANGES MY LOVE FOR YOU	Nat (King) Cole	Capitol	87
76.	MAGIC TOUCH	Platters	Mercury	—
77.	MAIN TITLE (MAN WITH THE GOLDEN ARM)	E. Bernstein	Decca	—
78.	MAIN TITLE (MAN WITH THE GOLDEN ARM)	B. May	Capitol	—
79.	MADEIRA	M. Miller	Columbia	50
80.	PORT AU PRINCE	N. Riddle	Capitol	—
81.	IVORY TOWER	C. Carr	Fraternity	—
82.	ROCK ISLAND LINE	L. Donegan	London	—
83.	IT'S ALMOST TOMORROW	J. Stafford	Columbia	93
84.	SEVEN DAYS	D. Collins	Coral	87
85.	BITTER WITH THE SWEET	B. Eckstine	Victor	96
86.	ROCK A BEATIN' BOOGIE	B. Haley	Decca	—
87.	WHY DO FOOLS FALL IN LOVE?	G. Mann	Sound	59
88.	THAT'S YOUR MISTAKE	O. Williams	De Luxe	51
89.	MEMORIES ARE MADE OF THIS	G. Storm	Dot	93
90.	APRIL IN PARIS	C. Basie	Clef	66
91.	GAL WITH THE YALLER SHOES	Four Aces	Decca	—
92.	CRY ME A RIVER	J. London	Liberty	84
93.	SWEET LIPS	J. P. Morgan	Victor	—
94.	INTO THE NIGHT	Dream Weavers	Decca	—
95.	ONLY YOU	Platters	Mercury	81
96.	POOR PEOPLE OF PARIS (JEAN'S SONG)	C. Atkins	Victor	52
97.	WHEN YOU DANCE	Turbans	Herald	80
98.	MEMORIES OF YOU	R. Clooney	—	—
99.	TEEN-AGE MEETING	B. Goodman	Columbia	60
100.	WOMAN IN LOVE	D. Cornell	Coral	98
		F. Laine	Columbia	—

**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.



**OTIS WILLIAMS AND HIS CHARMS**  
**IVORY TOWER** b/w  
**IN PARADISE**  
DeLuxe 6093  
**THAT'S YOUR MISTAKE**  
DeLuxe 6091

**BOYD BENNETT**  
**MUMBLES BLUES** b/w  
**BLUE SUEDE SHOES**  
King 4903

**LITTLE WILLIE JOHN**  
**ARE YOU EVER**  
**COMING BACK** b/w  
**I'M STICKING WITH**  
**YOU BABY**  
King 4893

**MOON MULLICAN**  
**HONOLULU ROCK-A**  
**ROLL-A** b/w  
**SEVEN NIGHTS TO ROCK**  
King 4894

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

**EARL BOSTIC**  
**I LOVE YOU TRULY** b/w  
**'Cause You're My Love'**  
King 4883

**BILL DOGGETT**  
**IN A SENTIMENTAL**  
**MOOD** b/w  
**WHO'S WHO**  
King 4888

**NEW RELEASES!!**  
**BONNIE LOU**  
**BEYOND THE SHADOW**  
**OF A DOUBT** b/w  
**LITTLE MISS BOBBY SOX**  
King 4895

**CORA WOODS**  
**FATHER FORGIVE HIM**  
b/w **FLYING HOME TO**  
**YOU BABY**  
Federal 12256

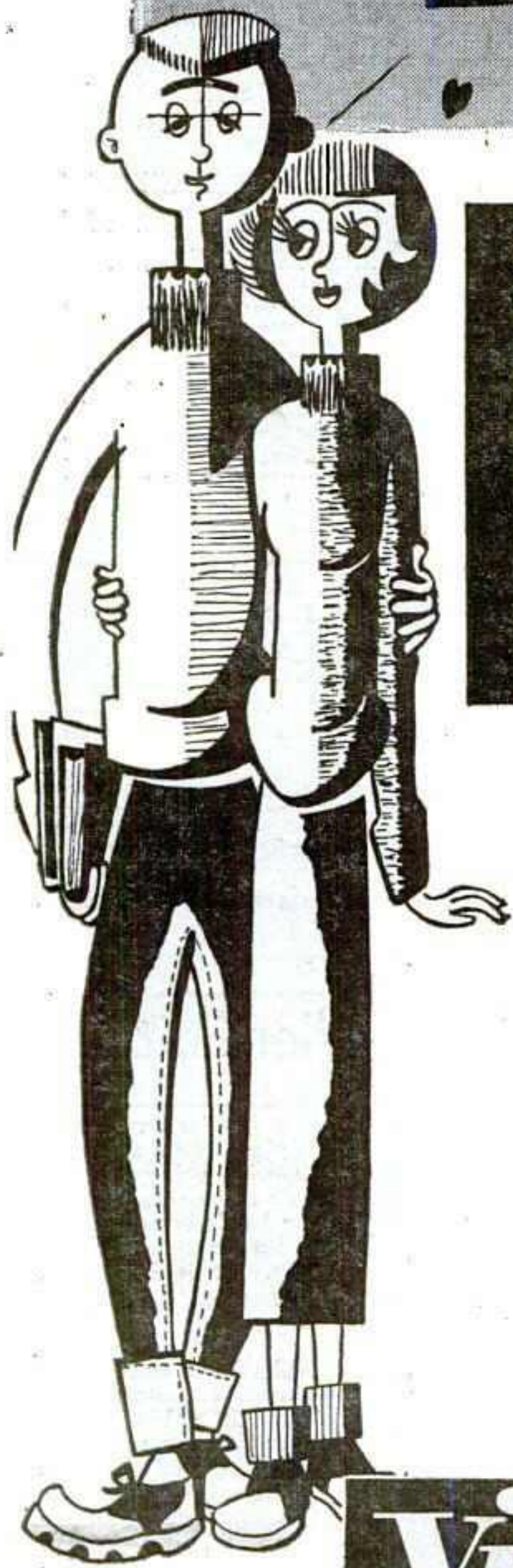
**GRANDPA JONES**  
**ROCK ISLAND LINE**  
b/w **HELLO BLUES**  
King 4918

**KING RECORDS**



*Mr. Explosive* Tee N Tune!

# PUPPY LOVE



*Terry*  
**Samuels**



*C/W* THE CHOSEN FEW

*X/4X-0197*

**Vik** records  
A Product of Radio Corporation of America



# VOX JOX

By JUNE BUNDY

**DEEJAYS ON DANCE KICK:** More and more jocks are branching out into the record-hop field. In line with this, Jerry Nesler, KCBC, San Diego, Calif., thinks he has a "first." The spinner recently threw a formal dress, record dance, which drew 800 people. His next white tie and tails, (an Easter ball) record hop will be held March 29 at a local hotel. Coca Cola is sponsoring a 30 minute seg of Chuck Meyer's show, WEDO, McKeesport, Pa. The programs are aired in the form of record hops (with taped interviews and free Cokes) from local high schools. . . . Paul Edwards, WBEC, Pittsfield, Mass., has moved Friday airings of his "Berkshire Bandstand" to the record department of a local department store, where more than 250 fans dance to records during the broadcast. . . . Jack Gale, WTMA, Charleston, S. C., reports packed houses for his last couple of dances (one starring Pat Boone, the other Eddie Fontaine) at County Hall.

Elliot Nevins, WKNY, Kingston, N. Y., has moved his "Dance Party" to a local Y.M.C.A. on Saturday nights. The show (sold out for a full year of sponsorship to a local firm) spotlights regular program features of Nevins' daily "Requestfully Yours" show, along with dance contests, games and local high school talent. Nevins, incidentally, would like to receive more new releases from all labels.

Chuck Mefford, WKMI, Kalamazoo, Mich., reports "great success" with "The Battle of Music" dance, which the station sponsored last month at a local Armory

for the benefit of the Kalamazoo County March of Dimes. Buddy Morrow's band and Bobby Davidson's orchestra (a local crew) played for the terping. All station jocks attended the affair and a special live broadcast, featuring the Morrow band, was aired by WKMI during the evening. "More such affairs," says Mefford, "are in the works." . . . Ken Garland, Howie Leonard and Frank Sweeney, all of WPCR, Portland, Me., recently observed National Guard "Muster Day" by jointly presenting a four-hour record dance broadcast from a local armory, with over 1,200 fans in attendance.

**GAB BAG:** Judy Holman, KLBM, La Grande, Ore., would like to start a campaign to urge all record companies to put the correct pronunciation of new artists' names on the labels of their first releases (e.g. Gogi Grant, etc.). . . . Freddie Chapman, KBOE, Oskaloosa, Ia., notes that some of the top record names have been leaving the major labels for smaller outfits, and wonders if they've been promised better deejay distribution by the latter labels. . . . Bob Wells, KLMS, Lincoln, Neb., writes, "Some companies (M-G-M, for instance) do not insert cardboard in their record packages, and this lack of consideration for some of the more malleable 45's results in warpage that renders the disks completely unplayable." . . . Bart Tolleson, KBAR, Burley, Idaho, gripes: "We're all going to get eyestrain if we have to continue to peer at

## YESTERYEAR'S TOPS—

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

MARCH 23, 1946:

1. Oh! What It Seemed to Be
2. Personality
3. Doctor, Lawyer, Indian Chief
4. You Won't Be Satisfied (Until You Break My Heart)
5. Symphony
6. Let It Snow! Let It Snow! Let It Snow!
7. One-Zy, Two-Zy (I Love You-Zy)
8. Day by Day
9. I'm Always Chasing Rainbows
10. I Can't Begin to Tell You
11. Some Sunday Morning
12. Shoo-Fly Pie and Apple Pan Dowdy
13. Aren't You Glad You're You?
14. Atlanta
15. Seems Like Old Times

MARCH 23, 1951:

1. If
2. Mocking Bird Hill
3. Tennessee Waltz
4. My Heart Cries for You
5. By My Love
6. Aba Daba Honeymoon
7. Would I Love You?
8. You're Just in Love
9. A Penny a Kiss, A Penny a Hug
10. Sparrow in the Tree Top

titles on those black blobs (black record labels). I say let's get organized and get rid of those black-outs, or else get the companies which send them to also furnish free eyeglasses."

**GREEN GIMMICKS:** St. Patrick's Day portents brought out the leprechaun in several stations across the country. Manhattan indie, WNEW, for instance, (which faces on Fifth Avenue, where 1,000,000 Hibernians march every March 17), painted its huge WNEW sign green and added the letter O, making it O'WNEW, just for the occasion. The outlet also played traditional Irish tunes throughout the day and keyed all of its special features—weather reports, etc.—to the Eire theme. . . . Boston station WBZ sent 2,000 genuine Irish pennies to advertising agencies throught the country. The pennies were shipped by air from Dublin last week and delivered to WBZ manager, Paul E. Mills, by Marie Kelly, WBZ's Irish Queen. The station's promotion manager Chuck Burrow also took a special ad for WBZ in the Irish Independent, a Dublin newspaper. Irish secretaries at WBZ recorded special station breaks, which were aired throught the day, along with a special program created by Radio Erin.

**CHANGE OF THEME:** Bill Krieger, WESC, Greenville, S. C., has been made production manager of the station. Krieger will continue to air "Your Billboard Pop Hit Parade" every Saturday, featuring the top 10 best-selling disks of the week. . . . Al Davis, mid-morning jock at WNIX, Springfield, Vt., for the past year, is moving to WIPS, Ticonderoga, N. Y., where he will pilot two afternoon programs. . . . Altho Bob Maxwell owns a 29 per cent interest in new station, WBRB, Mt. Clemens, Mich., just signed a new deejay contract with WWJ, Detroit. Maxwell won't perform on WBRB, but expects to handle part-time programming activities for the station in about five weeks.

## 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
- Can You Find It in Your Heart? (R)—Witmark—ASCAP
- Dungaree Doll (R)—E. B. Marks—BMI
- Eleventh Hour Melody (R)—Faxon—ASCAP
- Flamenco Love (R)—Bregman, Vocca & Conn—ASCAP
- Gal With the Yaller Shoes (R)—Miller—ASCAP
- Great Pretender (R)—Southern—ASCAP
- Hot Diggity (R)—Roncom—ASCAP
- If You Can Dream (R)—Feist—ASCAP
- Innamorata (R)—Paramount—ASCAP
- It's Almost Tomorrow (R)—Northern—ASCAP
- Lisbon Antigua (R)—Southern—ASCAP
- Love Is Just Around the Corner (R)—Famous—ASCAP
- Love Is the \$64,000 Question (R)—Tree—BMI
- Memories Are Made of This (R)—Montclare—BMI
- Most Happy Felicia (R) (M)—Frank—ASCAP
- Mr. Wonderful (R) (M)—Laurel—ASCAP
- No, Not Much (R)—Beaver—ASCAP
- No Other One (R)—Meridian—BMI
- Nothing Ever Changes My Love for You—Marvin—ASCAP
- Poor People of Paris (R)—Connelly—Port-au-Prince (R)—E. B. Marks—BMI
- Rock and Roll Waltz (R)—Sheldon—BMI
- Serenade (R) (F)—Harms—ASCAP
- Sleepy Head (R)—Movietown—BMI
- Small Town (R)—American Academy—ASCAP
- Stars Fell on Alabama (R)—Mills—ASCAP
- Theme From "The Three Penny Opera" (Moriart) (R)—Harms—ASCAP
- Vino, Vino (R)—Paramount—ASCAP
- We All Need Love (R)—Remick—ASCAP
- When You're in Love (R)—Chappell—ASCAP
- Without You (R)—Broadcast—BMI

### Television

- A Little Love, A Little While (R)—Chappell—ASCAP
- Addio Bimbo (R)—Jubilee—ASCAP
- All at Once You Love Her (R)—Williamson—ASCAP
- Angels in the Sky (R)—Ridgeway—BMI
- Are You Satisfied? (R)—Cordial—BMI
- Band of Gold (R)—Ludlow—BMI
- Eleventh Hour Melody (R)—Faxon—ASCAP
- Everybody's Got a Home But Me (R) (M)—Chappell—ASCAP
- Great Pretender (R)—Southern—ASCAP
- John Barleycorn (R)—Chappell—ASCAP
- Juke Box Baby (R)—Winnerton—BMI
- Lisbon Antigua (R)—Southern—ASCAP
- Living One Day at a Time (R)—Chappell—ASCAP
- Madeira (R)—Ardmore—ASCAP
- Memories Are Made of This (R)—Montclare—BMI
- Mr. Wonderful (R) (M)—Laurel—ASCAP
- No, Not Much (R)—Beaver—ASCAP
- Once Upon a Long Ago (R)—Chappell—ASCAP
- Poor People of Paris (R)—Connelly—ASCAP
- Rock and Roll Call (R)—Goday—BMI
- Rock and Roll Waltz (R)—Sheldon—BMI
- Rock Island Line (R)—Holts—BMI
- Sad Is the Life of a Sailor's Wife (R)—Chappell—ASCAP
- See You Later, Alligator (R)—Ard—BMI
- Tender Trap (R) (F)—Barton—ASCAP
- That's Your Mistake (R)—R-T—BMI
- Theme From "The Three Penny Opera" (Moriart) (R)—Harms—ASCAP
- Vibrations (R)—Sheldon—BMI
- We All Need Love (R)—Remick—ASCAP
- When You're in Love (R)—Chappell—ASCAP

## Best Selling Pop Records in Britain

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

This Week	Last Week
1. IT'S ALMOST TOMORROW—Dream Weavers (Brunswick)	3
2. ZAMBESI—Lou Busch (Capitol)	2
3. MEMORIES ARE MADE OF THIS—Dean Martin (Capitol)	1
4. ROCK AND ROLL WALTZ—Kay Starr (HMV)	4
5. MEMORIES ARE MADE OF THIS—Dave King (Decca)	5
6. ONLY YOU—Hilltoppers (London)	6
7. SEE YOU LATER, ALLIGATOR—Bill Haley Comets (Brunswick)	9
8. BAND OF GOLD—Don Cherry (Phillips)	7
9. ROCK ISLAND LINE—Lonnie Donegan (Decca)	11
10. GREAT PRETENDER—Jimmy Parkinson (Columbia)	12
11. YOUNG AND FOOLISH—Edmund Hockridge (Nixa)	10
12. POOR PEOPLE OF PARIS (POOR JOHN)—Winifred Atwell (Decca)	—
13. SIXTEEN TONS—Tennessee Ernie Ford (Capitol)	14
14. LOVE IS THE TENDER TRAP—Frank Sinatra (Capitol)	8
15. THEME FROM THE THREE PENNY OPERA—Dick Hyman Trio (M-G-M)	—
16. DREAMS CAN TELL A LIE—Nat (King) Cole (Capitol)	13
17. PICKIN' A CHICKEN—Eve Boswell (Parlophone)	16
18. CHAIN GANG—Jimmy Young (Decca)	—
19. TUMBLING TUMBLEWEEDS—Slim Whitman (London)	20
20. IN OLD LISBON—Frank Chacksfield (Decca)	15

## Best Selling Sheet Music in Britain

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)	Love Is the Tender Trap—Connelly (Barton)
It's Almost Tomorrow—Macmelodies (Northern)	Love and Marriage—Barton (Barton)
Young and Foolish—Chappell (Chappell)	When You Lose the One You Love—Bradbury (Chappell)
The Ballad of Davy Crockett—Disney (Disney)	The Dambusters March—Chappell (Chappell)
Zambesi—Fields (Shapiro-Bernstein)	Rock and Roll Waltz—Maddox (Sheldon)
Band of Gold—Essex (Ludlow)	Sixteen Tons—Connelly (American)
With Your Love—Macmelodies	Love Is a Many-Splendored Thing—Robbins (Miller)
Jimmy Unknown—Bron (Jefferson)	Dreams Can Tell a Lie—Fields (Shapiro-Bernstein)
Robin Hood—New World (Official)	Stealin'—Leeds (Leeds)
Pickin' a Chicken—Berry (Connelly)	Only You—Sherwin (Wildwood)

## New Suit on Miller Editions

Continued from page 17

Dailey to assume all expenses of installing the wires and equipment. The contract further stated that no part of the broadcasts were to be used for rebroadcast. Periods covered were March 5 thru May 31, 1939, and also for three weeks starting November 1 of that year.

The Dailey interest also claim that the "air checks" made from the broadcasts were to be used to enable Miller to correct mistakes, and that these were cut for the benefit of the Meadowbrook, and that they are the property of the Meadowbrook.

The other spot from which Miller broadcast recordings emanated was the Glen Island Casino in New Rochelle, N. Y. This spot has changed management since the Miller days, and it is believed that the "wires" from that place may not have been subsidized by the management. It was not uncommon

in those days for a wire to be "angeled" by publishers and other interested parties. This could have applied to a number of hotels from which other bands broadcast performances that since have turned up on disks. It is not known whether any other dance spots went to the pains of signing papers such as the Dailey documents.

This Meadowbrook action is the latest of several that have plagued the Miller and RCA Victor interests since the fabulous success of the three de luxe Miller albums. Recently, these interests were forced into a settlement by Miller's Air Force vocalist Johnny Desmond, who claimed that his performances were used without proper credits and compensation. The Miller side was the successful plaintiff in an infringement action against a pirate operation, AFN Records.

**COAST TO COAST!**  
**IT'S A HIT—FIRST OUT!**  
*The Original AL CAIOLA Record*  
**"FLAMENCO LOVE" REGENT 7500**  
**REGENT RECORDS, INC.**  
NEWARK, N.J.

**RACK JOBBERS . . . Your Attention Please!**  
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D-109 Oriental Fantasy (instrumental) D-110 Tango in Purple (tango)  
D-111 Soon (Church Bells Will Be Ringing) (foxtrot)  
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D-113 Memories of Days Gone By (beguine) D-114 Pirates Bold (marcato breve)

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## • Review Spotlight on . . .

### RECORDS

CATHY CARR . . . Fraternity 734 . . . . . IVORY TOWER  
(E. H. Morris, ASCAP)

This chirper piles thru with warbling of a mighty high order. The tune is a promising three-beater which looks headed for big doings. There's competition from name power but this disk ranks with the best and should be the one to get the gravy. Flip is "Please, Please, Believe Me" (Windy City, ASCAP), an effective pleader directed at the teen-agers.

BILL HALEY AND THE COMETS . . . Decca 29870 . . . . .  
. . . . . THE SAINTS ROCK AND ROLL  
(Northern, ASCAP)

R-O-C-K . . . . . (Valleybrook, ASCAP)

With the tremendous stir being set up by Haley and the crew via their "Rock Around the Clock" flick, it's hard to see this one missing. These are two great rollicking sides, full of wild beats and driving, shouting delivery in the best Haley style. Two very hot pay-off entries.

PAT BOONE . . . Dot 15457 . . . . . LONG, TALL SALLY  
(Venice, BMI)

The lad has a successful string of clicks chalked up already and this looks like the very next in line. It's a spirited, bellowing job on the sock r.&b. ditty, and altho Little Richard's disk is big already, there's plenty of room left for this classy version, too. Flip is "Any Place in Heaven," a very pleasantly styled ballad. (Randy-Smith, ASCAP)

THE DIAMONDS . . . Mercury 70835 . . . . . CHURCH BELLS MAY RING  
(Ray Maxwell, BMI)

Combination here of a hot tune (The Willows' version is now moving well in r.&b. circles) and a hot group makes this a potent entry. Features great bell sounds with some solid strength in the vocal department. A sure loot-puller. Flip is "Little Girl of Mine" (Kahl, BMI).

## • Reviews 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.

- 90-100, Tops
- 80-89, Excellent
- 70-79, Good
- 60-69, Satisfactory
- 50-59, Limited
- 0-49, Poor

TONY BENNETT  
Can You Find It in Your Heart? . . . . . 81

COLUMBIA 40667—Bennett sings an effective rhythm-ballad with a strong r.&b. flavored beat. The warbler socks across the lyric in fine style, and blends with a high-soprano for interesting effect. Should get plenty of play. (Witmark, ASCAP)

Forget Her . . . . . 80

A warm, sincere vocal performance on a poignant ballad with a moving lyric. (Joy, ASCAP)

ROSEMARY CLOONEY  
I've Grown Accustomed to Your Face . . . . . 81

COLUMBIA 40676—The canary gives a tender vocal treatment to a poignant ballad from "My Fair Lady." Both sides are bound to get plenty of jockey play.

I Could Have Danced All Night . . . . . 78

A creamy-voiced interpretation of a lovely theme from the new Broadway musical, "My Fair Lady," wrapped up in a lilting beguine tempo. There are several versions of the tune, but this one will be hard to top.

CATERINA VALENTE  
Similau . . . . . 80

DECCA 29846—The Deitche Gramophon thrush gives an outstanding performance of this weird, colorful song. Her delivery, technically excellent and full of color, is backed by Werner Muller. (Campbell, BMI)

The Way You Love Me . . . . . 77

Another good side. Like the flip, the performance and backing (this time by Paul Durand's ork) is marked with clever rhythmic patterns. (Maurice, Ltd., BMI)

DON COSTA ORK  
Heart of Paris . . . . . 79

ABC-PARAMOUNT 9693—Don Costa's ork gives a lush, plush, atmospheric reading of this Continental-flavored waltz. There's a humming chorus for added effect. (B. F. Wood, ASCAP)

Flamenco Love . . . . . 78

This catchy, Spanish-type ditty, already making the rounds via the Regent label, makes a nice instrumental, altho the reading has not the charm of the flip. (Bregman, Vocco & Conn, ASCAP)

HELEN GRAYCO  
Rock and Roll Wedding . . . . . 78

VIK 0199—The idea may be on the wild side, but the appeal of the material in the current market cannot be denied. Helen Grayco sings it with conviction and the backing has a strong beat. (Simon House, BMI)

Lilly's Lament . . . . . 77

Old-fashioned lament is cut in an imaginative arrangement that grabs at attention right away. It could gain spins and sales. (Marti, ASCAP)

DICK HYMAN TRIO  
Hi-Lili, Hi-Lo . . . . . 78

M-G-M 12207—A revival of the wonderful tune from "Lili," with Hyman giving a sock job on the harpsichord. Has a memorable quality that could bring some action.

Junglero . . . . . 75

This is an attractive tropical rhythm showpiece that pulses with a lot of vitality. Hyman shows to good effect as does the guitar-drum back-up.

(Continued on page 48)



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Reviews of New Pop Records

Continued from page 46

EVE BOSWELL Pickin' a Chicken...78 CAPITOL 3388—This is a big seller in England right now. It's a cute item with a catchy beat and an attractive folk flavor.

SUNNY GALE Rock and Roll Wedding...77 VICTOR 6479—Sunny Gale sells the opus powerfully, tho she forces a bit. Side has a good chance to step out.

ERSKINE HAWKINS Waltz in Blue...77 DECCA 29864—A fetching three-beat item, with a husky-throated vocal by Dolly Lyon.

DICK LEE Serenade...76 VIK 0200—Lee cuts an impressive cover of the title tune disked and featured in the new film by Mario Lanza.

KAREN CHANDLER Love Is the \$64,000 Question...76 DECCA 29881—Powerful material, and sung with great ability by the thrush.

FREDDIE BELL AND THE BELLBOYS Ding Dong...76 WING 90065—A fast-moving, hard driving rhythm side with humorous lyrics and a sock group vocal.

THE HONEY DREAMERS Mr. Easter Bunny...76 COLUMBIA 40668—Designed for the kiddies, this is a cutie that's bound to get plays in the weeks to come.

THE DE CASTRO SISTERS No One to Blame But You...76 ABBOTT 3019—The girls thrush appealingly on an attractive ditty reminiscent melodically of their big hit "Teach Me Tonight."

MOLLY BEE Sweet Shoppe Sweetheart...76 DOT 15453—Another teen-inspired entry shows the gal in swingin' form. A rock and roller that's likely to get played.

DINAH SHORE I Could Have Danced All Night...75 VICTOR 6469—A sweetly sincere thrushing job on the pretty theme from the musical "My Fair Lady," which rated rave reviews out-of-town.

PAUL WESTON ORK Infatuation...75 COLUMBIA 40675—A flashy instrumental, Spanish in mood and marked with a bold rhythm and a sweeping melody.

BONNIE LOU Little Miss Bobby Sox...75 KING 4895—If the average "teen queen" fits this description, things are really in tough shape. However, with its timely angle, the disk is likely to get some attention from the gal's fans.

THE LOVERS Don't Touch Me...75 DECCA 29862—One of the odder diskings of recent months, this can attract attention in the market. Gal sings in a kind of wild way, while the guy moans along in lovesick support.

MARIO LANZA Serenade...75 VICTOR 6478—Advances reports on Lanza's comeback movie, "Serenade," are that the tenor does a fine vocal job, but unfortunately these reports aren't validated by this waxing of two pop tunes from the film.

THE RAY CHARLES SINGERS A Young Man's Fancy...74 M-G-M 12201—A new tune with a definitely seasonal slant has an infectious melody. The group gives it a very smart whirl here and jockeys without doubt will give it spins.

TONI HARPER I Telephoned, I Telegraphed...74 VERVE 2005—A swiny, contagious side marks the young thrush's return to wax after several years away. This presages a big future for the gal, and jocks will undoubtedly hand it many a whirl.

THE MARINERS His Gold Will Melt...74 CADENCE 1287—A very attractive ditty, with a catchy refrain and a smart set of novelty lyrics gets a very solid performance by the Mariners. Likely to get strong exposure.

SNOOKY LANSON Walk Right In...74 DOT 15455—Lanson, with plenty of Dot's echo, does a strong job on a shuffle-beat ballad. He has had stronger sides, however.

DICK CONTINO Infatuation...74 MERCURY 70830—The accordion takes the lead in performing the tuneful Latino item. It makes for real fine listening and should furnish lots of deejays with good program material.

RAY CONNIF ORK Stardust...73 COLUMBIA 40660—Conniff and his vocal chorus wrap up the lovely oldie in a tasteful instrumental arrangement, underscored by a driving

beat and sub-vocal (just sounds, no words) choral effects. Interesting programming for jocks. (Mills, ASCAP) Begin the Beguine...73 Same comment. (Harms, ASCAP)

CATHY LLOYD You Are Mine...73 CAPITOL 3385—Romantic opus conveys a nice mood in this well-sung interpretation. (Shapiro-Bernstein, ASCAP) Only When You're Lonely...72 Pretty ballad is sung expressively. (Zodiac, BMI)

CHAMP BUTLER The Joshua Tree...73 CORAL 61612—The song, sacred and symbolic, gets a very effective performance by Butler, who is backed with a flashy instrumental arrangement. (Bedack, ASCAP) Downs in Mexico...70 A cover of the Coasters on Atco, this side by Butler is a highly-mannered reading which doesn't come off very well. (Tiger, BMI)

PEREZ PRADO ORK The Story of Love...73 VICTOR 6477—Slower and more sinuously intriguing than the average mambo, this side provides good listening as well as fine terp material. (Peer, BMI) Tomorrow I Will Live...70 Original Prado mambo is performed with a great beat and sick precision by his ork. (Southern, ASCAP)

RUSS MILLER Somebody Bigger Than You and I...73 KAPP 137—Miller sings with fervid feeling on a moving song with a religious theme and inspiring lyrics. (Bulls-Eye, ASCAP) Watch My Smoke (and Fan My Fire)...70 A folksy tune with clever lyrics is handed an okay vocal by Miller. However, singer is more effective on flip. (Raleigh, BMI)

MATYS BROTHERS Up the Creek (Without a Paddle)...72 DECCA 29838—This new Decca sing-duo makes a promising debut with this novelty. It's a lively item with a refrain using the well-known phrase. (Valleybrook, ASCAP) In the Mood...70 The noted instrumental gets an interesting vocal treatment. (Shapiro-Bernstein, ASCAP)

JOE LILLEY Dancing in the Dark...71 DECCA 29826—Slick choral interpretation of the beautiful evergreen is an aural treat. Side is taken from Decca's "Alone Together" album. Fine background program wax. (Harms, ASCAP) Easy to Love...71 More of the same. (Chappell, ASCAP)

LEROY HOLMES ORK When You're in Love...71 M-G-M 12206—There's a pleasant haunting flavor to this ballad from the Crosby film spec and the Holmes ork and chorus does a right smooth waxing job. Rio Batucado...70 Here's an agreeable Latin-paced orking with the voices helping out in attractive plink-plunk style. Good listening.

TOMMY LEONETTI Wrong...71 CAPITOL 3380—A danceable, society-type ditty done competently. (Stardust, BMI) Too Proud...70 A fancy-schmancy ballad, also done competently. (Ardmore, ASCAP)

SHEB WOOLEY The Birth of the Rock 'n' Roll...71 M-G-M 12202—With the Cheer Leaders, Wooley offers some original ideas on the form. Combination of timely topic and okay performing may bring some attention. A King or a Clown...69 Wooley waxes romantic here to good effect. The flip, however, is more in tune with the times.

KYLE KIMBRO I've Got to Get Used to the Blues...70 ARNETT 702—Another variation on the "Learning the Blues" idea. Fine belting job by Kimbro may get some scattered deejay support. (Adams, Vee & Abbott, BMI) You'll Be Mine...70 A well-arranged, well-produced ballad side by a top-grade warbler with some of the Eddie Fisher appeal. (Forster, ASCAP)

PAT BOONE I Need Someone...69 REPUBLIC 7119—One of Boone's early diskings is re-issued here. It's slow ballad stuff which lacks the guy's current fiery style, but no doubt the name alone will draw sales, without regard to label. (I'll Never Be Free for) My Heart Belongs to You...69 Same comment.

LALO GUERRERO Adios to Mexico City...69 REAL 1307—Serious effort by "Pancho Lopez" may do okay among the Southwestern fans. A pleasing side. (Real-American, BMI) Do You Believe...68 Reincarnation is the subject here; he's sure he has seen her somewhere before—the Bridey Murphy influence

(Continued on page 53)

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**Best Sellers in Stores**

For survey week ending March 14

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

This Week	Last Week	Weeks on Chart	Title	Label
1	1	4	<b>HEARTBREAK HOTEL</b> (BMI)—E. Presley	
			<b>I WAS THE ONE</b> (BMI)—Vic 20-6420	
2	2	28	<b>I FORGOT TO REMEMBER TO FORGET</b> (BMI)—E. Presley	
			<b>MYSTERY TRAIN</b> (BMI)—Vic 20-6357-Sun 223	
3	4	6	<b>BLUE SUEDE SHOES</b> (BMI)—C. Perkins	
			Honey, Don't (BMI)—Sun 234	
4	3	14	<b>WHY, BABY, WHY?</b> (BMI)—R. Sovine & W. Pierce	
			Missing You (BMI)—Dec 29755	
5	9	3	<b>'CAUSE I LOVE YOU</b> (BMI)—W. Pierce	
			<b>YES, I KNOW WHY</b> (BMI)—Dec 29805	
6	5	27	<b>LOVE, LOVE, LOVE</b> (BMI)—W. Pierce	
			If You Were Me (BMI)—Dec 29662	
6	6	15	<b>YOU'RE FREE TO GO</b> (BMI)—C. Smith	
			<b>I FEEL LIKE CRYIN'</b> (BMI)—Col 21462	
8	7	9	<b>I DON'T BELIEVE YOU'VE MET MY BABY</b> (BMI)—Louvin Brothers	
			In the Middle of Nowhere (BMI)—Cap 3300	
9	10	9	<b>YOU AND ME</b> (BMI)—R. Foley & K. Wells	
			No One But You (BMI)—Dec 29740	
10	7	17	<b>EAT, DRINK AND BE MERRY</b> (BMI)—P. Wagoner	
			Let's Squiggle (BMI)—Vic 20-6289	
10	12	6	<b>SO DOGGONE LONESOME</b> (BMI)—J. Cash	
			<b>FOLSOM PRISON BLUES</b> (BMI)—Sun 232	
12	11	20	<b>SIXTEEN TONS</b> (BMI)—Tennessee Ernie	
			You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262	
12	—	12	<b>BABY, LET'S PLAY HOUSE</b> (BMI)—E. Presley	
			I'm Left, You're Right, She's Gone (BMI)—Vic-Sun 217	
14	—	1	<b>I'M NOT MAD, JUST HURT</b> (BMI)—H. Thompson	
			<b>BLACKBOARD OF MY HEART</b> (BMI)—Cap 3347	
15	—	1	<b>FOR RENT</b> (BMI)—S. James	
			My Stolen Love (?)—Cap 3357	
15	13	2	<b>THAT'S ALL</b> (BMI)—T. Ernie	
			Bright Lights and Blond-Haired Women (BMI)—Cap 3343	

**Most Played in Juke Boxes**

For survey week ending March 14

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week	Last Week	Weeks on Chart	Title	Label
1	1	19	<b>I FORGOT TO REMEMBER TO FORGET</b> (BMI)—E. Presley	
			<b>MYSTERY TRAIN</b> (BMI)—Vic 20-6357-Sun 223	
2	3	11	<b>WHY, BABY, WHY?</b> (BMI)—R. Sovine & W. Pierce	
			Missing You (BMI)—Dec 29755	
3	2	2	<b>HEARTBREAK HOTEL</b> (BMI)—E. Presley	
			<b>I WAS THE ONE</b> (ASCAP)—Vic 20-6420	
4	6	3	<b>BLUE SUEDE SHOES</b> (BMI)—C. Perkins	
			Honey, Don't (BMI)—Sun 234	
5	7	15	<b>EAT, DRINK AND BE MERRY</b> (BMI)—P. Wagoner	
			Let's Squiggle (BMI)—Vic 20-6289	
6	4	18	<b>SIXTEEN TONS</b> (BMI)—Tennessee Ernie	
			You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262	
7	5	2	<b>SO DOGGONE LONESOME</b> (BMI)—J. Cash	
			<b>FOLSOM PRISON BLUES</b> (BMI)—Sun 232	
8	10	25	<b>LOVE, LOVE, LOVE</b> (BMI)—W. Pierce	
			If You Were Me (BMI)—Dec 29662	
9	—	1	<b>'CAUSE I LOVE YOU</b> (BMI)—W. Pierce	
			<b>YES, I KNOW WHY</b> (BMI)—Dec 29805	
10	—	2	<b>I DON'T BELIEVE YOU'VE MET MY BABY</b> (BMI)—Louvin Brothers	
			In the Middle of Nowhere (BMI)—Cap 3300	

**Most Played by Jockeys**

For survey week ending March 14

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart	Title	Label
1	1	11	<b>I DON'T BELIEVE YOU'VE MET MY BABY</b> —Louvin Brothers	Cap 3300—BMI
2	2	5	<b>BLUE SUEDE SHOES</b> —C. Perkins	Sun 234—BMI
3	3	4	<b>HEARTBREAK HOTEL</b> —E. Presley	Vic 20-6420—BMI
4	9	4	<b>YES, I KNOW WHY</b> —W. Pierce	Dec 29805—BMI
5	6	6	<b>YOU AND ME</b> —R. & B. Foley	Dec 29740—BMI
6	12	8	<b>THESE HANDS</b> —H. Snow	Vic 20-6397—BMI
7	7	5	<b>SO DOGGONE LONESOME</b> —J. Cash	Sun 232—BMI
8	5	24	<b>I FORGOT TO REMEMBER TO FORGET</b> —E. Presley	Vic 20-6357, Sun 223—BMI
9	—	1	<b>WHY, BABY, WHY?</b> —H. Locklin	Vic 20-6247—BMI
10	11	7	<b>FOLSOM PRISON BLUES</b> —J. Cash	Sun 232—BMI
11	10	26	<b>LOVE, LOVE, LOVE</b> —W. Pierce	Dec 29662—BMI
12	8	14	<b>WHY, BABY, WHY?</b> —G. Jones	Starday 202—BMI
13	4	15	<b>WHY, BABY, WHY?</b> —R. Sovine & W. Pierce	Dec 29739—BMI
14	13	11	<b>RUN BOY</b> —R. Price	Col 21474—ASCAP
15	—	1	<b>WHAT WOULD YOU DO IF JESUS CAME TO YOUR HOUSE?</b> —R. Sovine	Dec 29825—BMI

**Reviews of New C & W Records**

**BILL LONG**  
**Blow the Whistle** . . . . .79  
 UNIQUE 332—Novelty from Canada could make a dent in the c.&w. market. Different material with off-beat appeal in the nature of "Rock Island Line" and other folk-type ditties. A funny side. (BMI Canada)  
**Relax, Relax, Relax** . . . . .72  
 A pleasant, easy-goin', good-natured item, but the flip should get the play. (BMI Canada)

**THE CARLISLES**  
**Goo Goo Da Da** . . . . .78  
 MERCURY 70828 — A fast, funny vocal on a humorous novelty—sort of an infant version of "Sh-Boom." (Barton, BMI)  
**Pickin' Peas**  
 (Down the Long Pea Row) . . . . .73  
 Exuberant, happy piping by the Carlises on a bouncy little country tune with a catchy beat. (Acuff-Rose, BMI)

**BOBBY LORD**  
**Beautiful Baby** . . . . .77  
 COLUMBIA 40666 — Lord socks across a bouncy r.&b. tune with a strong, drivin' beat. (Showcase, BMI)  
**The Fire of Love** . . . . .75  
 The r.&b. influence on c.&w. is strongly in evidence on both sides of this platter. Lord warbles with plenty of feeling and expressive phrasing on a moving ballad with a strong beat. (Caesar, ASCAP)

**JERRY REED**  
**I'm a Lover, Not a Fighter** . . . . .75  
 CAPITOL 3381 — Cute novelty in which Reed re-iterates that his athletics are of the indoor variety. Should get some action. (Central Songs, BMI)  
**Honey Chile** . . . . .75  
 Bright, brisk and happy stuff here, clefied by the warbler. A promising entry. (Lowery, BMI)

**RICKY RIDDLE**  
**Drivin' Down the Wrong Side of the Road** . . . . .74  
 DECCA 29813—"We better stop and neck, or we'll end up in a wreck." Riddle develops this theme in forthright style. A nice side for deejays. (Copar, BMI)  
**I'm a Whip Crackin' Daddy** . . . . .73

Ricky Riddle chants a flavorsome country item with a lyric of some novelty appeal. (Old Charter, BMI)

**R. D. HENDON**  
**Don't Push Me (Let Me Fall)** . . . . .74  
 STARDAY 228—This has its effective comic moments as Hendon sings about the guy who shys from wedding bells. Plenty of sales appeal in the vocal, with yodels, should get some box action. (Starrite, BMI)  
**We Smiled** . . . . .72  
 Hendon and the Cowboys do a salable rhythmic job. Chord effects and guitar backing helps the impression. Territorial juke and jock possibility. (Starrite, BMI)

**JOE (RED) HAYES**  
**I'll Be So Good to You** . . . . .73  
 CAPITOL 3382 — The man vows eternal devotion if she'll say "yes." An effective pleader clefied and sung by this talented artist. (Starrite, BMI)  
**The Man Who Calls Her Wife** . . . . .71  
 When a woman is pure at heart, the whole family registers contentment, it says here. Good homey philosophy from Hayes. (Central Song, BMI)

**BILL CARTER**  
**By the Sweat of My Brow** . . . . .71  
 REPUBLIC 7126—This sharecropper's (Continued on page 50)

\*\*\*\*\*

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# This Week's Best Buys

No selections this week.

## Review Spotlight on . . .

### RECORDS

#### WEBB PIERCE AND RED SOVINE

Little Rose (Cedarwood, BMI) Decca 29876—Here's one of the weepin'est weepers to come along in quite a spell. And the pair is at its best in the dramatic tale of the Italian laborer who wants a rose for his little gal who departed this world. A real coin-catcher. Flip is "Hold Everything," a solo Sovine job (Starrite, BMI).

#### MARTY ROBBINS

Long Tall Sally (Venice, BMI) 8 Columbia 40679—Robbins generates a lot of eye-opening excitement with this cover of the r.&b. hit opus. There's competition in other strong versions, but this one has to garner plenty of action. Flip is "Mr. Teardrop."

## C & W Territorial Best Sellers

For survey week ending March 14

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. Tall Men, R. Maddox, Col.
3. I Don't Believe You've Met My Baby Louvin Brothers, Cap.
4. Why, Baby, Why? R. Sovine-W. Pierce, Dec.
5. These Hands, H. Snow, Vic.
6. For Rent, S. James, Cap.

### 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. Blue Suede Shoes, C. Perkins, Sun
5. 'Cause I Love You, W. Pierce, Dec.
6. I Was the One, E. Presley, Vic.
7. Baby, Let's Play House E. Presley, Sun
8. You and Me, R. & B. Foley, Dec.
9. You're Free to Go, C. Smith, Col.
10. I Want to Be Loved Johnnie & Jack, Vic.

### Dallas-Fort Worth

1. Blue Suede Shoes, C. Perkins, Sun
2. Heartbreak Hotel, E. Presley, Vic.
3. Love, Love, Love, W. Pierce, Dec.
4. I Was the One, E. Presley, Vic.
5. Why, Baby, Why? R. Sovine-W. Pierce, Dec.
6. You and Me, R. & B. Foley, Dec.
7. I Forgot to Remember to Forget E. Presley, Vic.-Sun

### Houston

1. Heartbreak Hotel, E. Presley, Vic.
2. For Rent, S. James, Cap.
3. Yes, I Know Why, W. Pierce, Dec.
4. Blue Suede Shoes, C. Perkins, Sun
5. 'Cause I Love You, W. Pierce, Dec.
6. Baby, Let's Play House E. Presley, Sun

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## Around the Horn

Gabe Tucker, personal manager to Ernest and Justin Tubb, has taken over the managerial reins on the Wilburn Brothers, Teddy and Doyle. The Wilburn lads last Wednesday and Thursday (14-15) played the Fox Theater, Atlanta, on the bill with Elvis Presley, the Carter Sisters, Rod Brasfield, Uncle Sipe, Aunt Sap Brasfield and the Jordanaires. On April 1 they begin a tour with George Morgan and Billy Gray at Kansas City, Mo. Remainder of the route is Topeka, Kan., 2; Omaha, 3; Lincoln, Neb., 4; Salina, Kan., 5; Wichita, Kan., 6, and Oklahoma City, 7. The Wilburns also have been engaged to appear with a unit headlining Ernest Tubb, which begins a four-week tour of the Southern States in mid-April. Tour is being arranged in a tie-in with Pillsbury Flour, which sponsors "Grand Ole Opry" films.

Jim Reeves, now under the personal management of Herb Shucher, has a busy schedule coming up next week. Monday thru Wednesday (26-28) he will be doing "Grand Ole Opry" TV films in Nashville. On Friday (30) he appears at the Red Barn, Oshawa, Ont., after which he planes to Providence to appear on Eddie Zack's Saturday night show at Witsche's Arena. On Easter Sunday (1) Jim is set for two shows with Ramblin' Lou at Niagara Falls, N. Y., and April 7 will be featured on the Prince Albert portion of "Grand Ole Opry" over the NBC network from Nashville.

Del Wood, Jimmy Dickens, Jean Shepard and Hawkshaw Hawkins, who wound up a tour of the Carolinas early last week, will make a swing thru Michigan the first week of April. Schedule at the moment is indefinite, but dates at the Armory, Saginaw, April 3, and the Stadium, Grand Rapids, April 6, are set. . . . First place on the "Godfrey Talent Scouts" show March 13 was won by the Buckskins, country and western vocal group from Washington. The Buckskins record for 4 Star and their Godfrey win should spark sales on their current release, "All Because of My Jealous Heart," b/w "The Girl on the Calico Horse."

Carl Perkins, Johnny Cash, Johnny Horton, Betty Amos and George Jones played Tyler, Tex., recently to some 2,200 paid admissions, with another 500 being turned away. . . . Ily Heath, who collaborated on numerous country and western tunes with the late Fred Rose, has shifted his activity to Hollywood, his old stomping grounds. The veteran Heath, ASCAP member, also has to his

credit such pops as "Mule Train" and "Clancy Lowered the Boom," among others. . . . Al Terry's first sacred released on the Hickory label is "The Lesson of Love" b.w. "Follow Me." First-mentioned song was written by the late Fred Rose, with Terry's brother, Bob, penning the flip.

Peewee King, vacationing at Hollywood, Fla., with his wife and three sons, postals: "My 'Blue Suede Shoes' looks good down here. Cracker Jim and Dave Miller send regards." . . . Donn Reynolds, of WCUM, Cumberland, Md., still getting fan letters following his recent appearance on Herb Shriner's TV show, "Two for the Money," which netted him and his pretty partner from Iowa \$500. Donn is slated to go on TV soon with his own show. Art Roberts, manager of Rudy Gaddis (Starday), has moved from Tyler, Texas, to Station KLIF, Dallas.

Hank Thompson will guestar on "Grand Ole Opry's" TV shot from Nashville March 31. . . . Bob Burrell, Capitol's country and western expert, with headquarters in Atlanta, typescribes: "Things are going nicely for us with the Tommy Collins side, 'Wait a Little Longer,' beginning to show, along with Hank Thompson's 'Blackboard of Your Heart' and Faron Young's '\$5.' Jean Shepard broke them up here Sunday (11), and her 'I Learned It All From You' has been on top of our best sellers. The Tower Theater seems to be the formula here in Atlanta. There have been several well attended shows here recently."

Lonzo and Oscar and Judy Lynn are headlining a tour for Harry Peebles, which started Sunday (18) in Kansas City, Mo., and closes Friday (23) in Wichita, Kan. . . . Bob Gallion, newcomer to the country field, has as his first M-G-M release two tunes from his own pen, "My Square-Dancin' Mama" and "Your Wild Life's Gonna Get You Down." . . . The Glen Mountain Boys, now appearing at Harry's Lakeview Tavern, Netcong, N. J., have changed their name to the Echo Valley Kinfolk. Bossman Larry Lee is heard on his own platter show, "Echo Valley Jamboree," over WCRV, Washington, N. J., each Saturday, 2:30-3:30 p.m.

Smoky Warren and His Kings of Western Rhythm, who opened February 22 at the Brass Rail, London, Ont., wind up their stay there April 1, and will be followed in the next day by Elton Britt and his crew, who will remain on indefinitely. Warren and his combo

are heard every Tuesday, Wednesday and Thursday nights over SLPL, London, by remote from the Brass Rail. In the group are Merve Shiner (RCA Victor), featured vocalist; Billy Willow, who recently cut two sides with Frankie Yankovich on Columbia; Big Jim Meeham, Major Simpson, Stony Stevens, Jimmy Faye and Warren. Shiner is set thru April with his own unit, the Country Gentlemen, at Olympia Tavern, Toronto. Following the Brass Rail engagement, Warren heads back to Newark, N. J., to resume his promotional chores and TV commitments.

Martha Carson headlines "Circle Theater Jamboree," Cleveland, next Saturday (24), with Denver and Jeffery set for March 31; the Louvin Brothers, April 7, and George Morgan, April 14. . . . Red Blanchard, comedian with WLS' "National Barn Dance," will emcee the program at the Brookfield Lions' Club dinner in Chicago March 26, at which Earl Eisenhower, the President's brother, will be principal speaker. The affair kicks off the Lions' Club's annual Cancer Fund Drive. . . . Don Gibson's newest M-G-M release is "Sweet Dreams" backed with "The Road of Life Alone."

Slim Bucher and His Golden Prairie Cowboys are regular features on "Sunset Jamboree," presented each Sunday at Crang Plaza Arena, Toronto. Traveling names are used to bolster the show. Earl Haywood, of CKNX, Wingham, Ont., has made several recent appearances with the "Sunset" unit. Earl's dad is recuperating at Victoria Hospital, London, following a recent major operation. . . . Chuck Hess, long-time fave in the country and western field, is now featured guitarist with the Jodimars, rock-and-roll unit heard on the Capitol label.

Business Week magazine, in its March 10 issue, devotes two pages to a feature on "Ozark Jubilee." Piece is headed "Hillbilly TV Show Hits Bigtime!" . . . Stuart Hamblen, just returned from London, was an unexpected visitor to "Ozark Jubilee" March 10. Other recent "Ozark" visitors included composer Ted Daffan; Mr. and Mrs. Eddie Roton, operators of Country Music Park, Newark, O., and Senators Nix and Rinehart of Oklahoma. . . . Farin West, formerly of WALE, Fall River, Mass., has switched to WAPO, Chattanooga, where he's heard each Saturday, 7:30-8 p.m., transcribed.

7. Seasons of My Heart, J. Newman, Dot
8. I'm Not Mad, Just Hurt H. Thompson, Cap.
9. What Am I Worth? G. Jones, Sdy.
10. I Was the One, E. Presley, Vic.

### Memphis

1. Blue Suede Shoes, C. Perkins, Sun
2. I Was the One, E. Presley, Vic.
3. What Am I Worth? G. Jones, Sdy
4. For Rent, S. James, Cap
5. Blackboard of My Heart H. Thompson, Cap.
6. Yellow Roses, H. Snow, Vic.

### Nashville

1. Heartbreak Hotel, E. Presley, Vic.
2. Blue Suede Shoes, C. Perkins, Sun
3. So Doggone Lonesome, J. Cash, Sun
4. Yes, I Know Why, W. Pierce, Sun
5. 'Cause I Love You, W. Pierce, Dec.
6. Why, Baby, Why? R. Sovine-W. Pierce, Dec.
7. Run Boy, R. Price, Col.
8. I've Changed, C. Smith, Col.

### New Orleans

1. Heartbreak Hotel, E. Presley, Vic.
2. Blue Suede Shoes, C. Perkins, Sun
3. Sixteen Tons, T. Ernie, Cap.
4. I Don't Believe You've Met My Baby Louvin Brothers, Cap.
5. Love, Love, Love, W. Pierce, Dec.
6. Trouble in Mind, E. Arnold, Vic.

### Richmond, Va.

1. Heartbreak Hotel, E. Presley, Vic.
2. I Forgot to Remember to Forget E. Presley, Vic.-Sun
3. I'm Not Mad, Just Hurt H. Thompson, Cap.
4. You're Free to Go, C. Smith, Col.
5. Folsom Prison Blues, J. Cash, Sun
6. I've Changed, C. Smith, Col.
7. Why, Baby, Why? R. Sovine-W. Pierce, Dec.

### St. Louis

1. Blue Suede Shoes, C. Perkins, Sun
2. Heartbreak Hotel, E. Presley, Vic.
3. Blackboard of My Heart H. Thompson, Cap.
4. 'Cause I Love You, W. Pierce, Dec.
5. I Don't Believe You've Met My Baby Louvin Brothers, Cap.
6. What Am I Worth? G. Jones, Sdy.

## Reviews of New C & W Records

Continued from page 49

"body all achin' and racked with pain" lamenis gets a sincere and emotion-choked reading. (Nash, BMI)  
You Ain't Got My Address . . . 68  
Carter remonstrates about no letters from the gal in a fairly conventional piece of material. (Nash, BMI)

WAYNE CARRIER  
I've Got a Feeling . . . 69  
AZALEA 107 — Carter sings with sincerity and vitality on a breezily-paced ditty about a guy who has a "feeling" his gal is cheating on him. (Newton, BMI)  
Behind Smiling Lips (And a Broken Heart) . . . 68  
A warm, listenable vocal wrap-up of a moving weeper. (Newton, BMI)

BILLY WALLACE  
That Old Love of Yours . . . 69  
REPUBLIC 7127—Wallace gives all he's got on a typical gushy, heart-break item. (Green Hills, BMI)  
I Can't Run Away . . . 66  
This has a twist of the blues tossed in and it's sung with a certain appeal. (Nash, BMI)

DON REDFIELD  
I Can't Go Back . . . 68  
SAGE 345—Pleasant warbling on a fast-paced weeper with a bouncy beat. (Starrite, BMI)

Montana Waltz . . . 67  
Nice vocal job by Redfield on a pretty ballad. (Starrite, BMI)

RITA FAYE  
Eldo, the Easter Bunny . . . 68  
M-G-M 12203—Moppet thrush offers a pleasant piece of seasonal material that could enjoy fair sale as a kidisk.  
E-a-s-t-e-r . . . 65  
In familiar format, the Easter story gets a tuneful telling. Unlikely to create much stir.

CARL STUART  
Let 'Em Talk . . . 64  
STAR 227—This Stuart original bears the same title as a recent Jimmy Work disk. This one, however, will have tough sledding all the way. (Starrite, BMI)  
I Did Care, I Do Care . . . 62  
Another tune by the singer gets a similarly unprovocative reading. There is a disturbing tendency to flat. (Starrite, BMI)

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### • Best Sellers in Stores

For survey week ending March 14

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

This Week	Last Week	Weeks on Chart
<b>1. WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers</b>	1	6
Please Be Mine (BMI)—Gee 1002		
<b>2. DROWN IN MY OWN TEARS (BMI)—R. Charles</b>	3	5
Mary Ann (BMI)—Atlantic 1085		
<b>3. EDDIE, MY LOVE (BMI)—Teen Queens</b>	4	6
Just Goofed (BMI)—RPM 453		
<b>4. GREAT PRETENDER (BMI)—Platters</b>	2	15
I'm Just a Dancing Partner (ASCAP)—Mercury 70753		
<b>5. BLUE SUEDE SHOES (BMI)—C. Perkins</b>	9	2
Honey, Don't (BMI)—Sun 234		
<b>6. BO WEEVIL (BMI)—F. Domino</b>	6	7
DON'T BLAME IT ON ME (BMI)—Imperial 5375		
<b>7. DEVIL OR ANGEL (BMI)—Clovers</b>	8	8
HEY, DOLL BABY (BMI)—Atlantic 1083		
<b>8. SPEEDOO (BMI)—Cadillacs</b>	7	12
Let Me Explain (BMI)—Josie 785		
<b>9. TUTTI FRUTTI (BMI)—Little Richard</b>	5	18
I'm Just a Lonely Guy (BMI)—Specialty 561		
<b>10. AIN'T THAT LOVIN' YOU, BABY? (BMI)—J. Reed</b>	10	7
Baby, Don't Say That No More (BMI)—Vee Jay 168		
<b>11. SMOKESTACK LIGHTNING (BMI)—H. Wolf</b>	—	1
You Can't Be Beat (BMI)—Chess 1618		
<b>12. NEED YOUR LOVE SO BAD (BMI)—Little Willie John</b>	12	11
Home at Last (BMI)—King 4841		
<b>13. NO MONEY DOWN (BMI)—C. Berry</b>	11	4
Down Bound Train (BMI)—Chess 1615		
<b>14. I'LL BE HOME (BMI)—Flamingos</b>	13	5
Need Your Love (BMI)—Checker 830		
<b>14. TRY ROCK AND ROLL (BMI)—B. Mitchell</b>	—	1
No, No, No (BMI)—Imperial 5378		

### • Most Played in Juke Boxes

For survey week ending March 14

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

This Week	Last Week	Weeks on Chart
<b>1. GREAT PRETENDER (BMI)—Platters</b>	1	10
I'm Just a Dancing Partner (ASCAP)—Mercury 70753		
<b>2. WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers</b>	2	3
Please Be Mine (BMI)—Gee 1002		
<b>3. DEVIL OR ANGEL (BMI)—Clovers</b>	3	5
HEY, DOLL BABY (BMI)—Atlantic 1083		
<b>4. DROWN IN MY OWN TEARS (BMI)—R. Charles</b>	4	4
Mary Ann (BMI)—Atlantic 1085		
<b>5. SEVEN DAYS (BMI)—C. McPhatter</b>	7	10
I'm Not Worthy of You (BMI)—Atlantic 1081		
<b>6. TUTTI FRUTTI (BMI)—Little Richard</b>	6	14
I'm Just a Lonely Guy (BMI)—Specialty 561		
<b>7. BLUE SUEDE SHOES (BMI)—C. Perkins</b>	10	2
Honey, Don't (BMI)—Sun 234		
<b>8. SMOKESTACK LIGHTNING (BMI)—H. Wolf</b>	—	1
You Can't Be Beat (BMI)—Chess 1618		
<b>9. I'LL BE HOME (BMI)—Flamingos</b>	5	4
Need Your Love (BMI)—Checker 830		
<b>9. AIN'T THAT LOVIN' YOU, BABY? (BMI)—J. Reed</b>	9	6
Say That No More (BMI)—Vee Jay 168		

### • Most Played by Jockeys

For survey week ending March 14

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
<b>1. DROWN IN MY OWN TEARS—R. Charles</b>	2	5
Atlantic 1085—BMI		
<b>2. GREAT PRETENDER—Platters</b>	1	13
Mercury 70753—ASCAP		
<b>3. WHY DO FOOLS FALL IN LOVE?—Teen-Agers</b>	3	4
Gee 1002—BMI		
<b>4. AIN'T THAT LOVIN' YOU, BABY?—J. Reed</b>	6	7
Vee Jay 168—BMI		
<b>5. EDDIE, MY LOVE—Teen Queens</b>	8	4
RPM 453—BMI		
<b>6. BO WEEVIL—F. Domino</b>	9	6
Imperial 5375—BMI		
<b>7. TUTTI FRUTTI—Little Richard</b>	5	17
Specialty 561—BMI		
<b>8. NO MONEY DOWN—C. Berry</b>	13	4
Chess 1615—BMI		
<b>9. DEVIL OR ANGEL—Clovers</b>	4	8
Atlantic 1083—BMI		
<b>10. SEVEN DAYS—C. McPhatter</b>	7	12
Atlantic 1081—BMI		
<b>11. HEY, DOLL BABY—Clovers</b>	—	2
Atlantic 1083—BMI		
<b>12. SPEEDOO—Cadillacs</b>	11	10
Josie 785—BMI		
<b>13. TROUBLE NO MORE—M. Waters</b>	—	6
Chess 1612—BMI		
<b>14. LATER, ALLIGATOR—B. Charles</b>	—	1
Chess 1609—BMI		
<b>15. BLUE SUEDE SHOES—C. Perkins</b>	9	8
Sun 234—BMI		
<b>15. GET UP, GET UP—L. Baker</b>	—	1
Atlantic 1087—BMI		

### • R & B Territorial Best Sellers

For survey week ending March 14

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. Blue Suede Shoes, C. Perkins, Sun
4. Great Pretender, Platters, Mer.
5. Eddie My Love, Teen Queens, RPM
6. Smokestack Lightning, H. Wolf, Chs.
7. Down in Mexico, Coasters, Ato.
8. A Tear Fell, I. J. Hunter, Atl.
9. Hey, Doll Baby, Clovers, Atl.
10. Need Your Love So Bad L. W. John, Kng.

#### Charlotte

1. Why Do Fools Fall in Love? Teen Agers, Gee
2. Drown in My Own Tears R. Charles, Atl.
3. Blue Suede Shoes, C. Perkins, Sun
4. Eddie My Love, Teen Queens, RPM
5. Great Pretender, Platters, Mer.
6. Hey, Doll Baby, Clovers, Atl.
7. Speedoo, Cadillacs, Jse.
8. Bo Weevil, F. Domino, Imp.
9. I'll Be Home, Flamingos, Che.

#### Chicago

1. Blue Suede Shoes, C. Perkins, Sun
2. Why Do Fools Fall in Love? Teen Agers, Gee
3. Tutti Frutti, Little Richard, Spe.
4. Speedoo, Cadillacs, Jse.
5. Drown in My Own Tears R. Charles, Atl.
6. Bo Weevil, F. Domino, Imp.

#### Cincinnati

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

#### New York

2. Drown in My Own Tears R. Charles, Atl.
3. Eddie My Love, Teen Queens, RPM
4. Devil or Angel, Clovers, Atl.
5. No Money Down, C. Berry, Chs.

#### Detroit

1. Why Do Fools Fall in Love? Teen Agers, Gee
2. No Money Down, C. Berry, Chs.
3. Eddie My Love, Teen Queens, RPM
4. Blue Suede Shoes, C. Perkins, Sun
5. Smokestack Lightning, H. Wolf, Chs.
6. Great Pretender, Platters, Mer.
7. Who, Little Walter, Che.
8. Devil or Angel, Clovers, Atl.
9. Seven Days, C. McPhatter, Atl.
10. I Don't Want Nobody E. & B. Johnson, Mer.

#### Los Angeles

1. Why Do Fools Fall in Love? Teen Agers, Gee
2. Great Pretender, Platters, Mer.
3. Eddie My Love, Teen Queens, RPM
4. I'm a Fool, Turks, Mon.
5. Need Your Love So Bad L. W. John, Kng.
6. Bo Weevil, F. Domino, Imp.
7. Devil or Angel, Clovers, Atl.
8. Speedoo, Cadillacs, Jse.
9. Yes Sir, That's My Baby Sensations, Ato.
10. Drown in My Own Tears R. Charles, Atl.

#### New Orleans

1. Try Rock and Roll, B. Mitchell, Imp.
2. Drown in My Own Tears R. Charles, Atl.
3. One Night, S. Lewis, Imp.

4. Bo Weevil, F. Domino, Imp.
5. Eddie, My Love, Teen Queens, RPM
6. Great Pretender, Platters, Mer.
7. Why Do Fools Fall in Love? Teen Agers, Gee
8. Don't Blame It On Me F. Domino, Imp.

#### New York

1. Why Do Fools Fall in Love? Teen Agers, Gee
2. Eddie My Love, Teen Queens, RPM
3. Drown in My Own Tears R. Charles, Atl.
4. Great Pretender, Platters, Mer.
5. Church Bells Are Ringing Willows, Mba.
6. Blue Suede Shoes, C. Perkins, Sun
7. I Don't Want Nobody E. & B. Johnson, Mer.

#### Philadelphia

1. 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. I'll Be Home, Flamingos, Che.
5. Jivin' Around, E. Freeman, Cas.
6. I Don't Want Nobody B. & E. Johnson, Mer.
7. No Money Down, C. Berry, Chs.

#### St. Louis

1. Why Do Fools Fall in Love? Teen Agers, Gee
2. Smokestack Lightning, H. Wolf, Chs.
3. Blue Suede Shoes, C. Perkins, Sun
4. Drown in My Own Tears R. Charles, Atl.
5. Down in Mexico, Coasters, Ato.
6. In Paradise, Cookies, Atl.
7. I Don't Want Nobody B. & E. Johnson, Mer.
8. Bo Weevil, F. Domino, Imp.

#### Washington, D. C.

1. 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. Great Pretender, Platters, Mer.
5. Blue Suede Shoes, C. Perkins, Sun
6. A Tear Fell, I. J. Hunter, Atl.
7. Tutti Frutti, Little Richard, Spe.
8. When You Dance, Turbans, Her.



\*\*\*\*\*  
 EVERYONE'S  
 TALKING  
 ABOUT  
 PRISCILLA  
**Bowman**  
 and  
**JAY McShann**  
 Vee-Jay #179

## "I'VE GOT NEWS FOR YOU"

- Vee-Jay #168  
**AIN'T THAT LOVING YOU, BABY"** ★  
 Jimmy Reed
- Vee-Jay #166  
**"ZING, ZING, ZING"** ★  
 The Dells
- Vee-Jay #171  
**"DON'T STAY OUT ALL NIGHT"** ★  
 Billy Boy

- Vee-Jay #172  
**"ONE MORE MILE"** ★  
 Joe Buckner—Tommy Dean
- Vee-Jay #178  
**"DO YOU REALLY?"** ★  
 The Spaniels
- Vee-Jay #165  
**"I'LL BE FOREVER LOVING YOU"** ★  
 The El Dorados

## VEE-JAY RECORDS

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Great new song! . . .  
**"PLEADIN' FOR LOVE"**  
 b/w  
**"YOU'LL NEVER, NEVER KNOW"**  
 by Larry Birdsong  
 Excello #2076

Powerful Spiritual:  
**"MY JOURNEY HOME"**  
 b/w  
**"HALLELUJAH"**  
 by Edna Gallmon Cooke  
 Nashboro #574

\*\*\*  
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**NASHBORO RECORD COMPANY, INC.**  
 177 3rd AVE., NASHVILLE, TENN.  
 (Phone: Chapel 2-2215)

**Reviews of New R & B Records**

**THE ROBINS**  
 Out of the Picture . . . . .82  
**WHIPPET 100**—Gene Norman's new label offers a bouncy side by the Robins. The boys sing out with plenty of exuberance and drive on a catchy rhythm tune with an exciting tropical beat. Jockeys and juke should hand it considerable play. (Lanor, BMI)  
**Cherry Lips . . . 80**  
 A sprightly, uninhibited vocal treatment of a swingy rhythm ditty with an excellent performance by the group's singer. (Lanor, BMI)

**BIG CONNIE**  
 Mumbles Blues . . . . .78  
**GROOVE 0142**—A sock shout rendition of another theme that's been circulating in the field. Band really goes behind the cat too. This one could kick up some fuss. (BMI)  
 Wait Till Next Week, Baby . . . 72  
 Another version of the "Next Time"

theme, talked and shouted in the style by Connie. (Lynd, BMI)

**"SONNY BOY" WILLIAMSON**  
 Your Imagination . . . . .76  
**CHECKER 834**—Great blues flavor generated here. Williamson chants up a storm and there's a wild and wailin' harmonica there too. This one's due for action. (Arc, BMI)  
 Let Me Explain . . . 75  
 This side has the same bluesy acclamation as the flip with plenty of potential in its own right. (Arc, BMI)

**LITTLE TOMMY BROWN**  
 The Thrill Is Gone . . . . .76  
**GROOVE 0143**—This one starts off running and it picks up excitement as it goes along. A strong issue that could pick up action in the pop market, as well as r.&b. Fine juke box wax. Tune is not the ballad standard. (Monument, BMI)  
**A Gambler's Prayer . . . 75**  
 Three-beat confession is right in the country groove in message. Little Tommy sings it with considerable ability. Side should win spins and it could do okay over sales counters. (Winston, BMI)

**BIXIE CRAWFORD**  
 Rock and Roll Wedding . . . . .76  
**EMPIRE 102**—Smart, up-to-the-minute ditty, available in a couple of pop versions, is handed a good performance on this issue. With energetic promotion it can pull action. (Simon House, BMI)  
 Now Big a Fool . . . 72  
 Crawford sells the blues ballad convincingly. It makes for a listenable side. (Fortune, BMI)

**CHRIS POWELL**  
 The Poor People of Paris (Jean's Song) . . . . .75  
**GROOVE 0144**—Powell's Eastern following should pick up on this cha cha cha version of the big instrumental hit. No smash here, but coupling should be a money-maker for the label. (Connelly, ASCAP)  
 Theme From "The Three Penny Opera" (Moritz) . . . 73  
 This one's a little bit late, but the mambo styling will find support. (Harms, ASCAP)

**JACK AND JILLS ORK**  
 Roses Never Fade . . . . .75  
**EMPIRE 101**—An unbilled chick chants a quite good—alho pop-styled vocal. Ork backs her with a tasteful arrangement featuring a pleasing re-

(Continued on page 53)

**This Week's Best Buys**

**SLIPPIN' AND SLIDIN'** (Venice, BMI)  
**LONG TALL SALLY** (Venice, BMI)—Little Richard—Specialty 572—  
 Alho only out one week, both sides of this disk have been showing spectacular strength in this market, and there are indications that it is picking up good pop coin, too. Reports have the two sides fairly even at this point. Very strong action reported in New York, Baltimore, St. Louis, Cleveland, Memphis, Durham, Philadelphia and Milwaukee. Los Angeles and Detroit also good. Both sides were previous Billboard "Spotlight" picks.

**MAGIC TOUCH** (Panther, ASCAP)  
**WINNER TAKE ALL** (Southern, ASCAP) — The Platters — Mercury 70819—Here again the action appears about evenly divided on these two sides, but it's certain that the disk is happening. The major action at this point is in New York, Philadelphia, Baltimore, St. Louis, Milwaukee, Pittsburgh and Durham. It's also doing fine in Memphis, Los Angeles and Cleveland. A previous Billboard "Spotlight" pick.

**WHO?** (Arc, BMI)—Little Walter—Checker 833—This potent novelty is showing a steady climb toward the charts. Strong reports recorded in St. Louis, Durham, Chicago, Memphis and Milwaukee. Flip is "It Ain't Right" (Arc, BMI). A previous Billboard "Spotlight" pick.

**Review Spotlight on . . . RECORDS**

**NAPPY BROWN**  
**Open Up That Door** (Savoy, BMI)  
**Pleasin' You** (Savoy, BMI)—Savoy 1187—On top it's a traditional blues job and Nappy sings out with a solid robustness. The band comes thru in honking good style which spells plenty of commercial punch. The "Pleasin' You" side is another payoff piece which suits Brown's style to a tee. Either one could break out for solid loot.

**RHYTHM-BLUES NOTES**

By BILL SIMON

In these days of groups and more groups, it becomes apparent that some new units will do anything to get themselves a record label showcase. And some record companies won't hesitate to take advantage of the situation. For example, one new group, a quartet, that signed with a certain Eastern label: the contract calls for two (that's right!) sides per year, the quartet gets a royalty of 1 cent per record, with no advances, and doesn't collect a penny until the cost of the recording date has been earned back by the company out of those penny royalties. In addition, all songs composed by group members must go into a publishing firm with which the diskery has a deal, and the head of the label cuts in for half of the writers' share of the tunes, alho he contributes nothing to the words or music.

when some evil breaks out, the papers play it up to the skies and give the business a bad name.

Wing has signed warbler Freddie Bell, who appears in the flick "Rock Around the Clock." Mercury's Platters are also in the film. Bell is a Philadelphia boy, alho has worked in Las Vegas for so long he considers that "home." He's booked by Associated Booking Corporation, which outfit is grabbing off a lot of the new r.&b. acts these days. . . . Al Hibbler headlines his own package show going into the Chicago Regal Theater March 30. Bill includes Della Reese, the Orioles and the Eddie Heywood ork. . . . Roy Hamilton opens at the Boulevard Friday (23). It's his first date at the Long Island nitery.

Naturally, the company has several renewal options, and the second year the royalty goes up 2 cents per disk. Even if the lads get a fair accounting, they'll have to figure they're in this deal for the laughs. In fact, they may have the last laugh, because several of the boys who signed the contract are minors!

Two more Savoy Record acts are joining the Ward Singers on the Apollo Theater's Easter Week gospel bill. These are the Davis Sisters and newcomer Christine Clark. Savoy's Herm Lubinsky, that veteran yachtsman, is going overboard for his new Nappy Brown dishing of "Open Up That Door." . . . The National Juke Box Fan Club, the NBC radio show, submitted Little Richard's "Slippin' and Slidin'" (Specialty) to its teen-age audience jury last Friday (9) and the kids picked it as No. 1 new record of the week over all the pop entries.

Groove Records signed a wailing guitarist-blues shouter this week by the name of Roy (Mr. Guitar) Gaines. He comes from Houston, Tex., and came into New York for his first session. Groove is bringing out two LP's in April. One is by Piano Red, cut at a concert in Atlanta. The other is called "Jonah Jones at the Embers," and it features the veteran trumpet man, who can blow in the old-time blues tradition.

Arnold Meyers, promotion man for Bobbie Shad's Wing, EmArcy and Mercury etchings, thinks folks ought to know about how many rock and roll hops are held where everybody behaves the greatest. Hundreds of these are held, says Arnie, many of which are sponsored by church groups and schools, and there are no problems. But on the rare occasions

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### Number of Releases This Week

Label	Pop	C&W	R&B
ABBOTT	1		
ABC-Paramount	1		
ARNETT	1		
AZALEA		1	
CADENCE	1		
CAPITOL	3	2	1
CHECKER			1
CHESS			1
COLUMBIA	5	1	
CONTINENTAL	1		
CORAL	3		
DECCA	6	1	
DOT	2		
EMPIRE			2
FRANWIL	1		
FRATERNITY	1		
GROOVE			3
HOLLYWOOD			1
HULL			1
IMPERIAL			1
INTRASTATE	1		
KAPP	1		
KING	1		
MERCURY	1	1	
M-G-M	5	1	
REAL	1		
REPUBLIC		2	
REPUBLIC "45"	1		
SAGE		1	
SAVOY			1
SCENIC		1	
SO DESKA	5		
SPECIALTY			2
STARLADY		3	
SUNSET	1		
UNIQUE	1		
UNITED			1
VERVE	1		
VICTOR	5		
VIK	1		
WHIPPET			1
WING	1		
TOTAL	52	14	16

### Reviews of New R & B Records

**Continued from page 52**

poating figure. (Duchess, BMI)

**I Hear a Melody**...72  
Another pop-styled side, with the same unbilled chick chanting. Not as good as the flip. (Fortune, BMI)

**BERNICE GOODEN**  
**What Did I Do to You**...74  
CAPITOL 3379 — Bernice Gooden changes a ballad with charm and heart, with solid if conventional backing. Will get good exposure. (Grasson, BMI)

**Just Wanna Be Near You**...73  
This Rosemary McCoy-Charley Singleton ditty gets nice production here, with the thrush's vocal backed by solid instrumentation. (Roosevelt, BMI)

**THE SHEPPARDS**  
**Mozelle**...73  
UNITED 198—Sincere warbling by the group on a piquant little ditty. Excellent stint by the lead singer. (Pamlee, BMI)

**Sherry**...73  
Same comment. (Pamlee, BMI)

**LLOYD PRICE**  
**Woe Ho Ho**...73  
SPECIALTY 571—Price wails plaintively on a moving blues with an infectious tempo. (Venice, BMI)

**I Yi Yi Gomen-a-sai**...72  
An Oriental love plea served up r.&b. style for an unusual lyric effect. Vocal performance makes the most of gimmick. (Venice, BMI)

**BEE BEE QUEEN**  
**You Made Me Do It**...73  
HULL 714—A distinctive reading of the blues. The gal sells it ably and it should repay exposure. (Keel, BMI)

**Queen Bee**...71  
Bee Bee Queen (is she the label's answer to B. B. King) shouts out a good rhythm opus. It moves well and could do some business on the juke. (Keel, BMI)

**THE EL CAPRIS**  
**Oh, But She Did**...71  
BULLSEYE 102—This blues reading by the El Capris has a powerful beat and the simple, effective backing is effective. (Bess, BMI)

(Shimmy, Shimmy) **Ko Ko Wop**...70  
Novelty with an insinuating beat. Side has some interesting tonal effects by the El Capris. (Crestwood, BMI)

**BOBBY CHARLES**  
**Why Did You Leave**...71  
CHESS 1617—Here's a slow, plodding plea that is done very straight. Complete lack of fireworks or gimmicks is a big handicap. (Arc, BMI)

**Don't You Know I Love You**...68  
This effort has a definite country flavor in undistinguished material and delivery. Otherwise it's a fairly undistinguished job. (Arc, BMI)

**CHUCK CARBO**  
**Don't Pity Me**...70  
IMPERIAL 5376—Carbo gets a pop vocal sound against r.&b. backing in this blues ballad. Nothing really out-

### Reviews and Ratings of New Classical Releases

**Continued from page 26**

It is an outstanding job of fiddling and the work has not hitherto been available on LP. The Duo is less interesting, but also capably read. "Jeu de Cartes" is the score of a ballet that is pleasing enough but not too engrossing apart from the action. The concerto is the thing to sell, and it's cut with brilliant sound.

**HANDEL: SIX CONCERTI GROSSI, OP. 3 (1-12)**—Thurston Dart, Harpsichord and Organ; Boyd Neel Orchestra; Boyd Neel, Cond. London LL 1130 .....74  
Boyd Neel's restrained British way with the more popular Concerti Grossi of Handel's Opus 6, has been the generally preferred way, and despite sometimes deliberate tempi, connoisseurs should go for this disk. Unlike the Opus 6 works, these feature woodwinds with the string ork. Lovely, spirited music, beautifully recorded by London.

**SCHUMANN: SYMPHONY NO. 3 (1-12)**—Detroit Symphony; Paul Paray, Cond. Mercury MG 50102 .....72  
An expert and beautifully recorded treatment of one of Schumann's less popular symphonies. For those seeking the repertoire, this could well become the preferred version among the few available. Paray holds the discursive work in tight control thruout, and that is no mean feat. There should be a short rush by collectors wanting to fill library spaces and sales will probably then taper off to a modest but continuing level.

**SCHUBERT: MASS IN A FLAT (1-12)**—Akademik Kammerchor; Pro Musica Orchestra, Vienna; Ferdinand Grossmann, Cond. Vox PL 9760 .....72  
A work of limpid and sometimes exciting beauty that has too long been absent from the LP catalog. One of the most important Schubert masses, it is awarded a glowing performance here. Of the soloists, soprano Anny Felbermayer and basso Norman Foster are particularly impressive. Sales will probably not take off in a surge, but the set should enjoy a sustained, if moderate, demand. Good catalog material for larger stores.

**CHINESE OPERA (1-12)**—Peking Opera Company. Angel 35229 .....71  
Got a customer that's looking for something unique on records? Here's an off-beat product he might go for. Angel caught the Chinese company in Paris and the sounds etched on this platter will set tweeters twittering and send hi-fi fans running to their turntables to check wov and flutter. It's undoubtedly authentic and so may attract a goodly number of serious collectors also. The boxed pack is mounted handsomely and notes and pictures are supplied in abundance. Don't neglect this as a "gift" recommendation. This approach can realize the greatest potential.

**BACH: VIOLIN SONATA NO. 3; PARTITA NO. 3 (1-12)**—Johanna Martzy, Violin. Angel 35282 .....71  
With this disk Miss Martzy concludes her complete survey of the unaccompanied Bach sonatas and partitas. It's an accomplishment that does the young artist proud. The high standard set in the previous two disks is maintained and a good many sales should come from those who have purchased the others. Yet, the rarified nature of the repertoire makes this unlikely merchandise for the average store relying on staples for its package volume.

**BRAHMS: SYMPHONY NO. 2 (1-12)**—Northwest German Radio Symphony Orchestra of Hamburg; Hans Schmidt-Isserstedt, Cond. Capitol P 18000 .....70  
A not too impressive entry in the label's new "Capitol of the World" series. Performance and recording are competent, but that isn't enough for good action with basic literature such as Brahms' Second.

**RICHARD STRAUSS: METAMORPHOSES; FOUR LAST SONGS (1-12)**—Bamberg Symphony; Pro Musica Orchestra, Vienna; Christel Goltz, Soprano; Heinrich Hollreiser, Cond. Vox PL 9400 .....70  
An interesting and attractive package of late Strauss compositions, performed with genuine understanding. The works, however, are not for popular consumption and a wide general sale cannot be expected. Knowing Strauss collectors should rate the set a good buy, relishing the style of Miss Goltz, tho her's is not a voice of unalloyed beauty.

standing here. (Commodore, BMI)

**How I Feel**...68  
As above. (Reeve, BMI)

**SWANS**  
**Lil Tupa-Tina**...68  
MUSIC CITY 795—The singers in this male vocal group are youngsters still in high school in Berkeley, Calif. For their age and experience, they are highly talented. This swinging rhythm side is a creditable debut essay. (Gatlou, BMI)

**Li'l Girl of My Dreams**...64  
A closely harmonized ballad to a slower tempo. The boys turn in an okay reading, but get little support in the way of backing. (Gatlou, BMI)

**VERDI: IL TROVATORE (2-12)**—La Scala Opera Company, Milan. Camden CAL 280-290 .....69  
This pair of recordings covers most of the salient ground of the opera with a number of the lead performers of La Scala in the spotlight. The recording quality is not of top caliber but for the opera lover who is anything but the true hi-fi fancier, it's good enough to rate, especially at the bargain \$3.98 price for the two disks. Singers all rate bows for fiery performances. Line-up includes Maria Carena and Olga De Franco, sopranos; Irene Minghini-Cattaneo, mezzo; Aureliano Pertile and Giordano Callegari, tenors; Apollo Granforte, baritone, and Bruno Carmassi and Antonio Gelli, basses.

**MOZART: QUARTET IN G MAJOR (K. 387); QUARTET IN D MINOR (K. 421) (1-12)**—Barchet Quartet. Vox PL 9480 .....68  
Despite competent, artful readings, these versions of the two quartets from the "Haydn" dedication series must compete with the same coupling performed by the more popular Budapest Quartet and selling at \$1 less on Columbia. However, some shops with connoisseur clientele can move copies to some who have started collecting the Barchet's projected complete Mozart repertoire.

**JOHN DOWLAND: LACHRIMAE (1-12)**—Geneva Chamber Ensemble; Franz Walter, Cond. EMS 12 .....66  
Dowland, a composer of the Elizabethan era, wrote some haunting, sometimes melancholy modal instrumental pieces in popular dance forms. Modern versions of the string instruments for which he wrote perform here, plus a lute, in sweet and gentle readings. Collectors of early music should find this to their taste.

**Reviews of New Pop Records**

**Continued from page 48**

again. Song idea is different anyway. (Real-American, BMI)

**JACQUES BELASCO ORK**  
**We'll Go a Long, Long Way Together**...68  
M-G-M 12192—Version of the rousing march tune sounds like something out of a film production with street band instrumentation and gang singing.

**Am I the Guy**...67  
Joe Reynolds handles the vocal on a pleasant pop ballad side.

**TINY MARKLE ORK**  
**Almost Like Being in Love**...68  
FRANWIL 5018 — Deejay Markle's little New Haven band has become the refuge for some top sidemen, and this is a classy arrangement. There is always the problem of finding the market for band sides these days, however. (ASCAP)

**NICKY MAYO**  
**Day After Day**...60  
An ordinary vocal side. (BMI)

**PEGGY DIETRICK**  
**My Kind of Guy**...67  
SUNSET 2012—Thrush shows some potential in her disk debut. Ditty has the touch of material more suited to a nitery audience. (Bradford, ASCAP)

**He Lost His Charm**...67  
Novelty lyric with a Latin beat will not appeal to any wide audience. (Bradford, ASCAP)

**SHIRLEY NORMAN**  
**Soon (Church Bells Will Be Ringing)**...66  
SO DESKA 111—Here's a very saccharine mixture of church bells, bridal gowns, marching up the aisle, etc. Recorded in England, it might go well there but sales potential here seems lacking. (Manners, ASCAP)

**Humming an Old Love Tune**...64  
The Melodiers mixed vocal group is featured here in a pretty, gentle love opus. (Manners, ASCAP)

**EARL MILLER**  
**WITH THE FOUR CHECKS**  
**Sleepy Hearted Gal**...59  
INTRA STATE 33—Purpose of the disk to produce an odd sound is realized as the lead chanter huffs in a mighty low basso to the okay meanderings of a small combo. (Homestead, BMI)

**DALE WOLF**  
**Just the Way You Are**...55  
Dale Wolf is the baritone vocalist in this competent reading of an okay ballad. (Homestead, BMI)

**BENSON-PLUMBY**  
**Dream of Love**...56  
SO DESKA 105—Sentimental waltz ballad is showcased nicely by baritone Andy Pierce. (Manners, ASCAP)

**Mambo Anna**...50  
Rhythmic effort is performed competently. (Manners, ASCAP)

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## Fair Promotion Men Exchange Ideas at Billboard Press Clinic

### Over 40 Publicity-Advertising Heads Exchange Tips, Methods at Sessions

By CHARLIE BYRNES

CHICAGO—Over 40 of the nation's fair publicity-advertising chiefs and managers discussed better methods of promoting fairs at The Billboard's publicity-advertising clinic for fairs here Monday and Tuesday (12-13).

The program, which was split into four work-shop sessions, was conducted by the publicity and advertising men themselves, with the exception of introductions and announcements made by Herb Dotten, outdoor editor of The Billboard.

Dozens of ideas and systems of building attendance and advertising features were tossed into the hopper in the inter-change of information.

Out of this came a number of suggestions:

1. Concentrated publicity-advertising programs should not begin earlier than three weeks before a fair's opening date.

2. The big newspaper space and radio-television time devoted to this summer's political convention and a shortage of newsprint are major problems confronting fair publicity men.

3. Advertising campaigns, in order to gain maximum effect, should be planned well in advance and all ads, including newspapers, radio, television and billboards should be co-ordinated to tell the same story simultaneously.

4. Newspapers are still the most effective media for advertising a fair, altho television is getting more of the fair's ad dollars usually at the expense of radio.

5. In outdoor advertising the trend is away from expensive snipe and store window locations and toward a broader, and sometimes exclusive use, of 24-sheet boards.

6. A back-log of feature stories are a necessity to augment general news stories in a publicity program.

7. While a television-radio center is an excellent adjunct to a fairgrounds, station representatives should also be encouraged to get out on the grounds for broader coverage.

8. Television stations should be provided with matte finish photographs, 8 by 10 preferably, and film strips that can be edited to their requirements.

9. Special events are a proven method of broadening the base of a fair program. They build attendance, get people into the act and lend themselves well to publicity.

10. In allocating advertising to country newspapers, zones should be set up, with most money spent in the neighboring area.

11. A bigger portion of the fair's promotion should be directed to the urban areas due to the steady decrease in farm population.

12. Films, depicting fairgrounds (Continued on page 66)

## Orange Show Gate Lags Behind 1955

SAN BERNARDINO, Calif.—Pulling a total attendance of 140,956 the first seven of the 11-day run, the 41st National Orange Show was 14,299 under the same period a year ago. A new day record was set Saturday (10) when 55,185 attended but the increase was cut down Sunday and Monday when heavy winds hit the area. These two days caused a loss of 5,323. The exposition closed Sunday (18).

Despite the attendance loss, the fair management headed by Earl E. Buie, manager, anticipated a big closing three-day weekend. The stagershow in Swing Auditorium featured Tennessee Ernie Ford Friday (16). When George Gobel, top star of the show, appeared last year for two shows on a Tuesday, he pulled 24,778. Also expected to bolster the closing period business was a kids' day Saturday (17).

### 400G Building

The Orange Show debuted its new \$400,000 Fruit and Feature Exhibit Building, which re-established to a great extent the glamor for which the event was noted prior

to the destruction by fire of one of the original display halls. Completely air-conditioned, the structure has many advantages for the creation of breath-taking displays by counties and organizations in Southern California.

The event followed its policy in effect for the past three years of selling pre-show admission tickets for 50 cents each as against \$1 one-price gate. The cut-rate ducats are offered by the Parent-Teacher Associations in the county with the organization taking a percentage on the approximately 140,000 sold.

The stagershow are produced by Scheppers Bros.' Theatrical Agency and featured recording stars. The Sportsmen opened the show with twice-daily appearances for three days. Helen O'Connell substituted for Connie Haines with Sue Thompson, the Mills Brothers, and Margaret Whiting in addition to Tennessee Ernie Ford. Al Lyons is the musical director.

The Frank W. Babcock United Shows are featured on the midway with 22 major and 20 kid rides, 100 concessions and six shows, including the Velare Brothers' Rotor and George Bryant's Arcade.

## PNE Re-Inks Polack Circus

VANCOUVER, B. C.—Polack Bros.' Circus has again been signed as one of the major attractions of the Pacific National Exhibition, officials announced. It will mark the eighth consecutive year the circus is to be featured in the Forum under joint fair and Shrine auspices.

Show will be in for the entire run, August 22-September 7, which has been the pattern the past four years. Prior to that it was in for a week's engagement.

## LOUIS TORTI, LONG ILL, SUCCUMBS AT 62

MILWAUKEE—Funeral services for Louis Torti, 62, founder of the Wisconsin Deluxe Company, Milwaukee, one of the nation's largest merchandise houses, were held Saturday (17) in the Wendler Funeral Home. Burial was in Holy Cross Cemetery here.

Torti died Thursday morning (15) in St. Camillus Hospital following long illness. He went into semi-retirement in 1946 and during recent years spent much time in Florida.

He founded the merchandise houses in 1919, starting primarily as a manufacturer of plaster novelties, and, with the aid of his brother, Ned, developed the business into one of the largest merchandise companies serving the outdoor amusement field. At one time offices were maintained in

Dallas, Kansas City, Atlanta and Pittsburgh, as well as here. He devoted his time to the home plant and office, while his brother headed up the sales staff.

Torti had been a member of the Showmen's League of America for 34 years. He also was a member of the Greater Tampa Showmen's Association, Tampa; the North Shore Post, American Legion here, and the Milwaukee Lions Club.

He is survived by his widow, Italia; his father and mother, Mr. and Mrs. Alfred Torti, all of Milwaukee; a son Basil (Bill), of Milwaukee; two daughters, Mrs. Paul Dyck of Verdi, Ariz., and Mrs. Robert Hess of St. Louis, and by two brothers, Ned and Victor, and two sisters, Mrs. Mary Bernacchi and Mrs. John Contucci, all of Milwaukee.

## Kentucky State Names Weller Asst. Manager

LOUISVILLE — Ray Weller, manager of the Shelby County Fair, Shelbyville, Wednesday (14) was named assistant manager of the 1956 Kentucky State Fair.

Appointed at a closed meeting of the fair board, Weller is to receive \$400 a month thru the '56 fair in September. J. Dan Baldwin is the fair manager.

The board also appointed Carl Garner, Shelbyville, as manager of the fair's horse show. He replaces Leon Simms, Springfield, whose association with the fair was terminated two weeks ago.

In another action, the board decided that outside groups, such as (Continued on page 59)

## Herb Dotten

Year for the Birds

UNDER normal conditions, the donkey and the elephant, symbols of the two major political parties, would hold down the stage unchallenged in a presidential election year. But the conditions are not normal. The donkey and the elephant will have to contend with the ostrich.

Anyone with half an ear who attended the winter State fair conventions at which Gene Holter booked his wild animal show—and the ostrich races they feature—will support that statement.

Fair secretaries who contracted Holter's aggregation of animals all but drooled over prospects for publicity—and bumper crowds—to be obtained by having political candidates race ostrich-drawn-sulkies.

Typical comments ran like this: "We're a cinch to have at least one, if not both gubernatorial candidates race at our fair' . . . 'We'll have the State's three top Republicans and the three top Democrats fight it out on the race track' . . .



HOLTER

"We'll put the two candidates for mayor behind ostriches and let them, the crowd, and the newspapermen take it from there."

On the basis of past performances, the politicians won't back away. On the contrary, they'll rush into the act. The pols, it seems, go for ostrich racing even more than for baby-kissing. The reason is not surprising. Racing ostriches is sure-fire, page one material.

Up to this point—by Holter's count—no fewer than five governors have raced his ostriches at fairs. There was a time when Holter's concern was not over who would race his birds but, more important, whether his ostriches would race. That was in '51 and '52, his first years of staging ostrich races.

In those years the big birds not infrequently arrived at a fair with no inclination to run. Instead, they chose to squat as soon as they were led out of their comfortably padded trailers. This puzzled Holter because ostriches love to run. And, run they can—at a better than 30 miles-per-hour clip.

## Old Troupers in Two Seasons

Time provided the cure. As the ostriches became accustomed to trouping—to the swaying of the trailer, the stops and starts, etc.—they gave up standing nervously thruout the moves from fair to fair. They sat thru these jumps and arrived fresh, ready and eager to give out with a burst of speed.

As a result, Holter, who started out with four birds, added to them until now he has an even dozen. The new additions he transports for almost two full seasons before he relies upon them for racing. At the end of that time they are old hands at trouping, quick to sit once they enter the trailer for the move to the next playing date.

Ostriches, however, are a never ending worry because of their appetites. They'll eat anything. And, Holter, who tries to keep close watch on his birds, has lost some because they gulped down such things as an open padlock, rubber balls, big chunks of glass and an open jackknife.

One of the occupational hazards connected with ostriches is the possibility of being kicked by one. They boot with tremendous force, forward or sidewise. Holter himself sustained a fractured ankle when kicked in the spring of 1953 by an excited bird after a trailer carrying it overturned.

## Hit Donkey Baseball Vein

Holter turned to ostrich racing after a show business gold vein—donkey baseball in western Canada—ran out. For three years he prospered in the prairie provinces as the first promoter of donkey baseball. He carried his own portable lighting equipment, went as far north as Flin Flom, Man., and played the smallest hamlets as well as the largest cities from Calgary to Port Arthur, Ont.

The turnouts were surprisingly big and the operation was relatively low in cost. But the vein thinned out when other donkey baseball promoters heard of his success and thronged across the border. Holter then turned to his dream . . . the dream of training ostriches to race.

Initially, that is what the ex-cowpoke from Valley City, N. D., offered fairs . . . ostrich racing as an act. Noting the need for a complete one-day attraction package, he added other animals, other features. Now, his program, besides ostrich races, includes Bud Jones, blind trick rider; Liberty horses, racing camels, zebus, llamas, donkey, and an elephant.

Booking the unit proved no problem when he first brought it out in '54. He played 44 fair dates that year. And, last season, his bookings were even stronger, embracing 69 fair dates. And in most instances publicity was potent and crowds good.

Chances are that you'll be seeing Holter's ostrich races this season. He's set to open in May in Northern California, then go into Wisconsin, on into the Mid-Central States, then into fairs in the East. If you don't catch the show, the show will probably catch you in newspapers, news-magazines, newsreels or over TV. With the politician in the act, it's natural to crash into print or onto the screen.



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**R-B Plans Horse Fair, Poleless Menagerie**

SARASOTA — A poleless menagerie top is scheduled to be used by Ringling Bros. and Barnum & Bailey Circus for this year's under-nvas tour.

The innovation, long discussed and once tried, often has been mentioned as a possibility for the big top some time in the future. About 15 years ago a small tent was built on a similar design and used to house Gargantua the Great. Feature of the new menagerie top, it was reported here, will be four aluminum towers from which the rectangular canvas will be suspended.

Michael Burke, show executive, said also that the circus is planning to add a horse fair this season, using another standard tent. It was understood elsewhere that last year's menagerie top might be used for this. Burke indicated that

the horse fair still was in the planning and building stage.

Meanwhile, he stated that the show's big top, which is built annually in the show's own canvas loft here, has been completed for 1956.

**Colorado State Sets Program, Adds Buildings**

PUEBLO, Colo. — Attraction program for the 1956 Colorado State Fair here has been completed, W. H. (Bill) Kittle, the fair's manager, announced.

Grandstand bill for the six-day event which will open August 21 will offer Joie Chitwood's thrill show the first three afternoons, a Barnes-Carruthers revue the first three nights, and a rodeo produced by the Cremer Rodeo Company, with Gene Autry, Annie Oakley and the Cass County Boys, matinees and nights the last three days.

Midway attractions again will be supplied by Brodbeck-Schrader Rides, back for their sixth year, with Sam Howard's Water Circus as its featured show. The Sky Kings will be presented on the midway as a free attraction.

Considerable new construction is now under way at the fairgrounds. A new band shell is being built in the picnic area and will be used for free entertainment as well as band concerts. A new 4-H exhibit building is under construction and the former paddock building is being remodelled as a poultry building. About \$150,000 will be spent on these projects.

Commercial exhibit space is now 50 per cent sold, Kittle said.

Considerable emphasis will be placed on music, he also reported. Muzak is to be piped thruout the grounds and five organists will be used in various exhibit buildings.

**Sioux Falls Mgr. Post Goes To Manners**

SIoux FALLS, S. D.—Howard B. Manners, formerly secretary-manager of the Buffalo Bill Rodeo and Lincoln County Fair, North Platte, Neb., has been appointed manager of the Sioux Empire Fair. He succeeds Al Halvorsen.

Manners, who was with the North Platte fair for five years, was formerly a professional musician and school music director. He came to the Nebraska event from Hawaii, where he was a school music director. He also did a hitch in the U. S. Navy as an educational officer and has had experience in the construction and electrical business.

**Benson Named P. R. Chief At Milwaukee**

MILWAUKEE—Carrol T. Benson, local newspaper man, has been named publicity director of the Wisconsin State Fair, Willard (Bill) Masterson, fair manager, announced.

A former Milwaukee Journal staffer, Benson has been publisher of The West Allis (Wis.) Star since 1951 and was editor of the paper prior to that time. He will direct the fair's publicity program seven months each year, instead of the three-month campaign used in recent years.

**800,000 MILES OF HOT DOGS**

CHICAGO — A record number of hot dogs—8,500,000,000 of 'em that would measure 800,000 miles long—will be consumed in 1956, according to the American Meat Institute. "That," said an Institute statement, "approximates 960 million pounds of America's most popular single meat food. In numbers the total is expected to be up about one-half billion over last year. Reasons for the increase are our steadily increasing population—especially among the younger groups—and the fact that sausage makers have learned more and more just what kind of frankfurters or wieners or red hots consumers in various communities prefer."

**Brandon Mulls Covered Stage**

BRANDON, Man. — Directors of the Manitoba Provincial Exhibition here are giving consideration to a covering for the grandstand attractions platform so that completion of all night performances will be assured.

A national swine competition will be a feature of the 1957 exhibition. A feature at this year's fair will be a 4-H Club rally on opening day.

**Ag Exhibits Voted Top Attraction at Hillsdale, Mich.**

HILLSDALE, Mich.—Agricultural exhibits are the strongest crowd-puller at the Hillsdale County Fair, according to a mail survey conducted by Harry B. Kelley, the fair's veteran secretary.

The ag exhibits polled 253 votes, the night fair 202, harness racing 195; horse pulling 145 and baseball 95 votes.

Kelley's survey, which he said represented a cross-section of his fair patrons, was based on a point system, with five votes for first, four for second, three for third, two for fourth and one for fifth.

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### WIDER DISTRIBUTION

A 100,000-piece subscription drive, now going on, will create bigger demand than ever. Newsstand distribution of the SPRING SPECIAL will be increased by 6,000 copies and the issue will remain on the stands TWO EXTRA WEEKS.

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**JACK POTS:**

**Finke's Office Unofficial HQ For Showfolk**

CORPUS CHRISTI, Tex.—Since Bob Finke, former fair executive at Billings, Mont., and Minot, N. D., arrived here to take over as manager of the Buccaneer Days, his office in Memorial Coliseum has become an unofficial headquarters for showmen in South Texas.

Recent visitors included Art Briese, fireworks; Morris Bluestein, novelties; Jack Lindsey, concessions; Mr. and Mrs. E. D. McCrary, 20th Century Shows; Don Franklin, owner of the show bearing his name, and Alfred Osborn of "Dancing Waters."

Other showmen who have settled here or in nearby Aransas Pass are frequent visitors. These include Jack Hansen, owner of the Trade Winds Circus Shows; Cecil and Kitty Rawlings, and Bill Brown, a weekend commuter from Houston, where he currently is managing the Houston Boat Show to be staged under the banner of the United Sports and Vacation Shows.

Buccaneer Days, complete with pirate landing, treasure chests and pretty girls, reached such proportions in '55 that the event requires a professional manager. Tapped for the job, Finke took over October 1 and since has made several changes, including relocation of the carnival, which will give the April 21-29 celebration a new look.

"Dancing Waters," in its first appearance here, will be set up on the Coliseum stages. During the Buccaneer Ball, the Beauty Pageant and the Mexican fiesta the water show will serve as a background, with a paid gate the balance of the week.

**RB Interest Soars; Not All Is Kindly**

**AGVA, Teamsters Threatens N. Y. Bow; Carroll Quits, 1st Lady Joins Ballyhoo**

NEW YORK—An advance of sorts was popping in the local press this week for Ringling Bros.' circus. But it was virtually all un-engineered by show representatives and some of it, emanating from union representatives, purported to forecast trouble for the Big One on opening night, April 4, under the auspices of the Police Athletic League (PAL).

Two unions, the American Guild of Variety Artists (AGVA), and the International Brotherhood of Teamsters, threatened to picket the opening unless certain progress is made toward the signing of performer and worker contracts before that time. The dispute earned considerable space in print.

The interest created by circus publicists here always in their first "go-round" of newspaper offices, always a carefully timed maneu-

ver in the past, seemed to have been lost, in part at least, this week when Robert Coleman devoted his entertainment column in The Sunday (11) Mirror to an interview with John Ringling North, and The World-Telegram and Sun on Wednesday (14) carried an interview with publicist Bill Doll. Both North and Doll admitted to having new acts lined up for the Garden bow, but kept this information secret for the time being.

**Feature on Agents**

In between, on Tuesday (14), The World-Telegram front-paged an illustrated feature which told how the Broadway publicists have taken over in the place of old-time circus press agents.

Two days later, Thursday (15), Norman Carroll, director of the TV-radio department of the circus, announced his resignation. Carroll left town for his California home without comment.

On Friday (16) it was reliably reported that the Big Show was about to sign its first woman press agent, Lorella Val-Mery, an experienced road show agent. With the opening of the show only a little more than two weeks away, the ballyhoo crew was still incomplete, by union standards, altho the search for available agents has continued.

AGVA had a fact-finding meeting scheduled with other unions and a meeting with Harold A. Felix, the city's first deputy commissioner of labor, on Friday (16), but reports on these sessions were not immediately forthcoming.

Circus paper began to show in the mid-town sections of the city last week.

**46,000 Lamps Light Coliseum Show Areas**

NEW YORK—A special lighting system, involving 46,000 indirect fluorescent lamps has been designed to eliminate all shadow in the exposition areas of New York's \$35,000,000 Coliseum. The lights can also be controlled so that the ceilings of the huge halls appear to vanish out of sight.

Finishing touches are now being applied to the building which will open for show purposes April 28. Offices will be in use by the first of April.

The labor and cost-saving features of the ramp and elevator systems were demonstrated by the heavy trucks used in the later phases of construction. Elevator cages measuring 48 by 15 feet accommodate trailer-type trucks weighing up to 78,000 pounds. There is easy access to each of the four floors totaling 300,000 feet of exhibit space.

**Bedard Kid Spot Expands for '56**

FLINT, Mich.—Bellanger Road Kiddy Lane, operated here the past three years by J. L. (Whitey) Bedard, will open this season with an expanded attraction line-up. Spot will have four kid rides, a combination popcorn-candy apple trailer and a novelty stand, Bedard announced.

New rides include Kiddie Airplanes, purchased from Mosher Amusement Company, and a Train from Lee United Shows. In addition, Bedard operates a fifth ride and concessions at church picnics in the area.

**Colo. Springs Sets Labor Day Events**

COLORADO SPRINGS, Colo.—Zebulon Pike Days, a new celebration, has been scheduled for nearby Manitou September 1-3, Jack Higinbotham, of the Manitou Jaycees, announced. The event will replace the annual Pikes Peak auto climb, which this year will be shifted to July 4. Higinbotham said plans include rides and concessions.

**Progress Made On Indianapolis Auditorium Plan**

INDIANAPOLIS—Construction of a 12,000-seat civic auditorium at a cost of \$9 million awaits only the passage of enabling legislation by the Indianapolis common council, the Marion County Council and the Marion County Board of Commissioners.

Suggested approach would involve the creation of an Indianapolis-Marion County Building Authority. This body would be empowered to finance, construct, operate and lease auditoriums, public meeting places and adjoining parking areas.

With revenue dependent upon 6 per cent bonds, the authority would proceed to execute the plans for a structure containing an auditorium, an exhibition hall, a music hall and 15 meeting rooms. The edifice would occupy an entire city block, 420 by 420 square feet. Further, the committee suggests a minimum of 12,000 in seating capacity and a maximum of 15,000 for the main auditorium with a minimum of 3,000 and a maximum of 3,500 for the music hall. For the area of the exhibition hall, it proposes a minimum of 150,000 square feet.

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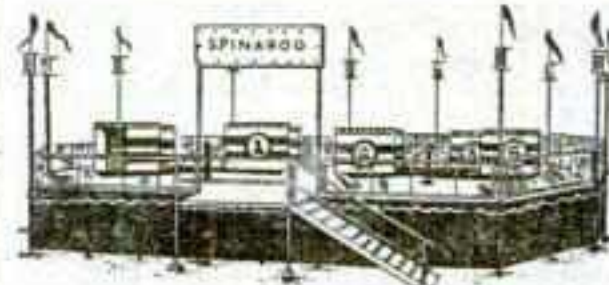
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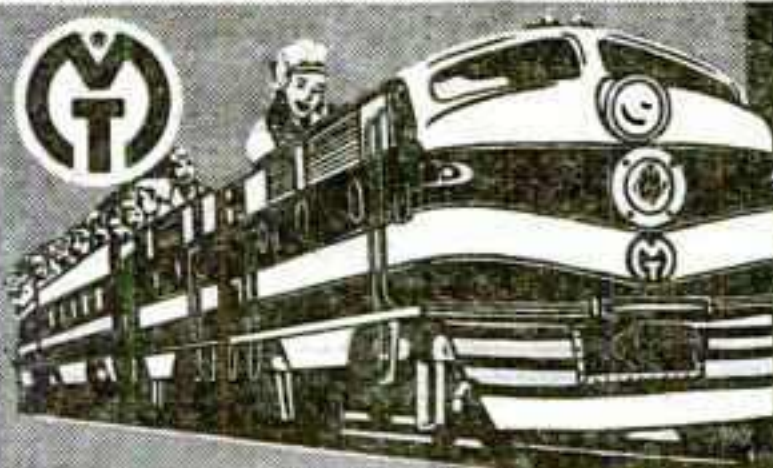


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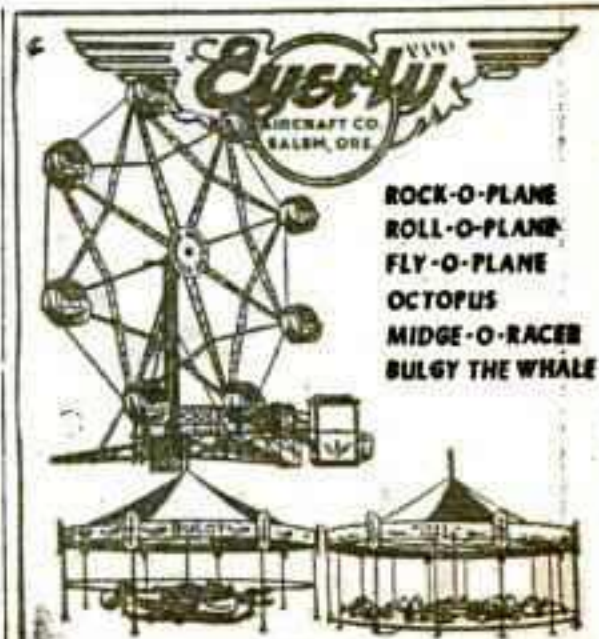
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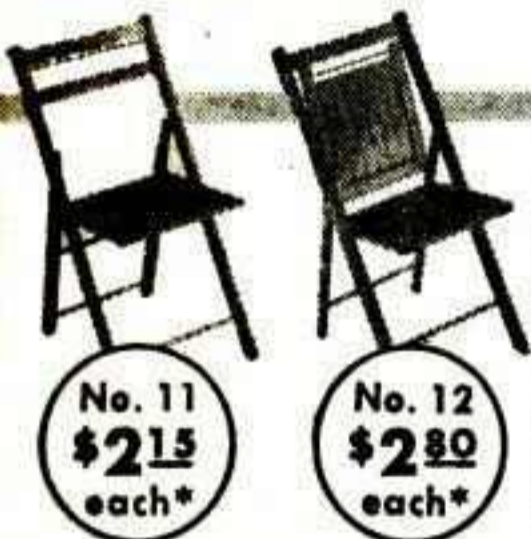
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## New Flameproofing Chemical Introduced by Calif. Firm

PASADENA, Calif.—The Local California Flameproofing and Processing Company will soon have a new flameproofing chemical, the combination of silicones and other chemicals.

The chemical, Silicones Blend Flameproofing, in addition to its fire-stopping qualities, is designed to make the material resistant to water stains and dry soilage, the latter because of Silicones Blend's ability to ward off moisture.

Ray E. Ellis of the firm said that the new chemical shows greater improvement on the tensile strength of the fabric to which it is applied. He explained that the average flameproofing chemical tenders the cloth when subjected to 200 degrees Fahrenheit for a

short time. Silicone Blend shows "very little tendering at 200 F," he added.

## U.S. Swim Show Scores Big Down Under

MELBOURNE—Sam Snyder's Water Follies, after a somewhat slow start at its first date in Sydney, has been playing to sellout crowds, Kenn Brodziak, managing director of Aztec Services, Ltd., tour bookers, announced.

The organization opened in Sydney on December 31 for a three-week stand. Bad weather hurt the first week, but business picked up and wound up on the profitable side. The show was the first production to play outdoors in the White City Tennis Courts, home of the Davis Cup playoffs.

Next spot, Melbourne, came up with ideal weather and strong turnouts were chalked up for all 21 performances. The last 12 days were complete sellouts and total attendance for the stand was 187,450, Brodziak reported. Adelaide, third stop on the jaunt, was a complete sellout with the exception of the first two days, and advance sales for the Perth engagement loomed big.

Brodziak said that arrangements have already been completed to bring the show back next year plus an additional tour of New Zealand, Ceylon and Singapore.

## Chi Lakefront Stadium Pulls 2,686,918 in '55

CHICAGO — Outdoor events held in Soldier Field, Chicago's big lake front open-air stadium and its adjoining grounds in 1955 drew a total attendance of 2,686,918 people, Erwin Weiner, director of special services for the Park District, announced.

Biggest attendance was wracked up by the General Motors Powerama, which pulled 2,218,412 people in 26 days. The Ringling circus, which staged 18 performances, had a total turnout of 71,766 and the Tournament of Thrills, in one stunt performance, played to 4,395.

Total attendance at 11 auto race events held in the big arena was 105,532. Of the originally scheduled 16 meets, five were canceled because of rain. Football games, which totaled 17 tilts, were viewed by 131,027 fans. The American Legion July 4 show was seen by 34,432; Shrine convention parades and variety shows by 64,771; Chicago Land Music Festival, 56,583.

Total number of events held at the Field were 34 and facilities were used a total of 70 days. Total revenue, not including concessions, amounted to \$231,548.51. This came from rentals, \$147,563.26; radio and television, \$6,000, and special events parking, \$77,985.25.

Attendance figures for the past five years were: 1954—1,215,346; 1953—679,747; 1952—703,939; 1951—1,734,899, and 1950—1,014,894.

## New Ice Plant

HANNA, Alta.—An artificial ice plant valued at nearly \$80,000 has been installed in the Hanna Arena.

## ARENAS & AUDITORIUMS

### Small Exhibitors' Position In Home Shows Spotlited

By TOM PARKINSON

ANALYSIS of home show business by Grover McDonald, of the Chicago Modern Living Exposition, brings forth some potent comments and observations on the field.

McDonald observes that the greatest growth in home shows has come in the past few years when home building also was booming. And he reasons that the prosperity is to continue.

Exhibitors, he notes, have come to show much greater interest in their booths than they did in early years of home shows. The current initiative of American exhibitors also is contrasted with the procedure of European displays. McDonald reports that at least one major German exposition has fine displays but they are unattended and anyone interested in buying still has to seek out a dealer's place of business.

McDONALD SAYS HE PROVIDES nothing but a chalk line to mark off the space an exhibitor buys. He supplies no backdrops, for example, because the exhibitor who didn't use one might feel entitled to a refund. Moreover, when exhibitors are left to devise their own, the booths reflect more variety and originality. And it all adds up to a brighter, more interesting show.

Increase in home shows has come thru the participation of more exhibitors and the use of more space by continuous displays.

Another McDonald observation is that these shows hold multiple advantages for small exhibitors. In the changing merchandising picture, scattered shopping centers tend to replace concentrated retail areas. That makes it difficult for dealers in items that don't warrant a large number of small shops. The home show type of presentation offers a solution by which they still can reach a mass market with a single outlet.

BUT MORE, FROM A HOME SHOW booth the small dealer can be just as impressive as the giant mercantile house. Regardless of the size or location of their firms, all exhibitors are on equal terms in the exposition hall, McDonald declares.

Loss of exhibitors can be attributed to two reasons, McDonald states. One is that the exhibitor gives little attention to his booth—and consequently gets little from it. The other is lack of manpower. McDonald puts most stress on the latter. He points out that the demands a booth may put on an organization's sales manpower can be too much. The exhibitor may feel that he can't spare the people to operate the booth properly.

There is a relationship between this manpower problem and the proper length of a show, McDonald has found. He tells that while a firm may have personnel to man a booth for one week or two, it may not be possible for the same company to operate a booth four weeks without weakening its main sales operation.

This factor combines with others to give McDonald the belief that 21 days is the maximum length proper for any show. He points out that most can be shorter and still accomplish everything expected of it. As an illustration, he points out that the Canadian National Exhibition draws more people in 16 days than the Chicago Lakefront Fair drew in nearly three months.

## Arena Recap

### Congressional Group Kills Arena Money

WASHINGTON — The House appropriations committee refused to recommend inclusion of provisions for money to building a new auditorium-civic center here. Initial request was for planning money.

### Los Angeles to See Physical Culturists

LOS ANGELES—Physical culture show entitled Mr. and Miss USA Contest and Pageant is scheduled for April 14 at the Shrine Auditorium here. Bert Goodrich, gym operator, will produce it. Paul Anderson, billed as a modern Sandow and who appeared in Russia for the state department, will be among the attractions.

### St. Paul Boat Expo Sells Out on Space

ST. PAUL—Producer Noel Van Tilburg said here that more than

97 per cent of the display space has been sold for the Land-O-Lakes Boat, Marine and Tackle Show at St. Paul Municipal Auditorium, March 23-31.

### Atlanta Sports Expo Shows Hatching Eggs

ATLANTA—Exhibit of hatching trout eggs was a feature of the Southeaster Sports and Vacation Show here March 3-10. Martin P. Kelly is producer of the show. Space was sold out in advance and some applicants were turned away. Program included woodsmen, frontier and sports acts.

### Richland Center Plant Turned Over to County

RICHLAND CENTER, Wis.—Negotiations are under way which will give Richland County complete ownership of Richland County Fairgrounds and its facilities, according to Eugene T. Recob, chairman of the county board of fair commissioners. The few remaining stockholders, at the society's last annual meeting, voted to give the county all society assets, he said. The society, incorporated in 1905 with 410 shares of \$10 par value stock as a non-profit corporation, has operated continuously for more than 50 years.

## Stamps, Names Walt Hudson Prez

STAMPS, Ark.—Walter Hudson was re-elected president of the Lafayette County Fair and Livestock Show. M. E. Graham is vice-president and Briner Thomas is secretary-treasurer.

Directors are Herman Barnett, Ben Eddy, Quentin Whitehead, Pat Robinson, Pat Patterson, Henry Knight, J. N. Camp, Jack McMurrough and Sam Earle. Fair will be held the first week in October.

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**FOOD DEVELOPMENTS:**

**Tight Supply Picture Looms for Raw Popcorn**

LAS VEGAS—The 1955 harvest of popcorn was described as the shortest crop in years—17 per cent below the 10-year average—by Arthur Vogel, Vogel & Son Popcorn Company, Hamburg, Ia. Vogel pointed this out at the recent conference held here by the Popcorn and Concessions' Association.

Despite a small carry-over, he indicated that there was sufficient popcorn available for present demands. He cautioned, however, that reduced acreage in 1956 plantings, shortage of soil moisture, possible bad growing conditions and the soil bank program might create a severe shortage.

Edward Specht, of the Pepsi-Cola Company, presented a slide talk on his firm's new refreshment counter, using two giant-size cups raised above head level at each end of the counter and animated with effervescent bubbly effect. The dispenser head is eliminated in favor of beneath the counter level operation. It features Pepsi-Cola and one still beverage of the orange type.

**Barbecues**

Maurice R. Kay, Castleberry Food Company, Augusta, Ga., spoke about pit-cooked meat in selections of beef, pork and chicken for barbecue sandwiches. This firm loans dispensing and warming equipment and provides trailers and back bar point-of-purchase displays without charge.

J. W. Shields, Salt Lake City attorney, discussed the "Legal Responsibilities of a Concessionaire." He emphasized that the people of the U. S. are becoming liability conscious and recommended that concessionaires become better acquainted with their lawyers and the lawyers with all aspects of the concession operation. He cautioned those in attendance to be certain that they are operating under the right form of business organization, to check insurance coverage for dispensing food and to exercise reasonable care for the safety of patrons who are business invitees on their premises.

A panel composed of A. J. Schmitt, Houston (Tex.) Popcorn and Supply Company, and Sam L. Gillette and Harold F. Chesler, Theater Candy Distributing Company, Salt Lake City, listed food items popular in various sections of the country. Included were hot doughnuts, fried chicken, shrimp and potatoes, pizza pie, egg rolls, shrimp rolls, turkey-burgers, hamburgers, candy, hot dogs, watermelon slices, snow cones, snow sundaes, hot dogs on a stick, ice cream bars, ice milk bars, popcorn, caramel corn and all flavors of soft drinks.

Next conference of this type will be held in Chicago on April 4.

**Wagner Sets 13 Thrillers In New York**

NEW YORK—Buddy Wagner's auto stunts have been signed as the opening day grandstand attraction at the Boonville (N. Y.) Fair, Tuesday night, July 31. The date makes for a total of 13 New York annuals signed for this year, Wagner said.

Wagner also booked his thrill show to appear at the Fonda (N. Y.) Fair on opening Saturday night, September 1. Other New York fairs include Henrietta, Af-ton, Hemlock, Sandy Creek, and Dur dee.

**NO SCALPING:**

**Kids to Fight Indians at New Okla. Spot**

DURANT, Okla.—A new outdoor attraction for youngsters—one that will feature sham battles between small fry marksmen and real live Indians—is scheduled to open here this spring.

Called a Frontierland, the spot will be developed as a tourist attraction for Lake Texoma by a Fort Smith, Ark., corporation with the intent to give young and old alike the opportunity to do in fact things they desire to do in fantasy.

It is being built on a 140-acre tract on U. S. 70, a short distance from the new \$2.2 millions Texoma State Park Lodge. Youngsters will be able to take a complete trip thru the Frontierland, led by a noted Indian scout, Flint Steel, a copyrighted creation.

Cecil Laughlin, one of the principals in the center, said the kids will pan for gold in a creek that'll be "salted" daily to insure a percentage panning payoff for the small prospectors. They'll visit an Indian village and meet a friendly tribe and then will be chased in their stage coach by hostile Indians. The youngsters will reach the fort in time, however, where they'll pick up repeating cap rifles and fight off the circling enemy.

**Brandon Arena Manager Takes Winnipeg Post**

BRANDON, Man.—Manager of the Wheat City Arena in Brandon since 1952, Bob Stewart has been appointed building superintendent and assistant to the general manager of Winnipeg Enterprises Corporation. The org operates the Winnipeg Arena and the city's football and baseball stadiums.

**M'w'kee Show Sets Acts**

MILWAUKEE — Among acts signed for The Milwaukee Sentinel Sports Show, March 17-25, in Milwaukee Arena, are Jimmy Risk, horseshoe pitcher; Willy Necker's dalmatians; Rodney, the wrestling alligator, and his opponent, Tuffy Truesdel, and judo artists Lartner and Gantry.

**Cincy Zoo Men to Fla.**

CINCINNATI—J. F. Heusser, executive director of the Cincinnati Zoo, was in Florida this week looking for animals, birds, reptiles and fish to complete exhibits which will open April 1 after the first winter closing of the zoo in 80 years. With Heusser was Charles Beal, zoo concessionaire, who was studying food services in Florida resorts and parks.

**Ky. Names Weller**

Continued from page 54

churches, service clubs, etc., should use board equipment, such as concession booths, sound equipment, etc., and rent such equipment rather than obtain it from outside sources.

First rental contract for the new fairgrounds was closed, with the Kentucky Education Association renting the plant April 10-12, 1957, at a rental fee of \$1,300 a day. The new fair plant now under construction is scheduled to be completed in time for this year's fair.

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# UNDER THE MARQUEE

Emmett Kelly appeared on TV's "What's My Line?" Sunday (11). While he will open with the Ringling show, there is some doubt as to how much of the season he will spend there.

National convention of CFA will get under way at Sarasota on Sunday (18). Florida members of CFA will hold a State meeting in the circus city starting Friday (16).

Ed Sullivan's TV show will include appearances by Cucciola and the Alberto Zoppe Troupe, riders; the Freddie, teeterboard, and Janos and Bogyo, hand balancing, on April programs. Acts were set by Al Dobritsch, who is opening a New York office.

Wall Street Journal for Wednesday (14) carried a feature about circuses, quoting at length from Michael Burke, Ringling executive. . . . New York World-Telegram carried a page-1 column by Frederick Woltman about Ringling's change of press agents.

C. A. (Red) Sonnenberg is returning to the Ringling show, where he again will handle program sales. . . . Sylvia Gregory has signed to go with the Eastern unit of King Bros., making her eighth season on the show. . . . Paul Pyle is with the Beatty show.

G. Paul Jones heads the Kelly-Miller bill car, replacing Francis Kitzman, who left to join King.

Wimpey, English clown, leaves April 11 for 16 weeks in Europe, after which he'll return here for Barnes-Carruthers fair dates. . . . Buck Leahy clowns the Richmond, Va., Grotto show. . . . Happy Holmes and Laddie Lamont joined Jimmie Cole's show. Grover O'Day left because of illness. Show did three shows daily at Marion and Penn Yan, N. Y.

Clown Leo Francis works Indianapolis for Polack. . . . Officers

of the Cincinnati CFA are Edwin L. Mehmert, Franklin M. Longley and James W. Smith. . . . Allen's Performing Bears play St. Paul and Sioux Falls, S. D., for Orrin Davenport, then visit Bryan Woods at Orange, Tex. . . . Happy Harrison, dogs, will be at Deer Forest, Coloma, Mich.

Harry LaBrique writes that he is taking it easy following setback in his recuperation from a stroke of some months ago in San Antonio. . . . Clown Popo DeBathe back to the Barbary Coast, San Francisco. . . . Gladys Emerson Cook authored a book about Ringling clowns. . . . Jon Friday, trapeze, will play the Grand Rapids, Mich., Home Show, commuting from college at East Lansing.

Los Angeles CFA members will attend the Beatty show on March 28 and Polack Western on April 4.

Earl Tegge was elected president of the Chicago CFA group. John Harrop is vice-president, and Ken Fishleigh is secretary-treasurer, while John Zweifel is 24-hour agent.

From Polack Western, Dave Nowrocki reports that icy roads between Louisville and Chicago brought some accidents. Hans Torreani's trailer went off the road but was not damaged. The Palacios skidded and lost their car and damaged their trailer, but no one was injured. . . . Showmen's League of America had a party for Polack people on Monday (5), and Homer and Herbie Hobson entertained at their Circus Lounge (2).

The Atomics, Jan Risko and Nina, Kae Johnson and Aileen Hartman have been commuting to their homes in the Chicago area. . . . Clowns and performers have been busy with radio-TV appearances set by Parley Baer. . . . Tony Fossett is back in the Dorchester's act after a week of hospitalization. . . . Billy Stebbins, of the same act, was hospitalized Wednesday for a knee injury.

Polack visitors have included Joe Coyle, Mickey McDonald, Jimmy Gavison, Edward (Polidor) Guillaume, Red Carter, Sunny Jim Snell, Marcel Marceau, the Carl Marxes, the Bozo Harrells, the Norman Atwells, Glint Finney, Aut Swenson, Dave Freidman, Frenchy

Durant, Bert Doss, the Albert Hodgins, the Rolando Johanssens, Don Philip and Bonnie Bonta, Kurt and Olive Stensrud, Zefta Loyal Perez, the Alberto Loppe Troupe, the Shyrettos, Grace McIntosh, Lola Dobritsch, Ginny Lowry, Betty Roth, Clyde Beckett, Mike Gasca, Jack Joyce, Carol Brent, Dannie Chapman, SLA members, Chicago CFA members, the Hobsons and Herm and Mary Linden.

Polack Eastern news, as reported by Paul Kaye, includes word that the portable stage which folds into a baggage trailer is working out well. . . . Layoff before Lansing, Mich., was welcome after strenuous rehearsals. . . . Many Polack people visited the Davenport show in Detroit and Cleveland, with Tommy Hanneford making several trips to visit his wife on that show. . . . Henry Kyes, Gene Randow and Dick Slayton have been tagged the Three Musketeers. . . . Ray Sinclair is using a new hot dog machine in his clown dog act. . . . Robert Baudy is breaking a new pair of cats on leash. . . . Al Akerman again is in charge of the train movements while en route.

Ricci Gretona worked the Sullivan "Hall of Fame" and the Casa Canestrelli recently, and the family played the Largo fair. They were in Tampa March 17. . . . Art (Doc) Miller writes that he will be press agent as well as boss billposter on the King Reid carnival, with James F. Miller and Verne (Lonesome) Shineberger assisting in the billing chores.

Jorgen Christiansen writes that the Honolulu Shrine show closed strong and that the tent, equipment and stock were moved by barge to Hilo, Hawaii, the second and final stand for the Wally Yee unit. The performers fly to the second island.

Gloria Caudillo, daughter of bandmaster Salvador Caudillo, and  
(Continued on page 65)

### Circus Routes

Beatty, Clyde: Los Angeles, Calif., 21-April 1; Long Beach 2-3; Lakewood 4; Bellflower 5; Hawthorne 6; East Los Angeles 7-8.  
Cristiani Bros.: Arcadia, Fla., 20; Wauchula 21; Fort Meade 22; Dade City 23; Eustis 24.  
Davenport, Orrin: Dayton, O., 20-24; Columbus, O., April 2-7.  
Hamid-Morton: Washington, D. C., 20-26; Buffalo, N. Y., April 2-7.  
Polack Bros. Eastern: Erie, Pa., 22-24; Albany, N. Y., April 4-7; Clarksburg, W. Va., 10-11; Canton, O., 13-14.  
Polack Bros. Western: Indianapolis, Ind., 22-25; Los Angeles, Calif., April 2-8.

### WINTER FAIRS

**California**  
Mesa—Maricopa Co. Fair, March 21-26. Harvey M. Johnson.  
**Florida**  
Ocala—Marion County Fair, March 19-24. Theodore Cormier.  
Williston—Levy Co. Fair, March 26-30. O. C. Belott, Mgr., Box 74.

## Waco, Tex., Names Stinson Com'l Mgr.

WACO, Tex.—Cecil Stinson, local businessman, has been appointed commercial manager of the Heart 'o Texas Fair, Othel M. Neeley, executive vice-president, announced.

Tommy Steiner, Austin, Tex., rodeo producer, will stage the rodeo at this year's fair for the fourth consecutive year, Neeley said. M. D. Corbin is rodeo chairman. Fair's dates are September 29-October 5.

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### Carnival Routes

Send to  
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Big City: Macon, Ga.; Covington 26-31.  
Capital City: Valdosta, Ga., 31-April 7.  
Oratts Expo.: (Fair) Mesa, Ariz.  
Drew, James H. (Rides): Augusta, Ga., thru the 31st.  
Gentsch, J. A.: Port Gibson, Miss.  
Glades Am. Co.: (Fair) Ocala, Fla.  
Gold Medal: Atlanta, Ga.; Logan, W. V., 26-31.  
Hill's Greater: Pecos, Tex.  
Hottle, Buff. Unit No. 1: Baton Rouge, La., 29-April 7.  
Hottle, Buff. Unit No. 2: Marrero, La., 24-31.  
Moore's Modern: Sinton, Tex.  
Pan American: Baton Rouge, La.  
Penn Premier: Petersburg, Va., 31-April 7.  
Peppers All State: Pascagoula, Miss.  
Stephens, C. A.: (Fair) Williston, Fla.; Mulberry 26-31.  
Tennessee Valley: Franklin, Tenn.

### Ice Shows

Holiday on Ice: Montgomery, Ala., 20-24; Birmingham 26-April 1; Memphis, Tenn., 2-8; Nashville 9-15.  
Holiday on Ice (European): Aarhus, Denmark, 20-21; Kiel, Germany, 22-29; Berlin 31-April 15; Hamburg 17-29.  
Hollywood Ice Revue: Raleigh, N. C., 20-24 (season ends).  
Ice Capades International: Halifax, N. S., 20; Moncton, N. B., 21-24; Bangor, Me., 27-April 1; Kitchener, Ont., 3-7.  
Ice Capades of 1956: St. Paul, Minn., 20-21; Fort Worth, Tex., 23-April 1; Chicago, Ill., 4-15.  
Shipsteads & Johnson's Ice Follies of 1956: Pittsburgh, Pa., 20-27; Minneapolis, Minn., 29-April 15; Milwaukee, Wis., 18-22.

### Miscellaneous

Milner's Personal Armored Car, Jack W. Burke, Mgr.: Delray Beach, Fla., 31; Fort Lauderdale 24-24; Miami (Home Show) 24-April 1.

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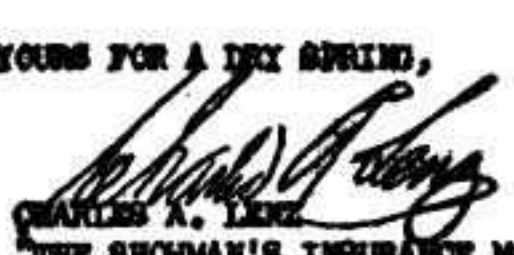
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MARCH 17, 1956 NIGHTLETTER

TO: MEMBERS OF THE SHOW WORLD

RE: MERIT RATING FOR CARNIVALS & PARKS THROUGH LLOYDS OF LONDON

HAVE JUST BEEN GRANTED PERMISSION TO GIVE AS MUCH AS 20% DISCOUNT ON ALL LIABILITY POLICIES FOR GOOD LOSS EXPERIENCE. IF YOU CAN QUALIFY, PHONE OR WRITE ME AT ONCE BEFORE YOU INSURE FOR 1956. I HAVE BEEN WORKING ON THIS PLAN FOR MANY YEARS TO GIVE THE CAREFUL OPERATOR A BREAK ON HIS PREMIUMS AND AM HAPPY TO MAKE IT AVAILABLE TO ALL CARNIVALS AND PARK OPERATORS AT THIS TIME!

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# THE FINAL CURTAIN

**ARENA—Joe,** acrobat, who with Joe Stirk comprised the Arena Brothers, at New York February 29. For many years he was with the Ringling-Barnum circus. Surviving are his widow and three children. Burial in New York.

**DEAN—Aethea,** 63, wife of Tom (Doc) Dean, former medicine show operator, March 7 in Blytheville, Ark. In addition to her husband, she is survived by a son, Robert, and two grandchildren. Burial March 9 in Blytheville.

**GARDNER—William M.,** veteran showman who left the road last June to open a gift shop in Olla, La., March 2 at his home in that city. His widow, Lona, survives.

**GLYNN—John J.,** 49, associated for the last 30 years with various Eastern shows, March 14 at Veterans' Hospital, Coral Gables, Fla., after a brief illness. Survived by two brothers, Peter and Frances, and a sister, Mary A. Dey, of East Orange, N. J. Burial in East Orange.

**GRIFFIN—Ken,** 46, organist, who in recent years has played a number of agricultural fairs, March 4 in an Aurora, Ill., hospital. He was also a recording artist for Columbia Records. Survivors include a sister, Mrs. Virginia Kennedy, Denver, and a brother, Kirby, San Francisco.

**GRUMLEY—James T., Jr.,** 35, veteran worker with Ringling Bros. and Barnum & Bailey Circus, recently in Miami. Burial in Dade Memorial Park. Survived by a brother and a sister.

**HESSON—Clau,** 63, in recent years a concessionaire on the Raines and Leeright shows, March 4 at his home in Broken Box, Okla. Survived by his widow, Velma; two sisters and two brothers.

**HOCUM—Mrs. Maude,** 81, daughter of late J. C. Gollmar, former owner Gollmar Bros. Circus, February 10 at her home in Baraboo, Wis. She was the widow of E. V. Hocum, of the Hocum family of circus performers. The family at one time traveled with such organizations as Sig Sautelle, Sells-Floto, Norse & Rowe, Skerbeck, Al G. Barnes, Robbins Bros., Charles Hunt, Alf Wheeler, Andrew Downie, Hagenbeck-Wallace, Walter L. Main, and Gentry Bros. shows. Mrs. Hocum retired in 1930. Survived by a son, Ray; two daughters, Mrs. Walter Schacht, and Mrs. Lucille

Walter, both of Baraboo, and a brother, Bert, Rochester, Minn. Interment in Walnut Hill Cemetery, Baraboo.

**JARETT—Stella A.,** 45, mentalist, March 6 in Roosevelt Hospital, Menlo Park, N. J. Her act played theaters and night clubs for many years and toured the Pacific theater with the USO during World War II. Besides her husband, Mark, she is survived by a daughter, Stella, Metuchen, N. J. Burial March 9 in Rosemount Memorial Park, Newark.

**KNOWLES—George A.,** 51, veteran medicine show and carnival man, March 4 following a heart attack in Rio, Fla. Known professionally as Beaver, he was a member of the Miami Showmen's Association. Survived by his widow, Mary, a son, Albert, and a brother, Byron. Burial in All Saints Cemetery, Jensen Beach, Fla.

**LEADER—Ross,** 56, well-known Midwestern wrestling promoter, of a heart attack at his home in Cincinnati March 14. He had been under treatment for a heart ailment for some time. Leader had promoted wrestling matches at Midwestern fairs in recent years and for many years gave employment to many carnival wrestlers. Surviving are his widow, Ruth; his mother, Mrs. Lennie Leader Sanders, and his stepfather, Irvin Sanders.

**LYNN—Thomas,** 52, Ringling circus employee, at Sarasota, Fla., March 11.

**QUINCY—Tom,** 68, former Water Show performer, March 11 in New York of a heart ailment. He was inactive the past several years. A member of the National Showmen's Association, he is survived by two sisters and a brother. Burial in Ferncliff Cemetery, Hartsdale, N. Y.

**TORTI—Louis,** 62, founder of the Wisconsin Deluxe Company, Milwaukee, March 15 in Milwaukee. (Details in General Outdoor section.)

## BIRTHS

**FERGUSON—** A daughter, Sandra Kay, to Mr. and Mrs. Homer S. Ferguson Jr., Peru, Ind. Mother is former Joyce Lee Beatty, daughter of Clyde Beatty.

## Arena Concessions Granted at Denver

DENVER—George Duey, Inc., has been awarded the concession franchise by the city for stands in City Auditorium, the Arena, the Coliseum and Red Rocks Amphitheater. The firm was singled out from among nearly 100 applicants.

Actually, the award is merely for the privilege of negotiating first. Neither the length of the contract nor the percentages to be paid have been determined. If Duey and the city can not agree, second in line is Ned Collins Mile-High Enterprise, which already has been granted concessions at three city parks. He also has concessions at baseball parks.

Both Duey and Collins have been handling concessions at city buildings since another company was released from its contract last summer.

Publicist Frank Braden departed New York this week in advance of the motion picture, "Trapeze." He will ballyhoo the United Artists' release for at least eight weeks.

## Bruderlin Takes Over Mgr. Reins At Vallejo, Calif.

VALLEJO, Calif. — Fred M. Bruderlin, manager of the Farmers' Fair and Festival in Hemet from 1947 thru 1950, this week assumed his duties as secretary-manager of the Solano County Fair here. Bruderlin replaces Terry Rowe, who resigned.

Bruderlin resigned as manager of the Hemet fair in 1950 and went in the Army, serving both in Korea and Japan. Following his discharge from the service in December, 1953, he went into another field. As an independent contractor, however, he staged the Centennial Celebration at Mare Island in 1954.

The local fair will be held for its seventh annual run July 6 thru 15. Crafts Shows, of North Hollywood, will play the midway.

## McAfee Framing New Animal Show

SARASOTA, Fla. — R. E. McAfee, former associate in King Bros. Circus, is planning to put out an animal show this season. He has hired Bob Allen as general agent, and Ben Thomas as 24-hour man, it was learned. The show is expected to be similar to such shows of recent years as the Pan American Animal Expedition. Last season, McAfee, retired Georgia hotel owner, had a baby elephant show on the King midway.

Buddy Geiss, steam calliope virtuoso, will go with Kelly-Morris to play electric organ.

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## COMING EVENTS

**Alabama**  
Birmingham — Better Homes Exposition, May 15-20 Patrick J. O'Toole, Chamber of Commerce Bldg.

**Arizona**  
Chandler—Southside Sheriff's Posse Rodeo, March 20.  
Mesa—Rawhide Round-Up, March 21-25.  
Phoenix—Spring Horse Show, April 21-22.  
Safford—Safford Rodeo, March 23-24. Mrs. Max Smith.

**Arkansas**  
Des Arc—Prairie Co. Livestock Show, April 26. B. E. Wray.  
Forrest City—St. Francis Co. Jr. Livestock Show & Sale, May 10. John R. Stipe, Box 289.  
Little Rock—Home Show, April 29-May 3. Mrs. Judy Disongh, 206a Louisiana.

(Continued on page 77)

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**I WANT TO THANK** each and every one for the sympathy extended to me during the illness and death of my dear husband,  
**NOBLE C. FAIRLY**  
MRS. JOAN FAIRLY

In Loving Memory Of Our Son, Father and Brother  
**T. P. LEWIS JR.**  
who passed away March 20, 1950.  
Expressed by  
Mr. & Mrs. Ted Lewis, Georgina Lewis, sisters Dorothy Hill and Lucille Dubrawsky



## New Spot Planned For Atlantic City

**James Mallin Heads Group Leasing Vacant Trolley Barns, Adjacent Area**

ATLANTIC CITY — A new Rendezvous Park will be located on Caspian Avenue between Maine and New Hampshire Avenues on ground leased from the Atlantic City Transportation Company. The adopted name is the same that marked the funspot once located on the site where the mammoth Convention Hall now stands.

The amusement area will take over two former trolley car shelters, 78 wide and 375 feet long, and other surplus ground not needed by the transportation company since its conversion to buses.

Announcement of a long-term lease was made by James Mallin, president of Rendezvous Park, Inc. The lease was negotiated by Rudolph Bushell, vice-president of Albert M. Greenfield & Company, realty firm, between Joseph Hamilton, general manager of the transportation company, and Samuel Moore, attorney representing Mallin.

### Staging Plans

Mallin said the park would contain rides and numerous concessions. The trolley barns will be remodeled to house some of the units, thus affording some protection from the weather. The grounds will be leveled and decorations added, Mallin said. Large signs are planned for Maine and New Hampshire avenues. Thrill acts and fireworks are also included in plans.

Planned rides are the Ferris

Wheel, Merry-Go-Round, Tilt-A-Whirl and Pretzel, and the following kiddie units, airplane, pony cart, hand cars, auto, boat, rocket and Toonerville Trolley.

An office has been opened in one of the buildings. Plans call for the park to operate on Memorial Day and weekends until the end of June, when it will start daily operations.

## Heavy Radio Publicity Set For Nu-Pike

LONG BEACH, Calif. — Nu-Pike, operation of the Long Beach Amusement Company here, will launch a heavy radio campaign April 1 to bally its new 1956 features.

The park, working thru Patch-Curtis Advertising Agency, will use singing commercials prepared by Song Ad Film-Radio Productions of Hollywood. The commercials were supervised by John Curtis, the agency's radio-television director, and are sung by Tudy and Dick Williams, backed by Larry Greene's music.

Among the new features will be the Variscope mirror walk-thru now under construction by Elmer Velare, Nu-Pike's vice-president, with Ernest Hoffmeister, inventor of the Rotor, assisting.

### BILL SCHMIDT:

## Conversation Pieces Spark New Interest, New Business

By WILLIAM SCHMIDT  
Riverview Park, Chicago

WHEN some one says this is a dead business, I just stare at him in amazement. At Riverview we have found that the amusement park business is profitable and active today as always.

People are the same sort of creatures they were 25 years ago. There may be fewer cripples, and vitamins may have changed them a little bit. But today's people are just as susceptible to enjoying rides as were their parents and grandparents.

This belief, this faith in the business, has sparked Riverview's progress in the past five years. In 1950 this amusement park was hurting. Its physical plant needed attention. It had bowed out of the picnic business. Its advertising was inadequate. Chicagoans just were not coming out.

Then came our decision to act, and policies were changed. The picnic department was reopened with vigor, and it has captured now a full schedule of big ones. Riverview turned to television, and its TV film spots were among the first to be used by a park in this country. Newspapers and outdoor ads also are used in quantity. The whole campaign is handled thru an advertising agency. A TV show originates at the park in season and it is sponsored in part by the firms which supply food and drink items at the park.



SCHMIDT

BUT SINCE RIVERSIDE COUNTS itself strictly in the ride business, it had to show some results in that department. Riverside was one of the first parks to install a Rotor. Each year since then it has managed to come up with feature equipment for the ride department. Some, like the Flying Cars, were imports. Some, like Hot Rods, were revivals and remakes of equipment Riverview had stored on an inactive status. All became conversation pieces.

Apart from rides, Riverview came out with the Atomic Energy Commission's exhibition, a "Super Circus" show with acts from the TV show of that name, a jet plane display from the Air Force. Some were financially successful, some were less so, but each and every one gave us something to talk about. Each created action at Riverview.

In the same classification were our regular annual year-end promotion, "Mardi Gras" parade and school band festival. For next season we will have an imported Super Jet and a Jet Rocket plus a dark ride being rebuilt and renamed Ghost Train. There is plenty of action for the ride fans and plenty of sale appeal for picnic chairmen.

HAVING BEEN SUCCESSFUL in revitalizing the park, we completed the transformation by switching the approach to the public. We turned the park around. By that we mean that where we formerly appealed only to Chicagoans, now that has been expanded and the appeal is directed also to the suburbs and beyond.

those suburbs are more than a dozen major Kiddielands. We see this not as competition in the ride and picnic business, but instead as a beneficial development. Kiddielands break in the youngsters for us. They teach the kids to enjoy rides and they send these new riders on to Riverview when they have outgrown the small devices.

What have been the results of this new approach at Riverview? The 1954 season was one in which many parks had set-backs; Riverview held its own and shared a small gain. In 1955, Riverview attendance was bigger than in any other year of its history. Turn this property into a real estate development? Nothing like that for Riverview. Because business is good.

## Riverside, Agawam, Set For Easter Saturday Bow

AGAWAM, Mass.—Drumbeating for the Easter Saturday (31) opening of Ed Carroll's Riverside Park is under way. Publicist Harry Storin continues to whip up interest in the funspot which Carroll will be operating for the 17th season.

The midway will be open Saturday nights and Sunday afternoons and nights thruout April. The operating schedule will be augmented in May.

As in all previous years, a series of improvements are listed. The Pearson Construction Company has been contracted to get the park ready for opening. The work will include the installation of two new rides and general reconditioning, including painting.

The pre-opening work is already under way and additional work is planned following the official opening as Carroll has some added features planned for later installation.

Auto racing also gets under way in the stadium at Riverside Easter Saturday. Stock car races will be programmed for every Saturday night of the season, with an additional race night added early in the summer. The racing will be under the banner of the United Stock Car Racing Association.

Other special events on the park calendar include grove and midway outings, clambakes, steak roasts, midway acts and shows, fireworks, drum corps contests and thrill shows.

## New Hope for Tax Cut Seen By Pool Group

FEASTERVILLE, Pa. — Hope for the success of their continuing fight to gain relief from Federal admission taxes picked up this week for the Participating Sports Association when a recommendation for exemption was made to the full House Ways and Means Committee by Sub-Committee Chairman Aime J. Forand (D., R. I.).

Altho a proposed general cut in excise taxes was turned down, the sub-committee did recommend the cutting of cabaret taxes from 20 per cent to 10 per cent and the full exemption of the 10 per cent tax on admissions over 50 cents which now covers private swimming pools and skating rinks where there is participation in sports.

Vernon D. Platt, president of Participating Sports, said the membership, and all other interested parties, would again be urged to write members of the House Ways and Means Committee, or their own congressmen, to aid in attaining the tax reduction.

Art Litzenberger is chairman of the committee on tax reduction. The members are Eric Arnath, Robert Koch, Charles Blank, Daver Sternbergh and Platt.

## Stubblefields Add Auto Ride At Joplin Spot

JOPLIN, Mo.—Paul Stubblefield, who with his wife, Violet, own and operate Tinker Town Kiddieland in Schifferdecker Park here, announced this week the addition of a new auto ride for the coming season, bringing the layout's total to nine.

The new ride will feature the Hackney car, a gasoline-powered unit. Stubblefield inspected the cars being built by the Gordon W. Morton Company, Greensboro, N. C., before placing the order. His sons, Gary and Paul Eddie, will own and operate the new addition.

Painting and erection of rides for the season is under way by a crew under direction of Whitie Felt, maintenance superintendent, and Ed Gilbreath, veteran rides and concessions operator. The ride layout is being rearranged both for a new look and to make room for the new car ride.

Easter Sunday, April 1, will mark the official opening.

Mr. and Mrs. Stubblefield purchased Tinker Town late last season from Mr. and Mrs. Harrison W. Anderson, former part owner of the 20th Century Shows and veterans of over 40 years in the carnival business. The Andersons have retired to Salina, Kan.

## San Antonio Park Starts Saturday

SAN ANTONIO—Jimmy Johnson is opening his Playland Park, the city's largest amusement park, on St. Patrick's Day. This year he will introduce a new bump car ride among more than a score of other rides for adults and children. Another highlight will be a lighted fountain at night. The Alzafar Shrine Temple is scheduled to hold its annual Easter Party on Saturday (31) at the park starting at 10 a.m.

### 21ST MEETING

## No Change Likely in Park Insurance Rates

NEW YORK — No insurance premium increases are in sight for participants in the insurance plan of the National Association of

Amusement Parks, Pools and Beaches.

This was the report from the 21st annual meeting of the NAAPPB insurance committee here Wednesday (14) at the Hotel New Yorker.

Representing the association were Gerald P. Price, Glen Echo, Md., chairman; Robert L. Plarr, Dorney Park, Allentown, Pa.; Julian Norton, Lake Compounce, Bristol, Conn.; Henry G. Bowen, association president, Whalom Park, Fitchburg, Mass., and Paul H. Huedepohl, executive secretary.

Representing the carrier, Associated Indemnity Corporation of St. Louis, were Harry Lees, vice-president; Lucien T. Roy, superintendent of the liability division and Matt Dunn, an engineer. John Logan Campbell, official insurance consultant, was also present.

It was determined that no premium increase is in sight, especially for those parks with good accident ratios. Each account will be examined separately on a three-year ratio basis. An increase could result if their three-year ratio proved excessively high.

The association between the carrier and the insured was reported excellent. In reviewing the 20-year history of the plan, it was said that there were few instances where such an insurance plan has been in effect so long. Its longevity and success were credited to the specialization interest of the carrier.

Lees and Campbell gave a resume of the past 20 years.

## Pier Extension Set by A. C. Steeplechase

ATLANTIC CITY—Permission to extend Steeplechase Pier at Pennsylvania Avenue and the Boardwalk is being sought in order to accommodate more attractions.

Hugh Riddle, executor for the Mary Riddle estate, owners of the pier, said the extension will be made by the company, which signed a 20-year lease on the pier more than a year ago. Operators are the Atlantic Amusement Company, headed by George Tilyou, New York, tenants of the Riddle family for the past 55 years.

Riddle said the amusement company intends to extend the pier 113 feet after getting permission from the Army engineers and may build it out to the maximum 252 feet permitted at a later date. Approval by the Army Engineers is necessary because the pier would extend 165 feet oceanward from the mean high water mark under the plan.



**ROLLER RUMBLINGS**

**RSROA Sets March 26 Shift to New Quarters**

DETROIT—After 19 years of operation and five locations the Roller Skating Rink Operators' Association of America is moving into association-owned quarters at 625 West Seven Mile Road here. Constant expansion of association ac-

tivities has been responsible for the many moves and the March 26 shift to its new location. The new site is the culmination of three years of planning designed to provide a building with sufficient space to accommodate all RSROA functions and needs now and in years to come. The new building consists of three sections, ample executive offices in the front for Secretary-Treasurer Robert D. Martin, a middle section providing for routine office operations, and a large storage room in the rear with truck loading facilities.

**Late Adult Parties Tried by Blankenship . . .**

COLONIAL HEIGHTS, Va.—Highway Arena's Manager R. L. Blankenship is experimenting with a late skating party for adults to give them some freedom from the ever-present small fry. Running from midnight until 2 a.m., the first Saturday of each month, the March 3 inaugural did not produce the attendance expected due to a competing special late movie in town. However, newspaper space and word-of-mouth promotion is expected to build the gate. If attendance warrants, Blankenship says he'll make the late-skate a weekly Saturday feature.

A Valentine Day party brought the rink a capacity crowd to take part in matching hearts, race, pie eating, county jail and mock wedding features. The lad getting locked in jail the most times received a week's pass to the rink. The most wedded gal received a Bulova watch. Blankenship also offered a large candy-filled heart as door prize.

**Nat'l Arena Tops AOW Southern Speed Loop . . .**

ELIZABETH, N. J.—As racing teams in the America on Wheels chain's Southern division went to the post Saturday (17) at Alexandria (Va.) Arena, National Arena, Washington, with 170 points, held a comfortable 12 points over its nearest competitor the Alexandria team, reported Jack Edwards, director of speed for the chain's inter-rink racing league, at AOW headquarters here. In third spot was the Bladensburg (Md.) Arena with 150 points.

**Gelfand's Bowl Grosses Show Substantial Hike . . .**

OMAHA—Business on Wednesdays and Thursdays, generally dull nights at Jack Gelfand's Roller

Bowl here, have been showing substantial increases in recent weeks, according to Jack L. Browne, Bowl professional. Recent holiday parties have contributed to the over-all good results of the rink, said Browne, pointing to big turnouts at a Groundhog Day skating jamboree, at which a camera was given as prize to the person wearing the best tramp costume, and a Valentine Day party.

Brown reported that all 33 members of the rink's dance club were successful in recent proficiency tests at the rink for the bronze bar, bronze medal and silver bar. Judging was done by Betty See, Harold Bailey and Harold Burdick, silver bar dancers of Kansas City, Mo. Some members of the Lincoln (Neb.) Skating Club also took the tests.

**New Pennsy League Reported a Success . . .**

SINKING SPRING, Pa.—After eight of 15 scheduled meets in the new Eastern Inter-Rink Skating League, George (Doc) Yoder, league director and operator of Skatarena here, reports a successful season to date. Starting with 54 competitors, the league now has 95, including 46 skaters making up two teams from the Reading (Pa.) Roller Racing Club; 30 from the Pottstown (Pa.) Club, and 19 from the Lehighton (Pa.) Club. Since the January 14 meet the league has added dance and free style competitions. Competition in six divisions is offered: Class A Men, Class B Men, Senior Ladies, Intermediate Men, Intermediate Ladies and Mixed Juvenile. Following the last meet, to be held June 16 at Steve Barna's Arcadia Skateland, Pottstown, trophies will be presented to the three leading contestants in each division. The next meet is scheduled for March 24 at Pottstown.

**Hoffman's Skateland Sets Annual Show . . .**

ALBANY, N. Y.—Some 250 of the best amateur skaters at Hoffman's Skateland here will take part in the rink's annual skating show, "Rainbow Revue," to be staged March 22-24, said John C. Hoffman, operator. The skaters range in age from a low of 14 months to adults 50 years old.

**Sefferino Clarifies February 4 Statement . . .**

CINCINNATI—C. V. (Cap) Sefferino, manager of Price Hill Roller Rink here, Thursday (15) said he has learned of some confusion in the minds of rinkmen as the result of a statement he made in The Billboard of February 4. In speaking in that issue of Earl Van Horn, operator of Mineola (N. Y.) Rink, Sefferino said: "Surely a man with as solid a background in the business . . . merits only the highest consideration, and I say this despite the fact that Van and I have not been on friendly terms since the time he decided to leave the RSROA, which to me was and still remains the finest thing that has ever happened to roller skating." Sefferino points out that he regards the RSROA as the finest thing to happen to roller skating. His statement did not refer to Van Horn's exit from the organization.

**New Park Set for Atlantic City; Remodeling 2 Trolley Buildings**

ATLANTIC CITY—A new Arcade amusement park is to be built here before the opening of the summer season.

Announcement of a long-term lease for ground located in the inlet section of the resort was made by James Mallin, president of Rendezvous Park, Inc. The area was rented from the Atlantic City Transportation Company.

The amusement area will take over two former trolley garages, 76 feet wide and 375 feet long, and other surplus ground not needed by the transportation company since the conversion to buses.

The attraction will be called Rendezvous Park the same name of a well-known amusement park located in the 1920's where Convention Hall now stands.

Among the rides planned are a Ferris Wheel, Merry-Go-Round, Tilt-a-Whirl, Whip and Pretzel. Children's rides will include Airship, Pony Cart, Hand Cars, Sky Fighter, Auto Ride, Boat Ride, Baby Wildcat, Lightning Bug, Toonerville Trolley and Rocket.

Mallin said the park would contain concessions, amusement rides and games. The trolley buildings will be completely remodeled to house some of the concessions and rides.

Special events will be staged

from time to time, including thrill acts and fireworks.

The new corporation already has a staff working on details in an office in one of the buildings. Plans call for the park to operate on Decoration Day and weekend until the end of June, when a grand opening will be held. The park will operate daily after that time.

**WE BUY AND SELL USED ROLLER SKATES**

- 200 pr. Used Clamp Skates. \$2.00 pr.
- 200 pr. Used Clamp Skates. 3.00 pr.
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- 200 pr. Used Shoe Skates. 5.00 pr.
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Bonny's Hug-Me-Tights. \$10.50 dz.  
Bonny's New "Princess" Line Skating Skirts. 24.00 dz. up

Authorized Distributor for "CHICAGO" ROLLER SKATE CO.

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**SKATING RINK TENTS**

42 x 102 IN STOCK  
52 x 122 AT ALL TIMES

**NEW SHOW TENTS MADE TO ORDER**

CAMPBELL TENT & AWNING CO.  
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**CURVECREST RINK-COTE**

The skating surface for wood and masonite floors. The ultimate in cleanliness and traction.  
PERRY B. GILES, Pres.  
Curvecrest, Inc. Muskegon, Michigan  
We invite you to bring your skates to Curvecrest and see for yourself!

**PORTABLES ARE THE ANSWER**

Write **Porto-Bilt**  
TENT COVERED SKATING RINKS  
Box 425, Smyrna, Georgia  
Phone: 8-2183, Marietta, Ga.

**WE BUY AND SELL NEW AND USED ROLLER SKATES**

Write for quotations—1-day service.  
**JOHNNY JONES, JR.**  
Authorized for CHICAGO ROLLER SKATE CO.  
31 CHATHAM ST., PITTSBURGH 19, PA.

**FOR SALE**

Brand-new 42x90 Portable Rink. Vivitex, khaki top, 2 1/2-inch maple floor. All sections interchangeable. For a good-looking rink, easily moved and set up, come see this one. Wanted—Experienced Portable Rink Managers. Will have four rinks on road this season. Will open as soon as weather permits. Call or write **LACY MYERS**  
Harlan, Ky. Phone 749

**JESSE "POP" CAREY'S**

**SPEED SKATING TROUPE**  
OPEN FOR BOOKINGS IN THE EAST  
Contact  
SINKING SPRING SKATARENA  
P. O. Box 38 Sinking Spring, Pa.

**Rubber Tires for Waxed Floors**

Used Successfully by some for Years.



Pure Gum Rubber will not mark or harm any polished waxed floors.  
Can be mounted on CHICAGO Rink Skates.  
"Try 'em and you'll buy 'em"  
**CHICAGO ROLLER SKATE CO.**  
Mrs. of Rink and Sidewalk Skates  
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**FUN FAIR AMUSEMENT PARK**

ALEXANDRIA, VIRGINIA  
OPENS EARLY IN APRIL  
Want to purchase for cash one Eli No. 5 Ferris Wheel, late model three abreast or two abreast Allan Herschell Merry-Go-Round, late model Tilt-a-Whirl, one large Century Flyer, Gas Engine, Funny Mirrors, used Light Towers, used Skee Balls, Bat in Ball, Mechanical, Light Cable. Few Concessions open. Can place Glass House. Place Major Rides not conflicting, Arcade. Can place Neon Man, Carpenter and General Ride Men.  
All answer:  
**FUN FAIR AMUSEMENT PARK**  
DAVID B. ENDY, Manager  
General Delivery, Alexandria, Virginia

**Rail Town Inks 10-Year Lease**

MILWAUKEE — Rail Town, USA, amusement center being built near here, has announced the signing of a ten-year contract with Mono-Rails, Inc., of New Jersey.

Mono-Rails will instal and operate a single-rail car ride in Rail Town's Land of the Future section. The ride was created by a German, developed by a British engineer and designed by an Italian.

**FOR SALE 6 AIRPLANE CARS**

Anderson make.  
2 h.p. 220 V. reversible motors. Contact **MR. FRED W. PEARCE JR.**  
F. W. PEARCE CORPORATION  
15324 E. Jefferson Av., Detroit 30, Mich.  
Phone: Valley 2-8613

**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.

**RIDES FOR SALE**

4 Major Rides, park type—45' 3-abreast Merry-Go-Round, 44 hand-carved animals, 2 chariots, \$3,500. 24-car Caterpillar (motor driven, no cable), \$1,800. 36-seat Chairplane, \$1,200. 8-car Lindy Loop (Ocean Wave), \$1,000. All four, \$6,500; cash, no deals. All good operating condition, electric driven—3 phase 220 volt motors. Act quick—must vacate premises. **HAROLD FREDERICK**, 1422 Boulevard, Peekskill, N. Y. PE-7-2364.

**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.  
ESTABLISHED 1888

**FOR SALE 8 SCHIFF YOU-DRIVE-'EM-BOATS**

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**EDGEWATER AMUSEMENT PARK**  
23500 W. 7 Mile Road, Detroit 19, Michigan  
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**FOR SALE**

3 Allan Herschell rides, used, and never moved from park for two and one-half seasons; A-1 shape. Kiddie Merry-Go-Round, \$3,750; Kiddie 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 arrangement.

**Maple Grove Amusement Park**  
120 Church St., Lancaster, Pa.

**CONTROL ADMISSIONS with STROBLITE**

"INVISIBLE" IDENTIFIER  
Hands of patrons are stamped with INVISIBLE ink which becomes visible under the Stroblite UV Lamp. Harmless. Used by Ballrooms, Pools, Amusement Parks, Dances, etc.  
**COMPLETE KIT, \$45**  
Write for information Dept. B-3  
**STROBLITE CO.** 75 W. 45th St., N. Y. C.

**FOR SALE**

15 Water Scooter Boats; plastic-built by Beetle. Practically new.  
Write or Wire  
**BOX D-195**  
c/o The Billboard Cincinnati 22, O.

**WANT**

Arcade location in park for season. Owner-operator, good equipment. Prefer established park or beach. Flat fee or percentage.  
**LONG**  
301 So. West 3d Richmond, Ind.

**FOR SALE**

One Mangels Kiddie Speed Dry Boat Ride. One King Kiddie Locomotive and Steamboat Combination Ride. Both one year old. Reasonably priced.  
**TONY GARTO**  
2075 Shore Parkway Brooklyn, N.Y.  
ESplanade 2-5306

**WANTED**

Pretzel Ride complete. Must be in first-class condition.  
**PALACE AMUSEMENT CORP.**  
Old Orchard Beach, Maine

**FOR SALE**

**STATIONERY PARK MERRY-GO-ROUND**  
A real beauty! 50 footer, 42 giant horses, 2 chariots. In excellent condition. 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.



## R-B Widens Range Of Staff Shuffle

Carroll, Rairden Out; Rix, Sato, Tyrrel Replace Montgomery, Burslam, Blanchfield

SARASOTA — Personnel changes on Ringling Bros. and Barnum & Bailey Circus last week hit the widely separated truck, poster, TV-radio, menagerie and legal adjuster's departments.

C. R. Montgomery has been succeeded as menagerie superintendent by Albert Rix. Rix, a product of the Hagenbeck organization in Germany, also will work his bear act in the performance. Montgomery, who formerly operated the C. R. Montgomery Wild Animal Circus, will stay on as forage agent, a job which is chiefly concerned with buying meat for animals. Michael Burke, executive director of the show, said that in this Montgomery was an independent contractor locating the meat and selling it to the show.

### Burslam, Sato

Charles J. (Hamburger Jack) Burslam has been replaced as chief porter. His successor is Ted Sato, who heretofore has had several duties on the show, among them that of official photographer.

Burke stated that the old prac-

tice of cooking and serving light meals in the cars would be abolished and that equipment for this was being removed. Otherwise, he said, the new porter department will be unchanged. Sato, he said, may employ many of the porters used last year; there will be the same number of car porters and outside porters.

David Blanchfield, superintendent of transportation, has retired, and the new superintendent is J. C. Tyrrel. Prior to becoming truck boss on the show, Blanchfield was a teamster and he has been with the show for many years. Piloting his jeep around the lot and to the runs, Blanchfield was a familiar figure around the show. He was a key figure in the aftermath of difficulties on the show in 1944.

Walter Rairden, legal adjuster working under Noyelles Burkhart's direction in past season, will not be with the show. While it was reported earlier he was not planning to return, it was confirmed by the show in the past few days. Burkhart will be assisted by a secretary, Joe Hodges Hodgini.

Resignation of Norman Carroll as TV-radio publicist in New York was confirmed here. Burke said that Ralph (Peaceful) Allen is filling in with broadcast publicity in New York until a successor can be appointed. While at one time Carroll's position was challenged by the press agent's union, Burke said that was not involved in his leaving. It was understood that his application for membership in the union had been accepted, but that he left for other reasons.

## 2 King Units Set Advance Staffs, Promotion Crew

MACON, Ga.—Advance publicity and promotion personnel for both the Eastern and Western units of King Bros.' Circus have been announced by Co-Owners Arnold Maley and Floyd King.

On the Eastern unit, where King will be in charge, Richmond W. Cox Jr., head of the World of Mirth press department, will be general press agent for about 10 weeks, before returning to the carnival. Clark Queer will be press agent on the show, and Eddie Johnson, heretofore Ringling's contracting press agent, will be in that post on the King Eastern show.

Also on the Eastern unit will be Robert E. (Bobby) Miller, legal adjuster; Eddie Keck, auditor; Steven Kuzmic, advertising car manager, and J. C. Roenheim and Cash Wiltse, contracting agents.

Western unit's advance staffers will include Charles Underwood, general press agent; Mrs. Francis Kitzman, contracting press agent; Francis Kitzman, advertising car manager; C. C. Smith and Louis Ringol, contracting agents. Maley will be manager of the Western show. Earlier, he and King announced other staffers and performers.

Promotional managers who will serve both Eastern and Western units are: Douglas Brown, J. R. Fremont, Herbert M. Knight, Raymond A. Walton, Ralph Brodwin, George L. Gobel, Jack R. Wilson, George Vonderheid, Ralph Miller, Mrs. Marie Reed, Mrs. Margaret Houseman, Les Harris and Joe Walsh.

## Canadian Indians Go to Paris Show

CALGARY, Alta. — Fourteen Cree Indians, nine adults and five children, from Hobbema, Alta., are en route to Paris, where they will appear in Tele-Radio Circus "Spectacles of Paris." They will later

tour Europe. Their act in the show will be an "attack" on a wagon train making its way across the "Western prairies." An Indian village of three tipis will be set up on the circus lot and ceremonial dances will be enacted.

### THREE THREE'S

## 2 Flying Acts Make Triples, Try for More

CHICAGO — The rare triple somersault, peak of achievements in flying return acts, has been accomplished three times in recent days.

Latest to make the trick is Tony Steele, flier with the Flying Malkos. Mike Malko is the catcher. They completed two triples in practice at Houston, Malko stated here last week.

Lalo Palacios, flier in the Flying Palacios act, completed a triple while practicing in Louisville during the Polack show's run there.

Both acts have tried triples several other times in practice sessions, and the Palacios tried but missed one during a performance in Chicago.

## Gil Gray Opens Season's Trek

MUSKOGEE, Okla.—Gil Gray Circus opened its new season here Thursday (8) with a week's stand. The show headquartered at Enid, Okla., this winter, but was busy much of the off-season at Disneyland.

Among those scheduled to be with the show this year are Johnnie Herriott, elephants; Hazel King, horses; a show-owned flying act; the Cycling Sidneys; Johnnie Gibson's aerial number, and Kinko, Dick Doud, Mickey McDonald, Paul Jerome and other clowns.

## Smith Returns to R-B As Chief Contractor

SARASOTA — George Washington Smith, long-time general manager of the Ringling-Barnum Circus, has returned to the show as head of a new contracting department, Michael Burke confirmed here.

Burke said that Smith's new position will put him in charge of all contracting operations and that Smith is to hire other personnel to work in the department. Burke pointed out that Smith's new assignment was formerly part of General Agent Paul Eagles' chores.

The executive director said that Eagles and Smith were to be on the same echelon, with Eagles in charge of transporting the show and Smith doing the contracting. He likened the set-up to that used in years gone by when the show had both a general agent and a traffic manager.

Routing policies and details will be set by Burke and John Ringling North, Burke said, but both Smith and Eagles will be consulted.

Burke said that he had not yet been informed by Smith that any contracting agents had been hired, but he said it was expected that Leon Pickett would be one. Sep-

arate and unconfirmed reports were that L. D. (Doc) Hall, who has been a Ringling contractor, was going with the Clyde Beatty Circus. Pickett has been with R-B.

Smith's return to the show apparently marks the end of differences between him and North which have existed since 1944. He had not been with the show since North resumed control of it in that period. In the intervening years he was manager of the Dailey Bros.' Circus and Clyde Beatty Circus. More recently he has been with a non-show organization in Sarasota.

## CRISTIANI BROS. TO PLAY CANADA

SARASOTA, Fla.—Lucio Cristiani announced on the eve of the opening of Cristiani Bros.' Circus here Monday (12) that the new show is to enter Canada early in July. He said the show is contracted solidly for two months in the Dominion. Show, he said, will go as far west as Indiana. It probably will head home to Sarasota in October. Meanwhile, permanent buildings will be erected at its winter quarters site here.

There were other reports that a second circus also is contracting under-canvas dates in Ontario.

## VALDO RETIREMENT EXPECTED IN SPRING

SARASOTA — Partial retirement of Pat Valdo, veteran director of personnel for Ringling Bros. and Barnum & Bailey Circus, is anticipated this spring.

Altho Valdo has declined to comment at this time, it was confirmed at winter quarters here that he will make only the first several stands of the season.

Top show sources said that Valdo will leave the show about the time it goes under canvas this spring. His retirement will be only partial, since he still will be available to the show for consultation and other assistance.

Reports that he would make a change have been current for some weeks. Formal announcement of the action is yet to come. His activities will be taken over by Bob Dover, whom he has been grooming for the job over a period of several years.

### FREEDMAN GETS NOD

## R-B Completes Shake Of Publicity Department

SARASOTA — Zac Freedman officially has been named general press agent for Ringling Bros. and Barnum & Bailey Circus and he is scheduled to name one more story man to complete his staff of three.

His appointment points up the complete change-over of personnel in the department. None of the familiar old-hands will be functioning for Ringling this season.

Frank Braden, whose Ringling career is long and whose Ringling press coups include the historic picture of a midget in the lap of J. P. Morgan, now is with United Artists to publicize a circus movie, "Trapeze."

### Lester, Howe, Johnson

Allen Lester, another Ringling regular in former years, is ahead of a legit show, "The Bad Seed." Eddie Howe, who was with Cole and Beatty as well as Ringling, now publicizes "Cinerama" at Atlanta. Eddie Johnson, Ringling's contracting press agent, will be in the same capacity this season for King Bros. Circus. His Ringling work is taken over by an advertising agency. Ed Knoblauch is hospitalized at Peoria, Ill.

F. Beverly Kelley, circus author, founder of the Ringling radio department and its TV publicist until mid-season last year, is ahead of a company of "Teahouse of the August Moon." Charles B. Schuler, who worked with Kelley last year and earlier headed the department, now is handling publicity for Columbia Pictures and is assigned now to a tour by Mike Lane, a new actor.

### Butler, Freedman

Roland Butler, who returned as general press agent this winter only to resign three weeks later, is operating a printing business at Palmetto, Fla. Norman Carroll, who was TV-radio agent this winter and had been with the show at other times also, returned to California, where his wife is aiding in publicity for Clyde Beatty Circus. Bill Fields, famed Broadway agent, was not retained by the circus this spring.

Freedman, who first was with the show last season, has hired two legit agents, Bill Doll and Harry Davies. He handled the Cuban

## Agency Plans Icer, Circus for Hawaii

LOS ANGELES — Hum-McCafferty Agency here will present "Stars Over Ice" and a circus in the Hawaiian Islands this summer.

The icer will be featured at the 49th State Fair in Honolulu for 10 days starting June 15, George Hunt, of the booking office, said.

The circus will open in Honolulu and play other Island dates for six weeks starting August 23. Hunt would not name the sponsors.

publicity on the heels of the regular 1955 season.

The new press chief attended Cornell University and has been active for a number of years in publicizing and advertising legit shows in New York and elsewhere. In 1950 he was vice publicity chairman for the Boy Scouts of New York.

## N. Y. Coliseum Mulls July Circus Deal

NEW YORK — The possibility of staging an indoor circus in the New York Coliseum next July was discussed last week by booking managers for the new showplace and George A. Hamid, a partner in the operation of the Hamid-Morton Circus.

The bookers, with Hamid, will catch the Hamid-Morton Circus in Washington this week to get an idea of some of the possible available attractions.

Hamid said that while the entire Hamid-Morton Circus could not be accommodated because of space limitations, he felt a one-ring European-type presentation would be most suitable. Seats would have to be installed for any sit-down offering.

Altho the date is being considered for the height of the summer, Hamid expressed the opinion that it could be made to work with proper auspices. He noted that the building is completely air-conditioned.

## Polack Books Vancouver; Chi Zooms

CHICAGO — Polack Bros.' Circus has signed to return to Vancouver for its eighth annual engagement for the Shrine and Pacific National Exhibition. Engagement will be August 22-September 7, the full run of the fair, Louis Stern, managing director, announced.

Meanwhile, the show was piling up what promised to be an all-time high for its long Chicago run. Stern estimated it would go 20 per cent better than last year. Almost all of the gain is coming in week-day business, which heretofore has been light in some cases. All week-end shows are sold out, including three each on Saturday and Sunday.



**PHONEMEN**

Aquinas Men's Club here. Funds to be used for needy boys' education. Paid collectors. Daily draw. Phones in. Town carded with cut-offs. Circus UPC's—Block Tickets and Banners. Have Shrine Temple date ready to open.

**J. F. SHAFER**  
Columbus Civic Center  
50 Chestnut Street  
Rochester, N. Y.  
Phone Baker 5585  
NO COLLECTS

**PROMOTERS and TELEPHONE SOLICITORS**

Statewide State Employees' Deal. Others to follow.  
OWEN 5-1202 or  
OWEN 5-1153, Trenton, N. J.  
No collect calls accepted.

PHONE or WRITE:  
**COUNCIL OF STATE EMPLOYEES**  
31 North Willow Street Trenton, N. J.

**PROMOTERS**

40% deal, no holdback. Write or wire where I can call you. I am not at this address. Drunks and limbsters, save your time. Shrine and Jaycee deals ready to go.

**BILL GARBEY, GLENCOE, KY.**

**THREE PHONEMEN IMMEDIATELY**

Police deal. 3 Promoters—1 to 3-man crews. Towns set. Straight fix deals. Need reliable, clean producers. (We've had BIG OPERATORS. If you have BIG DEAL, we will work for YOU.)

**E. J. (Poor Boy) Floyd**  
Hotel Irvin Cobb Paducah, Kentucky

**2—PHONEMEN—2**

Good solid hospital deal with tape—4 weeks' work—Pay daily.

**ED HAVERSTICK**  
CHerry 4-4558—334 Mich., Toledo, O.  
P.S. Larry Sullivan—alias Leland Curry, contact immediately. Important!

**PHONEMEN**

Ticket deal now starting. 8th Annual Labor Event. Leads furnished. Also two steady year round men. No collect calls.

**ART HESS**  
3647 West 8th St., Los Angeles 5, Calif.  
DU 8-0120

**PARTNER WANTED**

For twelve-truck Circus—framed, booked, acts contracted.

**BOX D-193**  
c/o The Billboard Cincinnati 22, O.

**CHAS. G. COX JR. & SAM ALEXANDER WANT TO THANK WALLY YEE**

AND  
**ALOHA SHRINE TEMPLE**  
HONOLULU, HAWAII  
For a very successful engagement with the CIRCUS SIDE SHOW featuring "FIFI" THE SHEEP HEADED GIRL

**★ PHONEMEN ★**

**BANNERS, U.P.C. TICKETS**  
Want clean, sober and aggressive Phone Solicitor to sell Elephant Advertising Banners in King Bros.' 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 collect. R. A. WALTON, King Bros.' Circus Office, 103 1/2 W. Kirkwood, Bloomington, Ind. (Phone: 2-4732.)

**ANIMAL MAN**

Year round job; must have good background and recommendation. Sober, experience and reliable only. Write full information, experience and salary expected. Want to buy all types of Animals.

**ANIMAL FOREST**  
York Beach, Maine

**PROMOTERS WANTED**

Must be high class. All large cities. Contact as per route

**Cristiani Bros.' Circus**

**UNDER THE MARQUEE**

• Continued from page 60

Santiago Fillis Atayde, son of Beatrizia Atayde, of Atayde Bros.' Circus, Mexico City, were married recently. Mrs. Aurilia Atayde entertained at a birthday party recently.

Edward Lester reports that Cristiani Bros.' Circus has much paper up in West Palm Beach, Fla., for the opening date. . . . Mae S. Hong, who has been with Kelly-Morris, Mills and carnivals, has joined the press staff of the Clyde Beatty Circus. She handled legit shows this winter.

Clark McDermott and his bears played a hotel date in Berkeley, Calif., last week. . . . Chicago Tribune for Friday (9) carried a yarn about Baptist Schreiber and the Ringling elephants, including those which play musical instruments. It tells of their running in Cuba. . . . Photo of Polack clown Joe Sherman was carried by AP Wirephoto last week.

Jack Moore returned to Hugo, Okla., with Kelly-Miller equipment that was used by Gainesville Community Circus for a TV show. . . . Ed Widaman and his elephants are planning to stop off in Hugo. . . . Roger Wohlberg, insurance man, was a Kelly-Miller visitor.

Walter Kernar and Art Concello went to Havana, Cuba, where they gain have a dog track. Kernar will be manager. . . . W. E. Lawson and crew left Sarasota for Deming, N. M., to open with Clyde Beatty Circus.

Ringling is circulating a folder to bally the quarters as Fantasyland and advertising pony and elephant rides. . . . Charles Vanda, of "Big Top," TV show, visited Sarasota and scouted the Sailor Circus with a view to putting the students' show on the TV program.

The Wallendas have returned from South America and are in Sarasota. Carla Wallenda Bogino, and her husband, Iginio Bogino, will be with the Beatty show. . . . Natal the Monkey Man is with Gil Gray.

The Tom Packs family and Jack Leontini have arrived in Sarasota. . . . When Shriners at Washington, D. C., arranged for schools to be

dismissed for Hamid-Morton, the UP carried the story thruout the country. . . . Arthur (Bozo) Lamont, who has been in New Orleans, now is contracting agent for the Tommy Scott Show. He is still writing his column for a number of newspapers.

Fritz Dude visited recently with Floyd King, Tom B. Gwell, the Bob Noells and Miller Bros.' Indoor Circus at various spots in the South. . . . Fans Ward Schaefer, Charlie Hart, Joe Meyers and Roger Towne, all of New York State, caught Orrin Davenport's show at Rochester.

Jules Jacot's wild animal acts will play Cincinnati, Syracuse and St. Louis shows. Louis Regan will work one while Jacot handles the other. . . . Bert Pettus and five King elephants were in Peru between two Orrin Davenport dates.

John C. Kelley, former ringling attorney, observed his 83d birthday while vacationing in the British West Indies. . . . Fred C. Gollmar, last survivor of the Gollmar Bros., circus owners, was 89 on Saturday (10). . . . Sarasota Chamber of Commerce is writing members of CFA to invite them to the CFA convention there March 18-20.

Troupers around Hugo are planning to see the Gil Gray Circus at Muskogee, Okla. . . . Rusty Parent is recuperating in Sarasota from an operation. . . . Visitors at Ringling quarters included Jackie Toliver and Skinny Goe, Elly Ardely, June Russell and Ben Thomas. Dorothy and Nick Carter are in their new home at Sarasota.

Roy Barrett, on his way to join the Beatty show, stopped off in El Paso and made a trip into Mexico.

From Hawaii comes word that Fred Crosby, Fernandez associate, had several concessions on the midway of the Shrine Circus, produced by Wally Yee. The Cox-Alexander Side Show did well. Ed Chaulsett, mechanical man, was treated for an ulcer. The Howard Valentines and Mimi Gameau visited Barney Nelson, who first came to the Islands in 1910 for Max and Fred Glass. Sam Alexander will have a fair date unit when he returns to the mainland. Charles Cox, Barney Nelson, Margaret Ann Robinson and her mother, plus the Aguir troupe of Hawaiians, will be with Clyde Beatty Circus.

**PHONEMEN**

Phones in—cards—draw daily. Sober men only. 3 more weeks of Muscular Dystrophy, 2 more strong sponsors to follow. Year round work, good office conditions.

Call: **BALTIMORE 1-6879**  
Kansas City, Mo.

**WANT AGENT**

\$175.00 per week, plus gas and oil. Must be able to book auspices for telephone cruise. In reply advise phone number and where you may be reached.

**BOX D-194**  
c/o The Billboard Cincinnati 22, O.

**2—PHONEMEN—2**

Two Power Men for repeat deal \$8,000 in tape with cut-offs. Just starting. Pay daily. Plenty work in this area to follow. Call days only. No collect.

**PRODUCTIONS, INC.**  
4-1440 Lexington, Ky.  
B. C., call now.

**PHONEMEN**

Asheville, N. C., Office. Ready to go. We collect. Pay every day. Steady work. Plenty spots booked.

**PHONE: 2-0748**  
Can use experienced, recognized Contracting Agent.

**VARIETY ACTS**

Wanted for Stage Show bookings in the Chicago and Milwaukee area. Send late photo, details and lowest price per day.

**SUNSET PRODUCTIONS CO.**  
720 Wadsworth Ave. Waukegan, Ill.

**CIRCUS MUSICIANS**

Wanted: Air Calliope Player, also Cornet. Union scale. Sleeping accommodations and meals furnished. Season opens April 7. Address:

**A. LEE HINCKLEY, Bandleader**  
Western Unit  
**KING BROS.' CIRCUS**  
CENTRAL CITY PARK, MACON, GA.

**Watch for the . . .**

**CIRCUSIANA MART**

In the Big Annual

**SPRING SPECIAL**

A Feature thru which you can Economically SELL—TRADE or BUY all types of Collectors' Items pertaining to the Circus and Shows of the Past . . . Rare Photos—Prints—Posters—Lithographs—Route Sheets and Cards—Back issues of The Billboard—White Tops—Sunburst Wheels—Wagon Models—Miniatures—Anything of a Historical Nature.

**— RATES —**

Regular Classified Ads . . . Display Classified Ads . . .  
set in usual want-ad style, one larger type permitted and displayed to best advantage. No illustrations or cuts permitted.

20c a word—Minimum \$4  
Cash with copy

FORMS GO TO PRESS MARCH 29

Send all advertising to

**CIRCUSIANA MART — THE BILLBOARD**

2160 Patterson Street

Cincinnati 22, Ohio

**WALLY YEE**

HAWAII'S GREATEST SHOWMAN

TAKES THIS OPPORTUNITY TO THANK  
**THE ALOHA SHRINE TEMPLE**

FOR THE PRIVILEGE OF PRESENTING

**THE MOST SUCCESSFUL CIRCUS,  
CARNIVAL AND MIDWAY**

TO EVER APPEAR IN HAWAII

Also thanking Mr. Chas. G. Cox Jr. for grossing more dollars than anything on the midway, and for meeting constant approval and applause from Hawaiian audiences. Always glad to hear from mainland showmen-concessions, etc. Please contact.

**WALLY YEE**

4955 MAUNALANI CIRCLE HONOLULU, T. H.  
Can use Circus Acts, Novelty Acts and all Circus Performers—  
Please state open dates and availability. Address Wally Yee.



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Majorette Plumes—Ostrich Tips and Plumes—Marabou Turkey Quills—Ostrich Fans—Any Color.

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**BOB SOMERS, National Institute of Social Service**  
508 DAVIS BLDG., 420 S.W. 3RD AVE., PORTLAND 4, OREGON. Tel.: Capitol 3-2995  
P.S.: No advances. Transportation refunded after first \$400.00.

**TRAINER**

**TRAINER**

**TRAINER**

Want reliable Man to train extra gentle chimpanzee and work and train elephant. Year round position at permanent location with living quarters furnished. Ideal for family man. State all and lowest salary in first letter. Write or wire:

**FORT WEARE GAME PARK**

Pigeon Forge, Tenn. — Call Sevierville, Tenn. 3602. No collect.

**— — — ASSOCIATE WANTED — — —**

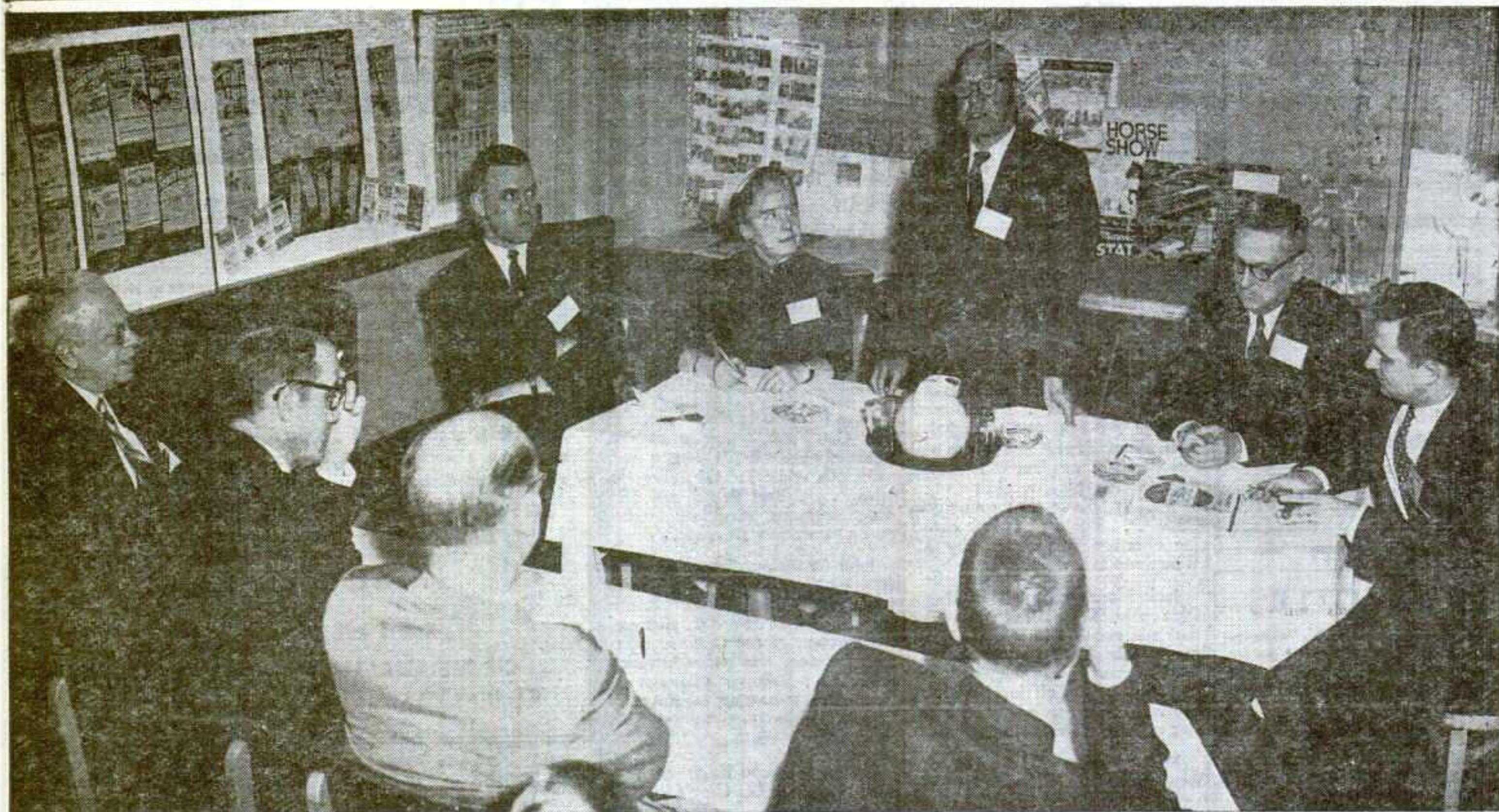
Top Booking Agent with nationwide contacts has definite contracted summer dates under sponsorship for the most unique entertainment ever to hit the outdoor circuit. Some features never before on American tour (not a circus or rodeo).

Desire financially responsible Associate for active participation. Will deal with principals only. Outline background and give phone number to arrange immediate personal interview.

**Box D-196, Billboard**

**Cincinnati 22, Ohio**





## Promotion Tips Aired At Billboard Clinic

Over 40 Press, Advertising Directors Exchange Information at Two-Day Confab

• Continued from page 54

activity, are effective for both TV and for showing to civic clubs, but they're expensive. Prices for a 15-minute film were quoted at \$7,500 to \$10,000.

Ray Speer, veteran publicity director of both the Minnesota State Fair and the Florida State Fair, served as moderator of the panel. Members of the group included Mrs. Ruth White, Ohio State Fair; Amico Barone Jr., Eastern States Exposition; Larry Fairall, Iowa State Fair, and Don Davis, Indiana State Fair.

Speer recommended that the punch in a publicity program be held back until three weeks before the opening day. He also pointed out the advantages of storing up a backlog of features—generally about previous year exhibitors. Speer said they can be scheduled to appear in a paper early enough to avoid being lost in the shuffle should a big news story break; they provide the basis for an entire publicity campaign with straight fair news as a supplement, and they stimulate a newspaper editor to give more space to the straight news.

### Photos

Bob Belcher, publicity director of the Oklahoma State Fair, outlined their method of promoting their night grandstand show, a problem with most fairs. Each year they send a reporter-photographer to catch the show at another fair and he comes back with feature material on both the show and the carnival.

Belcher also described their method of using photographs that are processed on their own fairgrounds laboratory. Some are blown up and placed outside the grandstand on theatrical boards; others are taken especially for television and each night immediately before and during the fair, hun-

dreds are mailed to newspapers throughout the State.

A fair's advertising program must be planned so that all media tell the same story simultaneously, the clinic was told by Larry Fairall, advertising chief of the Iowa State Fair. In describing his campaign at the Des Moines fair, he said they start three weeks before the fair opens using big newspaper space and then drop down gradually until, during fair week, the ads are nothing more than a listing of the next day's features.

As the results of a survey, the Iowa State Fair no longer highlights the agricultural segments of the fair but themes each ad to some particular attraction such as auto races, thrill show, night revue or midway. Fairall said they have found that this has paid off. He also recommended that some form of art—a half tone or artwork—be used in every newspaper ad.

Two of the publicity men at the meeting—Virgil Pierson, Alabama State Fair, and Don Davis, Indiana State Fair—related their success with using performers from various attractions as space grabbers. Davis said that name stars could be exploited on radio, television or in the newspapers. He suggested that the fair get them in before their performance if possible and also warned that care should be taken to get them on their own network in the case of radio and TV performers.

Pierson said he has had much success in searching thru the midway shows for people with unusual stories. He also said their teacher promotion, in which they bring teachers to the fair on opening day, is one of his most successful stunts.

Davis also outlined how the Indiana State Fair handles its advance ticket sales. Last year \$85,-



RAY P. SPEER, VETERAN PUBLICITY CHIEF OF THE MINNESOTA STATE FAIR, ST. PAUL, is shown leading one of the many interest-packed discussions at the Advertising-Promotion and Publicity Clinic for Fairs held in Sherman Hotel, Chicago, Monday and Tuesday (12-13) under the sponsorship of The Billboard. Other panel members at the table with Speer are, from left to right, Amico Barone Jr., Eastern States Exposition, Springfield, Mass.; Mrs. Ruth White, Ohio State Fair, Columbus; Larry Fairall, Iowa State Fair, Des Moines, and Don Davis, Indiana State Fair, Indianapolis. Other note-taking press chiefs from leading fairs are shown in the bottom photo as they listen avidly.

900 was in the till before opening day thru this sale which is conducted by drugstore chains, farm bureaus, banks and feed mills. He also described how, thru the use of International Business Machines, he has simplified the method of getting judging results to all necessary departments and to the publicity department in a minimum of time.

### TV Service

How to service television stations was discussed by Dick Fredericks, Michigan State Fair publicity chief. He creates a backlog of one-minute TV film strips and still pictures and a few days before the opening floods the four Detroit outlets with them. Then, during the fair, one strip is delivered to each television station daily. Fredericks advised that definite features should be set up for the TV stations, not to expect them to come out and hunt for their own.

Bill Masterson, manager of the Wisconsin State Fair, related how their selling all the milk you can

drink for a dime resulted in much publicity for the fair. L. (Doc) Cassidy, publicity and promotion chief at the Kentucky State Fair, advised the clinic that newspapers can be sold on selling themselves thru the fair. He also urged that in radio spot advertising to use 10-word messages but saturate the area to be promoted.

The use of disk jockeys was also suggested by several of those participating in the discussions. When a name recording star is to appear in a fair program, their records should be pushed during the pre-fair campaign. Donald Swanson, manager of the Michigan State Fair, told how they had built up their disk jockey coverage and today have seven originating their programs from the fairgrounds during the run.

Barone described a new promotion that will be tried at the Eastern States Exposition this year. They will hold twilight record hops in front of the grandstand, with six different disk jockeys conducting each one.

Other points discussed included handling of press passes, working newspapermen, themes for each year's run, beauty queens, direct mail campaigns, heralds, with many ideas thrown out by the various publicity and advertising men.

The headaches of having a network television show come to a fair were described by Barone, whose fair was visited last year by Steve Allen's "Tonight" show. In addition to much confusion and trouble, the visit cost the fair in the neighborhood of \$25,000, part of which was paid by one of the program's sponsors.

Other problems discussed were the newsprint shortage, which is expected to hike advertising rates and cut down space that could be devoted to publicity stories, and the difficulties encountered in servicing wire services with news results.

In addition to the sessions, a display of publicity and advertising material used by many of the fairs was on exhibit on the walls of the meeting room.



# New Location, Free Gate Spurs De Land

DELAND, Fla., — Figures released this week by Lee Maxwell, president of the Volusia County Fair which closed a successful six-day showing Saturday (10), confirm a healthy upswing in attendance since the annual was rejuvenated in 1954. A good children's day turnout on Wednesday (7) and a strong closing Saturday helped set a new record.

This year's free gate drew an estimated 30,000 as against 20,000 paid in 1955. Favorable influences were the new downtown location on the grounds of the new National Guard Armory. The drill floor of the Armory provides adequate space for industrial exhibits while the surrounding area is ample for tented exhibits, the Blue Grass Shows on the midway and a supervised parking lot.

Maxwell stated it was unlikely that the former fairgrounds would be used again by his association due to a state of disrepair of the present buildings there, the considerable distance from the city and the lack of space to expand parking facilities.

# Promotion Men Attend Clinic

CHICAGO — Included among the fair publicity and advertising directors attending the Publicity-Advertising-Promotion Clinic sponsored by The Billboard were:

Richard R. Reigleman, Pymatung County Fair, Jamestown, Pa.; Tom Conrady, Oklahoma Free State Fair, Muskogee; Edward G. Leidig, Allentown Fair, Allentown, Pa.; W. A. Uthmeier, Central Wisconsin Fair, Marshfield; Don Davis, Indiana State Fair, Indianapolis; Willard M. Masterson and Carroll Benson, Wisconsin State Fair, Milwaukee; Ray P. Speer, Minnesota State Fair, St. Paul; Ray LaPorte, Upper Peninsula State Fair, Escanaba, Mich.; G. W. (Bill) Wynne and Early Maxwell, Mid-South Fair, Memphis; Frank H. Kingman, secretary-treasurer, International Association of Fairs and Expositions, Winston-Salem (N. C.) Fair; Russ Moyer, Reading (Pa.) Fair; Virgil Pierson, Alabama State Fair, Birmingham; Bo Belcher, State Fair of Oklahoma, Oklahoma City; Ed Schultz, Nebraska State Fair, Lincoln.

Also Amico Barone Jr., Eastern States Exposition, Springfield, Mass.; Bill Lynn and Tom Reid, South Alabama Fair, Montgomery; Donald L. Swanson, Michigan State Fair, Detroit; Dick Fredericks, Free Press Building, Detroit, Mich.; Strothers G. Jones, Illinois State Fair, Springfield; Gus Becker, South Texas State Fair, Beaumont, Tex.; Harry Siegel, 623 N. W. Spring Street, Atlanta; L. (Doc) Cassidy, Kentucky State Fair, Louisville; Larry Fairall, Iowa State Fair, Des Moines; Sam Steiger and Mrs. Ruth White, Ohio State Fair, Columbus; Barney Chio, Louisiana State Fair, Shreveport; Bill Baker, New York State Fair, Syracuse; Virgil Miller and John Beach, Kansas State Fair, Hutchinson; Jack Vinson, Cooke County Fair, Newport, Tenn.; Ralph Lockett, South Side Virginia Fair, Petersburg, Va.; Norbert Kash, National Dairy Cattle Congress, Waterloo, Ia.; John Libby, Minnesota State Fair, St. Paul, and Bob Latta, Central Wyoming Fair, Casper.

## RAY LA PORTE:

# 'Safety Patrol Day' Builds Opening Day, Good Will

By RAY LA PORTE  
Secretary, Upper Peninsula State Fair  
Escanaba, Mich.

"SAFETY Patrol Day" . . . a day devoted to honoring elementary school youngsters who serve thruout the year as crossing guards . . . can be an effective attendance hypo and good will builder.

Our experience at Escanaba bears this out. Until four years ago our opening days had been duds from the standpoint of attendance. But in '52, with the co-operation of the Michigan State Police, "Safety Patrol Day" was introduced as the feature of opening day. Some 350 youngsters, wearing white arm bands and belts, participated.



LA PORTE

Last year no less than 2,000 patrol members, representing over 100 schools in our 15-county drawing area, took part. So did about 150 school officials who serve in the safety patrol program. Moreover, many parents who, like their children, otherwise might not have attended, were on hand.

Except for booking a special act of strong kid appeal—an educated horse act for '56—we no longer have a special program. Initially we presented such a program in a high school, but the tremendous growth of the turnouts forced us to discontinue that.

What we do is provide each patrol member with a ticket which entitles him or her to free admission to the grandstand, a free picnic lunch and four free rides on the midway.

**THE COST TO THE FAIR IS SMALL.** Most of the food for the picnic lunch is donated by dairies, bakeries, bottlers, etc., and the lunch, which is served on a production-line basis, is handled by the 4-H Club at a nominal charge to the fair.

We have found owners willing to give up four free rides. Like us, they are aware that the youngsters come to the fair with an average of about \$3 and that they spend this on the grounds, practically all of it on the midway.

The tickets are distributed at the fair because our fair operates in August when schools are closed. Transportation to and from the fair is provided by the schools, usually in school buses.

Teachers or school officials connected with the safety patrol program who attend also are honored. A dinner for them is given by the fair in a downtown hotel, and the fair strives to have an outstanding speaker at this event.

**SINCE THE INAUGURATION OF THE DAY,** our fair has reaped a harvest of good publicity from it. The American Automobile Association has done more than laud the day; it now presents a white raincoat to each patrol member who attends.

Schools give the day their wholehearted support. Area educators point out how it has helped them develop safety patrols in their schools. This, incidentally, had been no small problem. Winters in Upper Michigan are rugged. The average yearly snowfall is 140 inches in some of the northern areas. It is understandable, therefore, why youngsters didn't rush to get on the patrol. But, "Safety Patrol Day" provided a potent incentive. It also turned what had been a dull fair day into an exciting one.

## N. H. CONFAB

# Spread of 'One-Price' Gate, Grandstand Seen by Martin

CONCORD, N. H. — A one-price policy that will admit fair patrons to the grounds and grandstand may be widely adopted in the foreseeable future, Al Martin, head of the Boston talent agency bearing his name, told delegates to the New Hampshire Fair Association meeting here Wednesday (7).

Martin, who shared the guest speaker's platform with James A. Carey, director of fairs for the New York State Department of Agriculture and Markets, stressed the importance of grandstand shows in the forming of a complete, well-rounded fair. While acknowledging that many fairs showed a loss in the presentation of grandstand shows, Martin said the undeniable need for such attractions was sufficient reason for the fairs to absorb such losses.

He then peered into the future, envisioning grandstand shows as being coupled with the gate to form a packaged offering and a

"one-price plan." A number of fairs have used this plan successfully in recent years. The packaging of the gate and grandstand in one admission price has made it possible in some instances to raise the general admission. Other fairs have been content to retain their admission fees while aiming for greater attendance thru the appeal of a "bargain" offering.

The meeting was well attend with virtually all of the State's fairs reported represented. A business meeting was held at the State House in the afternoon. A banquet was held at the Eagle Hotel.

Dr. Dana Lee, association president, presided at the business meeting. Dr. R. W. Smith, secretary-treasurer, was toastmaster. Governor Dwinell and other State officials attended the banquet.

The banquet show was furnished by the Martin agency and GAC-Hamid. Martin offered Billy Kelly and the Pickerts. GAC-Hamid offered Al Avalon and the Shanghai Twins.

# Dominican Event Draws 400,000

Officials Pleased With Results Achieved; Closing Date Scheduled for August 16

NEW YORK — A reported 400,000 persons visited the Dominican Republic's World's Fair, Ciudad Trujillo, from its opening, December 20, thru February. The original attendance goal was set at 1,500,000. Since the event will run thru August 16, officials are hopeful that the goal might easily be reached.

George A. Hamid, associated with the event from its planning stages as director of the amusement zone, returned here last week after a five-week stay at the fair. He said government officials were highly pleased with the results achieved by the event to date.

Carlos Cabral, director general, was quoted as saying the fair had achieved its principal purpose to focus the attention of the world on the Dominican Republic, both to point up its achievement of peace and prosperity and its appeal as a winter tourist mecca.

## \$ Gain Not Sought

The possibility of monetary gain was excluded in the planning of the event. Immediate beneficial results were noted in increased tourist interest. The Ambassador Hotel, a plus 300-room hostelry, was sold out only a week and a half after opening.

Paul H. Huedepohl, executive secretary of the National Association of Amusement Parks, Pools and Beaches, echoed the praise of other Americans in describing the fair plant and its operation. Color slides taken by him depict the beauty of the structures, grounds and lighting effects.

Many American and Canadian fairmen have visited the event. They include Mr. and Mrs. Hiram McCallum, Canadian National Exhibition; John W. Leahy, Danbury (Conn.) Fair; Mr. and Mrs. H. H. McElroy, Mr. and Mrs. Stan Higman, Mr. and Mrs. Wilbur Ham-

ilton, Central Canada Exhibition, Ottawa, and Mr. and Mrs. Jack Reynolds, Eastern States Exposition, Springfield, Mass. Parkmen included Harry Batt, New Orleans, and John R. Singheiser, Louisville.

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If you are in the market for any type of entertainment

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**ERNE YOUNG**  
203 N. Wabash Chicago 1, Ill.  
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**SECRETARIES FAIRS-CELEBRATIONS**

We have available for Grandstand and Stage Shows

- Animal • Novelty • Musical
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Guarantee or percentage deals. Call, Write or Wire

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2021 N. 19th St., Sheboygan, Wis.

**FAIR Celebration, Centennial Committees Chairmen, Contact**

**JIMMIE DOWNEY**  
for  
ACTS — VARIETY SHOWS — GRANDSTAND ATTRACTIONS  
**JIMMIE DOWNEY**  
7733 Arthur Ave., St. Louis 17, Mo.

For Your Fair . . .  
Book  
**THE MALKO TROUPE**  
Flying Trapeze Artists  
**MIKE MALKO**  
P. O. Box 332 Bloomington, Ill.

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Whether your Fair, Celebration or Event calls for a \$50 display or a \$5,000.00 spectacle, you will find CONTINENTAL equally interested in giving you the most and best for your money. We carry adequate insurance. Send for our free catalog NOW. Write, wire or phone

**Continental Fireworks Co.**  
R. R. #4 Jacksonville, Ill.  
Phone R-4913 or 1351

**AUT SWENSON THRILLCADE**

WORLD CHAMPION AUTO DAREDE VILS THRILL-STUNT-COMEDY ACTS-PERFORMERS GET Your Name on Our List

Opening for Alternate Car Loop Rider, P. O. Box 1553, South Side Station, Springfield, Missouri.

**RIDES WANTED for FLOYD COUNTY 4-H FAIR**  
August 7-8-9-10.  
Contact  
**ROY E. BECK**  
Box 409 New Albany, Indiana  
Phone: 3-3441

# Morris, N. J., Plans Luring Horsemen

MORRIS, N. J.—A jamboree of New Jersey's horsemen has been planned by the Morris County Fair. Officials are inviting all riding clubs, as well as individual riders, to participate. As many as 500 riders are expected.

A parade and a day of games on horseback are being scheduled for the special day, August 25. Six area riding clubs are participating in the planning.

# Dunlap, Ia., Files Corporation Papers

DUNLAP, Ia. — Four-County Fair Association here has filed articles of incorporation with the secretary of state at Des Moines and will sell \$10 memberships in order to expand the fair.

In the past the annual has been sponsored by local business people for the residents of Harrison, Monona, Crawford and Shelby counties.

**4 Beautifully Costumed Girls 2 Racing Motorcycles**

**The CYCLEWHIRL, the Act Beautiful**

EXOTIC . . . THRILLING . . . SENSATIONAL

Beautiful girls, Sensational Costumes, Original. Now booking for all outdoor and indoor events. Beautifully presented and lighted. Lash Strobilite with terrific Magnesium Rocket Finale. Book through your agent, or write WM. SHILLING AGENCY, 1500 Broadway, New York City 36, or direct "SPEEDY" BABB'S, ALWAYS c/o The BILLBOARD, 2160 Patterson St., Cincinnati 22, Ohio.

**2 Revolving Perches Action, Action, Action!**



## Midway Earnings Continue Good At Dominican Fair

**Bernard (Bucky) Allen Given Full Charge; Concessions Popular; Rides Lack Appeal**

NEW YORK — Midway earnings at the Dominican Republic's World's Fair, Ciudad Trujillo, have been very good, George A. Hamid, director of the amusement zone, reported here last week when he returned from a five-week stay at the event.

The first contractual phase, which ended February 28, was extended thru April 27 by Hamid. He said that in keeping with a proviso in his contract he assigned the full amusement zone operation to Bernard (Bucky) Allen, who has

supervised and managed the setting up and operation of the fun zone from its inception.

A competition for the event developed as the original contract was about to expire, Hamid said. However, Gov. Alveras Pina, president of the fair commission, announced that no contracts for the leasing or purchase of midway equipment would be negotiated except thru Hamid.

### Everyone Renews

Hamid pointed up the success of the venture to date by noting that everyone of the concessionaires renewed for the additional period. Several, he said, have already expressed a desire to continue on thru the August closing.

Earnings figures released by Hamid note the worth of the event. Top business results on Saturdays, Sundays and holidays, he said, with only a few hours of good activity on weekday nights. However, concession earnings thru-out the week average \$8,000 to \$10,000 a night, excluding bingo, which is good for \$1,000 to \$1,500 on weekdays and double that amount on weekends.

Daily reports from Allen since his return indicate that business is holding up and that everyone concerned is making a dollar, Hamid said. Increased midway grosses are possible with Allen and the

(Continued on page 70)

## Blue Grass Winds Up Okay Florida Dates

EUSTIS, Fla.—Following this week's showing at the Lake County Fair here, the Blue Grass Shows will move into their Florida headquarters at the Pinellas County fairgrounds, Largo, for a three-week layover. The Specs Groscurth organization will prepare there for the move north and an April 19 regular season opening at the show's home city, Owensboro, Ky., for a nine-day stand. Bookings will carry the show thru November 19.

Last week the Volusia County Fair at De Land rated okay. The 11 major and 6 kiddie rides on the lot got a fair share of the spending. Back-end attractions included the George Pence Crazy Kastle, Frank Bambiro's Human Ape, Art Converse's Side Show, Mark Williams' Collette show, Harvey Wilson's Glass House, and two T. E. Zucchini attractions, Haunted Mill and Witch Castle.

Among the 45 concessions operating were strings owned by O. J. Weiss, Walter Cox, Francis Fornier, Morris Glinea and Russell Francis. Others included the Maw Halstead cookhouse; Bob Venner, bingo; William Taylor, scales and age; Clarence Docen, arcade; Cassidy's glass pitch, Schumann's bear pitch, and Don Phillips and Benny Bennett with grab joints.

## Hot Springs Club Honors Fairly At Memorial Rites

HOT SPRINGS — The Hot Springs Showmen's Association and its Ladies' Auxiliary paid tribute to its first president, the late Noble Fairly, at memorial services held here Saturday (10). Fairly passed away recently in a New Orleans hospital.

Lee Moss, club's first vice-president, opened the meeting. Rev. Wayne Buchanan, of the St. Luke Episcopal Church, delivered the invocation and benediction. Walter M. Ebel spoke for the men's club and Mrs. Carolyn Holt delivered the eulogy for the auxiliary. Mrs. Ethel Booth, president of the ladies' club, read the Twenty-Third Psalm and Miss Emogene Gunter sang two solos.

## DOMINICAN BINGO PRIZES COST 50¢

NEW YORK—More than \$50,000 worth of merchandise has been shipped to the Dominican Republic World's Fair, Ciudad Trujillo, for use by the bingo unit operated by Bill Jones. Weekday grosses average \$1,000-\$1,500, with the earnings on Saturdays, Sundays and holidays about double, according to George A. Hamid, amusement zone director. The fair opened December 20 and will run thru August 16.

## Heth Appoints Kunz Asst. Mgr.

NORTH BIRMINGHAM, Ala.—Al Kunz, for many years secretary-treasurer of the Hennies Bros. Shows and the Amusement Company of America and more recently in the real estate business, has been engaged as assistant to Floyd R. Heth, owner-manager of the L. J. Heth Shows.

In making the announcement, Heth pointed out that Kunz had been with the show during World War II years, when he served as its general representative.

Activities at the winter quarters here have been progressing satisfactorily, according to Heth. The show's power capacity has been upped to 400-kw. with the acquisition of a new 100-kw. transformer. Bill Bozeman is the show's electrician.

Two semis have been rebuilt to handle the show's new Dodgem ride.

## Penn Premier Sets Early Dates in West

HENDERSON, N. C.—Lloyd Serfass' Penn Premier Shows, which last year veered from long-played territory to travel New England, this year will turn to the West for dates in Ohio, Illinois and Michigan, according to an announcement in winter quarters here last week.

The show, which for many years held to the East, excluding the New England territory, will head for Ohio stands after nearly a month of opening activity in Virginia.

The opening date is set for Petersburg, Va., Saturday (31). The date includes two Saturdays and is designed to cover a payroll period at adjacent Fort Lee, major Army installation. This is the first time in memory that a show other than the Cetlin & Wilson Shows, which winters there, opened in Petersburg.

### Two Weeks in Richmond

Two weeks in Richmond, Va., and separate lots, will follow. The early dates virtually assure Penn Premier of first-in advantages in Richmond, despite the popularity of that town with booking agents.

The show will start its fair route this year at the Greene County Fair, Waynesburg, O. This is reportedly the first time that an organized show has played the event. Two other fairs are carded before the show gets into Virginia for annuals at Staunton and Fredericksburg. It will then play fairs at High Point, Mount Airy, Lexington, Laurinburg, New

Bern and Trenton, all in North Carolina.

A Round-Up has been added to the ride lineup along with a fourth Ferris Wheel and a Flying Scooter. Robert Fulton has booked three rides, bringing the total to 28. Fourteen shows are planned for the back end. New canvas has been ordered from the Dize and O. Henry tent companies. New tractor-trailer units have been purchased from the Fruehauf Company in Henderson and the International Harvester Company, Goldsboro.

Winter quarters activity is at its peak with 38 men at work.

## WOM Skeds New Drome

RICHMOND — Flash White will return to the World of Mirth Shows with his Motordrome, Frank Bergen, show manager announced last week.

While other possible show units are still contemplated, the lineup of attractions for the back end is now virtually complete.

## Royal Midwest Pacts Richmond, Ky., Fair

FINDLAY, O.—Royal Midwest Shows will provide the midway attractions at the Madison County Fair, Richmond, Ky., Bill Harris, shows' general manager, announced. Dates are August 8-11.

## Orange Show Fair For Frank Babcock

SAN BERNARDINO, Calif.—The Frank W. Babcock United Shows on the midway of the 41st National Orange Show here for the first time chalked up "fair" business despite the fact that attendance at the exposition was down the first seven of the 11-day run. The show closes Sunday (18).

The tabulation of attendance thru Wednesday night (14) showed that the Orange Show pulled 140,956, which is down 14,299 from the comparative first seven days of 1955.

For the date, Babcock brought in 22 major and kiddie rides, 100 concessions and six shows counting the Velare Bros.' Rotor and George Bryant's Arcade. Three new kid rides, a boat device and Highway ride made by Arrow Development Company in Mountain View, and David Bradley's Whirly Bird, made their debut here. Bradley's device had a successful trial run at the California Mid-Winter Fair in Imperial. The Babcock organization has an option to buy the ride.

### Staffers

Frank W. Babcock, show owner, went first class to put over the date. In addition to F. M. (Pete) Sutton Jr., manager, and Larry Ferris, business representative, top personnel included Bob Schoonover and George Hiscox, assistant managers. The show acquired the Schoonover Cavalcade of the West Shows during United show's run at the Imperial fair, which ended March 4. In addition to the managerial personnel, the show is using a full-time welder, carpenter and assistant, two mechanics and two head electricians.

Orange Show directors, who were entertained at a steak dinner Tuesday night (13), praised the open layout of the show. Only about 2,000 feet of concession

space was sold, with Steve Vaughn having the largest with his 60-foot Panda bear pitch. Cecchini & Levaggi had 23 stands.

The dinner was prepared by Jimmy Lynch, veteran food concessionaire, and served in a special tent. Josephine Lynch and Jeanne Branson handled the beverages. June Sutton was the hostess, assisted by Jimmy Hayden, Ann Mackey, Donna Freedman, Ella Mae Hunting, Helen Vaughn and Annabelle Patchett. Chefs were Charles Austin and Jockey Mackey.

### Back-End Line-Up

Shows featured on the midway included Harry Seber's Pigalle, Posing Show; Maie and Arch M. Askill's Hell's Belles, Illusion; Cal Lipes' Grand Canyon Horses and Snake Show, and the Riveros Troupe's Globe of Death, the latter making its initial appearance on the West Coast.

The Velare Rotor, spotted in the center back of the midway, was

(Continued on page 70)

## Ward Kick-Off Gets Strong Turnout, \$\$

BATON ROUGE, La.—John Ward's Pan-American Shows opened its season here Saturday (10) under ideal weather conditions, large crowds and good spending. Show was laid out on Nickelson Road, a half mile from the Capitol Building.

After two more weeks on two different locations in Baton Rouge, show is scheduled to head for Fort Polk at Leesville, La., and then into Arkansas, Missouri, Illinois and Iowa.

Ted Woodward, agent, was back here in time for the opening and will handle the office during the season. Owner Ward is much improved after a check-up in a New Orleans clinic.

Tex Roberts heads up the front end. On concession row are Dutch Wilson, Sailor and Evie Oliphant and Mr. and Mrs. Ralph Miller. Mrs. Tex Roberts is convalescing in Mobile following surgery and will join later.

## Conklins Book Back-End Units

HAMILTON, Ont.—The Conklin Shows have booked A. W. McAskill's Palace of Illusions and Glen Porter's Monkey Speedway for appearance on their midways at the Canadian National Exhibition, Toronto, and the London (Ont.) Fair. J. W. (Patty) Conklin booked the two units, his brother, Frank, announced here.

## Beam's Attractions Schedule First Season's Bow in South

WINDBER, Pa. — Beam's Attractions will open in the South this year for the first time. The opening date, a 10-day celebration, is set for Franklinton, N. C.

Other Dixie dates set and leading up to eight weeks of activity in Pennsylvania include Martinsville, Woodstock and Winchester, Va. Three weeks in Maryland will follow. A celebration at Charles Town, W. Va., will end that phase of the season.

Owner Merle Beam said promotional plans include advance ticket sales and tie-ins, fireworks and parades.

The fair season gets under way at Bel Air, Md., with the Montgomery County Fair, Gaithersburg, Md., following. The show then moves into Virginia for the Warren County Fair, Front Royal, a new event managed by Ken Gordon. Other Virginia fairs are the Tri-County Fair, Goochland and the

Nottaway County Fair, Blackstone.

### N. C. Dates Set

In North Carolina the show has signed the Two-Courty Fair, Roanoke Rapids; the Five-County Fair, Zebulon; Caswell County Fair, Yanceyville; Vance County Colored Fair, Henderson, and the Middle Atlantic Fair, Ahsokie. The show will end its season at the Tidewater Fair, Suffolk, Va.

Steve Decker will again manage the show, with Mrs. Merle A. Beam in charge of the office. Dick Seehoffer will have the girl show. Orville Hagen Jr. will have the Motordrome for the second season. Isaac (Junior) Mallard will produce several shows.

Show-owned concessions will be managed by C. H. Purkey, of Gastonia, N. C. O. F. (Slick) Furr has the cookhouse. Mr. and Mrs. Arthur Ducas will operate pop corn, candy apples and floss.



**MIDWAY CONFAB**

Walter B. Fox, widely known former general agent, who for some months has been under treatment for an eye condition, has suffered a relapse and is now partially blind in one eye. Fox, living in semi-retirement in Mobile, Ala., resides at 753 Conti Street.

Two well-known outdoor show-folk, Al Williamson and Mary Edith Magid, recently middle-aged in Miami. Williamson is a veteran concession operator, while the new bride, familiarly known as Ginger, is a sister of the three Lorow brothers, Side Show ops, and Raynell, Girl Show producer-operator. The groom will operate a string of concessions on two shows this season.

Herman (Smoky) Johnson is confined in Room 224, St. Anthony Hospital, Rock Island, Ill., and would like to receive letters and cards from friends. . . . Silent O'Brien was a recent St. Louis visitor en route to Chicago from a vacation in Long Beach, Calif., and Hot Springs. . . . Jerry Kasin, son of Mr. and Mrs. Andy Kasin, concessionaires, is scheduled to be discharged from the U. S. Army in July. Before returning to the U. S. he'll spend a month's furlough in Europe where he'll receive his discharge.

F. W. Cook reports from Roosevelt, Okla., that he'll have four rides out this season, two more than in '55. Cook will operate two on the William T. Collins Shows; his wife, Fern, will have one on Northern Exposition Shows, and his son, Buck, will operate one on the Brodbeck & Schrader midway. Cook will also have photos and pony photos on the Collins organization which will be operated by Little Bill Harris.

Ben Hoff, carnival jobber, is back in New York after a lengthy Florida tour, which included visits to the Miami and Tampa showmen's clubs. He is optimistic in his placing of orders for the coming season.

A. Hymes is back in New York after a lengthy vacation in Miami. He is getting ready to handle his novelty concessions at Shrine indoor circus dates in Pittsburgh, Hartford, Altoona, Pa., and Springfield, Mass.

Mr. and Mrs. Leslie Davis report they've just completed a good tour of schools with their mixed animal act. One of the Davis bears is currently on a wrestling circuit in Texas. . . . Johnny Daniels, veteran midwayite, is confined to Ward 411, Charity Hospital, 1432 Tulane Avenue, New Orleans, following major surgery.

Al and Mary Crane, concession operators, are celebrating their 25th wedding anniversary. The New York residents were married in Jacksonville, Fla. . . . Alex Rotter, who has the novelties, and Louie (Frenchy) Brown, over 12, at Rockaways Playland, motored to the funspot from their Detroit headquarters. . . . Al Simon, Arcade operator at the Rockaway spot, and Stanley Narmkof recently entertained representatives of the Genco Company.

W. A. (Slim) Taylor has the Merry-Go-Round at Turner Scott's Sea View Amusement Park in Daytona Beach, Fla. The spot opened its season on March 9.

**POP CORN**

May we send you a free sample of the NEW KEMPOP 40 yellow or white and place your permanent address on our mailing list? Boxes, bags, salt and seasoning.

**INDIANA POP CORN CO.**  
Muncie, Ind. 27 years in business

**BLUE GRASS SHOWS**



**FEATURING THOROUGHBRED ENTERTAINMENT**  
OFFICIAL 1956 OPENING OWENSBORO, KY., THURSDAY, APRIL 19, THRU SATURDAY, APRIL 28  
FOLLOWED BY CONTINUOUS ROUTE OF "FIRST-IN" INDUSTRIAL CITIES AND PAY ROLL TOWNS

**CONCESSIONS      SHOWS      HELP**

**CONCESSIONS**  
Hanky Pank, Prize-Every-Time Games of every type, Derby Racer, Short Range, High Striker, Age and Scales, etc.

**SHOWS**  
Want Wild Life, Monkey, Mechanical, Motor-drome, or any good Grind or Bally Show with own transportation.

**HELP**  
Foremen and Second Men for all major rides, Tilt, Rock-O-Plane, Roll-O-Plane, Octopus, Merry-Go-Round, etc. Man for front gate and towers. Useful Ride and General Help in all departments. All must be Licensed Semi Drivers.

**SHOW WILL LEAVE LARGO, FLA., WINTERQUARTERS FOR OWENSBORO, KY., MONDAY, APRIL 9**  
**WANT TO BUY FOR CASH—GOOD FUN HOUSE MOUNTED ON SEMI TRAILER.**  
ALL WIRE: C. C. GROSCURTH, GEN. MGR., BLUE GRASS SHOWS. WINTERQUARTERS: FAIRGROUNDS, LARGO, FLORIDA. OR PHONE: TAMPA, FLA., 74-9362

**GIRLS**  
Singers, Dancers, Girl Band  
**WANTED**  
Good Pay!  
Contact  
**TOMMY THOMAS**  
Club Mardi Gras, Key West, Fla.  
Phone 6-9147 after 9 P.M. nightly

**D. S. DUDLEY SHOWS**  
Opening Plainview Dairy Show, Plainview, Texas, April 13  
20 Fairs and Celebrations in Texas, Oklahoma, Kansas, New Mexico, Colorado and Nebraska.  
**CAN PLACE**—Hanky Panks of all kinds. Exclusive rights on Photos, Novelties and Jewelry.  
**CAN PLACE** Monkey Show (Maggie, contact), Motor Drome, Mechanical Show and any show not conflicting. Can place live Pony Ride and any non-conflicting Kid Rides.  
**HELP WANTED**—Can place few Foremen and need Second Men for 15 rides. Must be able to drive trucks with semi trailers. Need Electrician who can handle Diesel light plants, must be sober and reliable; good job for right man. Need few Hanky Pank Agents (Coke Ring Blackie, contact).  
Notice to Fair & Celebration Managers: Have few open dates in June and July. All answers to  
**D. S. DUDLEY, Box 71      Phone 2857      Mankins, Texas**

**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.

**BEAMS Attractions**  
OPENING—BIG CELEBRATION, APRIL 20, FRANKLINTON, N. C.  
**CONCESSIONS**—All concessions are open except eating stands. Prices you can afford to pay. Our promotions assure crowds.  
**SHOWS**—Can book any show appealing to family type of trade. Tops available. Especially interested in Animal Show of some kind.  
**HELP**—Foreman for Caterpillar, Second Men who can drive for all rides. C. H. Purkey can use percentage and Hanky Pank Agents. Show Scenic Artist starting April 16. Cookhouse Help, including good Griddle Man.  
**ADDRESS ALL COMMUNICATIONS TO**  
**BEAM'S ATTRACTIONS**  
BOX 367, WINDBER, PA.

**WANT—WILLIAM T. COLLINS SHOWS—WANT**  
"AMERICA'S LARGEST MOTORIZED MIDWAY"  
For a Star-Studded Route of Fairs  
Show opens Fargo, No. Dak., June 25. Have the following Fairs: Jamestown, No. Dak.; Fessenden, No. Dak.; Langdon, No. Dak.; Hamilton, No. Dak.; North Dakota State Fair, Minot, No. Dak.; Inter-State Fair, La Crosse, Wis.; All-Iowa Fair, Cedar Rapids, Iowa; Sioux Empire Fair, Sioux Falls, So. Dak.; Nebraska State Fair, Lincoln, Nebr.; Oklahoma Free State Fair, Muskogee, Okla.; Tulsa State Fair & Exposition, Tulsa, Okla.  
**RIDES**: Will book Caterpillar, Spineroo or any new and novel Ride. **SHOWS**: Will book any worth-while Grind Show. **CONCESSIONS**: Will book any Hanky Pank that is up to the standards of this show. **HELP**: Want Foremen for Scrambler, Round-Up, Tilt and Octopus; Second Men for all Rides. Want Man to handle Front Gate and Towers. Must be sober and reliable and have chauffeurs' licenses. Prefer married men, can place Wives as Ticket Sellers. **FOR SALE**: Kiddieland. Will give long lease to buyer of Rides for park. All replies to  
**WILLIAM T. COLLINS, Mgr.**  
801 E. 78TH STREET, MINNEAPOLIS, MINN.

**NOW BOOKING**  
Shows and Show People, all departments. Booked solid through November. Want to hear from Floyd Sheaks and Harold Crabb. Can place Ride Men on Merry-Go-Round, Ferris Wheel; also good, all around Office Secretary. Have 7 Rides for sale.  
All wires and mail to W. L. Farmer, 308-310 Insurance Bldg., Wilmington, N. C., or contact Archie Futrelle, Box 1472, Myrtle Beach, S. C.  
**CAROLINAS COMBINED SHOWS**

**SUNSET AMUSEMENT COMPANY**  
OPENING APRIL 26, EXCELSIOR SPRINGS, MISSOURI  
**EXCLUSIVES OPEN** | **CONCESSIONS** | **HELP WANTED**  
Photos, Long Range, Age and Weight, Six Cats, and Hanky for each. | Can use Short Range, Milk Bottles, Punks, Coke Bottles, Striker, Basket Ball, Dip and Hanky Panks. | Octopus Foreman; 2nd Men on Tilt, Dodgem, Cat, Rockplane, Kid Ride, Octopus, Merry-Go-Round, Front Gate, Towers.  
Want Operator for Fun House. Book Arcade and Drome. Winter quarters now open. All help must be sober and drive.  
**701 N. MAIN STREET      EXCELSIOR SPRINGS, MISSOURI**

**WONDERLAND SHOWS**  
Opening April 30, Washington, D. C. district line. 30th Annual Tour around Washington in proven spots.  
**RIDES**—Major and Kiddie, not conflicting.  
**CONCESSIONS**—Hanky Panks of all kinds. No concessions booked after opening.  
**AL PORTER**  
Route 5, Box 218, Frederick Maryland—or phone Washington, King 94562

**VIRGINIA GREATER SHOWS**  
OPENING EARLY IN APRIL, SUFFOLK, VA.  
WANT—Ex on Custard, Photos, French Fries, Novelties, Age and Scales, Mitt Camp (strictly English), Long and Short Range Gallery, Punk Rack, Bottle Ball Games, Basket Ball, Hi Striker, Bear Pitch, Bowling Alley. Want Agents for office Hanky Panks. Want Truck Mechanic.  
WANT—Girl Show Manager with two or more girls (Joe Mooney, answer). Wildlife, Unborn, Live Pony Ride, Monkey Show. We have tops. Have for sale complete 30x60 Minstrel Show Top, Seats, Blues and Stage. Mail and wires to  
**WM. C. (BILL) MURRAY**  
P. O. BOX 461, SUFFOLK, VIRGINIA (no collect wires, please).

**DAVIS AMUSEMENT CO.**  
OPENING APRIL 25  
Can use FIVE-IN-ONE, ANIMAL or FREAK SIDE SHOWS. 21-week season. Oregon route, mostly Fairs and Celebrations. No GYPSIES or Girl Shows. Experienced Ride Help needed, preferably those who can drive semi. Concessions not conflicting with what we have, such as Bingo, Guess Your Age, etc. Drinkers not tolerated.  
P. O. BOX 8354, PORTLAND 4, OREGON.

**Wanted—CONCESSIONS—Wanted**  
Hanky Panks April 2 thru 8, during Shrine Circus, Cincinnati Gardens, Cincinnati, Ohio.  
**Write H. Reed, P. O. Box 83      Newport, Ky.**  
Phone: Colonial 1-4449 between 6:00 and 7:00 p.m.  
For Sale: Short Range Shooting Gallery. Larry Gospodaski, come in April 1.

**FOR SALE**  
Sickness has forced me to sell my 36-foot 3-abreast Allan Herschell Merry-Go-Round; good, solid wooden horses; electric motor, fluorescent lighting; beautiful ride, ready to set up and start operating. Also German Band Organ built on wagon, in A-1 condition, ready to turn on and go; tuned and repaired in December, 1954; used 3 months. Both in storage since March, 1955. \$7,500.00 for Merry-Go-Round, \$5,000.00 for Organ separate, or both as a unit \$10,000.00. This is a steal. Have no pictures.  
**MABEL K. REID**  
P. O. BOX 398, GIBSONTON, FLORIDA      PHONE 46-3422



# PENN PREMIER SHOWS

*World's cleanest midway*

**LAST CALL—In City Limits of—LAST CALL**  
**PETERSBURG, VIRGINIA, SATURDAY, MARCH 31**  
 (Big Army Pay Day)—2 Saturdays

### CONCESSIONS

Can place Custard, French Fries, Derby Racer, Short Range, Glass, Fish Pond, Duck Pond, Novelties and any other legitimate Concessions. Can place some P.C. if you have Hanky Panks.

### SHOWS

Can place immediately Manager for Motordrome. Red Crawford, call me immediately, very important. Can also place Man to manage Monkey Motordrome. Col. Jeffreys can place Freaks to feature for big Circus Side Show. Thompson with Two-Headed Cow, phone me. Can also place any other good Shows not conflicting.

### RIDES

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-a-Plane; must be in perfect condition.

### HELP

CAN PLACE SOBER, RELIABLE RIDE SUPERINTENDENT WHO UNDERSTANDS RIDES AND CAN HANDLE MEN. Want to hear from good, sober, reliable Wheel Foreman. Also Help for Wheels, Tilt, Octopus, Kiddie Rides, Chairplane, Roll-a-Plane, Round-Up, Roller Coaster and other Rides. The following men contact me: Sam Young, Paul McIntyre, Ralph Whitney, Paul Smith and others who have worked for me. We leave quarters March 26.

Address all mail and wires to

**Lloyd D. Serfass, Mgr., Penn Premier Shows**  
 Henderson, N. C. Phone 7316, Henderson

No collect calls

## W. G. WADE GREATER SHOWS

Opening Ecorse, Michigan, March 29 through April 9. Great Lakes Steel property, West Jefferson and Tecumseh Avenue. First in fifteen years.

Wanted—Legitimate Concessions and Demonstrators of all kinds. Boxo Short Range Shooting Gallery, Photographic Gallery and Novelty Stands. Will sell exclusive. Snake Show, Monkey Show, Wax Show, Harry Moore, Mr. Tracey and Henney Hodges, get in touch. Show sets up March 26.

### C. D. MURRAY, Manager

18931 Preet Phone Vermont 8-0708 Detroit 35, Michigan

## LAST MIGHTY INTERSTATE SHOWS LAST CALL

OPENING MARCH 30, ALBANY, GA. — 2 FRIDAYS AND 2 SATURDAYS.  
 CATCHING AIR FORCE AND MARINE PAYDAYS  
 ALL PEOPLE HOLDING CONTRACTS, PLEASE ACKNOWLEDGE THIS CALL.  
 LOT WILL BE LAID OUT MARCH 28.

SHOWS: Will book any Grind Shows not conflicting. Dick Palmer wants Side Show Talker, Ticket Sellers, Inside Lecturer who does Magic, Working Acts of all kinds, good Annex Attraction, Small Girl for Blade Box, Bally Girls. Also wants for Girl Show, two more Girls; wardrobes furnished. (Larry P. Gorpodaypil, come in.) RIDES: Will book nice, flashy, Live Pony Ride and any Flat Ride or Kiddie Rides not conflicting with what we have. CONCESSIONS: All Hanky Panks open. Also Short Range, Long Range, Pottery Pitches, Parakeet Pitches, Age & Weight, Novelties, Photos, Diggers. "EX" on two Mitt Camps. Frozen Custard, Ice Cream Bar. RIDE HELP: Foremen and Second Men on all rides. Winterquarters open, come on in.

Replies to: H. B. ROSEN, Mgr., P. O. Box 226, Albany, Ga.  
 (Phone: HEMlock 6-3167)

## WOLFE AMUSEMENT COMPANY

**LAST CALL LAST CALL**

Opening Greer, South Carolina, Thursday, March 22. Spartanburg to follow

All people contracted come on to Greer.

OPEN MIDWAY. Book all Concessions. Short Range, Photos, Mitt, Fish Pond, Pitch-Tilt-Win, High Striker, Ball Games, Hanky Panks of all kinds. Book Count Store, Roll Down. Ralph Decker wants Inside Crew for Six Cat. Chost Charles Allen, wire me. WANT two good Grind Shows, reasonable percentage. Bob Hollingsworth, come on.

All Replies **BEN WOLFE, Box 277, Landrum, S. C.**

## BIG CITY SHOWS

WANT FOR MACON, GA., UNTIL MARCH 24; COVINGTON, GA., MARCH 26-31; THEN STRONG ROUTE NORTH

Can use Kiddie Rides, Pony Ride or any Major Ride not conflicting. Shows of all kinds including Girl Show. Concessions, well flashed Hanky Panks. Ride Help on all Rides. Al Bellows, contact. All wires:

**J. R. McSPADEN or JIMMIE ACKLEY, Macon, Georgia**  
 P.S.: Nello and Blackie Victor, come on.

## C. A. STEPHENS SHOWS

WANTED FOR MULBERRY LEGION FAIR AT MULBERRY, FLA., WEEK MARCH 26

Concessions working for stock. Shows: Side Show, Grind Shows. Rides: Pony Rides, Octopus.

THIS WEEK, WILLISTON, FLA.

## AMUSEMENTS OF AMERICA

OPENING SOON

SEE NEXT WEEK'S BILLBOARD FOR SPECIAL ANNOUNCEMENT

Can place Hankies, Operator for Fun House. Tony Masiello can place Dancing Girls. Jack Crawford, contact Jackie Owens here. Place Second Men on all Rides. Must drive semis.

JOHN VIVONA, P. O. BOX 1562, SUMTER, S. C.

## Carnival Dates Outlawed in Binghamton

BINGHAMTON, N. Y.—This town was chalked off the routes of several shows last week when legislation banning the appearance of carnivals was adopted.

The action resulted when the city council upheld the veto of a pro-carnival ordinance by Mayor Donald W. Kramer. Heated debate marked the council sessions as veterans' groups fought to preserve their fund-raising associations with the carnivals.

Considerable attention was given the fact that James E. Strates, owner of one of the nation's largest carnivals, was considered a native son. It was also pointed out that Strates owned considerable real estate, including a hotel and diner.

Altho holding out for the legislation, the mayor paid high tribute to Strates, both as an individual and business man.

The action is likely to affect as many as three or more shows, including the Strates organization.

## Midway Earnings

Continued from page 68

fair officials planning free days for children with reduced attraction prices.

### Little Interest in Rides

Altho attendance at the fair ran to a reported 400,000 thru February, interest in the rides has been disappointing. The natives, it is said, show no desire to get off the ground, with the result that such rides as the Ferris Wheel, and Octopus develop but a fraction of the appeal they have for fun-seekers in this country. Strangely, too, the Merry-Go-Round, despite its almost universal popularity, was reported holding virtually no appeal for the Dominicans.

Ice Varieties and Hermine's Midgets were two shows which did well at the fair, Hamid said. Each was booked initially for five weeks and had their runs extended by four weeks for a total of nine.

Allen is assisted by Louis G. (Dada) King and a local staff in the midway management, with Sam Beatty aiding Allen in supervising the concessions, Hamid said. Jim Bergen has been off the staff since February 4, he added.

The equipment owned by the World of Mirth Shows, which was recontracted for the extended run, will be returned about May 1 under Allen's supervision for the show's opening in Plainfield, N. J., late in May.

## Orange Show

Continued from page 68

managed by Charles Goss. The admission for the attraction for the date was 35 cents against the usual 50 cents.

Wednesday (14) was Showmen's Day on the midway with members of the Pacific Coast Showmen's Association and Regular Associated Troupers, both of Los Angeles, being hosted by Babcock.

Both organizations made it a social event and fund drives were not as diligent as in the past. The Troupers, however, raised \$3,500 on the United midway when the show played the Riverside County Fair & National Date Festival in Indio last month. Money is to be applied to the building fund, of which approximately \$10,000 on first mortgage is outstanding on the \$27,000 investment. Three notes have already been paid.

## Chas. Oliver To Operate Thirty Rides

ST. LOUIS — Charles Oliver, owner of Mound City Shows and veteran ride operator, will have a total of 30 rides in operation this season, 12 on his No. 1 unit, nine on the second unit and another nine operating at sponsored dates in this area.

Oliver this week reported he has closed contracts with 14 fairs, four centennial celebrations and upwards of 20 picnics. The revival of the fair at Mexico, Mo., was a welcome addition to the fair route.

T. Starkey has been supervising work at winter quarters here and one of the units will bow in St. Louis before the end of March. All units will be in operation by April 20, Oliver disclosed. Recent additions to the ride line-up include a Merry-Go-Round, Scrambler and Dodgem.

## A. J. Carl Buys Own WQ

DETROIT—A. J. Carl, owner of the A. J. Carl Shows, has purchased new winter quarters on 25 Mile Road, one mile east of Van Lyke Road in nearby Shelby Township.

The site is large, providing ample room for all of the show's trucks and the trucks and trailers of concessionaires who will go out with the show. Five buildings, two of them homes and three of which are used to house rides, are located on the site.

A complete machine shop is being built. Equipment already purchased for this includes an electric welding machine, electric saws and electric drill presses.

Buck Bowder heads a winter quarters crew of six men which already has repaired, rebuilt and repainted all but one of the show's rides, and that ride is to be given a thoro going-over in time for the April 1 opening at the Builders' Show in Centerline, Mich.

Concessionaires set to return are Frank Cook, who will operate a string of concessions and Mr. and Mrs. Ray Mayfield, who will have three concessions. Marian Petka is to operate Mrs. Carl's candy floss and apple concession. Barney Cain again will operate the long range gallery owned by Buck Bowder. Albert R. Petka will assist Carl, handling special assignments.

## Panacek Contracts Wis. Water Cele

MILWAUKEE — Belle City Amusements has closed to provide the midway attractions at the Fond du Lac (Wis.) Water Regatta, Charles G. Panacek, owner-manager, announced. Dates are June 23-24.

Panacek also disclosed that E. A. Bodart, former owner of Bodart and Blue Ribbon shows, will be with the show this year. Bodart will have popcorn, a Funhouse and Tubs of Fun. He will also operate his new Scrambler at some of the bigger fairs on the Belle City route.

## WANTED

Used Rides and Ride Help. Used Merry-Go-Round, Octopus, Rolloplans, Chairplane and Kid rides; must be cheap for cash. Need Ride Help to start now; Wheel and Tilt Men. "Cliff," call collect.

**A. R. BRIGGS SHOWS**  
 P. O. Box 366, Sta. G, Columbus 7, O.  
 Phone: Hickory 4-6604

## WHAT'S NEW IN CONCESSION SUPPLIES OR GAMES!

New Milk Bottle Game. 4 bottles, using a 12" softball. Bottles are \$5.00 and \$6.00 each according to weight. It's new.

Miniature High Striker with 40 numbers. This is a real honey. \$45.00 each. Will win its weight in gold before the end of the season, giving a prize every time, using following type of merchandise. Imitation Ronson Lighters made in Japan, 3-pc. Pen and Pencil Sets, Flashlights and merchandise of this type as big prizes and stum as small prizes.

Over 30 Under 11 Tables are still going strong ..... \$40.00 ea.

Buckets are still a good item \$5.00 ea.

The new Coke Bottle Joint that works like a Skillo is the best I have seen yet out of 5 different types... \$6.00 dt.

Six Cats, 2 various styles... \$10.00 and 12.00 ea.

Still the Old Reliable, Huckleley Buck Game ..... 30.00 ea.

Add a Ball Game ..... 25.00 ea.

Hope you all have a successful season

## RAY OAKES & SONS

P. O. BOX 4344 - TAMPA, FLORIDA

Telephone: Tampa 73-8121

## GEO. W. GORDON WANTS AGENTS

For Hanky Panks, Buckets, Six Cats. Boys who work stock only. Also need two Cat Boys and Caller for Cig. Block; Semi-Drivers preferred. All my boys get in touch with me at once. Opening April 18, Troy, N. Y. Write or wire to

**GEO. W. GORDON**  
 Rt. #1, Box 2041, Miami, Fla.

## SOUTHWEST AMUSEMENTS OPENING APRIL 1

**BARELAS FIESTA—ALBUQUERQUE**  
 Want Concessions that work for stock, Funhouse, Side Show, Animals, or what have?  
 Help on all rides—One Man who can take charge of rides.

**WILLIAM T. TUCKER**  
 2413 Franzen Rd., S. W.  
 Albuquerque, N. M.

## WANTED

Man to operate deluxe Long Range Shooting Gallery. We will furnish all equipment and work on a fifty-fifty basis.

**KING AMUSEMENT CO.**  
 Mt. Clemens, Mich.

## Want to Buy FUN HOUSE

Built on semi-trailer or straight job. Must be first-class equipment. No junk wanted. Please give full particulars.

**HARRY LOTTRIDGE**  
 1049 Jackson Pike, Columbus 23, Ohio

## PRODUCING AMERICA'S BEST CARNIVAL & CIRCUS SIDE SHOW BANNERS

**Snap Wyatt Studios**  
 Rt. 3, Box 559, Tampa, Fla.  
 (Phone: 44-2733)

## DELUXE MINIATURE GOLF

Cash in on MINIATURE GOLF. We install a completely furnished 18 hole course on your own site for \$8,500.00 up. This low overhead, profitable and repeat business plays to all ages. Hurry, get an early installation date. **BUFFALO OUTDOOR SPECIALTY CO.**, 67 Eilar Ave., Buffalo 11, N. Y. Phone Taylor 7344.

## AGENTS WANTED

Six Cats and Buckets. Open April 18, Lake Whitney, Texas, with 20th Century Shows.

**ROY T. DUFFY**  
 Riverside Park, Ruskin, Fla.  
 (Will be in Ruskin till April 1)

## Thank You

**RAY (SHEP) BLUMBERG**  
 Ray's Bar, Camden, N. J., for your Cadillac DeVille purchase.  
 "Save Money With Johnny"  
**JOHNNY CANOLE**  
 Phone 89-0206  
 8861 N.W. 18th Ave., Miami, Fla.



W.G. WADE SHOWS

Starting our usual Still Date Route late spring, opening in Michigan, followed by our excellent Fair Route starting Thursday, July 26, at DELAWARE COUNTY FAIR, Muncie, Ind.; then KOSCIUSKO COUNTY FAIR, Warsaw, Ind.; INGHAM COUNTY FAIR, Mason, Mich.; the UPPER PENINSULAR STATE FAIR of Michigan at Escanaba, and then the MICHIGAN STATE FAIR at Detroit.

-CAN PLACE FOR THE SEASON-

CONCESSIONS

Legitimate Games of all kinds, such as Ball Games, Age, Scale, String, Pitch-Till-You-Win, etc. Cookhouse, Photos, Names on Hats, Taffy Candy, etc. Outright Sales privileges open.

SHOWS

Outstanding Grind and Bally Shows of all kinds, Motordrome, Arcade, Monkey, Animal or Wildlife, etc.

RIDES

Opening for two Major Rides not conflicting, such as Looper, Fly-a-Plane, Octopus, etc.

RIDE HELP

Foremen and Second Men in general, also Helpers and Truck Drivers.

If you are looking for a good, friendly surrounding with past proven spots and money-getting territory, then this is the show for you. CONTACT AT ONCE.

All replies to W. G. WADE SHOWS

18110 Melrose Detroit 19, Michigan

G. P. O. Box 1488 Detroit 31, Michigan

CIVIL DEFENSE EXPOSITION

ONE OF THE LARGEST SPRING DATES IN THE COUNTRY. OPENING APRIL 11, WILLARD PARK, STATE & WASHINGTON STS., INDIANAPOLIS, INDIANA

Can place following Concessions—Novelties, Floss, Sno, Pronto Pups, French Fries, Scales & Age, Diggers, Arcade, Derby, African Dip, Punk Rack, Basketball, Balloon Darts, Huckley Buck, Coke Bottles, Fish Pond, Long Range, Hoop-La, Archery, Shiv Rack, Cork Gallery, String Games, Hi-Striker, Jewelry Pitch Concessions, Gadgets, Coils, Cards, Auction. Concessions listed have not been booked as yet. Space is limited. If interested, call, write or wire

PAUL MILLER

1006 FLETCHER AVE. Phone: Melrose 2-1978 INDIANAPOLIS, IND. Can also place reliable Agents. Joe Axel, call me; Mrs. Wickson, please get in touch with me.

PAGE BROS.' SHOWS

WANT FOR 1956 SEASON OPENING SPRINGFIELD, TENN., ABOUT MAY 1

Bingo, Cookhouse, Lead Gallery, Arcade and Hanky Panks of all kinds. Louis DuChien wants Girls for Girl Show.

RIDE HELP—Foremen for Merry-Go-Round, Ferris Wheels, Caterpillar, Rock-a-Plane, Tilt-a-Whirl, Comet, and Second Men for all Rides.

Grind Shows of all description, with or without outfits.

Featuring 4-ton Elephant Act nightly as free act.

"SHOT GUN" PAGE

BOX 244 PHONE 966-J SPRINGFIELD, TENN. P.S.: Business Manager with or without Concessions.

Ernie SYLVESTER CAROLINA AMUSEMENT SHOWS

FEATURING—"La FEMARITA" The Original Man Made Into a Woman

OPENING MARCH 29 GAFFNEY, S. C., and Going North

Will book Merchandise Concessions of all type. X on High Striker, Long Range, Diggers, Glass Pitch, Pan Game, Custard, Fries, Bingo. SHOWS—Best of territory for Novelty Shows of all kinds. Will place flashy Colored Girl Show with own outfit. RIDES—Any not conflicting with my 6. Foremen for Chair, Swings; Second Men on Wheel and Merry-Go-Round. 8 Fairs—2 Celebrations—Best 4th week on Eastern shore. All correspondence to ERNIE SYLVESTER, GAFFNEY, S. C., BOX 472, PHONE 8311. P.S.: Want Man and Wife for Popcorn and Fishpond.

Want—I. T. SHOWS—Want

FOR UNIT NUMBER ONE—OPENING EASTER WEEK

Merry-Go-Round Foreman, Ferris Wheel Foreman for Number Two Unit. Octopus Foreman and good, capable Second Men on all Rides.

Concessions Wanted: Popcorn, Candy Apples, Floss, Custard and all Hanky Panks that work for stock.

Contact Immediately: I. TREBISH

2686 Valentine Ave. Bronx, N. Y. Phone: LUDlow 4-3247, mornings until 9; nights between 8 and 12.

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

T. J. TIDWELL SHOWS

FIRST AND LAST CALL OPENING MARCH 29

All contacted report to Brownwood, Tex., Winterquarters. Good spring route, including Celebrations. Can place Photo, Jewelry and Hanky Panks of all kinds. Book Shows with or without own outfits. Ride Help who drive semis. Wives as agents or tickets. Have for sale complete set of Tilt Bull Plates and Intermediates; reasonable. All wire

T. J. TIDWELL

Tidwell Winterquarters Brownwood, Texas. Phone 2-7957

WANTED

Ride Foremen and Second Men on Wheel, 31-ft. Merry-Go-Round, Fly-o-Plane, Ride-o, Kid Rides for park at Virginia Beach, Va. Report to winter quarters, 10 miles north Jacksonville, Fla., on Route 17. Attention, O. H. Brown, James Bateman, Vaughn Montuale, Geo. Green, Robert Mallard.

LEO LANE

General Delivery Oceanway, Fla.

WANTED WANTED AGENTS

BILL McCOY WANTS

Agents for Buckets, 6-Cats, Swinger, Tip-Up Coke Bottle and Hanky Panks. Opening in Indianapolis, OPERATION-SCRATCH, at State and Washington Sts., on April 11. Will be on the lot April 8.

Present Address:

Paradise Park, Ruskin, Fla.

WANTED

Foremen for Scrambler, Wheel and Octopus. Also other Ride Help. Will book Concessions. Opening March 29.

MOUND CITY SHOWS 1417 Grafton St. St. Louis, Mo.

Wanted—Experienced Working RIDE SUPERINTENDENT

Prefer married man who can drive. Six Major Rides to take care of.

Bogle Shows

Arma, Kansas

Side Show, Acts Wanted

Fire, Tattoo, Magic, Novelty Acts of all kinds; we want two Female Impersonators, Freak to feature (no Sex), Girl for Blade Box. Show opens March 28, Clarksville, Tenn. Contact

FRANCIS DORAN

c/o United Exposition Shows Fairgrounds, Russellville, Ky.

AGENTS WANTED

Opening April 6, long season. Need Agents for Buckets, Swinger, 6 Cat; 6 Hanky Panks, all types; also Cookhouse Help. Must all be sober Agents. Write or wire. Leaving Cincinnati April 4. Contact CHAS. KREKLER, Route 2 Bethel, Ohio. Phone: Rockwell 3-2519. No collect calls. P.S.: Bill McCoy, where are the games? Buddy Thompson and Bill Brady, answer.

WANTED

Hanky Panks, Bingo, Custard, Popcorn and Candy Apple. Show not conflicting. Ride Help. Preacher Monroe and A. A. Sorrell, contact immediately; also Sam and Mary.

BUCK DENBY

Tropical Midway Shows, Columbia, S. C., March 19-24

ATTENTION, SHOWMEN! AT LIBERTY

MAGICIAN & INSIDE LECTURER

Formerly with Ringling Bros.' Circus. Only reputable showmen considered. Write to PRINCE JULIAN P. O. Box 93, Radio City Station New York 19, N. Y.

CARNIVAL WANTED

For Annual Celebration, Martin, Tenn., Week July 4.

20,000 estimated attendance. If interested write

A. W. FUGITT

Secretary of YMBC

111 McGill St. Martin, Tenn.

RIDE MEN

Can use capable foreman for M.G.R. and for Octopus. Also foremen and second men for other rides. Opening around May 1st.

HOLIDAY AMUSEMENT CO.

7418 State Line Kansas City, Mo.

Ferris Wheel Foreman WANTED

This is late model Eli Wheel. Good pay. Long season for sober, reliable man. Must be semi driver. Time is short. Wire or phone

JAMES H. DREW SHOWS

Augusta, Georgia Phone 83-190

CAPITAL CITY SHOWS

WANT

WANT

Opening Valdosta, Ga. (Downtown Location), Saturday, March 31—Two Saturdays. Moody Air Force Pay Day. Followed by Dawson, Ga., 100 Year Centennial; Downtown Location; First Show in Dawson in 5 Years. We Play Stearns, Ky., Fourth of July, for the 11th Straight Year—Best in the Country. Also 15 Bona Fide Fairs Until Armistice Day.

SHOWS—Wildlife, Mechanical, Drome, Monkey, Minstrel or any non-conflicting Shows with own equipment.

CONCESSIONS—Age and Scales, Coke Bottle, Photos, Short and Long Range, Custard, Novelties, Ball Games or any Concessions that work for stock.

HELP—Foremen for Allan Herschell 3-Abreast Merry-Go-Round, Wheel; Man to handle Kid Rides; Second Men on all Rides who drive semis. Can use Wives to sell Tickets. V. L. Collier wants Agents for 6 Cats, Buckets. Frank (Radio) Crawford, contact.

FOR SALE—Kiddie Airplane Ride, first \$300.00 takes it. Reason for selling, buying a new one.

All replies J. L. KEEF, Box 201 Valdosta, Georgia

GOLD MEDAL Shows

CAN PLACE FOR LOGAN, W. VA., MARCH 26-31

An Exceptional Route of Industrial Still Dates and 17 Outstanding Fairs

SHOWS: Will book or buy Glass House or Fun House. Can place Grind Shows of all kinds with own outfits. Have beautiful, complete outfit for organized Jig Show.

CONCESSIONS: All Hanky Panks at reasonable rates. Will sell "X" on Photos and Scale and Age. Can place some P.C. if you have Hanky Panks.

HELP: Have opening for capable Octopus Foreman and Second Men on all Rides who drive. CAPABLE MECHANIC WITH TOOLS. LOUIS SCHMIDDEKE, contact Marshall Green.

OPENING FOR FLASHY PONY RIDE.

JOHN J. DENTON

Joyland Park Phone: Walnut 5-1531 Charleston, W. Va.

ROSS MANNING SHOWS

OPENING APRIL 14, HIGH POINT, N. C.

12-FAIRS-12 5-CELEBRATIONS-5

Concessions: Long Range, Short Range, Basket Ball, Novelties, Coke Bottles, Pitch-Till-You-Win, Photos, Jewelry and Arcade. Want Agents for Buckets, Six Cats, P.C. and Hanky Panks. Contact Mike Roman at address below.

Rides: Kid Rides, Auto, Boats, Swings and Tank. Will book Flat Ride or Dipper. Shows: Man to operate Fun House, Man to operate Motordrome. Speed Lindsey, advise. Will book Grind Show.

Ride Help: Be in quarters April 1, High Point Fairgrounds. Walter McBroom, Diesel man, contact; lost your address.

Write or wire ROSS MANNING

1799 N.W. 28TH STREET Phone: Plaza 8-8812 MIAMI, FLORIDA

RIDES WANTED

Also Shows of merit: Funhouse, Monkey, Wildlife, etc. No Girl Shows. Few legitimate Concessions, such as Darts, Ball Games, Glass Pitch. No wheels or gambling.

PADUCAH, KY., CENTENNIAL, July 29 to Aug. 4 On Main Street In the Heart of the City

This is a bona fide centennial sponsored and backed by all civic and fraternal organizations, businessmen and labor, with everyone co-operating 100%. Paducah population over 50,000, with over one-half MILLION drawing population within 50-mile radius.

Contact: Jack Keiler, Columbia Amusement Co. ARCADE THEATER BLDG. PADUCAH, KY.

BUFF HOTTLE SHOWS

UNIT #2 Opening March 24 WANT FOR OPENING UNIT #1 Opening March 29 -Marrero, La. Baton Rouge, La.

Want Foremen for Fly-o-Plane and Ferris Wheel. Pete Parsons, Bob Cousert, Gene Richardson, Harold Wyman and Vincent Funicello, please contact. Also want Second Men on all Rides, must drive semis. Long season—top wages.

ALL REPLIES TO B. W. HOTTLE or ROMEO DUNN

BOX 833 (PHONE: 9159), COVINGTON, LA.

NOLAN AMUSEMENT CO.

OPEN APRIL 12 TO 21—SPRINGFIELD, OHIO

WANT CONCESSIONS: Can place Concessions of all kinds. SHOWS: Committee money only. HELP: Want Foremen and Second Men for Wheel, Merry-Go-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

PAN-AMERICAN SHOWS

Can place for two more weeks in Baton Rouge—two different lots. Followed by Fort Polk Celebration, Leesville, with Lake Charles, Alexandria, Monroe, La., and soldiers' payday in Greenville, Miss., to follow.

RIDES: Want Train, Airplane, Roller Coaster, must be attractive. SHOWS: Want Wildlife with own equipment. Operators and People for following Shows: Side Show, Girl Show, Snake Show, Monkey Speedway and Fun House. We have all complete, ready to go. Also want Motordrome. CONCESSIONS: Bingo, Cookhouse (large), Long Range, Custard, Age and Scales, Hi-Striker, Basket Ball, Cork Gallery, Palmistry (American), Bird Pitch and any Stock Concessions that use stock. HELP: Want combination Special Agent-Billposter; Riders on all Rides, must drive. Long season, good treatment. Also want combination Lot Man-Ride Superintendent. Want Diesel Electrician. ALL WIRES AND CORRESPONDENCE TO

Second Lot: 33rd & North Third Lot: 4523 Plank Rd. JOHN R. WARD, MGR., BATON ROUTE, LA., NOW; THEN PER ROUTE.

GIVE TO DAMON RUNYON CANCER FUND



# 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 Motordrome or someone to operate same.

**RIDE HELP:** Winter Quarters open any time from April 1. We have 2 celebrations and 11 fairs already booked. Fairs start last week in July.

**DICK COLEMAN,** Jensen Beach, Fla., until March 25. Phone 483 M. or **FRANCIS COLEMAN,** Box 886, Middletown, Conn.

**TERRIFIC - OUTSTANDING**

## NEW ANCHOR TENT FRAMES

for CONCESSION and 4-WAY TENTS

Engineered For 2 Years to Assure the BEST for SHOWMEN  
THE SHOWMEN'S CHOICE  
Best Delivery—Write Today—  
Low Prices

DESIGNED OF LIGHT WEIGHT — RUST PROOF ALUMINUM (1 1/2"x2") • HINGED LEGS, SLIP JOINTS • NO SCREWS, BOLTS, PINS OR KEYS.

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MFRS. OF CANVAS TENTS FOR ALL PURPOSES



## L. J. HETH SHOWS

(New Owner & Manager, Floyd R. Heth)

**SHOWS**—Want Grind Shows with own outfits. Low percentage.  
**RIDES**—Sorry, at this time we need no rides.  
**HELP**—BUILDER wanted immediately. Must be first class. Scenic Artist wanted also.  
**NOTICE:** Any correspondence addressed to the L. J. Heth Shows prior to this time please rewrite me now at address below.

**FLOYD R. HETH**  
P. O. Box 5515, North Birmingham, Ala.

## WANT

### FOR GREER AND BALANCE OF SEASON

Six Cat Agents, Buckets and Swinger; Whitey "Dizzy" Buck, contact me. Need Man to put up and down, also Six Cat Gunners and Ball Boys. Want Driver and Stock Man for Sem; Bob Roscoe, Jack Mandoza, wire. Pin Store and Razzie Agent for two outfits; Mae Chet Moran, George Taitan, come in. Girls for Girl Show; salary and bonus. Greer, South Carolina, ten days, March 22 through 31. Contact Wayside Inn, Greer, South Carolina.

**RALPH DECKER,** Business Manager,  
**BENNY WOLFE SHOWS**

P.S.: Henry Wilson, Nick Anniello, Larry Reese, contact me.

## WANT RIDE OPERATOR FOR PARK

LOCATED NEAR LA GRANGE, ILLINOIS

**WANT RELIABLE** neat Operator for like new #5 Ell Wheel. Also to assist me generally. If you drink at any time, save your stamps. Must like Children as we cater to Families with Children. Prefer married man past 40, tired of the road. Will place your wife. If you are the man I want and willing to prove your capabilities I have a proposition with an assured future for you.

Address **EARL H. BUNTING,** P. O. Box 428 **Ramsey, Illinois**

## CARROLL'S GREATER SHOWS

Opening the middle of May around the suburbs of Minneapolis. The 1956 route is bigger and better. Concessions: Want Photos, Cotton Candy, Snow Cone, String, Glass Pitch, Hi-Striker, Parakeet Pitch, Coke Bottle, Basket Ball, Long Range, Ball Games, Bumper and many others that do not conflict. Shows: Mechanical, Animal, Athletic or what have you.

**HELP:** Ride Help on all rides, must have chauffeur's license and stay sober; top wages and bonus. **RIDES:** Will book Rock-O-Plane, Rollo-Plane, Spitfire or will buy same if in good condition.

Have Glass Fun House on 28-ft. trailer and 2-15-kw. and 1-20-kw. Transformers for sale cheap. All replies: 10754 Central Ave., N. E., Minneapolis, Minn. Phone: Sunset 48018 (no collect calls please). P.S. Walter (Pee Wee) Falin, contact Ross Sinderson.

## 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, Iowa.

**RIDES:** Want Rides not conflicting for Fair route. **SHOWS:** ESPECIALLY WANT LARGE CIRCUS SIDESHOW. Also well-framed Mechanical Show, Blusion 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**

## ON THE WEST COAST 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 Lunge 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**  
7283 Bellairs Ave. Phone: Poplar 50909 or Poplar 50330 North Hollywood, Calif.

## 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. Foreman for Moon Rocket and General Ride Help, Manager-Caller for Bingo, Agents for Cigarette Block.

**SAM GOLDSTEIN,** General Delivery, Valdosta, Georgia, this week.

## CLUB ACTIVITIES

### Greater Tampa Showmen's Association

**TAMPA**—Sam Gordon wielded the gavel at the regular meeting aided by C. C. Groscurth, vice-president; Vernon Korhn, secretary, and Harry Julius, treasurer.

George Ringlin reported Bill Stophel had been discharged from the hospital and Rube Liebman was in the Sunshine Rest Home.

The new utility building, located back of the clubhouse, was reported completed. Club recently hosted children from the Mary Help of Christian School and the Happiness House of Sarasota at a party held at the Ringling Circus winter quarters. A special show was staged and the youngsters were treated to ice cream, cotton candy, peanuts and popcorn. Bobby Hasson, Earl Maddox, Irish Gaughn and Bobby Wicks supervised the event.

Following the meeting, refreshments were served to the 98 members present.

### Heart of America Showmen's Club

**KANSAS CITY, Mo.**—Due to the death of Past President Noble Fairly the charter was draped in mourning at the Friday (9) meeting.

A number of members attended the Fairly funeral in Leavenworth, Kan., Monday (12). Pallbearers included Raymond J. Clayton, Joseph T. Bowen, L. K. Carter, Joseph A. Clavton, George Hawk and George Sargent.

Most local showfolk are making ready for the season, with Hale's Shows of Tomorrow and Evans' United Shows set to bow here March 31. Carl Fritz visited from Hot Springs.

Final meeting of the season will be held March 23. First meeting next fall is scheduled for October 26.

### Showmen's League of America

**CHICAGO**—Highlight of the Thursday (15) meeting was a report by M. H. (Mike) Barnes on the progress being made in finding suitable housing for the organization. Barnes reported on several locations in the city but no definite steps were taken.

Maurice Ohren, president, was in the chair for the meeting. Also on the platform were Al Sweeney and Jack Duffield, vice-presidents; Bernie Mendelson, treasurer; Homer Briant, executive secretary; Sam J. Levy, Fred H. Kressman, Lou Keller and Barnes.

Lou Dufour, in from St. Louis for a few days, spoke briefly. Other members called upon included Phil Tyrrell, Sam J. Levy, Isaac Chap-

pell, Frank McDermott and Jack Lindahl. The membership was saddened by the death of Lou Torti.

Welfare committee reported Rube Liebman was confined in Sunshine Rest Home, 4119 River-view, Tampa.

The house committee reported plans were completed for the Saturday (17) St. Patrick's Day Party. Four new applications for membership were filed.

Refreshments were served the upward of 65 members attending.

### National Showmen's Association

Only 35 members attended the meeting Wednesday (14) since many are vacationing in the South or preparing their units for the road. President Snellens presided. On the dais were Morris Batalsky and Al McKee, vice-presidents; Harry Rosen, treasurer; Dr. Jacob Cohen, Herbert H. Leves, accountant, and Mrs. Weinberg.

Michael Wynn donated 25 new chairs for the television room. Al and Mary Crane are celebrating their 25th wedding anniversary. Visitors included George A. Hamid, back from the Dominican Republic; Joe McKee, Joe Gilbert, Herman Malek, Charles Young, Nathan Cutler Froom, Ward Graves, Morris Glass, Morris Black, Abe Rapps, William Kourmpates, Harry Mansfield, Sam Spitz and Julius Roth.

On the sick list are Louis (Lemons) Kronenberg, Kings County Hospital, Brooklyn; Joseph (Yosh) Agule, Hospital for Joint Diseases, New York City; Leo Brenner, Mt. Pleasant Hospital, Baltimore.

Birthday greetings at Frank Feit, Albert Halpin, 20; Pat Martino, Edward L. Rockefeller, 22; John J. Leonard, E. H. Stewart, Fred Zellermyer, 22; Allen Cohen, 23; Samuel Beaty, Louis Gordon, Fred Wardle, 24; Moe S. Silberman, 26; Maxie Herman, Isaac Stern, 27; Aaron Hymes, 28; George Reinhardt, Clyde Warbritton, 29; James W. McHugh, Louis Perry, 30.

### Show Folks of America

**SAN FRANCISCO**—Regular Monday night (12) meeting had President E. S. Fitzgerald in the chair. Also on the platform were Oscar Mattley, vice-president; Charlotte Porter, treasurer; Bonnie Townsend, recording secretary, and Lola Cox, financial secretary in place of George Simmonds.

Joe and Mary Richards, custodians, reported they were leaving on a vacation and that George Burmaster would take over their chores. Kathleen Elsmere was reported out of the hospital following surgery.

Doughnuts and coffee were served by the house committee.

### LEGAL ADJUSTER AT LIBERTY

With Concessions. Contact

**L. L. SHIPLEY**

7283 Alabama Ave. New Orleans, La. Phone: Victor 6413

### WANTED

Girls and Impersonators for two shows. The people who have been contracted, contact and join on wire. Julie Adams, Mr. & Mrs. Cox, contact.

**CLARENCE J. THAMES**  
c/o 20th Century Shows  
Box 224, Waco, Texas

### CONCESSIONS WANTED

AUGUST 21-25 INCLUSIVE

**FREDONIA FIRE DEPT.**

**ANNUAL GALA WEEK**

**FREDONIA FIRE DEPT.**

Fredonia, N. Y.

### RIDES WANTED

On percentage basis for Driving Range. A real live spot—in heart of town. (Have five-year lease. 400,000 population.) Contact

**KNIGHT-POUNDERS DRIVING RANGE**

7504 Dodge St. Omaha, Neb.

### DUE TO DISAPPOINTMENT WILL BOOK MOTORDROME FOR SEASON

**WILLIAM T. COLLINS SHOWS**

801 E. 78th St. Minneapolis, Minn.

### WANTED

Tattooed Lady, Snake Handler, Acts for 10-12 for Canadian tour. Bertie Wade, Artonia Gibbons, Jean Carroll, answer—send photo, state all.

**JOHN BALDASTY**

**Bernard & Barry Shows**

74 Ceady Ave. Toronto, Ontario, Can.

## \$PLASTER\$ 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.

## TENTS

\* CONCESSION \* CIRCUS \* CARNIVAL \*  
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**AMERICAN TENT CORPORATION**  
\* America's Largest Builder \*  
\* of Fine Show Tents! \*

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1192 BROADWAY, NEW YORK, N. Y.  
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324 N. HOLMES ST., PHOENIX, ARIZ.  
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**BILL SANDERS**

## PARAKEETS

**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 9-3210

### AGENTS WANTED

**Kenneth Ayliffe Wants**

Agents for the following: Pitch-Tilt-You-Win, Coke Bottles, Cork Gallery, Box Ball, Ten Pin Alley and Roll-down. Show carries approximately 12 to 15 Concessions and only one of each kind. You have the (X). All replies in care of

**LEE BECHT AMUSEMENTS**

P. O. Box 92 Mt. Healthy 31, Ohio

### PITCHMEN AND DEMONSTRATORS WANTED

FOR BIG HOME SHOW

To be held in City Auditorium, Joplin, Missouri, 5 days and nights, April 3 thru 6. Wire or phone:

**S. Warren Cogizer**

(Phone: Mayfair 4-5965), Joplin, Mo.

### 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**

Phone 468 Caney, Kansas

### WANTED

Experienced Ride Man. Year round job, good pay. Must be all around man, understand electrical work and carpentry. Prefer married man. Write

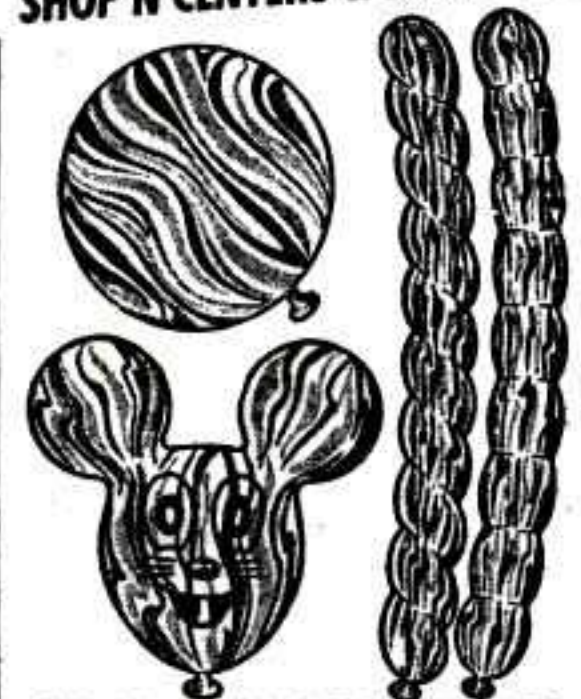
**MAX GRUBERG**

201 E. Broadway, Long Beach, N. Y.



## BARR FLASH

FOR KIDDIE LANDS, PARKS, SHOP'N CENTERS & DRIVE-INS



**NO. 26—ROUND BARR FLASH!**  
Beautiful mottled colors . . . inflates to Giant Size!

**NO. 560—GIANT BARR FLASH!**  
Assorted Knobbies and Spirals. Inflation up to 6"x60" . . . in brilliant mottled colors . . . stretched out BIG!

**NO. 12H—BARR FLASH LARGE MOUSE HEAD!**  
Inflates to 15" . . . new in design for no Larrys.

**NO. 11—BARR FLASH ALLOVER STAR IMPRINT**  
Red, white and blue for top patriotic holiday sales!

**SEE YOUR LOCAL JOBBER**

The **BARR RUBBER PRODUCTS CO.**  
SANDUSKY, OHIO, U.S.A.  
NEW YORK OFFICE: 200 FIFTH AVE., NEW YORK 10

**ELECTRIC PENCIL**

Professional Model No. 3. Great money maker for you wherever crowds appear. Guaranteed. Sold on approval. Originated 1931. Avoid clumsy imitations. Favorite of pitchmen, 5 & 10's, insurance agents, libraries, etc. Engraves fine, medium or big lettering in gold, silver or colors, "with just a twist of the wrist," on leather, silk, wood, plastics, cards, books, etc. With six rolls superior gold foil, rolls 1"x400", post-paid money order \$7.25. Extra six rolls, \$2.50. Will help sell more of almost anything. Order now—before too late. Also new model Burgess Vibro Tool for engraving metal, glass, jewelry, etc., with Diamond Point, \$20.90.

**R. E. STAFFORD, Electric Pencil**  
3360 N. Meridian St., Indianapolis 8, Ind.

**PITCHMEN!**  
Hawaiian **TI PLANT LOG**

Buy direct at lowest prices. Fresh stock and flash always available in New York for immediate shipment.

**ORCHIDS OF HAWAII, INC.**  
54 West 56th Street,  
New York 19, N. Y.  
Phone: JUDson 6-8950

**BINGO**

**SUPPLIES and EQUIPMENT**

7 and 10 color specials  
4-5-6 and 7 ups  
Midgets, 3,000 series—7 colors  
Paper and Plastic Markers  
Wire and Rubberized Cages  
Pencils—Crayons—Clips  
5x7 Heavyweight Cards  
Electric Blowers & Flashboards  
Lapboards Made to Order  
Free Catalog Available

**JOHN A. ROBERTS CO. INC.**  
817 Broadway, Newark, N. J.

when answering ads . . .  
**SAY YOU SAW IT IN THE BILLBOARD!**

## MERCHANDISE TOPICS

Word from Hall of Distributors, Inc., 8713 12th Street, Detroit, is that its 10-piece painter's kit has caught on and is moving in strong volume. The kit contains 10 different size pure bristle brushes, both for professional painters and home owners, which are ideal for furniture, walls and touch-ups. The firm guarantees them and packs them in attractive carton with see-thru lid. A sample kit is \$2.50, but the price is lower on quantity orders.

Imperial Gem Company, Spotswood, N. J., continues the sales of Titania gems, a diamond-like stone created by chemistry. Imperial says these gems have the beauty, sparkle and lasting quality of diamonds. They retail for \$20 per carat, but they cost you only \$8.50 with a \$1 discount per carat on the two-carat sizes or larger.

Kelsey Corporation, Meriden, Conn., has a machine that prints cards for fairs, carnivals and stores, plus stationery, labels, tags, advertising, etc. This is a unit at low price which can be taken along wherever you go. It is sold direct from factory and can reproduce raised printing like engraving. Write for details.

A & A Novelty Company, Cincinnati 36, is featuring all-weather plastic pennants. These 18-inch pennants are sewed on a heavy tape 100 feet long and are available in 48 assorted colors. The firm will refund your money if you are not satisfied. Priced at \$4 each, the price drops to \$3 each when a dozen is ordered. If you can use more, write for quantity prices.

A stock of closeout jewelry sets consisting of necklace, bracelet and earrings in satin-lined boxes is offered at \$12 per dozen by Cel-Max, Inc., 582 South Main Street, Memphis. The sets are styled with hand-set sparkling stones and simulated pearls in assorted colors. Made up in four fashion designs with 24-carat gold-plated pieces, the entire stock is priced to permit the operator to sell at substantial mark-up.

Danal Supply, 1228 Vine Street, Cincinnati, says you will make that easy buck with its large 12-inch electric skillet equipped with Westinghouse thermostat which may be had at \$7.50 each in lots of six. Another item offered is the General Electric equipped cooker-fryer which has six-quart capacity and is UL approved. These can be had for \$6.75 in lots of six. All orders will be handled c.o.d. Sample price of the skillet is \$8.25. A cooker-fryer sample costs \$7.25.

Concessionaires seeking items with strong appeal at low cost are urged to send for samples of the George Miller Company, 2332 Powers Way, Youngstown 2, O. One of the items is a portable electric chrome hot plate, sample-priced \$1.75. In dozen lots the price is \$1.50 each. The other item is Little Traveler, folding electric iron. It folds flat for traveling and has a gleaming finish. A sample is \$2.75. In dozen lots they are \$2.50 each. Both items are guaranteed by the firm for five years and will be shipped postpaid.

## PIPES FOR PITCHMEN

By BILL BAKER

**TIP AND LIL . . .**  
Hallstrom, who have been working screens at Florida spots, had a downtown corner during the run of Volusia County Fair, De Land, March 5-10. They report winter's business as comfortable but short of sensational.

**ALETHEA DEAN . . .**  
63, wife of Tom (Doc) Dean, former med show operator, died March 7 in Blytheville, Ark. (Details in Final Curtain.)

**ACCORDING . . .**  
to William G. Barnard, of Cleveland, the pitch fraternity was well represented at the March 3-11 Cleveland Home and Flower Show, which attracted about 200,000 paid admissions and was one of the most successful of the 13 shows held in the Northern Ohio city. Noted in the line-up of demonstrators were Murray Zuckerman, Mr. and Mrs. Archie Morris, Ruby Morris, Jerry Collins and Mr. and Mrs. Hal Halladay, kitchen gadgets, glass knives and julienne salad makers; Eddie Hess, cake decorators; Charles Paar, Bill Hocker and Mrs. Charles Ray, planers and lavender; T. G. Bowman, Mrs. E. Lorenzoni and Mrs. Marie Dinardo, ironing cord supports and jar wrenches; W. G. Barnard, Mr. and Mrs. Eddie Jones and Mr. and Mrs. William G. Barnard Jr., Vitamin and juice extractors; Bernie Wolf, maple products and fudge; Thomas Byrne, Don Jacobs, Milton Tweed and Betty Verdino, eye glass cleaner; Syd Pinkas, Irene Barber and Jan Walmore, magic pads and polish; Bob Eustico and Jack Mulvey, eye glass cleaner; H. L. Nelson, gummy glue; Lou Block, rug braiders; Fred Hibbard and Ed Brown, blades; Mrs. Wallie Spatz, silhouettes; Mr. and Mrs.

Bobby Marsh, flowers; Mr. and Mrs. R. V. Ferguson, hangers, and Mr. and Mrs. Gerald Brookins, Mrs. Harry Phelps and Mrs. Joe Claussen, trailers and equipment.

**IN HOPES . . .**  
of setting an example for other pitchmen to follow, John G. Ralston, after a long silence, penned in a load of news about pitchmen in the Detroit area. "I have been beefing to myself recently about Pipes carrying a lot of news about med sheet workers and little about folks I know," said Ralston, "when I suddenly realized that I have seldom piped in myself and was as much to blame as anyone, so here goes: Jimmy McNeil and Jack Siegel kept in form at the Detroit Sportsmen's show by selling programs. Kenosha worked dancing dolls to fair returns at the same show, while Eddie Bennett had the rubber and Speed ran the novelties by remote control from his sick bed. Bill Weiss rocked 'em in Chicago working fishing rods at the Sportsmen's Show there. We hear that he and his agent made a bundle. Ray (Butterball) Coffeen has had one operation and is scheduled for two more. He would appreciate mail from friends who may write to him at 11716 Evanston Avenue, Detroit. Jimmy McNeil, former dancing doll worker, has become a genuine 40-miler since going into the ice cream vending business several years ago. He still makes a few spots with dolls and his floss around Detroit. Roadmen who have joined Jimmy in the ice cream business include Mike Beriman, Jack Siegel and myself. Beriman, Curly Hayes and the writer worked novelties at the recent Louisville Shrine Circus for Eddie Marsh. Hayes left the ice show to make the date."

"I'm my own boss now!"



"I'm a hard worker and I have some pretty good ideas, but I never had the capital to go into business for myself. Today I still work pretty hard but now it's different . . . now I am working for myself; making big money. And believe it or not, I started my own business without investing one cent. I sell the best-known famous-brand products and there's no risk, no inventories to tie up my cash!"

**HERE'S HOW IT WORKS:**  
The H. B. Davis Corp. supplies you with your own personalized NAME BRAND CATALOG, beautifully illustrating over 1,000 fine products: appliances, cookware, silverware, housewares, tools, clocks, jewelry, watches, etc. . . . from firms like Remington Rand, Richelieu, Gruen, Ekco, Royal, Elgin American, Presto, Anasco, Bissel, Peppercell, Eversharp, Hoover, Dormeyer, William A. Rogers and many, many more. The only name that appears on these super-selling catalogs is your name. (Cover has blank space for your own imprint.) The only prices shown are list prices (the confidential dealers' price list gives you your cost). Complete lines of all items are stocked in our huge warehouse for prompt shipment of your orders within 24 hours. With this tested, money-making catalog plus the streamlined support of the H. B. Davis organization, the pioneer in the field of direct selling, you're ready to start your own business with no investment.

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Send for your FREE COPY OF THE H. B. DAVIS CATALOG and see for yourself why it's a sure-fire sales-getter. Don't delay—mail the coupon below for your free catalog NOW.

**NO INVESTMENT NO INVENTORY**

**THE HOUSE OF NAME BRANDS**

**H. B. DAVIS CORP.**  
145 W. 13th St.  
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Gentlemen:  
I want to start my own name brand business with no investment. Please send me a free catalog (no obligation of any kind).

Name   
Address   
City  State

**Para-Shooter**

**The PARACHUTE SHOOTER**

**This is a good item for demonstration**

This Acme Parachute for the last 24 years has been one of the most fascinating and fast moving Toys ever offered to the trade. Made as economically as possible by a company with experience and with tried and proven materials. It is simple and foolproof in operation. Can be used indoors as well as outside.

**FOR COMING EVENTS CHECK THE BILLBOARD**

1-A Parachute packed in red and green foil tubes.  
1-AP Parachute packed in red and green plastic tubes.  
1-APS Sewed Parachute packed in red and green plastic tubes.

**ACME TOYS** 2333 ABBEY AVE. CLEVELAND 13, OHIO

For Toy Parachutes be sure and get Acme, the Time-Tested Product.

**OVER 3000 TERRIFIC VALUES!**

**BRONZE METAL HORSES**  
10 1/2" . . . \$19.20 per doz. | 4 1/2" . . . \$8.40 per doz. | 4 1/2" . . . \$3.75 per doz.  
8 1/2" . . . 15.00 per doz. | 5 1/2" . . . 6.40 per doz. | 3 1/2" . . . 2.40 per doz.  
Knife & Sheath, 6 1/2" Pearlized Handle, Doz. . . . . \$4.90  
Lipstick Lighters, Doz. . . . . 1.20  
New Catalog Now Ready . . . State Your Business.

**B. PALMER SALES CO.** 1433 Second Ave. Dallas, Texas

**PERFUMES**

Write for literature on hundreds of fast selling packages of Perfumes, Colognes, Sachets and Cosmetic Sets. We offer the largest fragrance line for the direct salesman. Also General Household Items.

**GOODIER**  
DEPT. BB, 400 N. BISHOP, DALLAS, TEXAS

**Trudelle Creations, Inc.**  
137 Greene St., New York 12, N. Y.  
24 hr. phone, SP 7-2377  
Catalogue on Request.

**Jacko**  
(Season's hit)  
Dancing Chimp 20"  
Long, Shaggy, Flexible Arms & Legs. Dances, Hangs, Stands & Cuddles.  
= 320 Chimp \$24 Doz.  
= 317 Chimp, 530 Doz. 23" Size

*Here at Last!*

**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.

Necklaces only \$ 5.50 doz.  
60.00 gross

Assorted Colors. Please send check with order. We pay freight.

**Customercraft**  
JEWELRY MFG. CO.  
76 CUSTOM HOUSE ST., PROV. 3, P. 1

**GIVE TO DAMON RUNYON CANCER FUND**



PITCHMEN DISTRIBUTORS! CONCESSIONAIRES!



You, too, can clean up... with new automatic self-wringing sponge rubber mop.

Sensational sales at all Home Shows, Farm Shows, Conventions, Sports Shows, Fairs.

Cash in on big demand for Kleen-Rite, the self-wringing mop of sponge rubber, with the exclusive patented features. This is a "natural self-seller." Sells in practically minutes... sells before the quick demonstration is over.

BIG PROFIT MAKER Fastest Take Per Pitch. "Beats anything I ever saw for making quick cash sales." B.H. - Missouri.

- Lever up high keeps hands dry. Wrings self with flick of finger. Cleans floors, walls, rugs, ceilings. 5-year quality guarantee. Satisfaction or money back guaranteed.

OVER 100% PROFIT

Every housewife wants the Kleen-Rite household size. Janitors, institutions buy jumbo size. Sensational flick-of-finger action automatically rolls out dirt. 2-way sponge rubber head. Kleen-Rite scrubs, washes, waxes, dusts better, cleaner, faster. Get the facts including Free Sample Offer, Now!

DAYLESS MFG. CO., INC. 3257 N. Western Ave. Chicago, Ill.

Dept. B-8 MAIL COUPON NOW!

DAYLESS MFG. CO., INC. 3257 N. Western Ave. Dept. B-8, Chicago 18, Ill.

O.K. Send me complete selling outfit and sample Kleen-Rite mop, \$3.00 enclosed.

Send free details about your selling plan & free sample offer.

Name Address City Zone State

Free Wholesale Catalog

CONTAINING

- Expansion & Photo Idents Heart & Disc Pendants Aluminum Chain Idents Rings Pins Pearls Closeouts, Etc.

SEND FOR YOUR COPY TODAY Please state your business.

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A BEST SELLER—BRAND NEW 5 COLORS silk screened amazing novelty T Shirts and never before offered novelty Gob Hats. Exclusive, cannot be bought elsewhere. World's famous French-type Perfumes, 100% profits; details free. "Husk" O'Hare, 5732 North Kenmore, Chicago 40, Ill. mh31

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Sell Eisenhower Plaques, Paperweights and Buttons BIG PROFITS. EVERYBODY BUYS Send \$2 for samples and price list prepaid at ONCE.

Geo. W. Brink General Delivery St. Petersburg, Fla.

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- E-1—Tailored earrings, asst. gr. \$15.00 E-2—Stone earrings, asst. gr. 18.00 P-1—Stone & Tailored Brooches, asst. gr. 16.50 B-1—Charm & Link Bracelets, asst. gr. 24.00 T-1—Tailored Tie Sets, boxed, asst. dz. 3.50 T-2—Stone Tieside Sets, boxed, asst. dz. 4.50 R-1—Ropes, all-head, 1. dz. 3.00 R-2—Ropes, chain-be, 1. dz. 2.00 R-3—Men's stone rings, asst. dz. 2.75 2160 rhinestone neck & earrings, boxed, asst. dz. 7.20 2164 rhinestone neck & earrings, boxed, asst. dz. 9.00 2256 3-piece pearl set, boxed, dz. 12.50 1262 3-piece rhinestone set, dz. 18.00 P-45 3-piece rhinestone set, dz. 30.00 C-3 3-piece rhinestone set, dz. 45.00 3052 3-piece rhinestone set, dz. 40.00 3870 3-piece rhinestone set, dz. 51.00 W-7 piece Watch set, each 6.95 C-1—Cufflinks, carded, dz. 1.25 L-1—Ronson Type Lighter, boxed, dz. 8.75

Try samples of any items listed above at reg. prices. 20% deposit, balance c.o.d.

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DECALCOMANIA TRANSFERS NOW OFFERED

in small quantities; quick delivery; an attractive name plate on your product is the best advertising medium. Side line salesmen wanted; also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," X-L, Boston 10, Massachusetts. ch-np

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FABULOUS SELLER—RIVA ITALIAN PERFUMES, priced, \$7.50; rush \$1 for sample and details. Yost Enterprises, 4803 Toland Way, Los Angeles 42, Calif. mh24

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. mh31

FAMOUS MFR. CLOSEOUTS

- Stoned or tailored Earrings, \$2.00 dz. Pierced Earrings on Display, 1.50 dz. Charm & Link Bracelets, asst., 2.50 dz. Lord's Prayer Neckage, boxed, 3.00 dz. Summer Necklaces, asst., 3.00 dz. Children's Jewelry, boxed, asst., 3.00 dz. Shorty Tie Slides, carded, 1.95 dz. Cufflinks, carded, 1.95 dz. Cameo sets, boxed, 7.20 dz. Anklets, G.F., carded, 3.50 dz. Crazy Initial-Pins, carded, 7.00 gr. Tie Slide sets, asst., 5.00 dz.

Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.

SAMUEL SILVERMAN & CO., INC.

1820 Westminster St., Providence, R. I.

GADGETS, GIFTS, GIMMICKS, GAGS, NOVELTIES, Wholesale catalog, free samples, 25¢. Dohn-Marks, 2308AJ South 9th Avenue, Maywood, Ill. mh31

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Dozen, \$15.00. Single Sample, \$2 Men's or ladies' styles; order now.

JACK EASTWOOD Chillicothe, Ohio

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LADIES' NYLON STRETCH HOSIERY, perfect fit for all type of legs; never wrinkle or sag, wear longer; sizes: small, medium, large; 51/2, \$8 doz.; 6015, \$8.50 doz. plus free gift. Postage extra. Braeh's Dist. Co., 174 Pawling St., Haganan, N. Y. ap28

LIST OF FOREIGN FIRMS SEEKING agents for their products, \$2. Max Saltzman, Dept. Billboard, 7635 Hind Ave., North Hollywood, Calif. ap28

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. I. mh31

NEW GENERAL RELIGIOUS, COMEDY "7"x11" Signs; cost 7¢, sell 50¢, 2,000 different slogans. Sample free! Lowy, 812 Broadway, Dept. 919, New York 3. mh31-ch

IMMEDIATE DELIVERY

New Assortment of Mfr. Close-Outs

- Tailored Earrings & Pins, \$1.50 dz. Charm Bracelets, asst., 3.00 dz. Pierced Earrings, beautifully gang carded, 1.50 dz. Enamel on Copper, Pin, Earrings & C/L Men's Tie Slide & Cuff Link Sets, boxed, 5.00 dz. Floral Bracelets, reg., 4.80 dz. Cultural Pearl Necklaces, Pins, 2.50 dz. Ropes, asst., 3.00 dz. Ladies' Stoned Rings, asst. dz., 3.00 dz. Pin & Earring Sets, reg. 3.98 boxed 7.20 dz.

EXTRA SPECIAL!

1 gross \$200 Assortment every piece different. Stoned, Plastic Sets, Boxed, Necklaces, Bracelets, Earrings, Kiddie Sets, Bibs, Chokers, Pearls. All fancy goods from large manufacturer's bankrupt stock. Values up to \$5.98. Gross lots only, \$45 gross. All 24 Hour Service. 20% deposit with order, balance C.O.D.

KAREN ORIGINALS Bristol, Connecticut

NEW FLASHY "7"x11" SIGNS; LIGHT reflecting, illustrated, color blended; 2,000 varieties; sample, 10¢; 12, \$1; 100 best sellers, \$6 postpaid U. S. only. Koehler, 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 everywhere; 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. ch-tfn

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USE NUTRI-HI

Contains 32 amazing high potency vitamins, minerals, lipotropic substances in small tablets. Helps vitamin deficient folks feel ever 10 years younger. Vital Geriatric substances strengthen iron depleted blood in 24 hours. A \$19.50 VALUE—ONLY \$6.95 SATISFACTION OR MONEY REFUNDED WATCHING PRODUCTS CO. Verona 11, New Jersey

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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

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CALIFORNIA SEALS, SEA LIONS—WILD or trained; main suppliers zoos, circuses thruout world. Marine Enterprises, Inc., Hermosa Beach, Calif. ap14

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PARAKEETS FOR CARNIVALS, 85¢ EACH. Minimum order, 4 doz. Cages, \$4.80 doz. Canaries, Flash Cages, Monkey, Rats, Mice, immediate shipment. Terms part cash, balance c.o.d. Estab. 1907. National Pet Supply, 3029 Olive, St. Louis 3, Mo.

SALESMEN! CARNIVAL MEN! WAGON JOBBERS! MEN'S WOMEN'S New Styles BENRUS ELGIN WALTHAM GRUEN BULOVA WATCHES Guaranteed LIKE NEW! ASSORTMENT OF 10 for \$72.95 (Sample Watch \$8.95)

Choice Lot— Famous WATCHES, 6 for \$49 With Expansion Bands

Special Close-Out! Men's Elgin, Waltham WATCHES \$6.95 WHILE THEY LAST 6 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.

You Always GET A BETTER DEAL AT WEINMAN'S 182 S. Main St., Memphis, Tenn.

#169 Ever-popular 1 carat center stone PLUS 3 square cut side sim. DIAMONDS. May be had with white or red side stones. Fabulous. Terrific buy. 16 kt. gold finish. Minimum order—\$5. \$33.00 DOZ. Min. 3 doz. lots. Less than 3 doz. lots, \$32.50 doz. \$33 GROSS plus postage Sterling Jewelers, Inc. 1975-77 E. Main St. Columbus 5, Ohio Phone: FAirfax 3123 Send for Catalog

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You Can't Beat BRODY for Merchandise We Carry a Complete Line of ELECTRICAL APPLIANCES—Household Goods—GLASSWARE—Clocks—LAMP—Assorted Novelties—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—CARNIVAL GOODS—Premium Goods—SPECIAL AUCTION GOODS—Small Novelties for Give-Aways. 84-PAGE CATALOG AVAILABLE FREE. SEND for Your Copy Today. M. K. BRODY 1116 S. Halsted St., Chicago 7, Ill. L. D. Phone: MOnroe 6-9520 In Business in Chicago for 37 Years

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1 Type or print your copy in this space: 2 Check the heading under which you want your ad placed: 3 Indicate below the type of ad you wish: 4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display Classified Ads will be billed if credit has been established.



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POLARBEARS, ONE PAIR, IMPORTED...

PYTHONS, RETICULATED, 20 TO 22 FEET...

SHOWMEN, NOTICE—WILL SELL, BUY...

BOMBERSAULT DOG, FEMALE: ALSO FOUR...

SPIDERS, 30 CINNAMON WHITEFACE...

525 ASSORTMENT BIGGER THAN EVER—...

1956 BABY BEAR CUBS, IMMEDIATE...

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MAKE MONEY WITH POPCORN, SNOW...

THERE'S BUCKS IN BUCKSKIN, SEND 50...

WANTED TO BOOK MAJOR AND KIDNIE...

COSTUMES, UNIFORMS, WARDROBES

COSTUMES FOR SALE—NEED SPACE...

PANEL & BRA SETS, 35; CLOWN SUITS...

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS—CAR...

CAROUSEL, 24 GALLOPING, 2-ABREAST...

FOR SALE—SECONDHAND SHOW PROPERTY

AN EIGHT (8) PLANE KIDNIE AIRPLANE...

ALL-WEATHER Plastic Pennants

Durable—Tough—Brilliant

A & A NOVELTY CO. Cincinnati 36, Ohio

BASEBALL PITCHING MACHINES (3),...

BARGAINS, NEW & USED CRETORS 41...

BUILD KIDNIE RIDES FROM TESTED...

COMPLETE WILD LIFE, TEN ANIMALS...

CONCESSIONS AND RIDES WANTED—...

G-12 MINIATURE TRAIN, EXCELLENT...

KIDNIE TRAIN, SMITH—SMITH JEOP...

LATE MODEL SPITFIRE FOR SALE, GOOD...

ODDS AND ENDS FOR SALE OUT OF SHOW BUSINESS

One Roll-O-Plane, Two Transformers, one...

POPCORN CONCESSION TRUCK, NEWLY...

SHUFFLE-BINGO—A NEW SKILL GAME...

STEAM TRAIN BY OTTAWAY, 1954 MOD...

TRAILER MOUNTED AUTO RIDE AND...

TRAINS—ALL SIZES, GAUGES, TYPES...

TROLLEY CAR RIDE—SEATS 12 KIDNIE...

3 ROMAN TARGETS, COMPLETE, FAST...

20 SMALL PONIES, CONSISTING OF 15...

3,500 FOLDING CHAIRS, PARK BENCHES...

MAGICAL APPARATUS

A BRAND-NEW #24 CATALOG—MIND...

BUSINESS CARDS PRINTED, SPECIAL...

PROFESSIONAL VENTRILOQUIST FIG...

SUB-MINIATURE RADIOPHONE FOR MEN...

VENTRILOQUIAL, \$70 UP: PUNCH FIG...

BECOME A HYPNOTIST! JUST ABOUT...

MARVELOUS SIDESHOW ILLUSION, "THE...

YOUR NAME IN HEADLINES ON STAND...

M. P. FILMS & ACCESSORIES

NEW RENTAL CATALOG 16MM SOUND...

16MM SOUND WESTERNS FOR OUTRIGHT...

16MM, 4,000 SOUND REELS DIRT CHEAP...

PERSONAL

BEAUTIFUL CHARCOAL PORTRAIT DONE...

MAIL RECEIVED AND FORWARDED—...

"SCRUB BOARD" ROY WALLACE SAYS:...

WILLIAM GAMBLE OR CABELL OR...

PHOTO SUPPLIES DEVELOPING-PRINTING

BUY PIEDMONT D.P. CAMERAS, ALL...

COMIC FOREGROUNDS AND BACK...

PHOTO BOOTHS, CAMERAS, D.P. PAPER...

PHOTOMOUNTS FROM MANUFACTURER...

ALWAYS LOWEST PRICES, FASTEST...

200 8 1/2 X 11 LETTERHEADS, 200 6 1/2...

1,000 EMBOSSED BUSINESS CARDS, \$2.95...

SALEMEN WANTED

AD MATCHES SELL AMAZING DESIGNS...

ANYONE CAN SELL FAMOUS HOOVER...

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES—OUTFITS...

WANTED TO BUY

CALLIOPE OR PLAYER ORGANS IN ANY...

SEVERAL STUFFED BUFFALO (FULL...

TRAINED ORGAN GRINDER MONKEY...

TWO DIRECT POSITIVE STREET CAM...

WANTED TO BUY—CALLIOPE, REPAIR...

HELP WANTED

REGULAR CLASSIFIED ADS... Set in...

Forms Close Thursdays for the...

ADVERTISING PHONE SALESMEN—UN...

ATTENTION, PROFESSIONAL FLAGPOLE...

GIRL MUSICIANS TRUMPET OR TROM...

MUSICIANS ALL INSTRUMENTS, FOR...

MUSICIANS ALL CHAIRS, TRAVELING...

PERFORMER FOR WESTERN SHOW IN UP...

TROMBONE MAN, TWO BEAT COMMERC...

WANTED—YOUNG VERSATILE GUITAR...

AT LIBERTY

5c a Word Minimum \$1

Remittance in full must accompany...

Forms Close Thursdays for the...

CIRCUS & CARNIVAL

AVAILABLE UNTIL MAY 15, BRAND'S...

DRESSAGE HORSES—UNUSUAL, FLASHY...

SOBER, RELIABLE RIDE FOREMAN &...

MISCELLANEOUS

HYPNOTIST—FOR STAGE, PRIVATE...

PALMIST DESIRES WORK—VERY...

A-1 ORGANIST FOR LOUNGE, RESTAU...

AT LIBERTY—DRUMMER, NATION WIDE...

AT LIBERTY FOR FUTURE ENGAGE...

ATTENTION, OPERATORS AND AGENTS...

BASS MAN, DOUBLING VIOLIN, IMMEDI...

CLARINET, BASS CLAR., TENOR, BARI...

DRUMMER, NAME BAND EXPERIENCE...

ELECTRIC GUITAR, BASS, VOCALS, SOLO...

PIANIST—AVAILABLE IMMEDIATELY...

PIANIST AND DANCER—WILL TRAVEL...

PIANIST: CLEVER, SOPHISTICATED, AND...

SAX, CLARINET MAN SOBER, RELIABLE...

TENOR SAXOPHONE, CLARINET, READ...

TRUMPET: ALL AROUND SHOWS, COM...

PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE...

PROFESSIONAL TRICK ROPER, FEATURE...

SENSATIONAL HIGH DIVING AUDACITY...

MOUSE HAT



ANOTHER HAT HIT! It's A Winner

A Must With All Kids MOUSE FELT BEANIE HAT

This is the fastest selling novelty...

\$3.50 per doz. \$39.00 per gr.

25% Deposit Required—WE SHIP...

HARRIS NOVELTY CO. THIS IS OUR ONLY STORE

1102 ARCH STREET PHILADELPHIA 7, PA.

NEW TWO-TONE STYLING Fully Automatic

No Clip Action Press Top To Write

\$18.72 per gross

REFILLS, \$7.20 GR.

MODERN PEN MANUFACTURING CO., INC.

384 Broadway New York 13, N. Y.

EVERSHARP RETRACTABLE BALL POINT PEN

Assorted colors Nationally advertised...

26" HAND SAW, 8 POINT SUPERIOR SAW STEEL

14" JACK PLANE—2" CUTTER Individually boxed, \$2.75 ea.

COOK BROS. 916 S. Halsted Chicago 7, Ill.

NEW! LATEST FASHION SCREW END COLLAR PINS

\$1 seller Beautifully precision made...

ACON \$30 Gr. 6 different style ends...

ACON WATCH CROWN CO. 50 Eldridge St. New York 2, N. Y.

we MANUFACTURE all BASEBALL—TIPS

Write For Low Prices Gam Sales Co.

1321 SO. ADAMS ST. PH. 4-1451 PEORIA, ILL.

GIVE TO DAMON RUNYON CANCER FUND



# The Biggest "Catch" of the Year!

## The Billboard's 1956 SPRING SPECIAL

### Dated April 7

**GAME CONCESSIONERS, BINGO OPERATORS, NOVELTY WORKERS, DEMONSTRATORS, PITCHMEN**

Are you sure to take full advantage of the increased buying at Fairs, Parks, Carnivals, Kiddielands, etc., this year by ordering **BIG** to start the season. Re-ordering will continue to be very heavy week after week because **EVERY BUYER** will have to keep an ample supply of merchandise on hand at all times.

**And Here's Why ALL BUYERS Will Use the SPRING SPECIAL This Year More Than Ever!**

#### TIMELY

Distributed April 2, the **SPRING SPECIAL** is timed just right to deliver your important sales message to **ALL YOUR POTENTIAL CUSTOMERS** before the Outdoor Season officially opens.

#### ASSURED READER-INTEREST

The **SPRING SPECIAL** will include highly interesting and important articles such as Pulse of the Kiddieland Operation, More Money from Food and Drink Concessions, the 1956 List of Fair Dates **PLUS** other features and statistical data that will command longer readership and more frequent reference.

#### WIDER DISTRIBUTION

A 100,000-piece subscription drive, now going on, will create bigger demand than ever. Newsstand distribution of the **SPRING SPECIAL** will be increased by 6,000 copies and the issue will remain on the stands **TWO EXTRA WEEKS**.

#### NEW FORMAT

Effective with the issue you are now reading, The Billboard has become a **STITCHED and TRIMMED** publication. Your advertisement in the new **EASIER TO READ, EASIER TO HANDLE, EASIER TO FILE** **SPRING SPECIAL** will enjoy longer "life" and even greater results.

## AD DEADLINE MARCH 28 • Rush Copy Today!

**CINCINNATI 22, OHIO**  
2160 Patterson St.  
DUbar 1-6450

**CHICAGO 1, ILL.**  
188 W. Randolph St.  
CEntral 6-8761

**NEW YORK 36, N. Y.**  
1564 Broadway  
PLaza 7-2800

**ST. LOUIS 1, MO.**  
390 Arcade Bldg.  
CHestnut 1-0443

**HOLLYWOOD 28, CALIF.**  
6000 Sunset Blvd.  
Hollywood 9-5931



**SAVE \$37.10**

**BULOVA**  
**BENRUS**  
**ELGIN**  
**WALTHAM**  
**GRUEN**

**10 Ass't Watches**  
with yellow exp. bands  
Sample Watch, \$9.95  
Sample Band, 95c  
for only **\$71.90**

Reconditioned and guaranteed like new. Latest styles for men and women.

**QUANTITY USERS—COME IN FOR SPECIAL PRICES**

**Special Close-Out!**  
Men's & Ladies' Wrist Watches, also Pocket Watches. All in running condition—  
**5 for \$10**

Display Gift Boxes, 50c

**5-DAY MONEY-BACK GUARANTEE—WE WILL NOT BE UNDERSOLD**

New Big 1956 Catalog, only (refunded on your first order) **25c**

Wholesale only. 25% with order, balance C.O.D. Immediate delivery.

**JOSEPH BROS.** 55 Wabash Ave. Chicago 3, Ill.

It's so easy to make that "EXTRA" buck owning your own Business—

with NO overhead, stock or expense

Order what you need, when you need it from our catalog of 1001 NAME BRAND, PRE-SOLD, NATIONALLY ADVERTISED MERCHANDISE.

**BUY AT LOW WHOLESALE PRICES—RESELL TO FATTEN YOUR PROFITS.**

**DON'T HESITATE! SEND FOR YOUR FREE CATALOG TODAY**

Watches, Jewelry, Appliances, Household Goods, Premiums, etc.

**HARRY COHON & SONS, INC.**  
1065 Ullica Avenue, Brooklyn, New York  
"TRADE WITH THE HOUSE THAT HELPS YOU SUCCEED"

● HOUSE TO HOUSE MEN  
● PREMIUM BUYERS  
● WAGON JOBBERS  
● CARNIVAL MEN

Make That "Easy Buck" with these sensational values

**\$39.95** List Large 12" Electric SKILLET with Westinghouse Thermo.

**\$7.50** ea. in Lots of 6 Sample \$8.25

**G.E. Equipped COOKER-FRYER**  
Large 6 Qt. Capacity

**\$39.95** List \$6.75 ea. in Lots of 6 Sample \$7.25

All Mdse. UL approved and guaranteed by Good Housekeeping—All Orders C.O.D.—

**DANAL SUPPLY**  
1228 Vine St. Cincinnati, Ohio  
Phone: MAin 1-9114

● HOUSE TO HOUSE MEN  
● PREMIUM BUYERS  
● WAGON JOBBERS  
● CARNIVAL MEN

Make That "Easy Buck" with these sensational values

**\$39.95** List Large 12" Electric SKILLET with Westinghouse Thermo.

**\$7.50** ea. in Lots of 6 Sample \$8.25

**G.E. Equipped COOKER-FRYER**  
Large 6 Qt. Capacity

**\$39.95** List \$6.75 ea. in Lots of 6 Sample \$7.25

All Mdse. UL approved and guaranteed by Good Housekeeping—All Orders C.O.D.—

**DANAL SUPPLY**  
1228 Vine St. Cincinnati, Ohio  
Phone: MAin 1-9114

**HEART DISC CLOVER NECKLACES**

**\$16.50** Gross and up

**Miller Creations**  
Originators of the All-Aluminum Idents.  
7730 SO. AVALON AVE. CHICAGO 19, ILLINOIS  
Phone WATERfall 8-8855  
DAY AND NIGHT SERVICE

**COMING EVENTS**

Continued from page 60

**Little Rock**—Little Rock Horse Show, May 10-12. Jack Rice, 7201 Asher.  
Little Rock—Arkansas State Horse Show, May 10-12. Mrs. James M. Wren, 4304 Kenyon St.

**California**  
Los Angeles—Sportsmen'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. Hennessey, 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. Potor Sesnon, c/o Cow Palace.

**Colorado**  
Denver—Denver Home Show, May 13-19. Lee Lantz, Home Builders' Assn.

**Florida**  
Ruskin—Fla. Tomato Festival, April 26-28. W. D. Miller.  
Sebring—Sebring Rodeo, March 23-24. R. L. Stokes.

**Georgia**  
Dawson—Terrell Co. Centennial, April 18-21. 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 Sherman.  
Springfield—National Home Show, May 2-8. E. J. Smith.

**Iowa**  
Des Moines—Iowa Sport, Boat & Vacation Show, April 13-16. Martin P. Kelly, United Sports & Vacation Shows, First Nat'l Bank Bldg., St. Paul 1, Minn.

**Kentucky**  
Louisville—Kentuckiana Home & Improvement Show, April 7-15. Joseph Brooks, Jefferson County Armory.

**Louisiana**  
New Orleans—Negro Fair, April 11-14.  
Shreveport—Holiday in Dixie Spring Festival, April 25-29. Able C. Goldberg.

**Massachusetts**  
Boston—GM Motorama, April 19-29.  
Fall River—National Home Show, May 1-8. John W. Daly.  
Springfield—National Home Show, April 10-15. John W. Daly.

**Mississippi**  
Canton—Madison Co. Livestock Show, April 11. R. L. Smith.  
Greenwood—Delta Dist. Livestock Show, March 22-25. E. H. Blackstone.  
Sardis—Northwest Miss. Dist. Livestock Show, March 26-28. Lee H. Thompson.  
Tupelo—Lee Co. Livestock Show, March 23-24. W. J. Pernel.  
West Point—Northwest Miss. Dist. Livestock Show, March 29-31. E. E. Wooten.  
West Point—Clay Co. Livestock Show & Fair, March 29-31. H. B. Converse.

**Missouri**  
Ava—Kiwanis Jr. Livestock Show, April 28-29. Phil H. Pettit.  
Clinton—4-H Egg Show, March 21. Ed Wiggins.  
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**  
Westfield—Union Co. House, Garden & Hobby Show, April 28-May 5.

**New Mexico**  
Albuquerque—250th Anniversary Celebration, 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. Rotkamp, 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 Philatelic Show, April 28-May 6.  
New York—National Photography Show, April 28-May 6.  
New York—International Automobile Show, April 28-May 6.  
Syracuse—Syracuse Builders' Exchange Show, April 5-10.

**North Carolina**  
Winston-Salem—National Home Show, April 22-27. Lloyd A. Goodin.

**Ohio**  
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, 1333 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 2-8. Bud Hallums.  
Lawrenceburg—Lawrence Co. Strawberry Festival, May 13-14. G. H. Lehnert.  
Newport—Spring Festival, May 2-5. Jack Vinson, Cooke Co. Fair.

**Texas**  
Corpus Christi—Bucaneer Days, April 21-26. Jack Lindsey, Route 4, Box 694, Dallas.  
Cuero—Cuero Stock Show, April 4-7.  
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, First Nat'l Bank Bldg., St. Paul 1, Minn.  
Poteet—Strawberry Festival, April 12-14.  
San Antonio—Garden Center Flower Show, April 5-8.  
San Antonio—Piesta San Jacinto, April 15-21.  
San Antonio—San Antonio Home Show, May 20-27. Irving Wayne, 103 D Paradise Lane.  
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 10-11.  
Winchester—Shenandoah Apple Blossom Festival, April 26-27. Thomas G. Scully.

**Washington**  
Spokane—Jr. Livestock Show, May 1-4. P. R. Gadhart, Box 2184, Old Union Stockyards.

**Wisconsin**  
Madison—Wisconsin Sports, Travel & Vacation Show, April 6-11. Lakeand Associates, Inc., Manislon.  
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 28-30.  
Edmonton—National Home Show, April 13-21. Arthur Gilbert.  
Edmonton—Spring Horse Show, May 23-26.

**British Columbia**  
Vancouver—National Home Show, April 26-May 3. John W. Daly.

**Manitoba**  
Brandon—Manitoba Winter Fair, April 2-6.

**Ontario**  
Kitchner—Sportsmen's Show, April 19-21.

**Saskatchewan**  
Regina—Winter Fair and Light Horse Show, March 26-30.  
Saskatoon—Bred Bow Show and Sale, April 10.  
Saskatoon—Light Horse Show, May 16-19. S. N. MacEachern.  
Saskatoon—Bull Show & Sale, April 11.

**4 SIZZLERS**  
INTERLOCKING bead necklaces. Snap-a-part. Assorted pearl colors. Latest invention. Pop-it. Make chokers, ropes, bracelets, belts, berets, etc. without restringing. Retail \$5.40. Gross \$40.00. DOZEN. 1.80  
RAINHATS. Magic rain bonnets, in case. Retail \$1.00. Gross \$18.00. DOZEN. 5.75  
CUFF LINK and TIE BAR SETS. Beautifully gift boxed. Retail \$2.00. DOZEN SETS. 8.40  
ALL-CHROME. Retractable pen and pencil sets, in beautiful plastic box. \$4.95 value. Gross sets \$86.40. DOZ. SETS. SEND PAYMENT FOB, NEW YORK.

**MILLS SALES CO.**  
Cut Rate WHOLESALE since 1916  
26 West 23rd St., New York 10, N. Y.

**!! OUTSTANDING !!**  
FOR SALES AND EYE APPEAL IT'S NEW—IT'S TERRIFIC!!

**PROVIDENCE RING COMPANY**  
49 Westminster St., Providence, R. I.

**CHAIRS • TABLES**  
IMMEDIATE DELIVERY  
138 STYLES • STEEL • WOOD  
FOLDING • NON-FOLDING  
ON CHAIRS MINIMUM ORDER IS 4 DOZ.  
STATE QUANTITY NEEDED—ASK PRICES  
Adirondack Chair Co. Dept. T-4  
1140 BROADWAY (275th) N.Y. • MU 3-4834

**—PLASTER—**  
Well flashed. Also Television and Bingo Lamps. For deliveries write or call  
**PELLEGRINI BROS.**  
814 Measic Road Old Forge, Pa.  
Phone: Glenwood 7-3801

**Salesmen GET IN BUSINESS FOR YOURSELF!**

HERE IS THE NATION'S TOP OFFER!  
REBUILT BY EVCO

**ELECTROLUX MODEL 30 VACUUMS**  
Rebuilt with Evco replacement parts

Complete with all Attachments  
LOOKS NEW • WORKS LIKE NEW!

INDIVIDUALLY BOXED  
1 YEAR GUARANTEE  
WRITE FOR FREE CATALOG

TERMS: Check with order until credit is established.

SAMPLE .. \$25.50  
Lots of 6 .. 23.50  
Lots of 12 .. 21.50

**EDER VACUUM CLEANER CO.**  
13345 LIVERNOIS DEPT 7, DETROIT 35, MICH. TE 4-1010  
Largest Independent Rebuilders and Parts Supply House in the Midwest

**CONCESSIONERS**

Two Flashy Items

PORTABLE ELECTRIC CHROME HOT PLATE  
"LITTLE TRAVELLER"  
FOLDING ELECTRIC IRON

GEORGE MILLER COMPANY  
2332 Powers Way  
Youngstown 2, Ohio

Guaranteed for 5 Years  
Sample ..... \$2.75 ea.  
1 doz. .... 2.50 ea.  
Shipped Postpaid

Guaranteed for 5 Years  
Sample ..... \$1.75 ea.  
1 doz. .... 1.50 ea.  
Shipped Postpaid

**GRASS SEED**

Free of Crabgrass—"A blend of laboratory tested seed." High Germinating.

5 lb. Clear, heavy plastic bag ..... \$1.00 per bag

EXCELLENT BLEND OF SEED FOR FINER LAWNS

In 5 lb. Box ..... \$1.50 per box  
25% dep. with order, bal. C.O.D., F.O.B. Chicago.

Write for FREE Listing

**C & G Sales** 1180 Milwaukee Ave. Chicago 22, Illinois

**6 FREE DAVY CROCKETT**  
Hats with every sample assortment ordered!

28" Cuddly or Standing Gentleman Bear \$15 Dozen  
In Gross \$13.50  
Lots ..... dz.

36" CLOWN OR DOLL  
Cotton stuffed, Taffeta  
and Rayon Cloth ..... dz.  
Despite rising costs, we are holding the same low, low prices!

**\$6 DZ. SPECIALS!** Minimum Order 3 Dozen  
24" Taffeta Clown/Doll with pigo bag.  
12" Plush Scotty Dog, asstd. colors.  
12" Plush Bear, Doll face, cotton stuffed.

No extra charge for samples  
**66 PIECES (12 of each) ... \$45**  
Including 6 Free Davy Crockett Hats

Send for FREE Catalog and closeout lists. F.O.B., N. Y. C. 25% dep., balance C.O.D. if not rated.

**ACE Toy Mfg. Company**  
122 W. 27th St. N.Y. 1, N.Y.

**FREE WHOLESALE CATALOG**  
NATIONALLY ADVERTISED BRANDS for Gifts and Premiums  
Appliances Jewelry Luggage Cutlery Housewares

**LEHIGH SPECIALTY Co.**  
826 N. BROAD ST., PHILADELPHIA 30, PA.  
Polar 5-3299

**KIPP BROTHERS' COMPLETE CARNIVAL CATALOG**  
For the latest in Carnival and Novelty Items write for our 75th Anniversary edition.  
Please state your business

**KIPP BROTHERS**  
Wholesale Distributors Since 1880  
240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

**HOTTEST ITEMS GRASS SEED**  
In 5-lb. plastic bag  
95c per bag in lots of 6

**\$39.95 G. E. EQUIPPED FRYER**  
Holds the most! Costs the least! Comes in Chrome or Copper.  
\$6.75 Sample \$7.25

**\$39.95 12-Inch Westinghouse Ther-Automatic Skillet.**  
\$7.50 Sample \$8.50 each in lots of 6

New Ronson Shaver, \$10.00 ea. Sample \$11.00  
25% dep., bal. C.O.D., F.O.B. Chicago warehouse.  
**STAR SALES CO.** 1391 Milwaukee Ave. Chicago 22, Ill.

**BUY WHOLESALE**  
Save up to 50% on BIG NAME MERCHANDISE!

Send 50c Coin or Stamps for Catalog. Same Refunded With First Order.

**GALENTINE COMPANY**  
Dept. B  
519 E. Jefferson, South Bend 24, Indiana

**NEW 18" PENNETTE**  
100 feet only \$4.00 pppt.  
124 PENNETTES  
6 Bright Colors  
Satisfaction Guaranteed  
Discount on 3 or more  
**MYRLO COMPANY**  
2168 W. 25th, Cleveland 13, O., Dept. B



# Amazing Cel-Max Jewelry Offer

**WHILE THEY LAST**  
Popular styles . . . top quality . . . Every set an astonishing bargain. Sell at terrific profits!

- Band set Sparkling Stones
- High style Earrings Brooches & Necklaces



Simulated pearls and brilliant stones in assorted colors! Four fashion-designs 24K gold plated pieces in satin-lined gift box! Entire stock priced to close-out at sensational reduction! Stock up NOW—cash in all year! Write for famous CEL-MAX Bargainteer for other specials!

**\$12.00 DOZ.**

**Cel-Max, INC.**

582 SO. MAIN ST. • MEMPHIS, TENN.

## Letter List

### MAIL ON HAND AT CINCINNATI OFFICE

Adams, Wm. Peter  
Allen, Bob  
Allen, Roy  
Andes, Gene & Mrs.  
Andreano, Frank  
Andrews, Clifton C.  
Angel, Julie Marie  
Armstrong, Hazel  
Augspurg, A. W. & Mrs.  
Ayers, M. C.  
Baker, Louis  
Baker, Mr. (From Lane, Sheri)  
Baker, Roy M.  
Ballou, C. E.  
Bammel, Clifford G.  
Bandy, Marvin  
Barbee, Bill  
Barnhill, Kader B. or Ena  
Beaverbrook, Lord  
Bejano, Paul  
Bemore, Mrs. Bill  
Benjamin, W.  
Bennett, Virginia

Bergan, Harry (Silva)  
Blackburn, Marie  
Blackburn, Eddie  
Boudreau, Art  
Boyle, Chas. F.  
Bradley, Lee  
Brady, Henry S.  
Brasholtz, Jake  
Bremenau, N. C.  
Bridges, Jack  
Brown, Tommy  
Bryan, James  
Buckley, Mrs. Madge  
Bullock, W. H.  
Bunch, Ernie  
Burns, Ray  
Butler, W. E.  
Calk, Tommy  
Campbell, W. E. Red  
Campi, Mrs. Sis  
Carey, Thos.  
Carey, Thos. P.  
Carney, Wm. & Mrs.  
Carver, Ella (Fire Diver)

Carver, Geo. Rea  
Chandler, Grant  
Chapman, Earl A.  
Chapman, Mrs. Keith (Peggy)  
Christie, Capt. Eugene  
Chumas, Tony & Mrs.  
Clark, Alice  
Clayton, Charlet M.  
Clayton, Duke  
Clayton, Sue (Kan. City)

Cole, F. R. Smokey  
Colella, Louis Joe  
Colman, Jim  
Congo, Chief  
Conn, Andre A. (Frenchie)  
Conn, Alan Andre  
Connaghan, B. C.  
Conrad, Joyce A.  
Cooke, Nancy  
Cortez, Rita  
Courtney, John Wm.  
Crawford, James

Crouch, Del & Mrs.  
Cummings, Wm. Glenn  
Cunningham, Hannah  
Curtis, James L.  
Dagg, Roy & Mrs.  
Dale, Bill  
Darwin, Wm.  
Darwin, Melvin (Shine)

Dausca, Jerry  
Davidson, J. E.  
Davis, Jimmie  
Davis, Ellis  
Davis, Russell M.  
Davis, Sandy  
Delano Jr., Buddy  
Demetro, Dewey  
Demetri, Johnnie  
Demetri, Frans  
Dickens, Patrick  
Dickers, Mary  
Diener, Albert  
Draper, Bill  
Dodson, R. L.  
Douglas, James  
Duchene, Mrs. Thelma  
Duffe, Dennis  
Dunn, Orville  
Easley, Wm.  
Ellington, Edgar

Emerling, Joe Tracy  
Evans, Harold  
Evans, T. A. & Mrs. (C/o Mabel Reid)  
Faith, Laddie  
Ferenzi, James  
Flake, Mrs. James  
Fletcher, Harold  
Flower, Mildred  
Foley, Tom  
Foltz, Earl B.  
Forster, August X.  
Forkum, Mrs. Margaret

Francis, Ruseil  
Frank, Mrs. Paisey  
Frederick, Forrest  
Gallup, Theo. T.  
Gambino, Pamela Gail  
Gazell, Edw. W.  
Gerard, Florence L.  
Gilchrist, Allan  
Glasgow, W. R.  
Goodson, Wm Robt  
Green, Ralph E. (Rudy's Circus)

Hale, D. D.  
Hale, Frank J.  
Hammonds, Dallas R.  
Hangsterfer, A. F.  
Harbin, Frank  
Harris, Frank & Kitty  
Harris, Jim  
Harris, L. D.  
Hawthorne, Jack  
Henley, Arville F.  
Herrick, Carl  
Hicks, Bobby  
Hille, Al (Sign Painter)

Hoffman, John E. & D.  
Horn, Larry  
Howell, Richard  
Howells, Red  
Hunt Dr., Al (Frensey)  
Hunter, Tex & Helen  
Jackson, Raymond  
Jeffery's Side Show  
Johns, Lionel  
Johns, Mr. & Mrs.  
Johnson, Barney R.  
Johnson, Patricia

Jolly, Alfred C.  
Jones, Sparky  
Keller, L. C. & A.  
Kelly, Jack  
Kelly, Robert  
Kennedy, Roland  
Kisko, Frank  
Kiser, G. B.  
Kridello, Mrs. Lillie  
La Barr, Babe  
La Londe, Lawrence  
La May, Barbara  
Lane, Murray  
Lason, Avril George  
Lauber, Fritz  
Le Doux, Mule  
Le May, Barbara  
Leboeur, Ovilla  
Leonard, Bobby  
Leander, Frank  
Leslie, Donald P.  
Leviton, Mickey  
Lewis, Art (Shows, Inc.)

Lewis, Daniel M.  
Lewis, Windy  
Lipko, Jerry  
Long, N. C. (Curley)  
Luckette, Billy G. (Lucky)  
Lynn, Jackie (boy)  
McCaray, Mac (ride)  
McCarthy, R. (animal show)  
McClain, O. C. Heavy  
McDaniels, Harvey  
McGe, James  
Magic Empire Shows  
Mann, Richard  
Mann, Tom  
Mannusa, Tom  
March, Curly  
Marshall, Leonard  
Martin, Earl  
Martinkus, Jack  
Maynard, Tex  
Meadows, Mrs. D. D.  
Merlino, Anthony Angelo

Merrill, Bob  
Meyer, W. F.  
Miller, Alan  
Miller, Danny  
Mitchell, Billy Steve  
Mitchell, George  
Mohr, C. E. & Donna  
Monroe, George  
Moore, Bert  
Moore, Harvey (Frenchy)  
Morin, Henry J.  
Morgan, Lois  
Morrison, Carl  
Murphy, R. F.  
Myers, Bob  
Napier, Gloria  
Nichols, Art  
O'Brien, William Jerry

Odom, Floyd T.  
Ogle, Gerald E.  
Pacini, Nello  
Pagel, William C.  
Pamer, Dick (George Palmateer)  
Palvino, Hooks  
Parker, John L.  
Patent, Thelma  
Patt, F. W.  
Pearman, Mike  
Perkins, L. C.  
Perry, Charles Calvin  
Petranitis, Mike  
Peyton, Pat  
Phillips, Connie B.  
Phillips, Goody  
Piper, Lionel A.  
Pike, W. D.  
Pinson Jr., Bobbie  
Porteous Jr., George Dean

Posey, Jake  
Powell, C. Clint  
Power, Milton  
Prentice, Donald E.  
Price, Harrison  
Purvis, Joy  
Putteet, Mrs. Wayne (Dorothy)  
Qualles, Mrs. Bee (2 magazines 12¢)  
Qualles, Mrs. Knox  
Ramboc, Russ  
Rea, Joe  
Reese, Robert J.  
Renn, Berny  
Rescott, Joseph F.  
Reynolds, Joseph E.  
Rice, Russ  
Riddle, Tommie  
Rielly, Squak  
Ristlick, Johnny E.  
Rossell, Martin  
Rucker, Charles W.  
Rumsower, A. T. (Tex)

Ruschuets, Wm.  
Russell, Robert  
Ruth, Willie Lee  
Scarborough, R. F.  
Scott, Polly (Pamela)  
Scott, Polly or Pamela Settle  
Shankie, Floyd M.  
Sharar, Homer E.  
Shepherd, Ernest  
Singer, Jack  
Smallwood, Bob  
Smallwood, Mrs.  
Smith, Gladys  
Snow, Homer & Mrs.  
Soldino, Joe  
Sopero, Annicki  
Spencer, Charles

Spoon, Mrs. Sue  
Stanley, Bessie B.  
Stafford Ee  
Stewart, Al  
Stewart, Charis  
Stewart, Joan  
Stockton, Fred  
Strickland, Myrtle (Carolina)  
Strong, Irving L.  
Stuiber, H. G.  
Sturdivant A O  
Sullivan, Jerry  
Surreall, Thomas H.  
Swar, Walter I.  
Swank, Harry R.  
Sword, Ronald  
Taylor, Carl Kirk  
Taylor, Shirley  
Thomas, Ben (circus agent)

Thomson, Mrs. Jacklyn  
Todd, John W.  
Towner, Tom  
Uncle Joe's Amusement  
Ulrich, Woodie John  
Valair Bros.  
Vannerson, Mrs. Juanita

Vanmeerten, Richard  
Vinson, Joe  
Vucala, Prof.  
Wadsworth, Opal F.  
Walker, Jean  
Wallace, Johnny  
Wallick, Frank & Mrs.  
Valline, Peggy  
Vails, E. A.  
Vash, Toby Mike  
Vard, J. Robert & Juliene  
Vashburn, Huck  
Vasham, Don  
Vason, Mrs. Mitchell  
Vaters, Betty (Wheeler)  
Veaver, James H.

Welsh, Mrs. Lester  
Wendell, Max Gordon  
Western, George  
Westley, Wm. Boado  
Whitfield, James  
Williams, Leroy  
Williams, Earl (Promotion Mgr.)  
Williams, Lawrence L.  
Williams, Ray (Show)  
Wilson, Johnny  
Witham, E. H. (Gene)  
Witt, Charley  
Womack, Mrs. Helen  
Wonapony, Chief  
Wurter, Arthur E.  
Yellow Bad Eye  
Zuravel, S.

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New York 36, N. Y.

Aleyner, Lee  
Amos, Garey  
Allen, R.  
Baldeo, Percy  
Barnes, C.  
Boothe, Bernard M.  
Brooks, Mrs. Mae F.  
Dahlberg, Gilda  
Daniels, Harold  
Davis, Harry B.  
Deily, W. J.  
De Riklie, Gayle  
Farley, Leonard  
Freitas, Joseph  
Gavett, Henry N.  
Garrity, John  
Grady, Donald A.  
Guffey, Clarence E.  
Hall, Leonard  
Healy, Martin J.  
Kirchoff, Mary E.  
LaMare, Grant  
Lynn, Jackie

Marlowe, Jeff  
Miller, Larry  
Moore, C. C.  
Nolan, Mr.  
Patterson, Pat  
Pascoe, Esther  
Patrick, Friday  
Pennetti, Margie  
Pelloni, Erminio  
Pike, William  
Pony, Chief Wona  
Provencher, Lucien  
Froust, Mrs. Mary  
Reese, Lee  
Richards, Miller E.  
Rothrock, Ralph  
Stamper, Jimmie  
Stanley, Frank  
Sutton, Vivienne Van  
Wallace, Gabrielle  
Whitmer, Kenneth M.  
Zanga, J. B.

### MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St.  
Chicago 1, Ill.

Allen, James C.  
Brokus, Joan  
Bierback, Frank  
Crawford, Charles Ira  
Cannely, Joe  
De Laney, Mr. & Mrs.  
De Mitchell, Otto  
Edwards, Charles L.  
Flayd, Don & Heidi  
Francis, John A.  
Griffin, Mrs. Ray  
Hannagin, Lora

Jamison, Jimmy  
Jamison, Betty  
Jahelka, Frank F.  
Kayda, Al  
Lee, J.  
Meyers, Cecil  
Mercer, Ari  
Nelson, Billy  
Outtin, Billy  
Shaw, Rita  
Shepard, J.  
Stevens, Nick

### MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg.  
St. Louis 1, Mo.

Albert, E. J.  
Allen, Mrs. Evelyn  
Anderson, R. D.  
Ard, Mr. & Mrs. Robert  
Baggett, Stella  
Baker, Glenn Wilson  
Beebe, R. W.  
Bennett, E. M.  
Bierley, D. L.  
Blankenship, Bob  
Browning Jr., Jack  
Bryer, Robert C.  
Bullock, Suzanne  
Carpenter, Walter E.  
Casey, Ted  
Chidester, William  
Clark, Mrs. Alma Lee  
Cowan, W. D. Tiny  
Coxad, Mr. & Mrs. Robert

Crowe, W. J.  
Crowell, Mrs. H. W.  
Darling, Merie  
Darwood, Ed  
Dann, Henry (Clown)  
Dondineau  
Edson, B. J.  
Fee, Harry  
Foster, Mrs. Mary  
Foster, Louis (Looie)  
Friend, Don  
Gill, Milan W.  
Graves, F. A.  
Grutel, Jack  
Hagen, Orville  
Haley, Joe D.  
Hardin, Rollie  
Harvey, Margart  
Hull, Frank  
Hummert, Art  
Jensen, M. C.  
Johnson, Raymond  
Johnson, Mr. & Mrs. Rodney A.  
Kelly, Pat

Kahle Jr., Mrs. Charles  
Kernes, Jim  
Lee, Miss Toni  
McClain, O. C. (Heavy)  
Maloney, William J.  
Marcus, Red  
Maryard, Red  
Mays, Mrs. Myra  
Medlin, Mrs. Jas.  
Merrill, Mrs. Kitty  
Metzger, Burton  
Metzger, Morris  
Moreno, Geraldine  
Parido, Sandra Sue  
Pearl, Walter J.  
Radford, Ronell  
Remling, Robert P.  
Rost, Louis  
Sado, William  
Sandusky, A. D.  
Schild, Peter R.  
Scott, Joni Elaine  
Scott, Joni Elaine  
Shanley, Jack & Barbara  
Shannon, Wilburn  
Sheets, Billy  
Silcox, Joe  
Sima, Joe  
Spalding, Elge  
Starr, Miss Heddy  
Wallace, D. T.  
Walters, Ben  
White, Donald A.  
Whitmore, Frank  
Whitney, Sherman  
Hull, Bruce  
Whitson, Leldon W.  
Wideman, Ed  
Williamson, Al  
Wilson, Dutch  
Withaus, A. J. (Doc)  
Zimmer, Mrs. F. M.

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# The Billboard's 1956 COIN MACHINE BUSINESS REVIEW AND DIRECTORY SECTION

**EDITORIAL**

## What's the Future?

Operators, distributors and manufacturers have written the special report which appears in the following section. Their report is both a postscript to 1955 and a watchword for 1956.

They've underscored the big problems and trends, measured 1955 business, peered into 1956. Their consensus: 1955 was a good year—better than 1954. And this year should be just as good, probably better.

The problems they point up are not new. They are problems long in this business, problems, common to all business—legislation, taxes, costs.

From their report, one fact stands out: The cold, blunt realities of today's business requires shaper pencils to figure costs, more exacting business procedures, sounder bookkeeping. The gradual disappearance of part-timers and pants-pocket accounting is evidence enough of that. Another indication: The cautious, considered advice those reporting would give newcomers.

What about the future? We think it holds exciting promise for each industry in coin-operated equipment—juke boxes, amusement machines and vending machines. Most important: Each has its own future.

The vending machine industry is rapidly becoming a major factor in retailing, and in this field is making its unique contribution thru automatic equipment.

The juke box industry is showing signs of moving into new forms of music equipment with its manufacturers producing equipment tailored for the various needs of the market place.

The amusement machine industry is proving itself able to produce new types of equipment to meet the special requirements of its market.

These are the natural, healthy movements of good business—and expansion.

The basic terms in which an industry thinks of itself pretty much dictates the horizon of the industry.

The vending machine industry's business is retailing—automatically.

The juke box industry's business is music.

The amusement machine's is recreation.

Each industry has a unique and valuable contribution it can make to each business. Each has shown—and is continuing to show—its ability to meet the challenge of these greater markets. But each still has a long way to go.

One fact is plain: In order to keep pace with the growth of these businesses, the people in them must grow. The demands of one market are quite different from those of another: The industrial plant from the neighborhood tavern, the giant super-market and shopping centers from the corner delicatessen; the economics of one piece of equipment from another.

Obviously, all these markets are important. But to meet the demands of each, and to move beyond the limits each imposes, more new equipment—and new thinking—is required.

It is heartening to see that much has been accomplished in the last few years. The recognition by almost everyone in each coin-operated equipment industry that there are many markets open to it is a major step forward.

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# Juke Box Trends

## A BOOM IN 1956?

1956 promises to be one of the biggest years ever recorded in the juke box industry. Manufacturers, distributors and operators report slight increases during the first quarter compared with the corresponding period last year. Should unemployment continue at its low ebb, John Q. Public can be expected to channel more of his money into juke boxes. And as more money finds its way into the machines, operators in turn will set up larger reserves for equipment and record purchases.

## 200-SELECTIONS COMING FAST

A big change in the industry is already under way—200-selection phonographs. Seeburg was first, introduced its V-200 last September. Watch for all other manufacturers to follow the 200 trend before the year is out. Wurlitzer and Rock-Ola can bow 200's without altering record mechanisms. AMI will probably make a change. Big question now: Will dual pricing be standard equipment? Probably not. Operators will be able to have it if they want, but it won't be compulsory.

## CREDIT UP BUT SAFELY

The average music operator thinks no more of buying a juke box for cash than the average consumer buying an automobile. And juke box distributors are no different than auto dealers—the credit is there for the asking. Where is juke box credit going? It's safe to say that it's going up—for just as long as consumer credit goes up. Distributors, the middle man in the credit picture, agree that credit is going to continue to climb, but say that there are no danger signals. The percentage of tardy paper bears them out—it's lower than ever.

## 10c PLAY HEADWAY

The long-fought battle for dime play is making headway. Most major cities are either on 10-cent play or are in the slow grueling process of making conversions. Biggest problem, oddly enough, is operators—not location owners or the public. Most unsuccessful attempts to increase the price have been thwarted by operators who begin sniping locations once the move is under way. Eager 10-cent play-minded operators are forced to go back to the nickel to save locations. Contracts and operator education to the advantage of the increased price is necessary, but in spite of obstacles the dime trend is expected to make giant strides this year.

## PRODUCTION CLIMBING

Juke box production is climbing slowly but steadily. In 1953, estimated figures set production at 59,000 units, rose to 61,000 in 1954 and came to 63,500 last year. With manufacturers coming out with 200-selection models, operators expanding and setting up larger equipment reserves, and a rapidly growing export market to take care of used trade-ins, juke box production is earmarked for a continued increase this year (see chart).

## NO RELIEF IN COSTS

Operators will continue to find costs climbing. Labor, overhead and even equipment will go up somewhat this year. Transportation costs are already up 6 per cent. Manufacturers are trying hard to keep equipment costs down, but unless they can eliminate various pieces of trim or find new ways of assembly they will have to increase their price tags slightly. Certainly no decreases in sight. Distributor selling will be hotly competitive.

## JUKE EXPORTS VITAL FACTOR

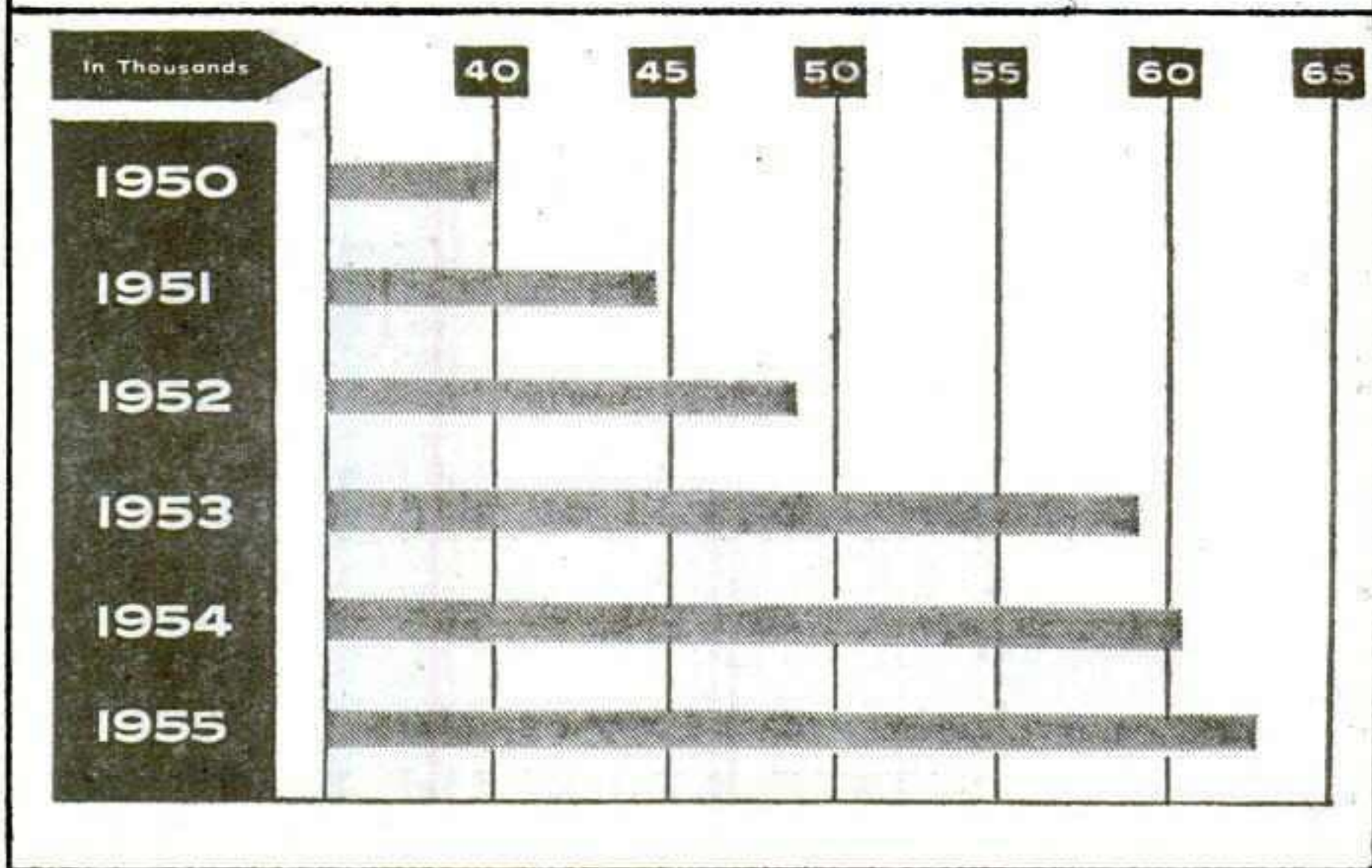
Exports have become a vital factor in the distribution of coin-operated phonographs. The sale of used equipment overseas has probably had more to do with the increase of new machine sales in this country than any other single factor. Exports serve this industry as used car lots serve the automobile industry. Government tariffs, high shipping costs and other restrictive factors is a big problem, but exports are climbing rapidly nevertheless. During the past five years, phonograph shipments have increased ten-fold (see chart). More overseas contacts by U. S. distributors and manufacturers reflects what's ahead: A still bigger export market.

## PROBLEMS NOT NEW

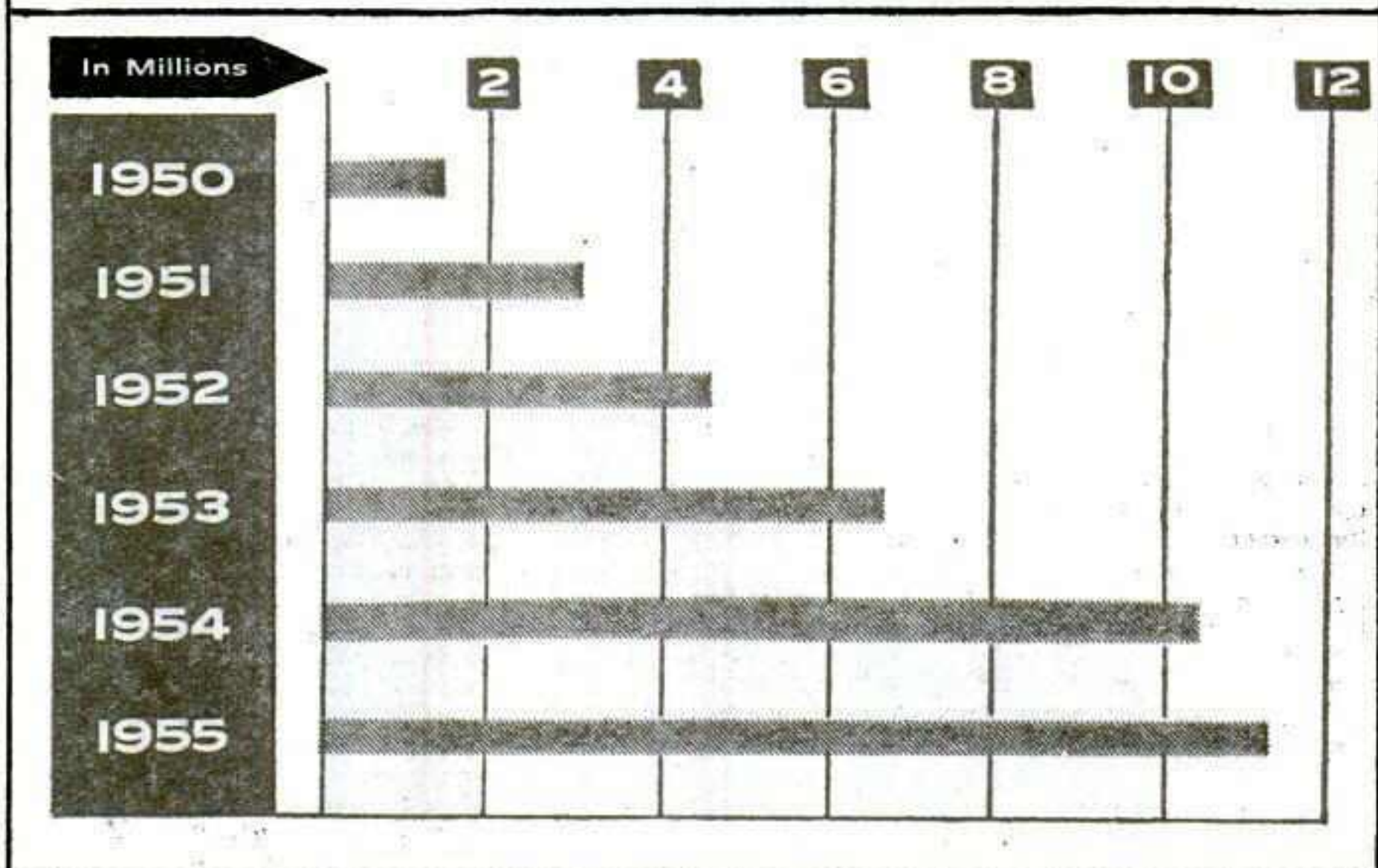
Two major problems confront the juke box industry: Copyright legislation and adverse public relations. Neither problem is new. Some steps are being taken to brighten the picture, however. Thru manufacturer-distributor-operator co-operation, performance rights societies wishing to eliminate the juke box exemption from the 1909 Copyright Act have been stalemated. Chances are this stalemate will continue. The second problem is being fought on

(Continued on page 108)

## JUKE BOX PRODUCTION

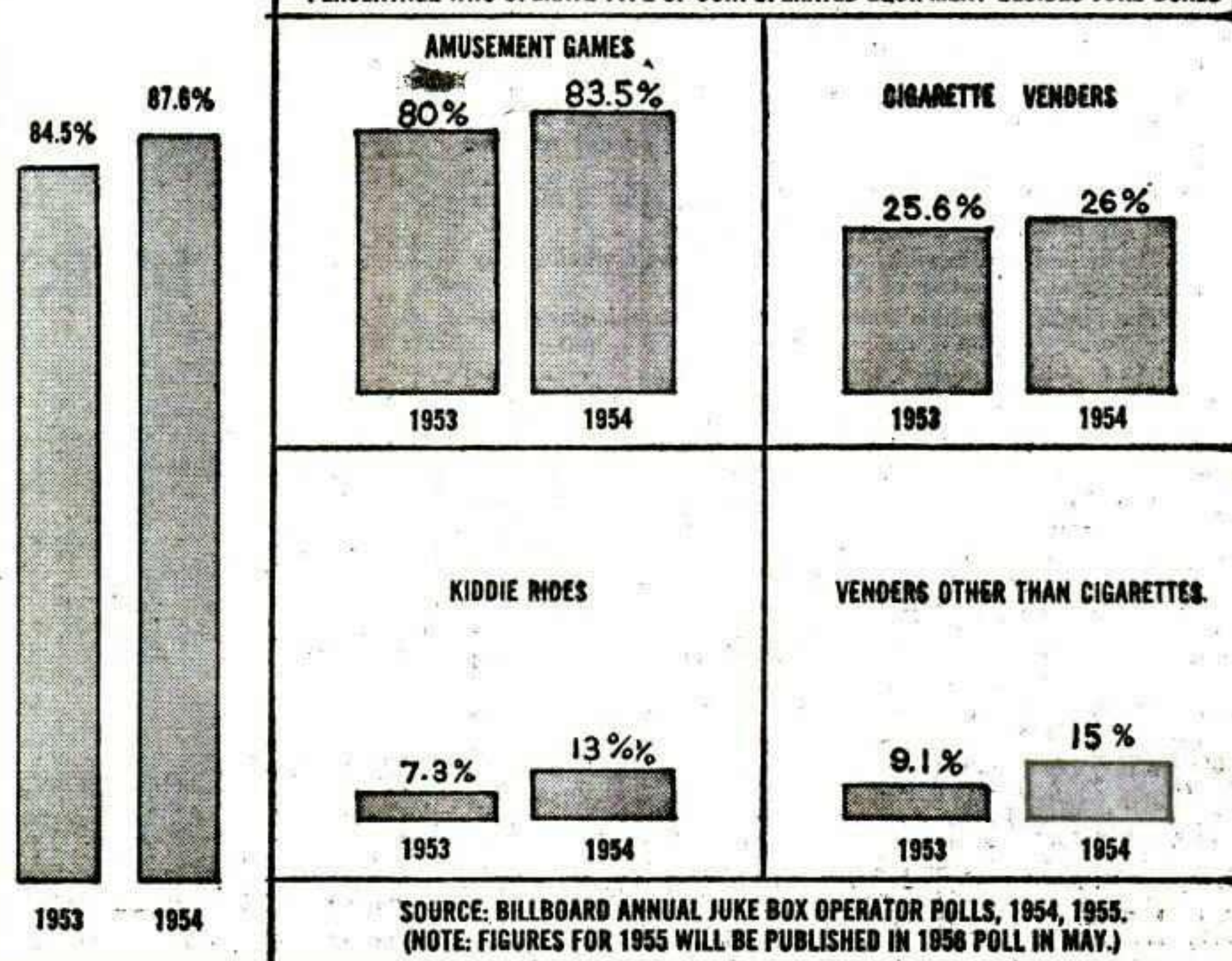


## JUKE BOX EXPORT SALES



## JUKE BOX OPERATOR DIVERSIFICATION INCREASE

PERCENTAGE WHO OPERATE TYPE OF COIN-OPERATED EQUIPMENT BESIDES JUKE BOXES



SOURCE: BILLBOARD ANNUAL JUKE BOX OPERATOR POLLS, 1954, 1955. (NOTE: FIGURES FOR 1955 WILL BE PUBLISHED IN 1956 POLL IN MAY.)



INDUSTRY PROFILE IN QUOTES

# 1955 Juke Box Story Told by Operators and Distributors

Juke box operating management enjoyed a good year in 1955, but not the boom of U. S. business. The charts on this page and the analysis of this information on the preceding page tell the story. Most of the operators polled operate some types of amusement machines, some operate a few types of vending machines. Their reports

of 1955 business and outlooks for this year include all this equipment. Included in the manufacturer listing in the first chart are makers of both games and vending machines. Here are a few of the comments of operators and distributors on 1955 business and their plans for this year.

**J. P. Legette**, operator, Dunes Music Company, Gary, Ind.: "My business was up approximately 10 per cent for the year 1955 over 1954 because of general business and payroll increases."

**Leroy E. Cooke**, operator, Auburn, Calif.: "Business was about the same this year but a little less net profit as equipment and overhead increase each year with larger and new equipment."

**Joe Filitti**, operator, Blackstone Music Company, Chicago: "The next 12 months should be prosperous for all businesses. The juke box business will be no exception."

**M. R. Foster**, operator, Foster Music Company, Pine Bluff, Ark.: "We had a better year in 1955. At least the last half of the year was much better. We had gains in all fields. We had a good crop and other local things entered into increased business, also more machines of different types."

**J. T. Rodgers**, operator, Brackettville Radio Service, Brackettville, Tex.: "My receipts for 1955 were off about 30 per cent compared to 1954. I am at a loss to give a reason for this decline as general conditions in this area are somewhat improved for the most part. Higher cost of equipment and supplies cut deep into the profits, and in this area we cannot overcome this condition by changing to dime play as in other areas as we are geared to a very low wage scale which is held down by the influx of cheap Mexican labor."

**Ben Coven**, distributor, Coven Music Company, Chicago: "I expect 1956 will be a good year. We had a 25 per cent increase in business in 1955 over 1954, and anticipate an additional 25 per cent boost during the next 12 months."

**Al Cohn**, operator, of Trico, Los Angeles: "We increased the amount of equipment on location with the result that more money was going into the office. Our net was larger than in 1954, but not doubled, which would make the revenue in proportion to the expansion."

**Charles Rose**, operator, Rose Music Service, Fargo, N. D.: "I have been in the operating business for over 20 years and have hardly any competition, but expenses and taxes are taking our profit out of the business." Music Company, Pine Bluff, Ark.:

**Simon Wolfe**, distributor, Wolfe Distributing Company, Jacksonville: "We had a nice increase in business in 1955 over 1954 due to business conditions generally. The principal problem we see is getting increased revenue for the operator to offset the increasing cost of doing business. The costs of records, help and operations generally are up, but many people are still selling music for a nickel. This isn't helping things in many locations."

**Bud Bright**, operator, Gator Coin Machine Company, Jacksonville: "Our business was about the same in 1955 as 1954. We have about 50 phonographs, a few shuffle and pool machines. The dime player is a big help. The only plans I have for increasing sales is to continue to give as good service as I can and furnish as good records as possible. That's the main thing to help business. The big problem seems to me to be that prices should be held down."

**Bob Minor**, operator, Minor's Music, Richmond, Va.: "We had about a 5 per cent increase in business. This was not due to more customers, but because of dime play. With more revenue coming in and more selections on the music machines, we plan to start better programming of music. I think now we can put something on the machines other than just what will pay for itself—some good music and not all 'rock and roll'."

**Don M. Wertz**, distributor, Wertz Music Supply Company, Richmond: "We had a bad summer and business during 1955 was down about 50 per cent. Hurricane Connie hurt a lot of our operators along the beach. We do a lot of business along the coasts of Virginia and North Carolina. We started with a bang at the beginning of the year, but the weather hurt us in our biggest month, June. Effects of televisions and another bad year for the farmers also hurt business."

**Syd Parke**, distributor, Parker Distributing Company, Nashville: "More people liquidated debts during 1955 and most people just generally had more money to spend. It showed up in our business, altho the increase over 1954 was small."

**William (Bill) Johnson**, operator, Central Amusement Company, Nashville: "We're waiting to see what new lines come out and what industry does before making final plans for this season."

### Advising a Newcomer

**M. D. Gayer**, operator, Gayer Coinmatic Company, San Bernar-

## HOW THEY VOTED

Was your business up, down or on a par in 1955 compared to 1954?

	UP			DOWN			PAR			DID NOT ANSWER		
	UP	DOWN	PAR	UP	DOWN	PAR	UP	DOWN	PAR	UP	DOWN	PAR
Operators	22	10	11	15								
Distributors	24	4	1	6								
Manufacturers	12	1	0	4								
Total	58	15	12	25								

What are your plans to increase business in 1956?

	Add More		Improve Go to		Add Customer		Add Pool		Add Enter	
	Juke Boxes	Dime	Relations	Games	Vending	Relations	Games	Vending	Relations	Games
Operators	7	3	3	3	2					
Distributors	4	4	3	2	3					
Total	11	7	6	5	5					

What do you feel is the most important problem facing the industry during 1956?

	Nat'l Laws		Taxes, Licenses		Dime Play		Industry Relations		Public Relations	
	Operators	11	9	9	3	1				
Distributors	4	4	4	2	3					
Total	15	13	13	5	4					

What is the most important single problem you face in 1956?

	Rising Business		High Equip.		Costs		Costs		Programming	
	Billboard Price Index	EP Growth	Costs	EP Growth	Costs	EP Growth	Costs	EP Growth	Costs	EP Growth
Operators	9	7	5							
Distributors	2	4	2							

What advice would you give a man about to enter the operating business?

	Buy Going		Need		Need		Won't Get		Need	
	Route	\$10,000	\$25,000	Rich	Quick	\$20,000	Route	\$10,000	\$25,000	Rich
Operators	8	4	5	2	2					
Distributors	0	4	1	3	2					
Total	8	8	6	5	4					

**dino, Calif.:** "Do your own collecting. Operate only phonos, cigarette venders and strictly limited legal amusement devices."

**Bill Woolen**, operator, M & W Music Company, Attalla, Ala.: "Don't enter if you don't buy all new equipment and pay cash. Required capital—I fully believe you need \$50,000 to even get your feet wet."

**Lowell M. Peltier**, operator, Peltier Music Service, Newark, O.: "Since my route is a one-man operation, with music as the backbone, the initial investment will be more than that required for some other

types of routes. I feel that a minimum of \$25,000 is necessary, plus another \$15,000 if the investor wishes to keep busy five to six days a week. Any investment in dollars must be matched with an equal amount of determination, intelligence and ability."

**Don E. Wallick**, operator, South Gate, Calif.: "I would suggest to a man entering the field to look around before buying and purchase an already established route, without over-stepping his purchasing power in proportion to the amount he has to invest."

## How Much Cash to Become Operator?

An article in a recent Billboard tells of the large amounts of money established operators agree it takes to get started in the juke box operating business. One of the charts on this page also points up the fact that both established operators and distributors agree a substantial investment is required to enter the operating business. But as Bert G. Liesch, a part-time Milwaukee operator, explains below, it can be done without big money. Bert did it the hard way. He started four years ago on a part-time basis with only \$100 of his own and \$1,400 borrowed on his car. He hopes to devote full time to operating late this year. Bert—who did not have the money—did have three essentials: Willingness to work very long hours, a good credit rating and a very patient wife. Here's Bert's own report:

By BERT LIESCH

In advising anyone about to enter the coin machine business I have this to say: Recently I read a couple articles in Billboard quoting operators stating that anyone going into this field should have \$25,000 or even \$50,000 capital available and also a wealth of mechanical ability.

Well, it's a good thing for me I didn't read any of those articles four years ago because they might have scared me out of my decision to become a juke box operator.

Anyway, I have been operating a route part time for four years now. I bought a 13-piece route (4 pieces new, 9 old) for \$6,500. I had exactly \$100 to put into the business. I borrowed \$1,400 on my car, added that to the \$100 and made the down payment. I was about the least mechanically inclined man you could find but I had four years' experience as a record buyer for the local RCA distributor behind me so I decided to take the plunge.

Now, four years later, I have a 27-piece route, and if things go right I intend to break into the business full time late this year.

So in view of this I would say it is possible to start in this business without that so-called big capital, but don't consider it unless you're willing to work a lot longer hours than most people are required to, have a good credit rating and a very patient wife!

Possibly my case is a very rare one, but I am not trying to infer that it has been an easy road either. I've had plenty of hard knocks and disappointments, but I figure if I can see this thing thru

I'll really have something for myself.

I have always had excellent cooperation from my local distributor, United, Inc., when I had service problems and even location moving problems. Also, other operators have been helpful in getting me out of service jams.

I have found that what I lack in mechanical know-how can be offset by prompt service when called and even if I can't get it fixed the location owners appreciate the effort I'm making. And, by now having mostly new equipment, only two pieces more than four years old, I find that there are very few serious service problems.

### Key Problems

As for problems to be encountered by the newcomer, I would say No. 1 is tact in getting along with your location owner. I find that I have to take unwarranted verbal abuse from both owners and patrons, but I just grit my teeth and bear it as much as I can.

Also I would say a problem is to buy the right records and a big help in that comes from the trade papers. Also the one-stops who are very helpful.

Problem No. 2 is keep your bills paid and don't expect an overnight success on your route any more than you would in any other business.

Getting back to the investment problem, I would say the newcomer should have at least enough to make the down payment. I really did it the hard way and as I say, if I had known of the pitfalls, imaginary or otherwise, I probably would never have taken the plunge. But I'm glad I did.



## PUBLIC RELATIONS

# Distrib Assn. Head Proposes Nat'l Plan

By AL SCHLESINGER

The National Coin Machine Distributors' Association at its meeting last November raised the question of Public Relations for the coin machine industry. As a result of our discussions, this association decided to assess each member a small sum to provide a preliminary study of this question.

During the year 1955, the coin machine industry was faced with a federal grand jury investigation of the 'Juke Box Industry,' and an article written by Mr. Lester Velie was published in the November issue of Reader's Digest. The investigation is still going on. Both of these events received much newspaper publicity throughout the nation. It left the public with a feeling that the coin machine business was a haven for racketeers of every description.

There were some protests from a few people within the industry. But by and large, we handled these situations like we have always handled situations of this kind: by remaining quiet.

## No National Protest

The protest over the Reader's Digest article by our trade magazines never reached the public. No organization connected with the coin machine industry took any steps, from a public relations point of view, of telling the public our story. The public has never heard our answer to the Reader's Digest article.

The coin machine industry as compared with other lines of business is not a giant industry. As a small industry, with perhaps two hundred thousand people contributing their share in lumber, metals, glass, electronics, etc., we are intertwined with other industries.

What of the people that are engaged in assembling, shipping, selling and maintaining? What of the locations where our products are installed? All these people have a stake in the future welfare of the coin machine industry. And what do all these people think when an attack is made against the entire industry—and no leaders step forward to reply.

The time is long past when we can bury our heads in the sand like ostriches and hope the storm will blow over. We must now co-ordinate all the various groups that represent the industry, and set up definite plans in 1956 to secure the necessary funds, and organize a committee to formulate plans for a public relations policy that will at least give thousands of people connected with the industry a semblance of dignity, and an even chance to tell our story to the public.

It can be accomplished if all branches of the industry will pay their share. I propose that there be a \$1 assessment on every new machine manufactured. This assessment to be paid equally by the manufacturer, distributor and operator. Each one to pay 33 1/3 cents on every new machine manufactured. By each group sharing the cost of a public relations program, each group should be represented by one delegate from the manufacturers' association, one delegate from the distributors' association and one delegate from the Music Operators of America. These delegates will form the committee. They will handle all the funds. They will engage experienced professional public relations experts. They will be responsible to the coin machine industry for the handling of future public relations programs.

We are building bigger and finer machines. All branches of the industry are continually trying to improve better performance, more beautiful cabinets, finer tone control and many other improvements. All this is done to create a greater buying public. Everyone will concede that the coin machine industry in this respect has been farsighted. On the other hand, our industry has for too long been shortsighted in telling its story to the public via public relations.

We in National Coin Machine Distributors' Association are extending a cordial invitation to all other groups to meet and discuss this problem at the next NCMDA meeting, May 6, at the Morrison Hotel, Chicago.

## EDITORIAL

# Do You Want Public Relations?

Like motherhood and lower taxes, public relations is something nearly everybody is for. An awful lot of people in the juke box industry have said for a long time that they are for public relations.

It seems to us that there are several basic questions which those who say they're for public relations must answer for themselves before they can translate words into action.

What is it? It's the business of getting your story across to people. What is its value? To insure the best possible terms for maintaining—and expanding—a profitable business. Do you want it? That's a question for you to answer. Here's what we think:

Effective public relations for the juke box industry does not begin with a program; an architect draws up blueprints after the decision has been made to build, not before.

Public relations can only begin after it has been agreed what it is and how it's to be used.

We think that sound public relations must necessarily begin with an attitude. Find a man who makes public relations work and you find one to whom it's second nature, it's automatic. To him, it's a way of thinking, an outlook. In saying this, we take our cue from those in the industry who are sold on public relations and who have found it worthwhile.

Once a person is convinced of the value of taking part in his own community, for example, he can accomplish much. But without conviction, public relations on the local level is almost certain to be a hit-and-miss affair—a picture or story in the local newspapers and that's that.

Mass media and community activities are not public relations—they are merely tools of public relations. They are simply the instruments of communicating, of telling people the story you have to tell. What is told and how it is told—these are the raw materials of public relations.

Successful public relations is not one—or several—of anything: Pictures and stories in local newspapers, magazine fea-

ture stories. It's a continuing, day-by-day, month-by-month, year-by-year job.

One man in an association cannot give public relations to the group he's representing. Public relations for the juke box industry is necessarily a personal matter at the start, built at the grass-roots level. P-R by proxy is not an effective beginning. And what is needed now is a beginning.

A prominent figure in the coin machine industry enters a plea—and the outlines of a plan—for public relations in the adjoining article. He is eager for action. We are, too. But we don't think his suggestion—or any other suggestion—will bear fruit until the people who will carry a plan are sold on the need for, and the value of, public relations.

The first step, it seems to us, should be for those who are practicing public relations—and who have for years—to come forward and tell what it means to them, why they're sold on it, what it's done for them, and how they've done it.

In public relations, there are many publics—teen-agers, related industries, banks, lawmakers, community leaders, businessmen, housewives. How to tell the story on a continuous basis to each of these publics is the job cut out for those interested in public relations.

The Billboard is sold on the value of sound public relations for the juke box industry. In the areas where it is practiced, it has proved worthwhile. We think that it can eventually create the necessary climate for great growth in the business.

We are convinced that the juke box business has not yet begun to realize its real potential. It is sometimes argued that the business by its very nature is limited in growth, that it's primarily a static business. We don't believe this. We can see new equipment and new thinking overnight broadening the horizon of the industry.

There are those who don't see a need for public relations in the industry and who say, "Just show me the business receipts—that's the only public relations yardstick I need."

That's a persuasive argument—for those who can afford it. And for those who see little future in the business.

But for those who can't afford it, for those who see in it a big future, it isn't much of a blueprint for tomorrow.

# What's Ahead in 1956: Battle On Overhead, More Equipment

• Continued from page 1

important problem facing the industry in 1956?

4. What is the most important single problem you face in 1956?

## Basis of Poll

Percentage figures showing increases or decreases and explanations were also asked for. A two-page questionnaire was mailed to 160 distributors and 1,700 operators.

Results of the survey—appearing in the special Business Review section in this issue—are based on returns from 35 distributors and 58 operators, a return of 21 per cent and 3.4 per cent, respectively.

**Editor's Note:** The Billboard's 10th Annual Juke Box Operator Poll, which will be published in the Music Operators of America convention issue dated May 5, will detail the juke box operating business during the past year. It is concerned with juke box

operators only, and is a comprehensive analysis of their business during the past year based on operator replies to an extensive questionnaire dealing with all aspects of operating management.

Personal staff checks and interviewing by correspondents in major cities were made, all of which confirmed the representative findings of written replies.

Basic findings are prepared in graphic form with charts (See adjoining page). Manufacturers listed for the 1955 business question include coin-operated amusement machine and vending machine makers, and support the findings of operators and distributors.

The majority of operators and distributors see a bigger year in 1956 than 1955, with expected grosses up anywhere from 5 per cent to as high as 25 per cent. No one made a guess at what may happen to net income, however, but all reported plans to increase

business during the year call for holding down overhead in an effort to squeeze out bigger nets.

## Big City Returns

In major metropolitan areas such as Chicago, Los Angeles, New York and Detroit, most operators and distributors polled saw 1955 as a good year and 1956 as an even better one. But there were exceptions.

In Des Moines, for example, operators reported grosses about on a par with 1954. Plans for 1956 call for greater attention to programming.

In Dallas, reports were mixed, ranging from "off slightly" to "20 per cent better." Diversification is a key plank for increasing 1956 business. The problem appears to be that most Dallas juke boxes still operate at a nickel. Summing up what operators wanted, Mrs. H. T. Ripa, of Blue Bonnet Music Company, stated: "Ten cents and three-for-a-quarter."

Here are some representative

comments of operators and distributors on the 1956 outlook, problems they see and plans they have (see adjoining page for more comments):

## How They Think

**T. W. HOLLAND AMUSEMENT COMPANY**, Jacksonville, Fla.: "We did more business (gross) in 1955 and made less money (net) than in 1954. Our business (net) was down about 20 per cent. So far as plans for increasing earnings, we're doing the best we can right now and have no particular plans. One of the things that would help is fewer new models."

**CARL O. HUTCHINSON**, Jacksonville: "I plan to add more juke boxes this year. My business in 1955 was about on a par with 1954. One of the big problems in the industry is that the manufacturers are trying to get too many records on machines. I like new machines, of course. A lot here in the Jacksonville area are 10 years old or more. These need a lot of upkeep. A new machine—if you get it at a reasonable price—would make everybody more profit, it seems to me. The big problem is that price of equipment is just too high. There is just too much spread between the manufacturer and the operator. I was able to buy two new machines at \$850 each with no trade in and

that helped me a little in cutting down the first cost so that I can make a little profit. If prices were cut back I think more machines could be sold and better equipment would be put out and more people would make more money."

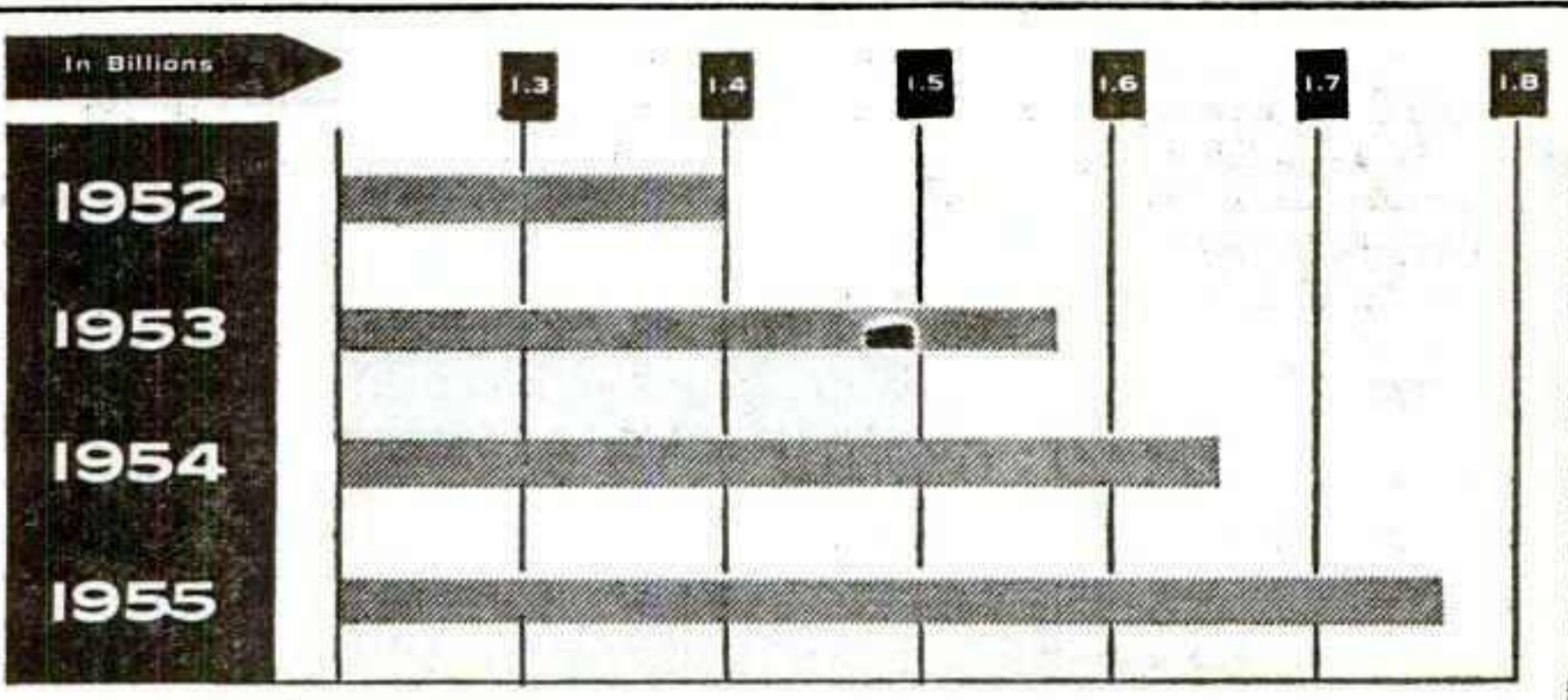
**R. C. BLACKBURN**, Redwood Music Company, Eureka, Calif.: "We converted our music machines from nickel, five-for-a-quarter play to dime, four-for-a-quarter play so business was up about 15 per cent over 1955. Plans for increasing 1956 business: Buying newer equipment and adding pool games."

**MICHAEL MALKIN**, vice-president, Music Distributors, Inc., Charlotte, N. C.: "The year 1956 promises to bring an even better result than 1955 (the percentage of increase of 1955 over 1954 was very gratifying). The production of better equipment, better programming, finer acoustical characteristics of phonographs, greater eye appeal and an entrance into the field of electronics—these factors will tend to increase the sales of the phonographs for 1956."

"I firmly believe that operators in today's market should become cognizant of the fact that a new record—EP's—and dime play will be the two factors that they—the operators—have to consider (Continued on page 111)

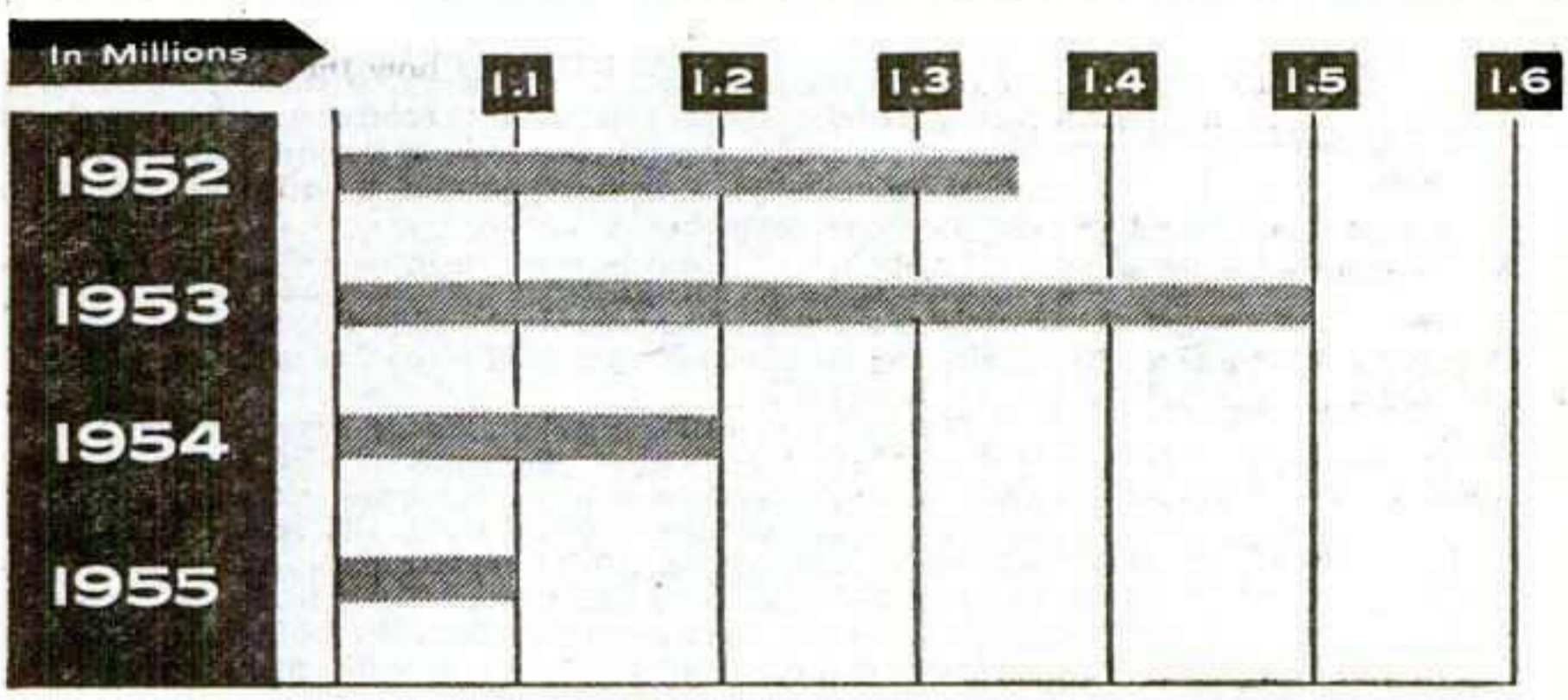


**GROSS ANNUAL DOLLAR SALES OF VENDING INDUSTRY**

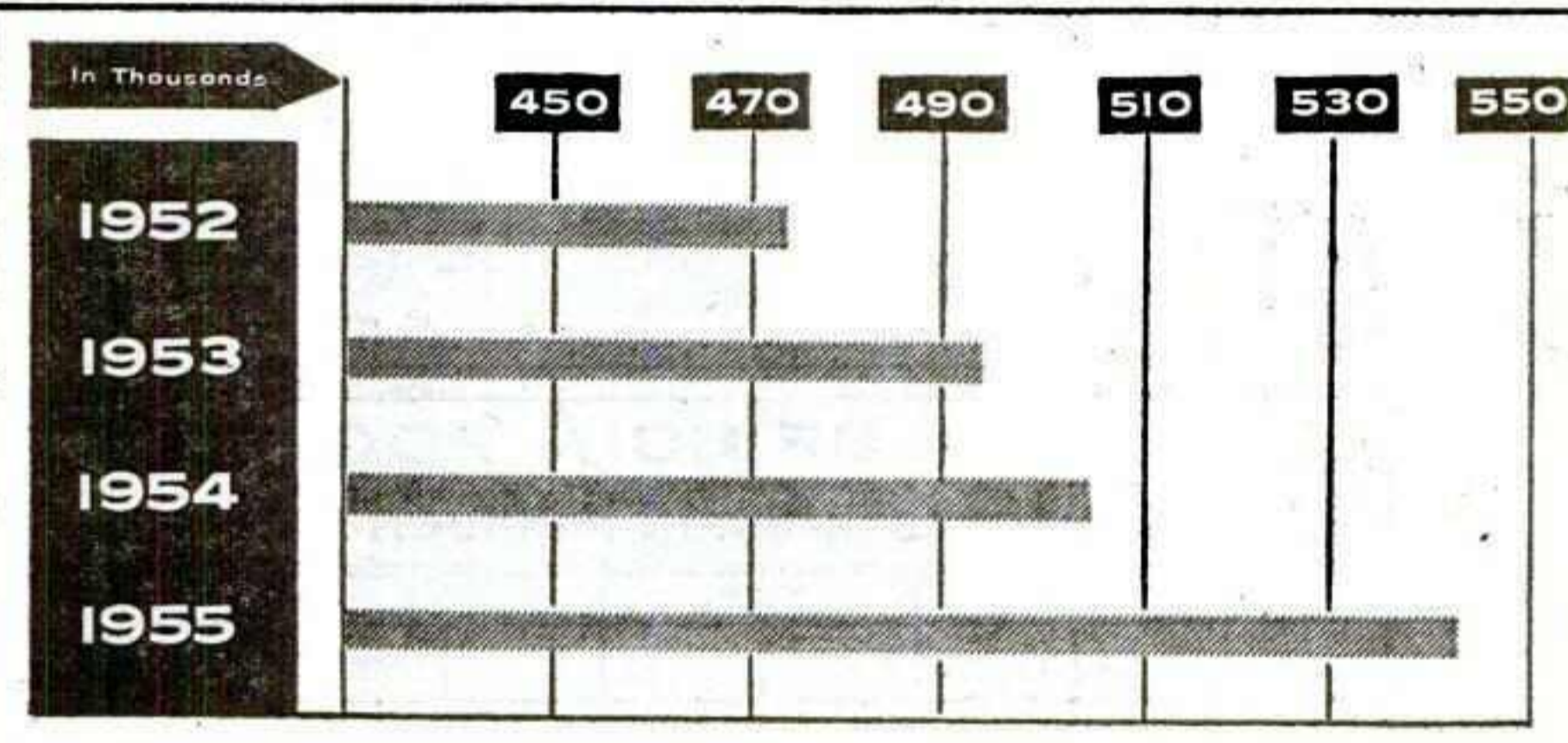


Source: Vend Magazine, 1956 Market Data Edition

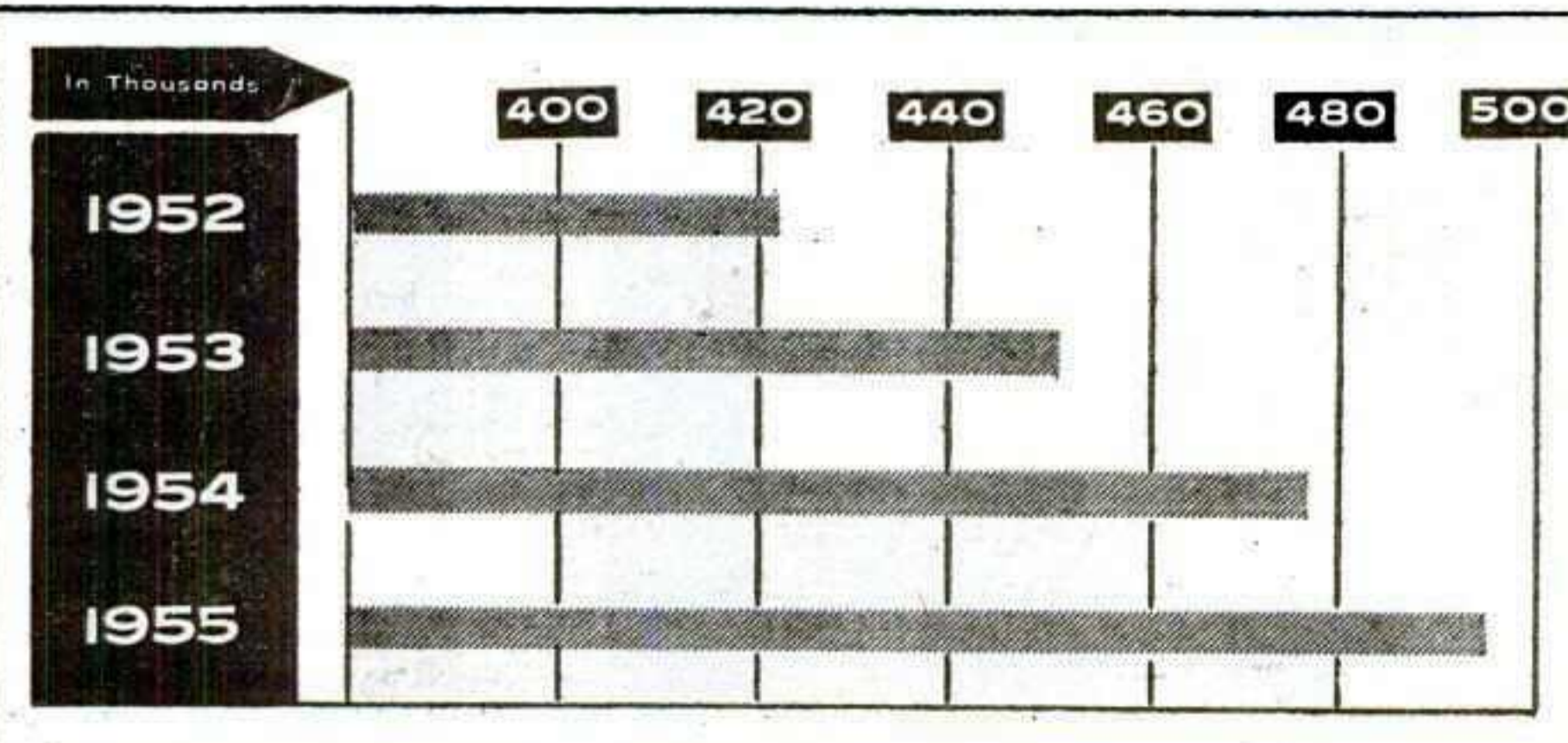
**PENNY CONFECTION MACHINES IN OPERATION**



**CIGARETTE MACHINES IN OPERATION**



**CANDY MACHINES IN OPERATION**



**ANOTHER RECORD**

**'55 Vending Sales Hit \$1.75 Billion**

The vending machine industry enjoyed its biggest year in 1955.

But 1956 is expected to top last year's record.

These two facts shape vending's present outlook.

The chart at the top of this page graphically tells the story of automatic selling's dollar volume growth. Vending's \$1.75 billion gross of retail sales for 1955 represents an increase of 6 per cent over 1954's \$1.65 billion total.

(Editor's Note: All vending statistics which appear in the accompanying charts and in this article were compiled by Vend magazine and are included in Vend's 10th Annual Census and Pulse studies of the industries in its 1956 Market Data Edition, published Thursday (15).

**Penny Vending**

The number of penny confection machines (90 per cent penny, 10 per cent nickel, etc.) in operation fell to a new low of 1.1 billion for the four-year period shown on the chart.

Why the drop? It strongly indicates that many promoters are finding it tougher to sell and are leaving the scene, altho they are surely not gone entirely (see operator comments below). Another possibility: Penny vending for some operators, particularly part-timers, is no longer profitable. However, the penny vending market is still big business, accounting for over \$55 million of retail sales last year.

Product-wise, cigarettes and

candy, major vending staples, during 1955 continued to pose problems. Despite this, as the charts show, notable gains in numbers of machines now in operation were made for each product. But with the increase in numbers of machines, the per-machine sales declined. In cigarettes, this is primarily due to the inability of older models to accommodate the growing demand for filter-tips and kings.

**Candy, Cigarettes**

The number of candy machines in operation increased from 479,300 in 1954 to 494,900 last year. Cigarette machines in operation climbed to 544,300 in 1955.

At the same time, the total annual vended sale of cigarettes dropped in 1955 to 2.6 billion packs from 2.8 billion packs in 1954.

Total unit sales vended thru candy machines breaks down as follows: 71 per cent nickel candy, 10 per cent cookies and crackers, 9 per cent dime candy, 10 per cent nickel gum.

There is statistical evidence to suggest that juke box operators are continuing to diversify with cigarette, candy and some other types of vending machines (see "Juke Box Operator Diversification Increases" elsewhere in this section).

However, the percentage of cigarette and candy machines operated by music operators is considered to be a small part of the total number of machines operated in these categories.

**Operators, Mfrs. Tell 1956 Plans**

The Billboard mailed a brief questionnaire to a group of vending operators, bulk vender and charms manufacturers and vending suppliers asking for a report on 1955 business and their plans for this year. Here's a representative sample of reports returned:

**BILL DAHLSTEN**, operator, Bold Enterprises, Warrensburg, Mo.: "Business was up in 1955 about 12.5 per cent. The probable reason for this is diversification. This year we plan to buy more machines and to sell a more diversified line of products—the added lines to have a good mark-up and customer appeal. In advising a newcomer to the bulk vending business I'd tell him to sell ball gum and to change charms often. I've found it pays. Probably the most important problem to be met in 1956 is the legal problem, as is exemplified in New Jersey."

**W. C. SMITH**, operator, Smith's Vending, Prineville, Ore.: "I operate candy and cup drink machines. Business during 1955 was up 5 per cent above 1954 for vended candy. I believe that on the average my drink machines were up about 10 per cent. I rotated brands and bars every two weeks or oftener. I think a primary problem is the 'get rich quick' type of advertising. A new operator must be made to realize that he won't get rich quick and that he will get back only what he puts in the business by time and work, and I mean work."

**CHESTER COOPER**, operator, Cliff Weil, Inc., Richmond, Va.: "Cigarette vending—a stable business—was about on a par with

former years in 1955. The main thing we are doing in 1956 is buying the larger machines to display more brands of cigarettes. Our big problem: Finding locations for machines.

**ALBERT F. MITCHELL**, operator, Kwik-Kafe of Richmond, Richmond, Va.: "During 1955 business was up about 33 per cent and so far this year we are 50 per cent ahead of last. The reason for this is public acceptance of the coffee and other hot and cold drink machines."

**SAMUEL EPPY**, charms manufacturer, president, Samuel Eppy & Company, Inc., Jamaica, L. I., N. Y.: "We look for 1956 to be perhaps one of the most decisive turning points in the development of bulk vending, especially with charms. There are three developments which are the fundamental reasons we are so optimistic. The first, and most important, is the trend to appoint exclusive or joint distributions in assigned territories to distributors. The second: The development of a new attachment with which a customer can see exactly what he is getting. This device, in the opinion of attorneys, makes ball gum and charm vending perfectly legal, and many territories that have been closed to the industry now will be able to operate readily. The third major development: The advent of the penny-nickel bulk vending machine."

**S. H. BLOOM**, bulk vender manufacturer, secretary-treasurer, Oak Manufacturing Company, Inc., Culver City, Calif.: "We have definite plans for 1956 and 1957—

(Continued on page 108)



# Coin Pool, Game of the Year— An Industry Success Story

By KEN KNAUF

Never before in the history of the amusement industry has a coin-operated game caught on so fast and spread to all areas in the country so quickly as has the miniature pool table.

Starting with a bang on the market in late August, the simple-to-play, low-priced game quickly opened the eyes of manufacturers, distributors, operators, then players, across the nation.

Generally credited with "starting the ball rolling" are Valley Manufacturing Company, Bay City, Mich., who first showed the game had earning power in Michigan locations, and Exhibit Supply, Chicago, who first "sold" the pool game idea to distributors around the country.

### Fast Output

By the end of September, eight manufacturers were busily producing as many games as their plant capacities would permit, and by year's end 15 firms were joined in pool output (See chart).

How long would the pool craze last? Manufacturers, who had to line up supplies for the games a month or more in advance, wondered.

But demand, instead of dropping off after the initial rush of orders, kept climbing. Now manufacturers dug in, gearing their production lines for big, continued output, concentrating on pool, in most cases, to the point of holding off production of other type games.

With competition tight, due to the unusually large number of firms in production, manufacturers soon began looking for ways to make their particular models "a little better than the next one." Added to the original game, which consisted basically of table, balls, bumpers and cues, were lighting attachments, built-in playfield levels and better ball-return mechanisms.

### New Features

Next came the table marked with lines across the playfield which could be placed up against a wall on location and played from just three sides. This feature, saving space at many locations, became a standard.

Next, large-size games hit the market, with ball holes moved farther in from the ends for more cushion action. Manufacturers began offering both large and regular size models to operators, who could buy according to location requirements.

Most striking change in the pool field came with Chicago Coin Machine Company's introduction of the first electric pool game late in November. Gradually, more and

more electric models, featuring automatic scoreboards and play from one end, showed up on the market.

### Electric Units

While the new electric games stuck closely to the style of the original, with the advent of 1956, manufacturers introduced new play features with these games. Among them, special ball holes which both boosted scores and acted as handicaps; playfield roll-over buttons that increased score values of pockets; and light-up buttons that lighted the way to higher scores.

Meanwhile, the regular non-electric models continued to enjoy top popularity. Along with light-up bumpers on these games, came an added center hole, adding more shot possibilities, a center hole plug, which could be used to convert the game to or from a three-hole model, and, on some models, added bumpers and extra ball holes.

The light-up bumpers and the three-hole convertible features were

soon included on models of the majority of manufacturers.

Latest new pool game is a combination of electric and regular non-electric play systems. Models of this type, already introduced by several manufacturers, have automatic scoreboards level with the playfield. The game can thus be played from four sides and at the same time record scores automatically.

While some areas of the country are fairly well covered with pool games, other sections have only a small portion of locations supplied. Games with new play features are replacing many of the earlier-produced models at other locations.

While manufacturers, in some cases, are finding demand has just begun to ease up, most of them plan to keep producing the game in one form or another for at least another year. As one manufacturer put it, "We're going to keep the pool cues in the public's hands for a long time to come."

## New Ideas in Games; Lower Prices in '56

The coin-operated amusement game industry of 1956 can look forward to a wider variety of new games, including new ideas in electric pool, brand new types of Arcade units and other pieces to appear this spring and early summer.

Pool games will continue to be produced thru the year as standard location pieces, but production is not expected to remain at the present exceptionally high level.

Due to the large number of manufacturers in pool production—at least 17 firms—and the large number of pool games already on location thruout the country—an estimated 58,000—output is expected to decrease in the next few months.

Operators, well pleased with the low price and high earning power of the pool games, will be looking for more new games with a low price tag. Distributors were able to sell games faster, collect payments from operators in a shorter period of time. These factors are expected to affect manufacturers' new game planning for the future.

Setting the pace, with new models listing under \$300, the pool games brought more operators into the business, expanded and diversified routes of the established operators.

In contrast to the diversified output of the past two years, practically every new game model introduced in 1956 has been either a pool game or pinball.

A year ago, new models in production included rifle games, in-line and five-ball pins, shuffle-target units, shuffle bowlers and many novelty pieces.

While the new pool games have set new records in total sales, the more diversified output of the pre-pool period was marked by healthier all-around market conditions.

Pinballs, shuffles, guns, were all bringing good grosses at locations, and in general, one type of game was not cutting into receipts of another.

Currently the pool games have cut deeply into the shuffle bowling game market, bringing it to almost a standstill. In some areas, however, shuffles are still favored over pool units.

Legal moves against bingo pinballs have brought about a price drop in the used bingo market, but

new bingos are still being produced, and, in many cases, selling well.

Some 130 models of coin games were introduced to the trade during 1955. This number topped the 113 models produced in 1954, and was realized in no small part thru the big 1955 swing to pool games.

Five-ball pinballs ranked second to pool in the number of models introduced. Shuffle bowlers were tops on the game popularity list in 1954, when about 30 different models hit the market. Popularity of the bowlers held steady thru most of 1955, but dropped off in the final months of the year, reaching a total of 23 models.

While some manufacturers look for a re-birth of the shuffle game trade, prospects are not bright for this type game, at least thru the rest of 1956.

(Continued on page 114)

## 1956 Game Outlook

Legislation, taxation, licenses and new equipment are the three primary factors in the 1956 outlook for coin-operated amusement machines. Here are the reports of a few distributors and manufacturers on their results in 1955, their plans for 1956, and what they see as the major problems currently facing the coin-operated amusement machine industry.

**DONALD J. MOLONEY**, distributor, Donan Distributing Company, Chicago: "1955 began way ahead of 1954 in sales. However, around September there was a tremendous slump which decreased sales for the year approximately 25 per cent in comparison with 1954. This was mainly due to poor legislation on pinball machines in our representative territory. 1956 sales will depend upon legislation and the manufacturers new products that will take the place of the machines that have been hurt by legislation.

We intend to concentrate on a smaller volume and higher mark-up. Public relations and legal clarification of present laws regarding this industry should be concentrated on by manufacturers, distributors and operators working together. At the present time I would not advise anyone to enter the coin machine business since the problems today are many and the prospects doubtful."

**LEONARD J. GOLDSTEIN, T. & L.**, Distributing Company, Cincinnati: "Our business was approximately the same in 1955 as in 1954, with the exception that it was much more competitive, and we have operated on a lower margin of profit. We expect to be very cautious of credit in 1956. Many aspects of the amusement field look treacherous in the coming year, with legislation and taxes coming from federal, state and city levels.

In our mind the biggest problem in 1956 is the curtailing of additional taxes on the coin-operated amusement games. This type of merchandise accounts for 70 per cent of our volume. If a man were entering our business today, I would advise him to stick 100 per cent to the legal types of equipment. It would be essential for this man to have enough liquid assets to cover any of the contingencies that are continually arising such as loans to locations and the necessary capital for expansion. I think conservatism is an important factor for 1956 in the amusement field."

**DON E. WALLICK**, operator, South Gate, California: "I would suggest to a man entering the field to look around before buying and purchase an already established route, without overstepping his purchasing power in proportion to the amount he has to invest."

**LOUIS D. MORRIS**, president, Morris Novelty Company, Inc., St. Louis: "The federal agents' insistence on \$250 licenses for bingo games is the single major problem. The industry can meet this problem by devising amusement games which will appeal to the public as much as bingo games. A man entering the coin machine field as an operator should have a minimum of \$5,000 to be used as a down payment on music and amusement games. His difficulties will be finding locations that will return an amount sufficient for him to earn a livelihood. License fees and legal difficulties are to be encountered when he will least expect them."

**M. S. HILLMAN**, Lavoie & Hillman, Inc., Fall River, Mass.: "It is our opinion that the most important factor governing success in this business is equipment. When the manufacturers produce equipment that earns sufficiently to pay for obsolescence or depreciation and leaves a good profit to the operator, then the operator, the distributor and the manufacturer are happy and successful. The present boom in pool games is an excellent example. Sales are high—prices within reach of all operators—new blood attracted to the industry and earnings are high.

"The prospects for 1956 are excellent in spite of the feeling that the present pool game boom is limited. When the operator can pay his bills and has additional finances, he will, as a rule, diversify. He will look for additional avenues of income in the coin machine industry, perhaps vending or phonographs. We are, therefore, optimistic about  
(Continued on page 106)

## What to Look For in 1956

Wider variety of new games, including new ideas in electric pool, brand new types of Arcade units, to appear in spring, early summer.

Continued output of pool games thru the year as standard location pieces. Production not expected, however, to stay at present exceptionally high level.

Lower prices on games. Pool set the pace, listing under \$300. Brought more operators into business, expanded routes of others. Distributors sold games faster, operators made payments in shorter time period.

### HISTORY OF COIN POOL 1955, MONTH TO MONTH NEW FEATURES, MFRS. IN PRODUCTION

	AUG.	SEPT.	OCT.	NOV.	DEC.	
15						CHICAGO COIN
14						ORMS
13						UNITED
12						First Electric Game GOTTLIEB
11				SPARKS		Center Hole Feature SPARKS
10			BALLY	BALLY		Light-Up Bumpers BALLY
9			MALLEGO	MALLEGO		Extra Holes MALLEGO
8		WILLIAMS	WILLIAMS	3-Side Play Standard	WILLIAMS	3-Side Play Standard WILLIAMS
7		KEENEY	KEENEY	Large Size Tables	KEENEY	Large Size Tables KEENEY
6		FISCHER	FISCHER	Holes Moved In	FISCHER	Holes Moved In FISCHER
5		EDOLITE	Lighting Attachments EDOLITE	Lighting Attachments EDOLITE	Lighting Attachments EDOLITE	EDOLITE
4		GENCO	Built-In Levels GENCO	Built-In Levels GENCO	Built-In Levels GENCO	GENCO
3		MARVEL	Better Ball Return Mechanism MARVEL	Better Ball Return Mechanism MARVEL	Better Ball Return Mechanism MARVEL	MARVEL
2	VALLEY	VALLEY	First 3-Side Play VALLEY	First 3-Side Play VALLEY	First 3-Side Play VALLEY	VALLEY
1	Basic Bumper Game EXHIBIT	Basic Bumper Game EXHIBIT	Basic Bumper Game EXHIBIT	Basic Bumper Game EXHIBIT	Basic Bumper Game EXHIBIT	EXHIBIT



# Coin-Operated Phonograph Manufacturers

## AMI, Inc.

1500 Union Avenue, S.E., Grand Rapids 2, Mich.

**Personnel:** John W. Haddock, president; C. R. Burgess, vice-president in charge of marketing; W. E. FitzGerald, advertising and sales promotion manager.

### Phonographs in production:

**Model "G-120"**—Dimensions: 61¼ inches high, 32¾ inches wide, 26 5/16 inches deep. Net weight: 350 pounds. Capacity: 60 records (120-selection), 45 r.p.m. only. Eight available colors: Delft blue, cherry red, embered charcoal, chartreuse green, bright sand, canary yellow, atoll coral and night-sky black.

**Model "G-40"**—Dimensions: 61¼ inches high, 32¾ inches wide, 26 5/16 inches deep. Net weight: 306 pounds. Capacity: 40 records (80-selection), 45 r.p.m. only. Eight available colors: Same as "G-120."

**Model "G-80"**—Dimensions: 61¼ inches high, 32¾ inches wide, 26 5/16 inches deep. Net weight: 277 pounds. Capacity: 20 records (40-selection), 78 r.p.m. Color: Same as "G-120."

### Auxiliary equipment in production:

**Wall boxes**—Model W-120 (120-selection), Model W-80 (80-selection), Model W-40 (40-selection). All wall boxes measure 15½ inches high, 12 inches wide, 7¼ inches deep. Net weight: 26 pounds.

**Receivers**—S-120 (120-selection), S-80 (80-selection), S-40 (40 selection). All receivers measure 14¼ inches high, 7¼ inches wide, 9 inches deep. Net weight: 16 pounds.

**Speakers**—EX-100 Ceiling Speaker—Dimensions: 21 13/16 inches high, 18¼ inches wide, 7½ inches deep. Net weight: 16 pounds. Minimum recess needed: 7 inches. Two wire.

**EX-200 Remote Speaker**—Dimensions: 18¾ inches high, 17¾ inches wide, 9¾ inches deep. Net weight: 17 pounds. Hangs on wall. Two-wire.

**EX-300 Corner Speaker**—Dimensions: 19½ inches high, 18 inches wide, 17 inches deep. Net weight: 20 pounds. Two-wire.

## Rock-Ola Manufacturing Corporation

800 N. Kedzie Avenue, Chicago

**Personnel:** David C. Rockola, president; Edward Ristau, director of sales; Les Rieck, phonograph sales manager; Kurt Kluser, assistant phonograph sales manager; Wayne Bradfield, advertising and sales promotion manager.

### Phonographs in production:

**Model 1448**—Dimensions: 55¾ inches high, 30½ inches wide, 27 inches deep. Net weight: 335 pounds. Capacity: 60 records (120-selection), 45 r.p.m. disks only. Color: Blond mahogany with walnut trim.

**Model 1452**—Dimensions: 55¾ inches high, 30½ inches wide, 27 inches deep. Net weight: 315 pounds. Capacity: 25 records (50-selection), 45 r.p.m. disks. Color: Same as 1448.

### Auxiliary equipment in production:

**Wall boxes**—Model 1546 (120-selection), Model 1548 (50-selection). Both wall boxes measure 14 inches high, 11 inches wide, 7 inches deep. One-button selection. Three-wire.

**Receivers**—Model 1725-8-2 (120-selection), Model 1721 (50-selection). Both receivers are three-wire hook-ups.

**Speakers**—Model 1616 De Luxe—Dimensions: 25 inches high, 21 inches wide, 10¼ inches deep. Color: blond oak. Corner speaker.

**Model 1615 Standard**—Dimensions: 16 inches high, 13½ inches wide, 8¾ inches deep. Color: blond pebble. Corner speaker.

## J. P. Seeburg Corporation

1510 Dayton Street, Chicago

**Personnel:** N. Marshal Seeburg, president; Bruce L. Jagor, vice-president; C. T. McKelvy, vice-president and general sales manager; R. E. Lingren, sales manager of background music; Tom Herrick, assistant sales manager.

### Phonographs in production:

**Model V-200**—Dimensions: 55½ inches high, 36 inches wide, 27½ inches deep. Net weight: 416 pounds. Capacity: 100 records (200-selection), 45 r.p.m. only. Dual credit system for EP record use. Color: Olive burl, trimmed in rose mahogany and green.

**Model 100-J**—Dimensions: 59 inches high, 35½ inches wide, 26¾ inches deep. Net weight: 337 pounds. Capacity: 50 records (100-selection), 45 r.p.m. only. Color: Stripped mahogany and woven cané veneer.

### Auxiliary equipment in production:

**Wall boxes**—Wall-O-Matic 200 (V-3WA)—Dimensions: 14 5/16 inches high, 12¼ inches wide, 7¼ inches deep. Net weight: 24 pounds. Capacity: 200-selection. Dual credit system.

**Wall-O-Matic 100 (3W1)**—Dimensions: 12¾ inches high, 12½ inches wide, 5¾ inches deep. Net weight: 24½ pounds. Capacity: 100-selection.

**Receivers**—All Seeburg models are equipped with selection receivers by the factory.

**Speakers**—Model HRCV3-8 Corner Speaker—Dimensions: 21½ inches high, 22¾ inches wide, 10½ inches deep. Net weight: 15 pounds. Eight inches wide range speaker.

**Model HFCV2-8 Wall Speaker**—Dimensions: 18¾ inches high, 22¾ inches wide, 10½ inches deep. Net weight: 21 pounds. Eight inches wide range speaker.

**Model HFCV1-12 Recessed Speaker**—Dimensions: 12 inches diameter, 5¾ inches deep. Recess requirement: 12 inches magnet type speaker.

## The Rudolph Wurlitzer Company

North Tonawanda, N. Y.

**Personnel:** R. C. Roling, president; R. F. Waltemade, vice-president and manager of the North Tonawanda division; Robert Bear, phonograph sales manager; A. D. Palmer Jr., advertising and sales promotion manager.

### Phonographs in production:

**Model 1900**—Dimensions: 55¾ inches high, 33 11/16 inches wide, 27¾ inches deep. Net weight: 323 pounds. Capacity: 52 records (104-selection) 45 r.p.m. only. Colors available: Persian turquoise, glacier white, Chinese black, desert haze.

### Auxiliary equipment in production:

**Wall boxes**—Model 5207 (105-selection)—Dimensions: 12½ inches high, 11¾ inches wide, 7¾ inches deep. Three-wire hook-up.

**Model 5206 (45-selection)**—Dimensions: Same as 5207. Four-wire hook-up.

**Steppers**—Model 257—104 selection, three-wire hook-up.

**Model 253**—104-selection, three-wire hook-up.

**Model 248**—48-selection, four-wire hook-up.

**Speakers**—Model 5115 Corner Speaker—Dimensions: 13 inches high, 19 inches wide, 10 inches deep. Four 5-inch speakers. Color: grey.

**Model 5116 Corner Speaker**—Dimensions: 21¾ inches high, 16 inches wide, 10½ inches deep. Eight inches coaxial speaker. Color: grey.

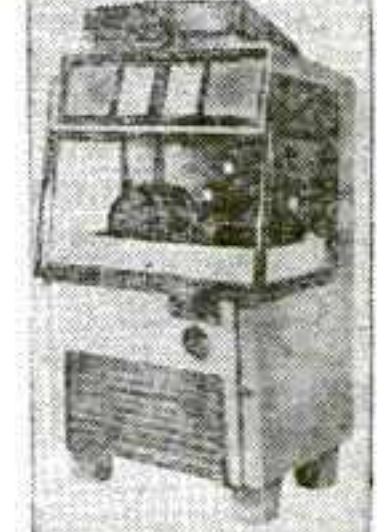
**Model 5117 Wall Speaker**—Dimensions: 18 inches high, 24¼ inches wide, 14 inches deep at top, 8¾ inches deep at bottom. 12-inch coaxial speaker. Color: grey.



AMI G-120



AMI G-80



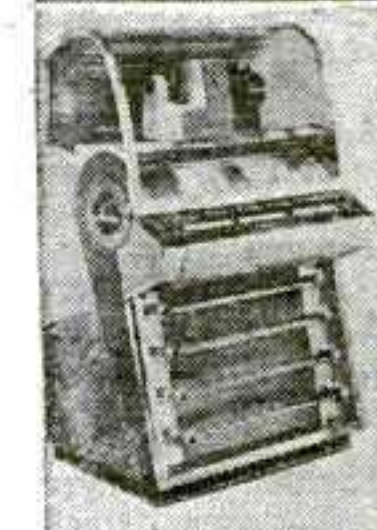
AMI G-40



Rock-Ola 1448



Rock-Ola 1452



Seeburg V-200



Seeburg 100-J



Wurlitzer 1900

# Manufacturer Highlights of 1955

## AMI

AMI, Inc., can look back at 1955 as one of the best years in its history. Sales throughout the year were up significantly—John W. Haddock, president, reported a 40 per cent sales increase during the first six months of the year compared with the same period in 1954.

The firm started out the year with an eye to expansion. Early in January, increased consumer advertising was promised. Ads in *Ebony* and *Life's South American* publication, *Lefe en Espanol*, followed.

Activity at the plant in Grand Rapids, Mich., was highlighted early in the year with the appointment of C. R. Burgess as marketing vice-president. Burgess had formerly been in charge of product planning at Lincoln-Mercury.

### Bow Model G

In September, the Model G phonograph line was introduced. During the next two weeks, distributors across the country reported attendance at operator showings breaking all past records. A home high-fidelity phonograph was also introduced in September.

## Rock-Ola

The Rock-Ola Manufacturing Corporation chalked up significant gains in 1955 in sales, service and phonograph improvements.

Early in the year, the firm appointed two key executives in its phonograph division. Les Rieck was named sales manager, E. W. Ristau was made director of sales in all divisions.

In April, Model 1448 was introduced. A 120-selection phonograph, the model represented a radical change in cabinet design from previous Rock-Ola lines.

Thruout the year, the firm tightened up its distributor organization, appointing new outlets in areas previously covered from distant points, extending more territory to other distributors which had outgrown their original zones.

In October, a new 50-selection phonograph, Model 1452, was bowed. The new model supplemented the firm's line, added a new idea in the arrangement of program panels—a 10-selection panel at the top of the machine for current hits. Two new high-fidelity speakers were also introduced.

## Seeburg

The J. P. Seeburg Corporation entered 1955 in the wake of the introduction of its 100-R phonograph line, bowed late in 1954. The phonograph featured omnidirectional sound and a band shell cabinet design. The firm was also establishing its background music system.

During the early months of the year, Seeburg distributors were reporting sales to be exceeding all previous years.

In spring, Tom Herrick was appointed assistant general sales manager.

In September, Seeburg introduced two new phonographs, the V-200 and the 100-J. The V-200 represented the first major development in juke box selectivity in seven years. The model also ushered in the industry's first dual pricing system and the first factory pre-programmed phonograph.

With the advent of 200-selections, extend 1 play records for operators took on new proportions.

Dual pricing offered operators the opportunity of charging 10 cents for singles, 15 cents for EP's.

## Wurlitzer

The Rudolph Wurlitzer Company wasted no time in getting 1955 rolling, introduced its Model 1800 early in January. Distributors in 42 major cities thruout the country held showings simultaneously, all reported record crowds on hand.

Early in the year, the firm promoted three men to its export department. Arthur Rutzen, general export sales manager, explained the move as a part of a planned expansion program in the Wurlitzer export department.

During the summer months, the firm staged an operator premium merchandising program to up sales. Mink coats were awarded to operators purchasing from three to 10 phonographs.

### Disney Invitation

Also during the summer, Wurlitzer was invited to partake in Walt Disney's "Disneyland" extravaganza. Equipment dating back to the 1800's was put on display thruout the park.

Service representatives were added both in this country and abroad to work with distributors.



# Juke Box Distributors

## AMI, Inc.

**ALABAMA**  
Birmingham Vending Co., 540 Second Ave., North, Birmingham 3.

**ARIZONA**  
Carrison Sales Co., 1000 West Washington St., Phoenix.

**CALIFORNIA**  
Badger Sales Co., Inc., 2251 W. Pico Blvd., Los Angeles 6.  
Huber Distributing Co., 1118 Howard St., San Francisco 3.  
Shelton Distributing Co., P.O. Box 71, Delhi.

**COLORADO**  
Mountain Distributors, 3630 Downing St., Denver.

**CONNECTICUT**  
Runyon Sales Company of New York, Inc., 231 Windsor Ave., Hartford.

**FLORIDA**  
Southern Music Distributing Co., 418 Margaret St., Jacksonville.  
Southern Music Distributing Co., 1453 S.W. Eighth St., Miami.  
Southern Music Distributing Co., 503 West Central Ave., Orlando.

**GEORGIA**  
Friedman Amusement Co., 441 Edgewood Ave. SE, Atlanta.

**ILLINOIS**  
Automatic Phonograph Distributing Co., 806 N. Milwaukee Ave., Chicago 22.

**INDIANA**  
Southern Automatic Music Co., 129 W. North St., Indianapolis.

**KENTUCKY**  
Southern Automatic Music Co., 735 South Brook St., Louisville 3.  
Southern Automatic Music Co., 1535 Delaware Ave., Lexington.

**LOUISIANA**  
Dixie Coin Machine Co., 122 N. Broad St., New Orleans 13.

**MARYLAND**  
General Music Sales Co., Inc., 245 West Middle St., Baltimore 1.

**MASSACHUSETTS**  
Atlas Distributors, 1024 Commonwealth Ave., Boston 15.

**MICHIGAN**  
Miller-Newmark Distributing Co., 42 Fairbanks St. N.W., Grand Rapids.  
Miller-Newmark Distributing Co., 5743 Grand River Ave., Detroit.

**MINNESOTA**  
Lieberman Music Co., Inc., 257 Plymouth Ave. N., Minneapolis 11.

**MISSOURI**  
Central Distributors, 3314 Main St., Kansas City.  
Central Distributors, 2315 Olive St., St. Louis.

**NEBRASKA**  
Lieberman Music Co., Inc., 809 S. 25th St., Omaha.

**NEW JERSEY**  
Runyon Sales Co. of New York, Inc., 354 S. Warren St., Trenton.  
Runyon Sales Co. of New York, Inc., 221 Frelinghuysen Ave., Newark.

**NEW YORK**  
Sheldon Sales Syracuse Co., 1626 N. Salina, Syracuse.  
Sheldon Sales, Inc., 881 Main St., Buffalo 3.  
Runyon Sales Co., of New York, Inc., 593 10th Ave., New York 18.

**NORTH CAROLINA**  
Steel Music Co., 218 East Parrish St., Durham.

**OHIO**  
Monroe Coin Machine Exchange, Inc., 2423 Payne Ave., Cleveland 14.  
Southern Automatic Music Co., 1000 Broadway, Cincinnati 2.

**OKLAHOMA**  
Automatic Music Distributors, Inc., 900 N. Western Ave., Oklahoma City 6.

**OREGON**  
Dunis Distributing Co., 1003 S.W. Front St., Portland 4.

**PENNSYLVANIA**  
Banner Specialty Co., 1508 Fifth Ave., Pittsburgh 19.  
David Rosen, Inc., 855 N. Broad St., Philadelphia 23.

## SOUTH CAROLINA

Friedman Amusement Co., Inc., 2007 Main St., Columbia.

**TENNESSEE**  
Hermitage Music Co., 74 Lafayette St., Nashville.  
Southern Amusement Co., 628 Madison Ave., Memphis.

**TEXAS**  
State Music Distributors, Inc., 3100 Main St., Dallas.  
Wallace Distributing Co., 205 N.E. First Ave., Mineral Wells.  
R. Warncke Co., 3445 Leeland, Houston.  
R. Warncke Co., 121 Navarro St., San Antonio.

**UTAH**  
Western States Distributors, 917 S. State St., Salt Lake City 1.

**VIRGINIA**  
Roanoke Vending Exchange, Inc., 63 Commonwealth Ave., Bristol.  
Roanoke Vending Exchange, Inc., 4930 W. Broad St., Richmond.

**WASHINGTON**  
Dunis Distributing Co., 100 Elliott St. W., Seattle.  
Dunis Distributing Co., 906 W. Second Ave., Spokane.

**WEST VIRGINIA**  
Roanoke Vending Exchange, Inc., 118 W. Washington St., Charleston.

**WISCONSIN**  
Puster Distributing Co., 3601 W. Fond du Lac Ave., Milwaukee 6.

## Rock-Ola Mfg. Corp.

**ALABAMA**  
Franco Distributing Co., 24 N. Perry St., Montgomery.

**ARIZONA**  
Paul W. Hawkins, 329 E. Seventh St., Tucson 10.

**CALIFORNIA**  
Coin Machine Service, Inc., 422 Wilson St., Santa Rosa.  
Osborn Distributing Co., 278 Sixth St., San Francisco 3.  
Phono-Tel. Modern Music Co., 851 Broadway, Fresno.  
Paul A. Layton, Inc., 1429-31 W. Pico Blvd., Los Angeles 15.

**COLORADO**  
Modern Distributing Co., 3222 Tejon St., Denver 11.

**DISTRICT OF COLUMBIA**  
Hirsh Coin Machine Corp., 1320 Rhode Island Ave., N.E., Washington.

**FLORIDA**  
Ross Distributing Co., 3401 N. W. 36th St., Miami.  
Ross Distributing Co., 90 Riverside Ave., Jacksonville.

**GEORGIA**  
Robinson Distributing Co., 301 Edgewood Ave., S.E., Atlanta 99.

**ILLINOIS**  
Gilbert Music Co., 103 S. Center St., Bloomington.  
H. & H. Music & Distributing Co., 1626 Third Ave., Moline.  
World Wide Distributors, Inc., 2330 N. Western Ave., Chicago 47.

**INDIANA**  
Calderon Distributing, Inc., 450 Massachusetts Ave., Indianapolis 4.

**IOWA**  
H. Z. Vending & Sales Co., Inc., 1337 Second Ave., Des Moines.

**KENTUCKY**  
H. M. Branson Distributing Co., 811 E. Broadway, Louisville 4.

**LOUISIANA**  
Huey Distributing Co., 335 Huey P. Long Ave., Gretna.  
Huey Distributing Co., 3760 Airline Highway, New Orleans 20.

**MARYLAND**  
Eastern Vending Sales Co., Inc., 940-2 Linden Ave., Baltimore.

**MASSACHUSETTS**  
Associated Amusements, Inc., 188 Brighton Ave., Allston.

**MICHIGAN**  
Brilliant Music Co., 19963 Liver- nois Ave., Detroit 21.  
Brilliant Music Co., 245 N. Divi- sion St., Grand Rapids.  
Fabiano Amusement Co., 109 Lib- erty Ave., Buchanan.

## MINNESOTA

LaBeau Novelty Sales Co., 1946 University Ave., St. Paul 4.

**MISSISSIPPI**  
Capitol Music Co., 135 E. Amite St., Jackson 1.

**MISSOURI**  
J. Rosenfeld Co., 4701 Washington Blvd., St. Louis 8.  
Uni-Con Distributing Co., 3410 Main St., Kansas City 11.

**MONTANA**  
H. B. Brinck, 825 E. Front St., Butte.

**NEBRASKA**  
H. Z. Vending & Sales Co., Inc., 1205 Douglas St., Omaha.

**NEW JERSEY**  
Seacoast Distributors, Inc., 1200 North Ave., Elizabeth 4.

**NEW MEXICO**  
Border-Sunshine Novelty Co., 2919 4th St., N.W., Albuquerque.

**NEW YORK**  
Flower City Amusement Co., Inc., 620 Main St., E., Rochester 5.  
Herman Distributing Co., 580 10th Ave., New York.

**NORTH CAROLINA**  
LaSturgeon Distributing Co., 2828 South Blvd., Charlotte.

**OHIO**  
J. M. Novelty Co., 5555 Mahoning Ave., Youngstown.  
Lake City Amusement, Inc., 4533 Payne Ave., Cleveland 3.  
Marmer Distributing Co., 1519 Central Parkway, Cincinnati 14.

**OKLAHOMA**  
Automatic Music Co., 1214 W. Archer St., Tulsa.

**OREGON**  
Western Distributors, 1226 S. W. 16th Ave., Portland 5.

**PENNSYLVANIA**  
B. D. Lazar Co., 1635 Fifth Ave., Pittsburgh 19.  
S & K Distributing Co., 808 N. Broad St., Philadelphia 30.

**TENNESSEE**  
Coin Automatic Music Co., 241 W. Main St., P. O. Box 364, Johnson City.  
S. & M. Sales Co., Inc., 1017 Union Ave., Memphis.  
Sanders Distributing Co., 415 Fourth Ave., South Nashville 10.

**TEXAS**  
Walbox Distributing Co., 3909 Main St., Dallas.  
Phono-Vend of Texas, 1023 Basse Road, San Antonio.  
Phono-Vend of Texas, 1048 Jef- ferson St., Houston.

**UTAH**  
Dan Stewart Co., Inc., 140 E. Sec- ond St., South Salt Lake City 1.

**VIRGINIA**  
Wertz Music Supply Co., 1013 E. Cary St., Richmond 19.

**WASHINGTON**  
Puget Sound Novelty Co., 114 Elliott Ave., West Seattle 99.

**WISCONSIN**  
Badger Novelty Co., Inc., 2546 N. 30th St., Milwaukee 10.

## J. P. Seeburg Company

**ALABAMA**  
Wolfe Distributing Co., Inc., 2217 Sixth Ave. So., Birmingham 3.

**ARIZONA**  
Minthorne Music Co., 611 W. Washington St., Phoenix.

**CONNECTICUT**  
Atlantic Connecticut Corp., 790 Albany Ave., Hartford 12.

**CALIFORNIA**  
R. F. Jones Co., 1263 Mission St., San Francisco 3.  
Minthorne Music Co., 2920 W. Pico Blvd., Los Angeles 6.

**COLORADO**  
R. F. Jones Co., 1314 Pearl St., Denver 3.

**FLORIDA**  
Wolfe Distributing Co., 459 Riv- erside Ave., Jacksonville.

**GEORGIA**  
Sparks Specialty Co., Inc., 104 Edgewood Ave. N.E., Atlanta 3.

**ILLINOIS**  
Atlas Music Co., 2122 N. Western Ave., Chicago 47.

**IOWA**  
Atlas Music Co. of Iowa, 12th & Walnut, Des Moines 1.

## INDIANA

Shaffer Music Co., 1327 N. Cap- tol Ave., Indianapolis.  
S. L. Stiebel Co., 105-107 N. W. 6th St., Evansville 8.

**KENTUCKY**  
S. L. Stiebel Co., 635 W. Main St., Louisville 2.

**LOUISIANA**  
Lynch & Zander Co., 832 Baronne St., New Orleans 13.

**MINNESOTA**  
S. L. London Music Co., Inc., 2605 Hennepin Ave., Minneapolis 8.

**MICHIGAN**  
Music Systems, Inc., 14561 Liver- nois, Detroit 38.  
Music Systems, Inc., 1224 Turner Ave., Lansing 6.

**MARYLAND**  
The Musical Sales Co., 140 W. Mt. Royal Ave., Baltimore 1.

**MASSACHUSETTS**  
Trimount Automatic Sales Corp., 40 Waltham St., Boston 18.

**MISSOURI**  
W. B. Distributors, Inc., 1012 Market St., St. Louis 1.  
W. B. Music Co., Inc., 2900 Main St., Kansas City 8.

**NEW JERSEY**  
Atlantic New Jersey Corp., 772 High St., Newark 2.

**NEW YORK**  
Atlantic New York Corp., 843 Tenth Ave., New York City 19.  
Davis Distributing Corp., 1056 Broadway, Albany.  
Davis Distributing Corp., 738 Erie Blvd., East, Syracuse 3.  
Davis Distributing Corp., 875 Main St., Buffalo 3.  
Davis Distributing Corp., 319 Alex- ander St., Rochester 4.  
American Steel Export Co., Inc., 347 Madison Ave., New York City 17.

**NORTH CAROLINA**  
Music Distributors, Inc., 213 Franklin St., Fayetteville.  
Music Distributors, Inc., 801 S. Cedar St., Charlotte 8.

**OKLAHOMA**  
Dickson Distributing Co., 631 W. California Ave., Oklahoma City 4.

**OREGON**  
R. F. Jones Co., 1200 S. E. Mor- rison St., Portland 14.

**OHIO**  
Music Systems, Inc., 2600 Euclid Ave., Cleveland 15.  
Music Systems, Inc., 1302 Jackson Ave., Toledo 2.  
Shaffer Music Co., 849 N. High St., Columbus 8.  
Shaffer Music Co., 1200 Walnut St., Cincinnati.

**PENNSYLVANIA**  
Atlantic Pennsylvania Corp., 334 N. Broad St., Philadelphia 2.  
Atlas Music Co., 2231 Fifth Ave., Pittsburgh 19.

**SOUTH CAROLINA**  
Sparks Specialty Co., 2608 Main St., Columbia.

**TENNESSEE**  
Sammons-Pennington Co., 1049 Union Ave., Memphis 3.  
S. L. Stiebel Co., 313 Seventh Ave. So., Nashville 3.

**TEXAS**  
S. H. Lynch & Co., Inc., 2900 Gaston Ave., Dallas.  
S. H. Lynch & Co., Inc., 414 Dol- orosa, San Antonio 5.  
S. H. Lynch & Co., Inc., 910 Cal- houn St., Houston 2.

**UTAH**  
R. F. Jones Co., 127 E. Second South, Salt Lake City 1.

**WASHINGTON**  
R. F. Jones Co., 2600 Second Ave., Seattle 1.  
R. F. Jones Co., 811 W. Second Ave., Spokane.

**WISCONSIN**  
S. L. London Music Co., Inc., 3130 W. Lisbon Ave., Milwaukee 8.

## Rudolph Wurlitzer Company

**ARIZONA**  
Canyon States Distributing Co., Inc., 301 East 7th St., Tucson.

**ARKANSAS**  
Standard Automatic Distributing Co., 1613 Main St., Little Rock.

**CALIFORNIA**  
Emarcy Distributing Co., 348 Sixth St., San Francisco 3.  
Sierra Distributors, 2775 West Pico Blvd., Los Angeles 6.

## COLORADO

Draco Sales Co., 2005 West Ala- meda, Denver 23.

**FLORIDA**  
Bush Distributing Co., 286 N. W. 29th St., Miami 37.  
Bush Distributing Co., 60 Riv- erside Ave., Jacksonville.

**GEORGIA**  
Peach State Music Co., 549 Pine St., Macon.

**ILLINOIS**  
Coven Music Corp., 3181 North Elston Ave., Chicago 18.

**INDIANA**  
Low Jones Distributing Co., Inc., 1301 N. Capitol Ave., Indianap- olis.

**IOWA**  
Sandler Distributing Co., 110 Elev- enth St., Des Moines 9 (Branch).

**KANSAS**  
United Distributors, Inc., 902 West Second St., Wichita 12.

**KENTUCKY**  
Co-Operative Distributing Co., 234 W. Jefferson St., Louisville 2.

**LOUISIANA**  
F.A.B. Distributing Co., Inc., 1019 Baronne St., New Orleans 13.

**MARYLAND**  
Winters Distributing Co., 1713-15 Harford Ave., Baltimore 13.

**MASSACHUSETTS**  
Redd Distributing Co., Inc., 298 Lincoln St., Allston 34.

**MICHIGAN**  
Angott Distributing Co., Inc., 2616 Puritan Ave., Detroit 38.

**MINNESOTA**  
Sandler Distributing Co., 405 Ply- mouth Ave. North, Minneapolis 11.

**MISSOURI**  
Brandt Distributing Co., Inc., 1809- 11 Olive St., St. Louis 3.  
Mid-West Distributors, 709 Lin- wood Blvd., Kansas City 9.

**NEBRASKA**  
Central Music Distributing Co., Inc., 1209 Douglas St., Omaha 8.

**NEW YORK**  
Bilotta Distributing Co., 224 North Main St., Newark.  
Bilotta Distributing Co., 1226 Broadway, Albany 4.  
Century Distributors, Inc., 919 Main St., Buffalo 3.  
Young Distributing, Inc., 575 11th Ave., New York 36.  
Young Distributing of Long Island, 240 Merrick Road, Freeport, Long Island.

**NORTH CAROLINA**  
Brady Distributing Co., 522 E. Trade St., Charlotte 2.

**OHIO**  
T. & L. Distributing Co., 1663 Central Parkway, Cincinnati 14.

**OKLAHOMA**  
Culp Distributing Co., 614 W. Grand Ave., Oklahoma City.

**PENNSYLVANIA**  
Active Amusement Machines Co., 666 N. Broad St., Philadelphia 30.  
Music Distributing Co., 2001 Fifth Ave., Pittsburgh 19.  
Roth Novelty Co., 54 N. Pennsyl- vania Ave., Wilkes-Barre.

**SOUTH CAROLINA**  
Peach State Music Co., 911 Gervais St., Columbia.

**TENNESSEE**  
Rock City Amusement Co., 108 Lafayette St., Nashville.  
Williams Distributing Co., Inc., 1117 Union Ave., Memphis 3.

**TEXAS**  
Commercial Music Co., Inc., 1550 Edison St., Dallas 7.  
Steele Distributing Co., Inc., 3300 Louisiana St., Houston 6.  
Commercial Music Co., Inc. (Branch), 1415 South Flores St., San Antonio.

**UTAH**  
Draco Sales Co., 540 S. State St., Salt Lake City.

**VIRGINIA**  
O'Connor Distributors, Inc., 2320 W. Main St., Richmond 20.

**WASHINGTON**  
Northwest Sales Co., 3150 Elliott Ave., Seattle 1.

**WEST VIRGINIA**  
Cruze Distributing Co., 105 Vir- ginia St., W. Charleston 2.

**WISCONSIN**  
United, Inc., 4227 W. Vliet St., Milwaukee.



# Amusement Game Manufacturers . . .

**Acme Shuffleboard Co.**, Los Angeles.  
 Personnel: Hymie Rosenberg.  
 Production: Pool games.

**American Shuffleboard Co.**, 210 Patterson Plank Road, Union City, N. J.  
 Personnel: Don Freeberg, president.  
 Production: Shuffleboards.

**At-Roy Amusement Co.**, P.O. Box 2053, Dania, Fla.  
 Personnel: Harry Atwood, president.  
 Production: Baseball pitching unit.

**Dan Ash Kiddie Rides**, 4303 75th St., Kenosha, Wis.  
 Personnel: George (Dan) Ash, president.  
 Production: Kiddie rides.

**Bally Manufacturing Co.**, 2640 W. Belmont, Chicago.  
 Personnel: Ray Maloney, president; Herb Jones, vice-president; Jack Nelson, general sales manager.  
 Production: Pool games, shuffle bowlers, pinballs, kiddie rides, gun games.

**Binks Industries, Inc.**, 4350 N. Pulaski, Chicago.  
 Personnel: Mel Binks, president; Don Binks, sales representative.  
 Production: Shuffle conversions, novelty games.

**Cadillac Hobbyhorse, Inc.**, 840 River Road, Edgewater, N. J.  
 Production: Kiddie rides.

**Capitol Projector Corp.**, 556 W. 52d St., New York 19.  
 Personnel: S. B. Goldsmith, president.  
 Production: Kiddie rides, Arcade equipment.

**Chicago Coin Machine Co.**, 1725 W. Diversey, Chicago.  
 Personnel: Sam Wolberg, Sam Gensburg, co-owners; Ed Levin, director of sales.  
 Production: Shuffle bowlers, novelty games.

**Holmes Cook Miniature Golf Co.**, 631 10th Ave., New York 16.  
 Personnel: Holmes Cook, president.  
 Production: Golf driving ranges.

**Culp Products Co.**, 2211 Pleasant Plain Ave., Elkhart, Ind.  
 Personnel: John W. Culp, president.  
 Production: Novelty games.

**Deco, Inc.**, 2321 Westbound, Union, N. J.  
 Production: Kiddie rides.

**Dodgem Corp.**, Exeter, N. H.  
 Production: Baseball pitching machines.

**Edolite Products, Inc.** 3717 Third St., Detroit.  
 Personnel: Isador Edelman, president.  
 Production: Pool games, conversion units.

**Exhibit Supply**, 4218 W. Lake, Chicago.  
 Personnel: Sam Lewis, president; Frank Mencuri, vice-president of sales.  
 Production: Pool games, gun games, Arcade equipment.

**Fischer Sales & Manufacturing Co.**, 9 S. Clinton St., Chicago.  
 Personnel: E. W. Fischer, president; R. W. Weikel, general sales manager.  
 Production: Pool games.

**Genco Manufacturing & Sales Co.**, 4218 W. Lake St., Chicago.  
 Personnel: Avron Gensburg, president; Ralph Sheffield, director of sales; A. L. Warren, sales manager.  
 Production: Pool games, gun games, novelty games.

**D. Gottlieb & Co.**, 1140 N. Kostner, Chicago.  
 Personnel: Dave Gottlieb, president; Nate Gottlieb, sales manager; Sol Gottlieb, Judd Weinberg, Alvin Gottlieb.  
 Production: Pool games, five-ball pinballs.

**Harvard Automatic Machine Co.**, 1658 Broadway, Lorain, O.  
 Personnel: Lou Berger, president.  
 Production: Arcade units.

**Alan Hawes Manufacturing & Dis-**

**play Co.**, 1780 Stewart Ave., S.W., Atlanta.  
 Personnel: Alan Hawes, president.  
 Production: Kiddie rides.

**J. R. Hess Corp.**, 315 Hinsdale St., Brooklyn 7.  
 Personnel: John R. Hess.  
 Production: Arcade units.

**International Mutoscope Corp.**, 44-02 11th St., Long Island City, N. Y.  
 Personnel: William Rabkin, president; Hermert Klein, sales manager.  
 Production: Arcade units.

**I. Q. Baseball Machine Corp.**, 55 W. 42d St., New York 36.  
 Production: Arcade units.

**J. H. Keeney & Co.**, 2600 W. 50th St., Chicago.  
 Personnel: Roy P. McGinnis, president; John S. Conroe, vice-president; Paul Huebsch, general sales manager; Bill Coan, manager, Vending Division; Tom McCormack, manager, Games Division.  
 Production: Pool games, shuffle bowlers, vending machines.

**King Amusement Co.**, 82 Orchard St., Mount Clemens, Mich.  
 Personnel: W. O. King.  
 Production: Kiddie rides.

**Bert Lane Co., Inc.**, 372 N.E. 61st St., North Miami.  
 Personnel: Bert Lane, president.  
 Production: Golf, novelty, pool games.

**Marvel Manufacturing Co.**, 2845 W. Fullerton, Chicago.  
 Personnel: Ted Rubenstein, president.  
 Production: Pool games, phonograph plastic replacements, electrical scoreboards, shuffle conversions.

**Mike Munves Corp.**, 577 10th Ave., New York 36.  
 Personnel: Mike Munves, Joe Munves.  
 Production: Arcade equipment, kiddie rides.

**National Corporation**, 291 Cleveland St., Orange, N. J.  
 Personnel: Frederick Jordon, Paul Kotler, Jerry Wendelkan.  
 Production: Shuffleboards.

**Orms Manufacturing Co.**, 2814 Main St., Dallas.  
 Personnel: Clyde C. Orms.  
 Production: Pool games.

**Philadelphia Toboggan Co.**, 130 E. Duval St., Germantown, Philadelphia 44.  
 Personnel: John C. Allen Sr., president.  
 Production: Roll-down games.

**Scientific Machine Corp.**, 79 Clifton Place, Brooklyn.  
 Personnel: Jack Firestone, superintendent.  
 Production: Roll-down games.

**Sparks Specialty Co.**, Soperton, Ga.  
 Personnel: R. M. Sparks, president; C. R. Shumate.  
 Production: Pool games.

**Texas Kiddie Ride Co.**, 3500 S. Jennings, Fort Worth 1.  
 Production: Kiddie rides.

**United Manufacturing Co.**, 3401 N. California Ave., Chicago.  
 Personnel: Lyn Durant, president; Herb Oettinger, vice-president; Bill DeSelm, sales manager; Ray Riehl, assistant sales manager.  
 Production: Pool games, shuffle bowlers, in-line pinballs, novelty games.

**Valley Manufacturing Co.**, 333 Morton St., Bay City, Mich.  
 Personnel: Earl Feddick, president.  
 Production: Pool games.

**Waterman Engineering Co.**, Waterman, Ill.  
 Personnel: R. Cooper, president.  
 Production: Novelty games.

**Williams Manufacturing Co.**, 4242 W. Fillmore, Chicago.  
 Personnel: Harry Williams, president; Sam Stern, executive vice-president; Art Weinand, sales manager.  
 Production: Pool games, five-ball pinballs, novelty games.

# Amusement Game Distributors

**ALABAMA**  
 Franco Distributing, 24 North Perry, Montgomery.

**ARIZONA**  
 Minthorne Music Co., 611 W. Washington St., Phoenix.  
 Canyon States Distributing, Inc., 301 East Seventh St., Tucson.

**CALIFORNIA**  
 Minthorne Music Co., 2920 West Pico Blvd., Los Angeles.  
 Paul A. Laymen, Inc., 1429-31 West Pico Blvd., Los Angeles 15.  
 Advance Automatic Sales Co., 1350 Howard St., San Francisco.  
 Huber Distributing Co., 118 Howard St., San Francisco.  
 R. F. Jones Co., 1263 Mission St., San Francisco

**COLORADO**  
 Modern Distributing Co., 3222 Tejon St., Denver.  
 Mountain Distributors, 3630 Downing St., Denver.  
 R. F. Jones Co., 1314 Pearl St., Denver.

**CONNECTICUT**  
 Reliable Coin Machine, 184 Windsor St., Hartford.  
 Seaboard Connecticut Corp., 796 Albany Ave., Hartford.

**FLORIDA**  
 Southern Music Distributing Co., 418 Margaret St., Jacksonville.  
 Bush Distributing Co., 60 Riverside Ave., Jacksonville.  
 Taran Distributing Co., 90 Riverside Ave., Jacksonville.  
 Taran Distributing Co., 3401 N. W. 36th St., Miami.  
 Southern Music Distributing Co., 1453 S. W. Eighth St., Miami.  
 All Coin Amusements Co., 1373 North Bayshore Drive, Miami.  
 Bush Distributing Co., 286 N. W. 29th St., Miami.  
 Southern Music Distributing Co., 503 Central Ave., Orlando.

**GEORGIA**  
 Friedman Amusement Co., 441 Edgewood Ave., S. E., Atlanta.  
 Variety Distributing Co., 585 Grant St., S. E., Atlanta.  
 Taran Distributing Co., 403 Memorial Drive, S. E., Atlanta.  
 Peas State Distributing Co., 549 Pine St., Macon.

**ILLINOIS**  
 Donau Distributing Co., 5007 N. Kedzie Ave., Chicago.  
 Empire Coin Machine Exchange, 1012-14 Milwaukee Ave., Chicago.  
 First Coin Machine Exchange, 1750 West North, Chicago.  
 Globe Distributing Co., 1623 N. California Ave., Chicago.  
 National Coin Machine Exchange, 1411 Diversey Blvd., Chicago 14.  
 Purveyor Distributing Co., 4322 N. Western Ave., Chicago.  
 World Wide Distributing Co., 2330 Western Ave., Chicago.  
 Veech Scale Co., 625 N. Water St., Decatur.  
 Amusement Supply Co., 707 Missouri Ave. East St. Louis.  
 Quincy Music Co., 2280 Oak St., Quincy.

**INDIANA**  
 Alpine Amusement Co., 602 W. 30th, Connersville.  
 Automatic Amusement Co., 1000 Pennsylvania St., Evansville.  
 Palmer Music Co., 7009 Beatty Ave., Fort Wayne.  
 Binco Music Co., 1329 S. Calhoun St., Fort Wayne.  
 Calderon Distributing Co., 450 Massachusetts Ave., Indianapolis.  
 Southern Automatic Music Co., 129 W. North St., Indianapolis.  
 Peter Stone & Co., Inc., 6102 N. Chester Ave., Indianapolis.  
 Storz Novelty Co., 248 Spring St., Jeffersonville.  
 Valley Sales & Service, 1526 Mishawaka, South Bend.  
 Indiana Supply Co., c/o Val-O-Well Farms, R. R. No. 4, Valpariso.

**IOWA**  
 Atlas Music Co., 221 Ninth St., Des Moines.

**KANSAS**  
 United Distributors, 513 E. Central, Wichita.

**KENTUCKY**  
 Southern Automatic Music Co., 1535 Delaware Ave., Lexington.  
 H. M. Branson, 811 E. Broadway, Louisville.  
 Southern Automatic Music Co., 735 South Brook St., Louisville.  
 S. L. Stiebel Games, Inc., 635 W. Main St., Louisville.

**LOUISIANA**  
 New Orleans Novelty Co., 115 Magazine St., New Orleans.  
 Delta Music Sales Co., 1019 Baronne St., New Orleans.  
 Crown Novelty Co., 920 Howard Ave., New Orleans.

**MARYLAND**  
 Chis Novelty Co., 806 St. Paul St., Baltimore.  
 Double "U" Sales Corp., 1101 N. Cathedral, Baltimore.  
 General Vending Sales Corp., 237 W. Biddle St. Baltimore.  
 Roy McGinnis Corp., 2011 Maryland Ave., Baltimore.  
 Silent Sales Co., 4808 Rhode Island Ave., Hyattsville.  
 Regal Amusement Co., 500 5th St., Laurel.

**MASSACHUSETTS**  
 World Fair, Inc., 188 Brighton Ave., Allston 34.  
 Redd Distributing Co., Inc., 298 Lincoln St., Allston 24.  
 J. J. Golumbo & Co., 1119 Commonwealth Ave., Boston 15.  
 Trimount Coin Machine Co., 40 Waltham St., Boston.  
 Lavoie & Hillman, Inc., 2 E. Main St.,

**MICHIGAN**  
 Millier Newark Distributing Co., 5743 Grand Ave., Detroit.  
 King Pin Distributing Co., 16109 Plymouth Road, Detroit.  
 Miller Newark Distributing Co., 42 Fairbank St., N. W. Grand Rapids.  
 King Pin Distributing Co., 826 Mills St., Kalamazoo.

**MINNESOTA**  
 Lieberman Music Co., 257 Plymouth Ave., North Minneapolis.  
 Mayflower Sales Co., 2218 University Ave., St. Paul.  
 Automatic Games Supply Co., 302 University Ave., St. Paul.

**MISSISSIPPI**  
 United Novelty Co., 111 W. Division St., Biloxi.

**MISSOURI**  
 W. B. Music Co., 2900 Main St., Kansas City.  
 Uni Con Distributing Co., 3410 Main St., Kansas City.  
 Mid-West Distributors, 709 Linwood Blvd., Kansas City.  
 Central Distributors, 3314 Main St., Kansas City.  
 W. B. Distributing, Inc., 1012 Market St., St. Louis.  
 Morris Novelty Co., 3007 Olive St., St. Louis.  
 Central Distributing Co., 2315 Olive St., St. Louis.

**NEBRASKA**  
 Central Music Distributing Co., 1209 Douglas Omaha.  
 H. Z. Vending Sales Corp., 1205 Douglas St., Omaha.

**NEW JERSEY**  
 Irving Morris, 47 Stanton, Newark.  
 R. & Y. Novelty, 131 Clinton, Newark.  
 Runyon Sales Co., 221 Frelinghuysen, Newark.

**NEW YORK**  
 Sheldon Sales, Inc., 881 Main St., Buffalo.  
 Mike Munves Corp., 577 Tenth Ave., New York.  
 Dave Simon, Inc., 627 Tenth Ave., New York.  
 Seaboard New York Corp., 583 Tenth Ave., New York.  
 Runyon Sales Co., 593 Tenth Ave., New York.  
 National Amusement Co., 585 Tenth Ave., New York.  
 Mondial Commercial Corp., 425 W. 42d St., New York.  
 Bilotta Distributing Co., 224 N. Main St., Newark.  
 Rex Coin Machine Distributing Co., 821 Salina St., Syracuse.  
 Syracuse Corp., 602 S. State St., Syracuse.

**NORTH CAROLINA**  
 Brady Distributing Co., 522 E.

Trade St., Charlotte.  
 Stael Music Co., 218 E. Parrish St., Durham.  
 Bishop Music Co., 2003 Wakeforest Road, I. A. N., Raleigh.  
 Cline Motors, 113 N. Washington St., Shelby.

**OHIO**  
 Southern Automatic Music Co., 1000 Broadway, Cincinnati.  
 Marmer Distributing Co., 300 W. Court St., Cincinnati.  
 Bigner, Inc., 2213 Central Parkway at Brighton, Cincinnati.  
 Cleveland Coin Machine, 2025 Prospect, Cleveland.  
 Lak. City Amusement Co., 4533 Payne Ave., Cleveland.  
 Monroe Coin Machine Exchange, 2433 Payne Ave., Cleveland.  
 Central Ohio Coin Machine Co., 525 S. Hight St., Columbus.  
 Toledo Coin Machine Exchange Co., 814-16 Summit St., Toledo.  
 J. M. Novelty Co., 5534 Mahoning Ave., Youngstown.

**OKLAHOMA**  
 Boyle Amusement Co., 522 N. W. Third St., Oklahoma City.  
 Clup Distributing Co., 614 W. Grand Ave., Oklahoma City.  
 Dickson Distributing Co., 631 W. California, Oklahoma City.  
 Rice Music Co., 24 W. California, Oklahoma City.  
 Walbox Distributing Co., 16 N. Main St., Tulsa.

**OREGON**  
 Duni Distributing Co., 1003 S. W. Front St., Portland.  
 R. F. Jones Co., 1200 S. E. Morrison, Portland.  
 Western Distributors, Inc., 1226 Southwest 16th Ave., Portland.

**PENNSYLVANIA**  
 D & L Coin Machine Co., 160 S. Tenth St., Harrisburg.  
 Scott-Crosse Co., 1423 Spring Garden St., Philadelphia.  
 David Rosen, Inc., 855 N. Broad St., Philadelphia.  
 Banner Specialty Co., 199 W. Girard Ave., Philadelphia.  
 Active Amusement Machine Co., 666 N. Broad St., Philadelphia.  
 Music Distributing Co., 2001 Fifth Ave., Pittsburgh.  
 B. D. Lazar Co., 1634 Fifth Ave., Pittsburgh.  
 Banner Specialty Co., 1508 Fifth Ave., Pittsburgh.  
 Atlas Novelty Co., 2231 Fifth Ave., Pittsburgh.  
 G. H. Yergey, 33 East 3rd St., Pottstown.  
 Sterling Novelty Co., 109 Franklin Ave., Scranton.  
 Basch Novelty Co., 142 Adams St., Scranton.  
 Roth Novelty Co., 54 N. Pennsylvania Ave., Wilkes Barre.  
 Williamsport Amusement Co., 233 W. Third St., Williamsport.

**SOUTH CAROLINA**  
 T. B. Holliday Co., 727 Main St., Columbia.  
 Friedman Amusement Co., 2007 Main St., Columbia.

**TENNESSEE**  
 Chattanooga Amusement Co., 1806 Rossville Ave., Chattanooga.  
 Coin Automatic Amusement Co., 241 Main St., Johnson City.  
 Williams Distributing Co., 1117 Union St., Memphis.  
 Southern Amusement Co., 628 Madison Ave., Memphis.  
 Tommy's Distributing Co., 517 Fourth Ave., S., Nashville.  
 Frank Swartz Sales Co., 515-A Fourth Ave., S., Nashville.  
 Hermitage Music Co., 74 LaFayette St., Nashville.  
 Parker Distributing Co., 311 8th Ave., S., Nashville.  
 Sanders Distributing Co., 415 4th Ave., S., Nashville.

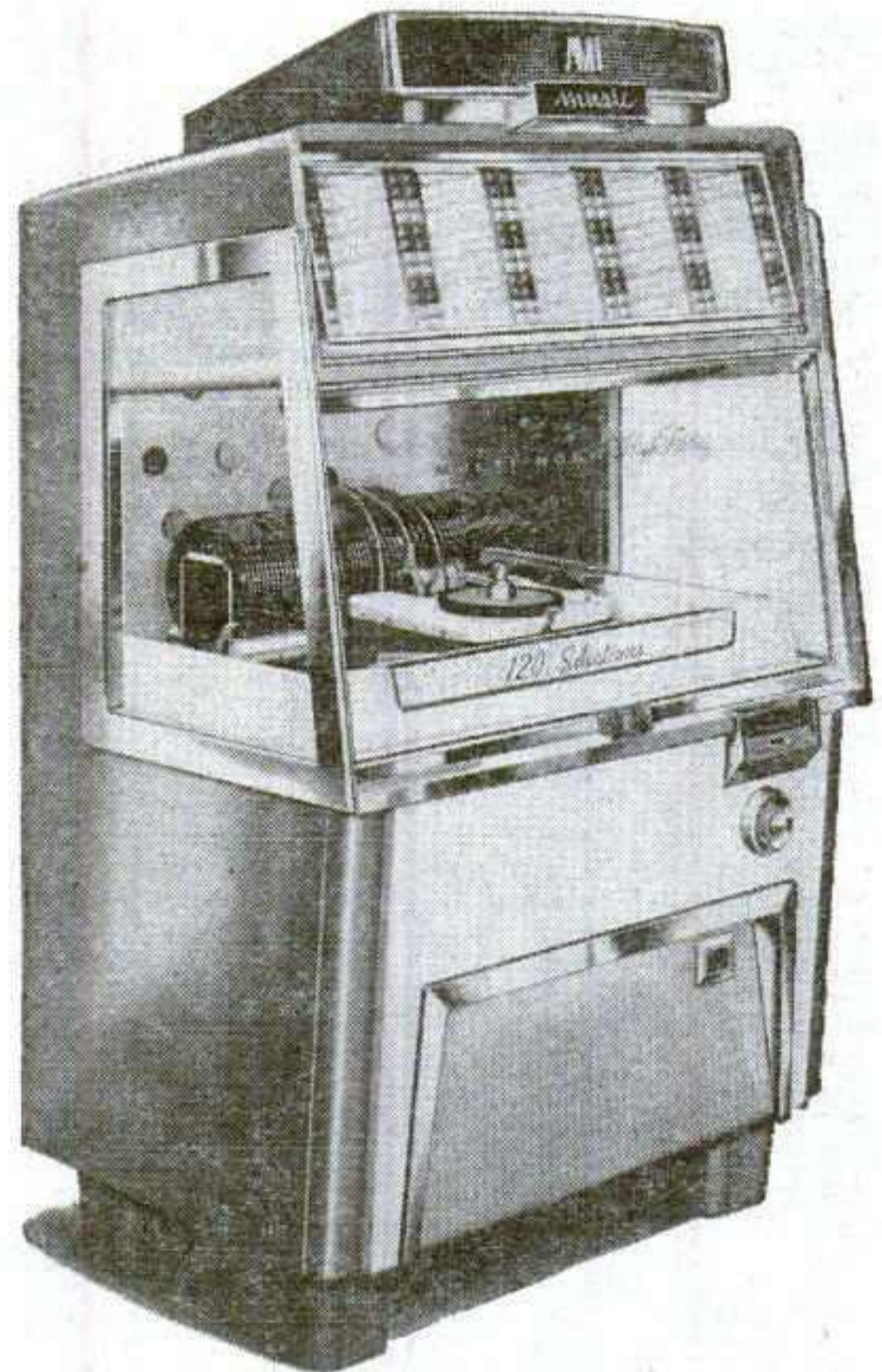
**TEXAS**  
 Rutherford Enterprises, 608 Johnston, Amarillo.  
 Walbox Sales Co., 3909 Main St., Dallas.  
 State Music Distributors, 3100 Main St., Dallas.  
 Commercial Music Co., 1550 Edinson, Dallas.  
 Dickinson Novelty Co., Dickinson.

(Continued on page 100)





it takes color...  
for the **BIG** take



AMI "G" cabinetry is as colorful as its colorful music... gets operators into more locations for the *big* take.

Delft blue... cherry red... canary yellow... atoll coral... chartreuse green... bright sand... embered charcoal... night-sky black flecked with gold...

... here's color to complement any decor... in every type of location.

Ask your distributor or write direct for the AMI Color Wheel Visualizer. Get into more locations! Get AMI!

Factory set for 10c play—and worth it!



**AMI** Incorporated  
General Offices and Factory: 1500 Union Ave., S. E.  
Grand Rapids 2, Michigan

Originator of the automatic selective juke box in 1927.  
Model "G"—120, 80, 40 selections for more plays in less time.

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box  
sold through Oscar Siesbye A/S, 5 Pølsesgade, Copenhagen K., Denmark  
Licensee: Automatic Musical Instruments (Great Britain) Ltd., 35 Berkeley Square,  
London, W. 1, England—building the G.A. AMI Juke Box





## BB STARTS NEW OP FORUM SERIES

CHICAGO—This issue marks the launching of The Billboard's new weekly feature—the Music Operator Forum.

What is it and what does it do? It is a special feature for, by and about music operators. It is a music operator discussion in print. It is a means whereby all operators can voice their opinions and views on any and all subjects having to do with the coin-operated phonograph industry.

Over 2,500 music operators throughout the country will be contacted every month. Their answers, and comments will be the stories.

The Forum will be a regular feature, appearing each week in the Music Machine section.

This week's Forum begins a series of three articles covering extended-play records on juke boxes and appears on page 91.

Operators this week discuss why

## Wis. Ops Mull Copyright Bills, Dime Progress

WATERTOWN, Wis. — Pending copyright legislation and dime play progress in the State dominated the spring meeting of the Wisconsin Phonograph Operators' Association Monday (12) at the Moose Lodge.

Heading the agenda was a discussion on the bills currently pending in the nation's capital concerning fees for copyrighted music played on juke boxes. Clint Pierce, president, reported on the latest developments issued from Music Operators of America's headquarters. The coming MOA convention in Chicago was also discussed.

Several reports and discussions of dime play thruout the State followed. The operators showed a keen interest in 10-cent play, reporting a steady increase in conversions on routes.

Ed Dowe, Beaver Dam, said he has changed about 80 per cent of his locations to dime play. Upping the price tag, he declared, resulted in an over-all hike in receipts of about 40 per cent. Enthused over the potential benefits of dime play, Dowe said he was planning to visit operators in other Wisconsin cities to spread the gospel of 10-cent music.

### Old and New

Neil Neilson, Watertown music operator, detailed benefits he derived since instituting dime play on his route. Latest count, said Neilson, showed that almost 100 per cent of his stops are on dime play. Price revision, he noted, had not been limited to new equipment, but to the older pieces as well, with equal benefits.

Only bleak report on the current 10-cent play came from Green Bay operator Cliff Bookmeier. Lack of support from fellow operators is the underlying cause for failure to gain a solid foothold, he asserted.

General consensus of operators attending the session was that dime play should meet with greater approval in the months ahead. Most widely used dime play system among Wisconsin operators, according to reports, is a dime a tune, six for a quarter.

Operators attending the session

(Continued on page 91)

they do or do not use EP's on their juke boxes, comment on what they think the future holds in store for EP's, and air the value of EP's as a wedge to dime play.

### Future Plans

The next two Forum features will cover such topics as one-stop record distributor EP promotion, the pros and cons of packaged EP's, and what operators would like to see recorded on EP's.

Forums in the future will take up such subjects as public relations, dime play, community activities, programming and many other important industry matters. They will also cover such various topics as hobbies, investments, transportation and what operators do with their spare time.

Accompanying the Music Operator Forum each week will be a special chart showing how operators voted on specific questions. There will also be a section devoted entirely to comments made by operators regarding that week's subject.

(Editors note: All operators are invited to submit questions that they would like to see included in the Forum. If you are not receiving Forum mailings and would like to have your name added, let us know. Send all communications to: The Billboard, Music Operator Forum, 188 W. Randolph Street, Chicago 1.)

## Gisser Named In Cleveland By Wurlitzer

CLEVELAND—The Rudolph Wurlitzer Company Friday (16) appointed Cleveland Coin Machine Exchange, Inc., headed by Morris S. Gisser, its distributor covering most of Northern Ohio.

The firm headquarters at 2025-2029 Prospect Avenue, and operates a branch office in Toledo. However, Wurlitzer distribution will be handled only from the main office here.

The appointment follows in the wake of the dissolution last week of Northern Music, Inc., former Wurlitzer outlet.

Equally as fast as the Wurlitzer appointment, was the quick change made by Herb Wedewen, who headed Northern Music. Wedewen last week took over the post of phonograph sales manager of Cleveland Coin.

Gisser, who is no newcomer to the coin machine business here, formerly handled AMI. He is also a franchised amusement machine distributor.

Cleveland's headquarters are relatively new, having moved in 1953. It has a complete service and parts department, modern offices, showrooms and a record one-stop.

Working directly under Gisser is David Libling, who will oversee sales in all departments.

## 24 Coin, Music Firms On 1st MOA Exhibit List

OAKLAND, Calif.—George A. Miller, president and general business manager of Music Operators of America, announced Friday (16) that 24 firms had already confirmed exhibit space at MOA's May 6-8 convention. He said that he anticipated the final total to be over 75.

Firms confirming space at the convention include record companies, juke box manufacturers, amusement machine manufacturers, suppliers and other firms allied with the automatic phonograph industry. A total of 46 booths have been assigned.

The 24 firms are: AMI, Inc., the J. P. Seeburg Corporation, the Rudolph Wurlitzer Company, Rock-Ola Manufacturing Corpor-

ation, Star Title Strip Company, Perno Needle Company and The Billboard Publishing Company.

National Rejectors, Capitol Projectors, Gym Cycles Amusement Company, J. H. Keeney & Company, Bert Lane Company, Valley Manufacturing Company, Auto-Photo Company, Wico Corporation and U-Test-M Manufacturing Company.

Record companies and music firms include BMI, Inc., Diamond Record Company (Irwin Gwartz), Dot Records, M-G-M, Ferris Records (Barney Young), Coral Records, RCA Victor and Decca.

Miller was enthusiastic about the early exhibitor response, labeled this year's convention as "the biggest yet."

"From the number of phone calls coming into this office," Miller said, "it looks like there will be well over 100 booths in use this year."

Meanwhile, Larry Marvin, chairman of MOA's exhibit space committee, announced that he will set up Chicago convention headquarters at the Morrison Hotel in rooms 1731-1732 on April 1.

## AMI Set to Market Home Hi-Fi in June

GRAND RAPIDS, Mich.—AMI, Inc., will begin marketing its home high fidelity phonograph line in June, Bill Fitzgerald, advertising and sales promotion manager, announced last week.

Distribution of the line will be via music and radio dealers.

The home high fidelity phonograph features the same sound system used in the AMI juke box line. Models are available with and without radio.

## SE HABLA ESPANOL?

# Leslie Sets Sights On NY Latin Trade

NEW YORK—There's a new sign in the window of Leslie Distributors, New York one-stop. It reads "Se Habla Espanol," which, for the Anglo, means "Spanish is spoken here."

The sign means that Leslie has set up a separate division for the Latin American market, but the division has nothing to do with export sales.

Leslie's Latin market is largely within a 10-mile radius of its 10th Avenue headquarters, practically wholly on the island of Manhattan. The last few years have seen a tremendous influx of Puerto Ricans in Gotham. Add to these thousands of Spaniards, Mexicans, Colombians and Argentinians and you have a Spanish-speaking community of more than 500,000, roughly the size of a city like Minneapolis.

### Good Start

Lou Boorstein, Leslie head, and his right-hand man, Bernie Boorstein, are determined to reach this market. Right now, they are off to a good start.

It all started a year ago when Sol Rapoport, local juke box operator and father-in-law of Ralph Schechtman, Leslie executive, was servicing a machine in the Four Seasons Bar, in New York's Manhattan Avenue, near Columbia University.

One of the patrons was Richard Marin, a native New Yorker of Puerto Rican descent. Marin told Rapoport that he had been making several mistakes in programming the Spanish-speaking stop.

### When in Rome

For example, he pointed out, much of what the general public here considers Latin tunes—chachas, rumbas and mambos—are merely Americanized versions of the real thing. Bona fide Latin, he said, like bona fide Latin tunes.

Thereafter, Marin was unofficial consultant and buyer for Rapoport on his Latin American stops, and Rapoport told his son-in-law about the arrangement.

A meeting was set up between Marin and Lou Boorstein, and the possibility of a separate division for Latin records was discussed.

## L. A. Ops Elect Officers, Push Polio Campaign

LOS ANGELES—The Los Angeles Division of the California Music Merchants' Association elected officers, approved the United Cerebral Palsy Drive, and heard George A. Miller, CMMA and Music Operators of America president, report on his trip to Washington at a meeting here Tuesday (13).

Re-elected to office were: Walter Hemple, president; Ben Korte, vice-president; Jerry Jacobs, secretary; and Sam Ricklin, sergeant-at-arms. Glenn Wolcott was elected treasurer. He succeeds Gabe Orland.

The board of directors includes Larry Collins, chairman; Al Cohn, Fred Ross, Walter Levi, Emory Locke, Harvey Kirby, and Dean

(Continued on page 91)

Two weeks ago Boorstein decided to launch the Leslie Spanish Division, with Marin in charge.

Marin's music background included a stint as bandboy for Nino Morales and drummer for Tito Rodriguez and Joey Albino. His Spanish is fluent and his knowledge of Latin American musical tastes is thoro.

One of Marin's prime jobs is to assist operators in programming for Spanish-speaking stops. He also determines which Latin disks the firm will buy, which ones to push and how large an inventory to keep.

It is estimated that there are

(Continued on page 91)

## Juke Mfrs. Map Exhibit Plans For MOA Show

CHICAGO—Meeting March 12, at the Morrison Hotel, the Automatic Phonograph Manufacturers' Committee for the 1956 Music Operators of America Exhibit, mapped booth and decoration arrangements for the MOA convention here May 6-12.

Committee members attending were T. L. Herrick, Seeburg; A. D. Palmer Jr., Wurlitzer; E. R. Ratajack, AMI, and W. T. Bradfield, Rock-Ola, chairman.

Booth space is to be identical with that provided the manufacturers at the 1955 show. The west wall of the exhibit hall will be divided into four booths, to include the AMI, Rock-Ola, Seeburg and Wurlitzer displays.

Speaker displays this year are to be the responsibility of the individual firms; last year it was handled by the hotel exhibit staff. Telephones and floral displays for the booths were ruled out by the committee.

Equipment to be shown by each manufacturer will consist of four phonographs and one hideaway, or five phonographs. Dismounted mechanisms and other accessories will also be exhibited.

Phonographs will be completely programmed and in operation, but will be played at minimum volume.

Manufacturers will equally allocate phonographs to record firms exhibiting at the show. A list of record companies showing will be sent to committee members, who will apportion some 20 machines to the various diskery displays.

## Irish Throng New Orleans

NEW ORLEANS—St. Patrick's Day hit New Orleans in its usual custom Saturday (17).

Juke boxes thruout the city blared forth with "McNamara's Band," "My Wild Irish Rose" and "Mother Machree" so often that location owners began wondering if there were any other platters on the machines. Even the French Quarter went Irish.

In the evening, juke boxes, night club combos and a parading band all joined together to tell New Orleans residents that "Irish Eyes" were smiling.





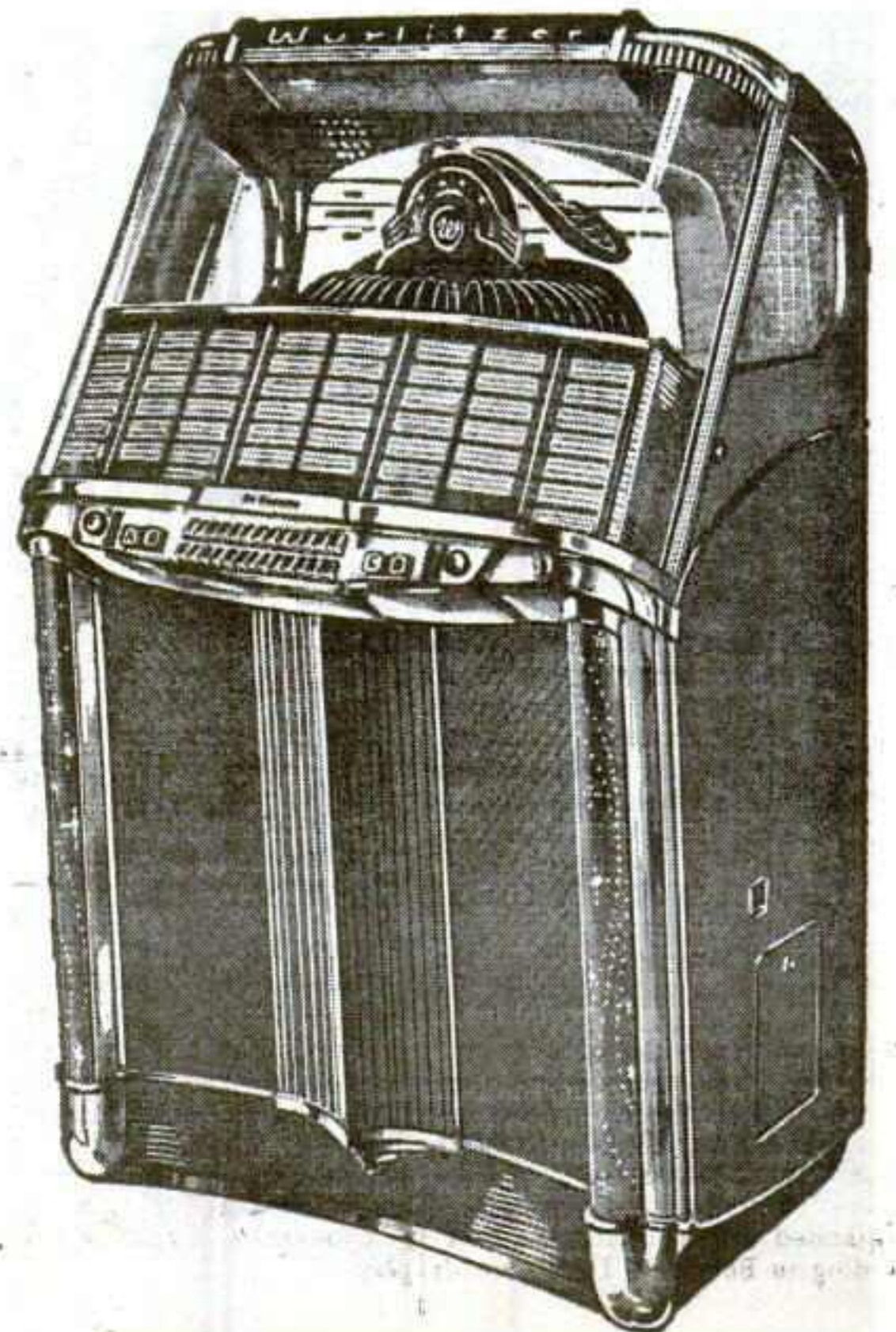
The Wurlitzer Centennial Model 1900 introduced a bold new concept in both eye and ear appeal with engineering innovations that place it in an unchallenged position of leadership. Wurlitzer Operators are finding that it not only opens wide the doors to top locations, but, once installed, hits all-time highs in earnings. See and hear this super entertainer at your Wurlitzer Distributor. You'll readily realize its location-landing, money-making possibilities.



**WURLITZER**  
*Centennial*  
**MODEL 1900**

**HIGHLIGHTING 100 YEARS  
OF MUSICAL ACHIEVEMENT**  
**SEE IT, HEAR IT, BUY IT  
AT YOUR WURLITZER DISTRIBUTOR**

**THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA • NEW YORK**





# COINMEN YOU KNOW

## Chicago

By KEN KNAUF

**HOLD APMA MEET.** The convention committee of the Automatic Phonograph Manufacturers' Association met Monday (12) to go over plans for the Music Operators of America fete scheduled May 8-8. Attending were Wayne Bradfield, Rock-Ola, committee chairman; Tom Herrick of Seeburg; Ed Ratajack of AML, and A. D. Palmer of Wurlitzer. Bradfield called another meeting for April 9.

Ed Levin, Chicago Coin Machine Company director of sales, says the firm's new electric pool games are outselling regular play models. . . . Jim Marzano, business partner of Ted Kruse, local Arcade operator, off on a Miami vacation. . . . George Kozy, A.B.T. Manufacturing Corporation sales manager, was busily moving back and forth from office to National Association of Tobacco Distributors convention at the Conrad Hilton Hotel. . . . Jim Fant, Gym Cycle Amusement Company, Nashville, in town to line up for booth space at the MOA show in May.

## Briefs Filed in Juke Box Clash

Continued from page 18

and composition by or upon coin-operated machines shall not be deemed a public performance for profit unless a fee is charged for admission to the place where such reproduction or rendition occurs."

Floberg asserted that omission of this section of the law would 1) multiply copyright royalties already paid by operators for the use of records, and 2) would grant to ASCAP and to BML the power to extract indeterminate fees from any operator who wished to remain in business.

The statement also pointed out that upon eight different occasions since 1909, when the bill was passed, Congressional considerations of possible changes in the law have resulted in reaffirming the justice of the current law.

The balance of Floberg's remarks were taken up with a description of the juke box industry, of the principal manufacturers of juke equipment and with a considered estimate of the effect on the field of a change in the copyright law.

Merle Colby, ASCAP attorney, admitted that he had filed a statement but declined to make it available.

## Leslie's Sights

Continued from page 89

more than 1,000 Spanish stops in the city. But the programming isn't the same for all the Latin locations.

### Tastes Differ

For example, the old-timers prefer the pure folk music. The youngsters, who were either born here or who came here as infants, like the American-Latin tunes. The Puerto Ricans don't want the same tunes the Spaniards like. And the Mexicans have still different tastes.

The danger, Marin pointed out, is to figure that if a location is a Spanish-speaking stop, any Spanish music will do. Actually, he explained, the tastes of Spanish-speaking people vary as much as do the tastes of English-speaking people.

Another problem is the shortage of 45-r.p.m. Spanish disks. Because most of the Latin disks are 78's, older equipment must be kept on the locations. Cuban music is tough to get, and there are a lot of Cuban locations in the city.

### Limited Selection

Some of the city's juke box operators have been buying disks in Spanish record shops, but the selection is limited and little help in programming is offered. Then, too, language can be a barrier.

Currently, Leslie has a selection of 500 disks in its Spanish Division library, and new releases are added as they come out. According to Boorstein, Latin records

## 'Lisbon Antigua' Picked by MOA For 2d Week

NEW YORK—Nelson Riddle's "Lisbon Antigua" on Capitol again was named the nation's top juke box disk Saturday (17) on "National Juke Box," the ABC radio network program prepared by the Music Operators of America.

Regional favorites were "Blue Suede Shoes," with Carl Perkins on Sun, West Coast; "Juke Box Baby," with Perry Como on Victor, East, and "The Stars Forever Merengue," with Gloria Parker on Gloro, Southwest.

Selected as disks with promise were "I Had a Lover," with Bobby Scott on ABC-Paramount, and "Innamorata," with Dean Martin on Capitol.

Participating in the show were George A. Miller, MOA president; Albert S. Denver, president of the Music Operators of New York, and Thomas P. Withrow, Midland, Tex., operator.

## L. A. Ops Elect

Continued from page 89

Brown, William Leuenhagen and Don Wikoff are alternates.

Charles F. Rivers appeared in behalf of the cerebral palsy fund. The operators agreed to place posters with receptacles for coins in all their spots, make pick-ups and turn the money over to the fund.

Miller spoke briefly on his trip. He reviewed activities of the MOA in connection with the copyright law fight and outlined plans for the coming convention.

A buffet supper was served following the meeting in the local headquarters.

## Wis. Ops Mull

Continued from page 89

included Pierce, Brodhead, president; Dowe, Beaver Dam, secretary-treasurer; Cliff Bookmeier, Green Bay, vice-president; Jack Zimmerman and Neil Neilson, Watertown; Dewey Wright, Wausau; Gardner Music, Edgerton; Arnold Foch, Beloit; Vince Ladwig, Sun Prairie; Ti Turnmeyer, Soldier's Grove; Sam Hastings, Matt Schaefer, Red Jacomet and Arnold Jost, all of Milwaukee.

Another meeting has been scheduled for early April in Madison. Date and location will be announced later. Summer meetings will be held in Northern Wisconsin cities, most likely in Wausau and Rhinelander.

account for nearly 10 per cent of the firm's sales.

Many operators, said Marin, are getting low takes in locations because they are going too heavy on rhythm and blues and rock and roll records and too light on the mambo and the Spanish folk tunes.

If Spanish programming offers a few headaches, it does have one compensation: It's virtually all dime play.

# MUSIC OPERATOR FORUM

## Why Do Operators Program EP Disks?



One of the biggest controversies in the industry today revolves around the subject of extended play records and the part they will or will not play on juke boxes. Record manufacturers and distributors, juke box manufacturers and their outlets, and record one-stops have all given varying answers to the subject.

But, according to operators, dime play is by far the biggest reason for EP use. Of the operators participating in this forum, 28 per cent said that they used EP's to convert to dime play and planned to continue using them, another 25 per cent used them for the same reason, but were in the process of discontinuing them now. An additional 9 per cent said that they would use them to convert to dime play.

The number of operators currently using some EP's on their machines is surprisingly high. Of course, the 63 per cent figure shown in the accompanying table does not indicate how many EP's are used nor does it reflect the number or percentage of juke boxes programmed with EP's. It does point out, however, that a large majority of operators are using them.

### Cite Advantages

In commenting on the advantages and reasons for continuing to use EP's, operators explain it provides them with the opportunity of offering wider selectivity, offers them a chance to win types of locations heretofore opposed to juke boxes, gives them a better selection of old standards.

Operators who used EP's to go to dime play but are now trying to eliminate them argue: There are no indications that EP's will ever replace singles and the latter gives operators a better profit margin; customers may not want to hear the second selection on an EP, he may not play the record at all if he can't find two tunes together that he likes; that better than 90 per cent of the play comes from the pop tunes anyway, so why bother with EP's; EP's were fine to get dime play across, but now that we have it EP's represent nickel play again.

The operators who state that they have not used any EP's give various reasons, tho the majority explained they were still on nickel play and could not afford to give two tunes for five cents.

Another question pinned the number of operators who have never used EP's to only 11 per cent.

Seeburg's 200-selection phonograph and the

prospect that other juke box manufacturers may introduce similar machines, prompted many operators to comment that EP's would eventually become quite important in the juke box business.

Location owners requesting EP's does not seem a factor of much importance among operators—only 5 per cent thought that they used EP's because of requests. However, had the question asked if they ever used an EP because of a loca-

## How Operators Voted

	Yes	No
1. Do you currently program any EP's on any of your juke boxes? . . . . .	63%	17%
2. Do you feel that EP's are—or will become—an important type of record for you to offer on your juke boxes? . . . . .	47%	53%
3. Which one of the following phrases best describes your present attitude and plans regarding EP's?		
28% I used some EP's to convert to dime play and plan to use them regularly.		
25% I used some EP's to convert to dime play, but am discontinuing them.		
17% I will use EP's regularly when they make more profit for me than singles.		
11% I never used EP's and don't plan to do so in the future.		
9% I will use EP's to convert to dime play.		
5% I use EP's regularly and plan to continue using them.		
5% I use EP's occasionally when location owners request them.		
100%		

tion request, the percentage would have certainly been considerably higher.

And, of course, there were a few operators who operated 78 r.p.m. machines and frowned on both 45's and EP's.

In the next two issues of The Billboard, the Music Operator Forum will spotlight such topics as EP promotion, standards on EP's vs. standards on singles, and which do operators prefer, packaged EP's or single EP's.

## Operators Who Like EP's Say . . .

**HAROLD MEEKER**, Indianapolis: "I use EP's and think they'll be profitable in future. However, I don't expect too much too soon. EP's are in the process of developing. With new multi-selection phonographs they can be used advantageously for complete programming."

**ROBERT LYONS**, Skowhegan, Me.: "We believe EP's are profitable when proper care—in selecting and programming—is taken for each location."

**JACK JEFFRIES**, Osceola, Iowa: "I am using EP's profitably in locations catering to a more mature class of customers. However, I use EP's for old-time favorites only. I do not plan on buying them with current hits."

**SAMUEL WAGER**, Ace Vending, Brooklyn: "Some EP's feature tunes that are not available as single records and therefore give operators a chance to broaden their programming. Also EP's are good for special type music, such as show tunes."

**MELVIN J. BLUM**, Bay City, Tex.: "I think EP's are profitable to operators when they are set at 10 cents or more per selection. Of course, they must be properly programmed and classified on the phonographs."

## Dime Play EP Users Say . . .

**REYNOLDS MUSIC COMPANY**, Clinton, N. C.: "If we were to use EP's on dime play, we would be back to where we started when we converted from nickel play."

**AMELIA McCARTHY**, Hurlyville, Ky.: "We used EP's to convert to dime play. We leave a few on the machines for customers who are interested solely in bargains, six tunes for a quarter. However, we find that there are very few plays for any tunes other than hits."

**JEROME RUBIN**, Canton, O.: "On dime play, three for a quarter, I don't think EP's are profitable. If the price range is larger, as in the 200-selection Seeburg, EP's can possibly pay their way. But the fact still remains that 90 per cent of the records played on juke boxes are pop tunes, not oldies such as most EP's are."

## Non-EP Users Say . . .

**JOHN C. MCGUIRE**, Mid-State Music Service, Winter Haven, Fla.: "An operator using EP's is defeating the purpose of a juke box. He is hurting selectivity. As a rule, the patrons who play the most records want to pick every record they play, they might not like the second tune on an EP. EP's also defeat the purpose of dime play, which is to give operators 10 cents a tune."

**Highway Vending Corporation**, Bedford, Pa.: "I am not sold on EP's because in many cases there is really only one number on each side of the disk that a customer wants to hear. I cannot see them as being profitable for operators."

## Other Operators Say . . .

**STEPHEN W. ANDREW**, Lompoc Music, Lompoc, Calif.: "I do not use EP's currently, but I feel that they may be profitable for me later. The economic situation in my area does not warrant dime play now, but when it does I'm sure EP's will help considerably."

**JOE SPIRAWK**, Elmira Heights, N. Y.: "I think EP's may become an important factor in the industry, but not until all operators are sold on the advantage of using them. As it stands here, it won't go over now because we can't agree on them."

**B. CRAWFORD**, Juke Box Music Company, Miami, Ariz.: "I do not think that EP's will ever be profitable for me on my juke boxes. Operator use of them now is only a passing fancy, the trend will revert to singles only."

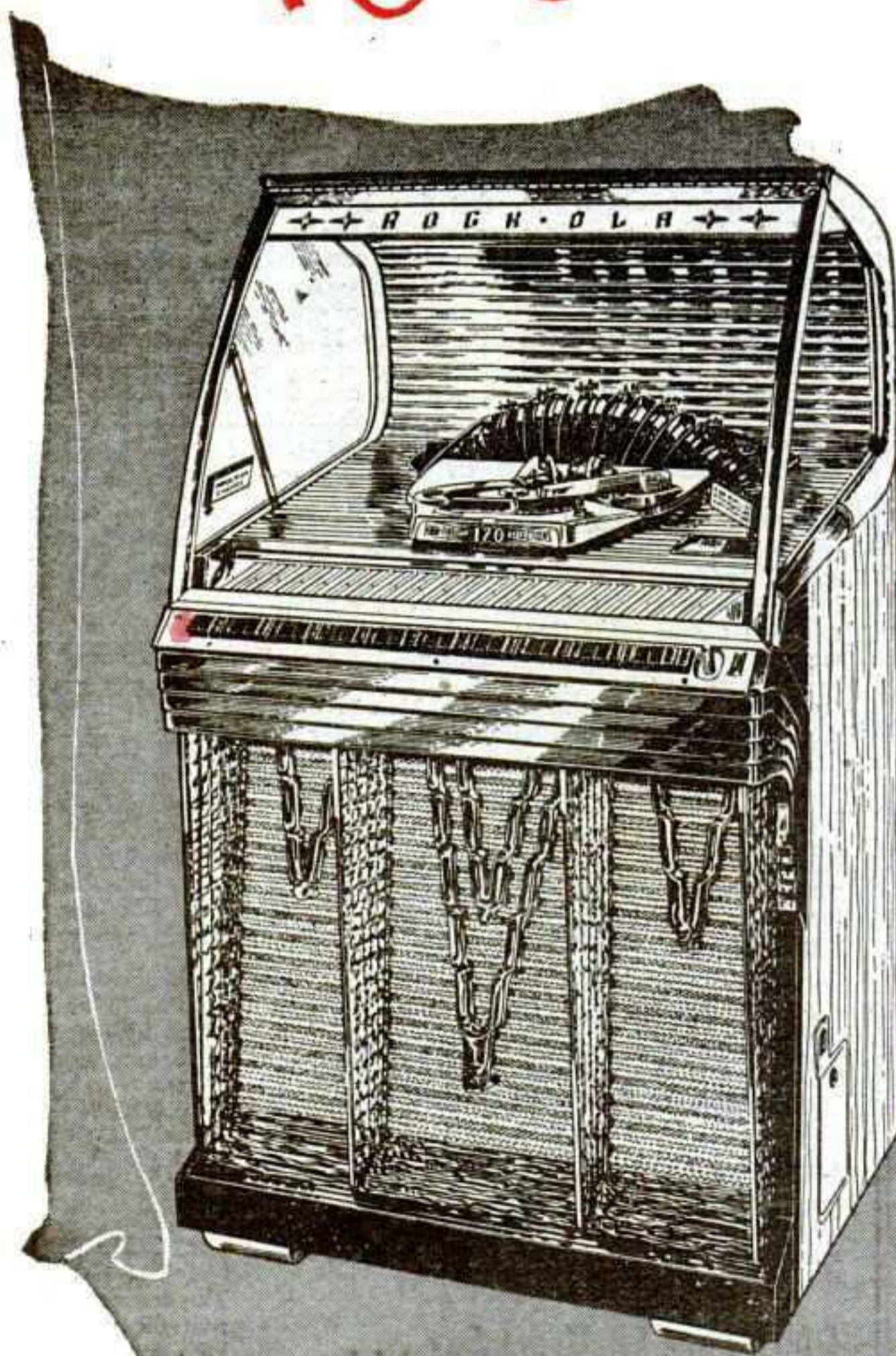


# ROCK-OLA

## HI-FIDELITY

### PHONOGRAPHS

are  
**YOUR BEST BUY.**



### INCOMPARABLE HI-FIDELITY SOUND REPRODUCTION

—the giant ROCK-OLA speaker, largest in any coin operated phonograph, is acoustically matched with the heavy-cast, rectangular, horn loaded compression drive unit to carry the true and complete range of Hi-Fidelity tones from the ROCK-OLA Tru-Tone Hi-Fidelity amplifier.

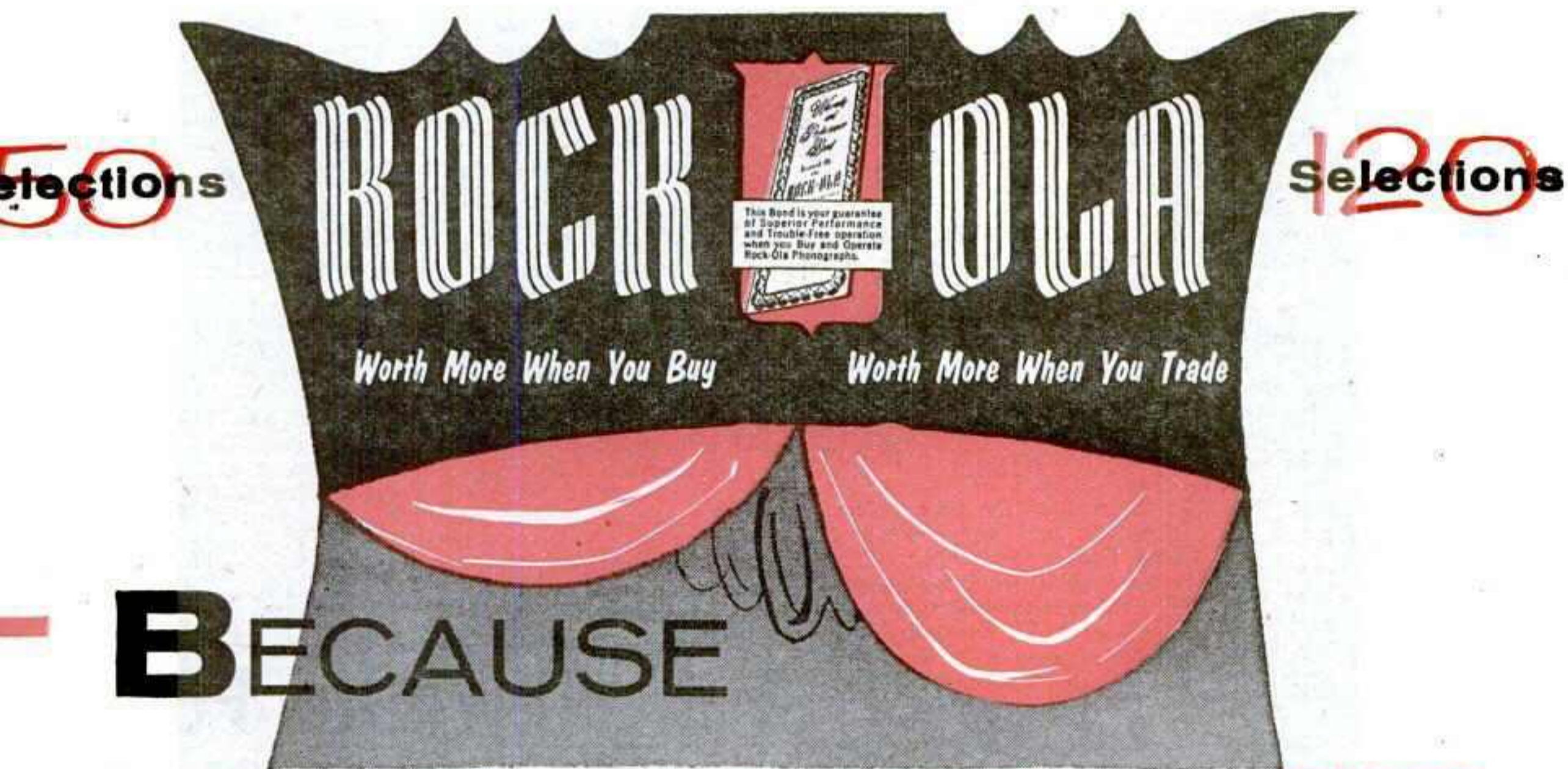
### TROUBLE-FREE PERFORMANCE

—the ROCK-OLA mechanism is unequalled as any service man will tell you. With the precision movement of a Swiss watch and the durability of a bulldozer, ROCK-OLA'S are built to give you more years of economical trouble-free service.

### JOB-TAILORED TO YOUR LOCATIONS FOR MAXIMUM ECONOMY AND EARNINGS

—the two new ROCK-OLA phonograph models cover the range of selections required for your "carriage trade." The "Thrifty-Fifty", 50 selection Model 1452 is for those "in between" locations, the Deluxe 120 selection, Model 1448 for your top spots.





**BECAUSE**

**ONLY ROCK-OLA OFFERS ALL THESE IMPORTANT OPERATOR FEATURES -  
D ASSURE YOU THE GREATEST RETURN ON YOUR PHONOGRAPH INVESTMENT**

**TOPS IN PLAYER APPEAL**

—the smallest of all coin operated phonographs  
—fits in where the others won't. The smart, modernly designed cabinet is striking but not  
gaudy. Years ahead in styling, ROCK-OLA'S command top "player appeal"  
for the full life of the phonograph.

**EASE AND SPEED OF PLAY**

—no other phonograph  
approaches ROCK-OLA'S\* Hi-Speed Program Panel,  
the original revolving selection mechanism  
for multi-play phonographs, for ease  
and speed of play. There's no  
blurring of words or lost time  
searching through a maze of  
names as when all titles are  
displayed at once, yet with  
ROCK-OLA single push-button  
play there is no combination  
of numbers and letters to  
remember—no risk of con-  
fusion and wrong numbers,  
that means greater  
income per phonograph.

**ADJUSTABLE PRICE CONTROL**

—the ROCK-OLA accumulator can be  
set for any combination such as 10¢,  
for a quarter, 10¢, 4 for a quarter,  
etc. Makes every ROCK-OLA a  
custom phonograph adjustable  
to your own requirements and  
permits players to deposit as  
many coins as they wish  
up to 24 credits with com-  
plete assurance that all selec-  
tions will be played.



See your  
**ROCK-OLA Distributor  
Now!**

**FOR**

**ROYAL PERFORMANCE**

\*(on 120 selection  
models only).



## N. Y. Supreme Court Upholds Milk Vending in Test Case

### Ban on Machines Unconstitutional; Predict Rapid Outdoor Expansion

By AARON STERNFIELD

**BUFFALO**—The New York State Supreme Court has given the green light for outdoor milk vending. In a decision handed down Wednesday (14) by Supreme Court Justice George T. Vandermeulen here, the Lackawanna city ordinance prohibiting the sale of milk from vending machines was declared unconstitutional.

This is the decision that operators throughout the State have been sweating out for a year. The progress in milk vending in New York State has been slow during the last 12 months. If the Supreme Court had upheld the Lackawanna ordinance it would have been even slower.

Now, according to trade sources, outdoor milk operations will be springing up throughout the State.

Back in 1954

The litigation upon which the Supreme Court decision was based began January 22, 1954, when Wendell and William Scholl, operators of People's Dairy, installed a Rowe quart vender on a Lackawanna filling station.

The Scholls were told by city authorities to remove the machine, but on the advice of George J. Saab, their attorney, they left the machine on location. At that time the machine was not in operation; it was put into operation soon thereafter.

Lackawanna, at that time, had no provision for the licensing of merchandise venders. It did have regulations governing coin-operated amusement devices. An attempt was made by the city to have the milk vender removed because it was in violation of the coin machine code.

Passed Bill

On April 5, 1954, the city passed specific legislation aimed at and specifically naming outdoor milk vending machines. It was this ordinance which was tested in the Supreme Court and which was declared unconstitutional.

The ordinance contended that automatic milk machines operate with no one in attendance, and, since the machine is locked, the contents cannot be inspected at all times. It added that the placement of a milk machine near a public highway created a traffic hazard and additional congestion.

Inspection Clause

The ordinance therefore provided that "any mechanical device operated by the insertion of a coin and used for the purpose of dispensing milk is expressly pro-

hibited unless said machines are located within a regular place of business at which place and at all times said machines are in use there is a proprietor in attendance who could open said machines for the purpose of inspection by the Sealer of Weights and Measures for the City of Lackawanna and/or inspectors of the New York Department of Agriculture."

The ordinance frankly admitted its purpose was "to prohibit said coin-operated milk dispensing machines from being located outside of any building."

It provided for fines of more than \$50 and sentences in the Erie County Penitentiary of not more than 50 days. Saab charged that this was the first ordinance in the State which required that the owner of a location must be in attendance when goods are sold.

Supreme Court

After Judge William A. Sari in Lackawanna City Court ruled that the ordinance involved a question of constitutionality, Saab promptly asked the State Supreme Court for a declaratory judgment.

The city's case was based on the charge that People's Dairy was in violation of the law for selling milk without a license for the location. However, Saab cited State law which exempts stores from licenses.

He also referred to a 1953 di-

*(Continued on page 95)*

## Vend Interest Lags At '56 NATD Forum

**CHICAGO**—Altho 50 per cent of tobacco wholesalers operate vending machines, little interest was shown in the workshop forum on automatic merchandising conducted at National Association of Tobacco Distributors' convention at the Conrad Hilton Hotel here last week.

Less than 50 members attended the session which centered around the perennial problem of "direct sales of equipment to location owners," and a new question: "What to do with obsolete vending machines."

Again this year, as in previous sessions, no concrete solutions were presented. However, it was agreed: "Something must be done."

No interest was expressed in financing of equipment, industrial and institutional vending, or whether cigar vending offers a potential for the wholesale tobacco distributor. All were listed for discussion on the agenda.

Leases Venders

Charles J. Cooper, president, Cooper Tobacco Company, Lancaster, Pa., disclosed his firm leases old cigarette machines to locations in sparsely populated rural areas for several dollars a month.

This move, he explained, was limited to the firm's territory only, and no venders are sold to outlets. Several operators objected to this operation, declaring the move is detrimental to the industry, and that machines on location should be under the direct supervision of the operator.

Edward Dierickx, Newark, N.J., head of his own vending firm, urged operators to secure signed

contracts upon the installation of cigarette venders.

Bluntly he told NATD members that it takes a lot of money to operate a vending firm today, and

*(Continued on page 95)*

## YOU'RE A LITTLE LATE, MISTER

**NEW YORK**—The Wall Street Journal may be the nation's business bible, but the publication may have a few things to learn about the vending industry.

A page 1 story in Friday's (16) edition dealt with the Products Development Corporation, a Boston firm which screens ideas for manufacturers.

One of the "new" ideas is a hot dog vending machine, proposed by the wife of a college physicist. The idea is being evaluated.

However, before they spend too much time analyzing, they might be interested to learn that McCann's Engineering Manufacturing Company in Glendale, Calif., has been making such a machine for several years.

Another project at Products Development is a currency analyzer for use in venders when and if they are able to accept bills. An electronic beam scans the bill and gives off a noise identifying the denomination.

## GALA ENTERTAINMENT SET FOR WOMEN AT NVA MEET

**CHICAGO**—An elaborate program—a cocktail party, buffet dinner, fashion show and a demonstration in modern cooking—has been arranged for women who will attend the sixth annual convention of the National Vendors' Association May 10-13 at the Morrison Hotel here.

There will be dancing and special entertainment at the cocktail party and buffet dinner, according to Mrs. Harry Bell, Chicago, chairman of the ladies program. Both will be held at the Morrison Hotel.

Each lady attending the cocktail party at 8:30 p.m. Thursday, May 10, sponsored by eight of the exhibitors, will be presented with an orchid.

Leaf Brands, Inc., will be the host at the buffet dinner and dance at 7:30 p.m. Saturday, May 12, which will be by invitation only, according to Mrs. Bell.

At 11 a.m. Saturday the women will be taken on a "Behind the Scene Tour of Marshall Field and Company." A luncheon and fashion show will follow in the Veranda Room. Gifts will be presented to those making the trip.

A special tour has been slated for 11 a.m. Friday, May 11, of the modern kitchen display of the People's Gas, Light and Coke Company, followed by a demonstration on modern cooking.

Assisting Mrs. Bell will be Mrs. Milton T. Raynor, Mrs. Phillip Sparacino, Mrs. Relfe Lobell and Mrs. Alvin Kantor, all of Chicago; Mrs. Lester Hardman, Pittsburgh; Mrs. Sid Bloom, Los Angeles; Mrs. Moe Mandell, New York; Mrs. Sam Bell, Cleveland; Mrs. Bert Fraga, Oakland, Calif., and Mrs. Roy Beeker, St. Louis.

## Bow New Hot Food Vender: Price \$160

### Ill. Mfr. Develops 60-Pound, 10-Selection Machine for Counter, Wall or Stand Use

By BILL MASLOWE

**CHICAGO**—"Fedacan," a new, small hot-food vender with 10 selections and weighing less than 60 pounds, was introduced for the first time at the National Association of Tobacco Distributors' convention at the Conrad Hilton Hotel here last week.

Developed by the Fedam Company, of Elmwood Park, Ill., a newcomer in the manufacturing field, the vender was designed especially for small industrial plants, office buildings and filling stations, according to Don Conley, president.

Priced at \$159.95 f.o.b., it has a capacity of 50 eight-ounce cans—five to a column—and can be installed on a counter, wall or stand. It is 21 inches high, 28½ inches wide and 10½ inches deep.

Steel constructed with 1½-inch fiber glass insulation, the "Fedacan" operates on a small AC motor of 110 volts. It requires 300 watts for heating with 50 for maintaining stand-by service.

Served Hot

"Food," according to Conley, "is served piping hot—145 degrees—in the original cans, and the machine can be easily loaded in a matter of seconds."

## Place Foodco Bulk Milk Units In Connecticut

**MANCHESTER, N. H.**—Installation of Model 7A Cup-O-Matic bulk milk venders in the canteens of four gasoline stations along the Merritt Parkway in Connecticut was announced by Karel Schwarzkopf, sales manager, Food Engineering Corporation.

The machines have been approved by the Connecticut Dairy Division of the Department of Agriculture, Schwarzkopf stated. They were placed by James Geelan, of Parkway Vending Company, who reported his plans to place additional units in industrial locations.

Loading, Conley explained, is done from the top which is hinged and easily lifted. The columns, all attached, he said, can be removed in a matter of seconds for cleaning, and repairs can be held to a minimum at locations.

The heating elements or motor, he stated, can be easily removed for repair or overhauling by simply removing the right panel to which it is attached and replacing it with another. The same procedure applies to the coin rejector, attached to the left panel.

Can openers and spoons, Conley

*(Continued on page 97)*

## Unimatic Mint & Gum Vender In Production

**NEW YORK**—Production has started on the Unimatic gum and mint vender, with the first run, about 250 units, expected to be ready in a few weeks.

Manufacturer is the Union Products Company, Garwood, N. J. Exclusive sales agent is the Interborough News Company, operator of vending machines on the New York subway system.

Actually, two models are in production. Both are four-column machines and both will sell to operators for \$39.50 each. The only difference is that one is slightly larger and has a somewhat greater capacity than the other. Both machines are set for a straight 5-cent vend.

Dimensions

The Model 17A is 23¾ inches high, 11¼ inches wide and 6½ inches deep. Weight is 34 pounds. Total capacity is from 206 to 213 5-cent items.

The machine will vend any four of the following items: slab gum, 36 packs; Chiclets, 50 packs; Beechies, 57 packs; Dentyne, 84

*(Continued on page 93)*

## Mills Producing Heinz Soup Unit

**CHICAGO**—Production has started on the Heinz Hot Food Service vender at the Traverse City, Mich., plant of Mills Industries, Inc., Jack Patten, sales manager, announced.

Shipment of the first 200 machines to Chicago is slated for this week, with national distribution to follow immediately. Chicago operators will receive from five to 15 venders each, Patten said.

The venders are being leased to operators by the H. J. Heinz Company, Pittsburgh, which is taking all venders manufactured by Mills. The units are leased to operators at a cost of \$23.50 each per month for the first two years, and \$10 thereafter.

The machines dispense six varieties of foods or soups piping hot in the original cans—eight and 8½ ounces—and has a capacity of 144 cans.

## Rowan Leaves Lyon Ind. Post

**NEW YORK**—Thomas W. Rowan, sales manager of Lyon Industries, Inc., announced that his resignation from the firm would be effective March 31.

Rowan joined Lyon three years ago as service manager. Before that he had been service manager of Quick-Snack, a Brooklyn vending operation.

A former electrical engineering student in the New York State University system, Rowan has also been traffic manager at a New York lithographing house. During World War II and during the Korean War he served on Navy submarines.

Rowan said that his plans are indefinite, but that he will probably remain in the vending industry.



# Court Upholds Milk Vending

Continued from page 94

rective by C. Chester Du Mond, then commissioner of the Department of Agriculture and Markets. The directive provides that "any dealer duly licensed to sell milk at retail or wholesale . . . will be regarded as licensed to operate milk vending machines in industrial plants, apartment houses and elsewhere."

### Food Merchants

Pressing the case against People's Dairy was the Lackawanna Food Merchants' Association, which was represented at the Supreme Court by Leonard N. Lasker, who appeared as the amicus curiae and submitted a brief against outdoor milk vending. Rudolph A. Weinstein, corporation counsel, represented Lackawanna.

Judge Vandermeulen's decision took into account the fact that while a municipality has the au-

thority to exercise some control over the milk industry, "the courts have also been careful to protect parties from arbitrary, capricious and illegal acts."

The judge said: "There is no evidence that the location of these coin vending machines because of their vicinity to public highways creates traffic hazards and congestion. Even if this were true, a traffic ordinance would be the remedy."

### Heart of Matter

Nub of the decision tho was the section which dealt with the city's argument that the purpose of the ordinance was to regulate the machines and protect the public. In one paragraph Justice Vandermeulen challenged the purpose of the law and defined what he thought was its true purpose. Here's the paragraph:

"The defendant cites many cases

where courts have sustained regulatory and license laws and ordinances. The ordinance involved herein is not a regulatory or licensing ordinance but a prohibitory ordinance. If the defendant is sincere in its desire to protect the public by inspection, it can easily be accomplished by a regulatory or licensing ordinance. The method adopted by the City of Lackawanna is entirely unnecessary. PROPERLY SPEAKING, ITS PURPOSE IS TO PROTECT THE BUSINESS INTEREST OF RETAIL STOREKEEPERS AND MILK DEALERS FROM COMPETITION."

The judge also pointed out that the milk is packaged in sealed cartons and "there is no question raised as to this being a sanitary method."

### Public Health

He added that "there is no proof whatsoever that the health of the community is or will be jeopardized by the sale of milk thru milk vending machines. Therefore it does not matter whether the containers are inside or outside of the building."

Justice Vandermeulen dismissed the city's stand on inspection by pointing out that "an inspection can be made of these machines wherever located just as easily as inspections are made in dairies, milk dispensing plants and on the street. . . . It is not necessary to have a prohibitory ordinance."

During the litigation in Lackawanna courts, and while the case was being argued before the Supreme Court, People's Dairy expanded its operation. It currently has 22 machines on location in the Buffalo metropolitan area.

### Harassment Possible

The Lackawanna decision doesn't mean that all pressure to hinder the growth of outdoor milk vending has come to an end. It is still possible to harass the operators with high license fees, the use of zoning ordinances and red tape.

But the ruling does mean that the major obstacles in the way of outdoor milk vending have been removed. The outright ban is unconstitutional. The inspection dodge will not stand up. Objections on reasons of health will be tough to put thru—the court has ruled that public health is not jeopardized by the sale on milk in sealed containers.

In short, the court has ruled that outdoor milk vending machines have the right to compete with retail stores on their own merits. And that's what the vending operators in the Empire State have been waiting to hear.

# Interest Lags

Continued from page 94

that in a number of cases he has had to advance commission money to location owners in order to hold onto the stop.

As to obsolete machines, Arthur F. Schultz, Erie, Pa., and head of his own company, asserted:

"Manufacturers have an obligation to the vending industry and should rid the market of old machines just as the automobile industry does."

### Use Late Models

Schultz along with several others declared that cigarette vending machines are used too long. Operators, it was pointed out, should keep up with other industries by using late model machines, especially in the ultra modern chain and drugstores, supermarkets, shopping centers, and filling stations.

Touched on briefly was "multi-line vending for the wholesale tobacco distributor." Wholesalers were told that this phase of the business calls for a lot of capital and the thoro training of service men.

Until manufacturers get together and standardize parts, multi-line vending operators must train their own men to be experts in service, it was pointed out.

# Unimatic Vender

Continued from page 94

packs; Life Saver Mints, 22 packs, and Life Saver Fruit Drops, 20 packs.

The Model 17B is 17 3/4 inches high, 11 3/4 inches wide and 6 1/2 inches deep. Weight is 30 pounds. Capacities are 24 on slab gum, 32 on Chiclets, 37 on Beechies, 52 on Dentyne, 14 on Life Saver Mints and 13 on Life Saver Fruit drops.

### Adjustable Columns

On both machines the two end columns are adjustable, both vertically and horizontally.

According to George Booth, Interborough executive, the firm will use 200 units of the first run for its own operation in the subways. One is currently on location on the 14th Street stop on the Eighth Avenue subway.

COLUMBIA, S. C.—Secretary of State Frank Thornton has issued a charter to Anderson Vend-A-Matic Service, Anderson, S.C., to own, operate and manage coin-operated vending machines, dispensing goods and merchandise. Authorized capital stock is \$10,000. Ralph M. Cannon is president.

# GENUINE FOREIGN COINS!



## the wonderful new "MONEY-MAKER"

- VENDING MACHINES
- THEATER MATINEE 'Giveaways'
- ADVERTISING & PREMIUM USE

# THANK YOU...

for your enthusiastic reception of our genuine foreign coins for 5¢ capsule vending machines.

We received over 100 inquiries and over 20 orders from our Feb. 4 ad.

In 2 days 3 distributors alone placed orders for over 500,000 coins for vending machines.

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TERMS: 1/3 with order—balance C.O.D.

### 15 VARIETY MIXTURE

We recommend this mixture for 5¢ CAPSULE MACHINES

- 1,000 Pieces. . . \$ 18
- 10,000 Pieces. . . \$ 155
- 100,000 Pieces. . . \$ 1,300
- 1,000,000 Pieces. . . \$10,500

### 5 VARIETY MIXTURE

- 1,000 Pieces. . . \$ 15
- 10,000 Pieces. . . \$ 125
- 100,000 Pieces. . . \$ 1,000
- 1,000,000 Pieces. . . \$ 8,000

**RENT 1,000,000 Genuine Vatican Coins**  
YOUR COST—\$50 per day  
WRITE FOR FURTHER INFO.

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Official Local Civic Issues. A NEW "Best Seller." Sell for 10¢ to 15¢ each.

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- 1,000 Pieces. . . . . \$ 40
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We will imprint these with your name (minimum order 1,000). Allow approx. 4 weeks for delivery.

**SPECIAL SOUVENIR COIN PACKETS—Made to Order**  
100% MARK UP  
Send \$1 for samples

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JEROME M. EISENBERG, Pres.  
WORLD'S LARGEST SUPPLIER OF FOREIGN COINS AND CURRENCY  
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\$12.75 lots of 100 or more



TOPPER DELUXE HALF-CABINET STYLE

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## EASTERN ELECTRIC

CE Console Model, 8 Cols., 320 Cap., 25¢ Vend.

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We have a tremendous stock of "AS IS" equipment—all makes and models. In good condition but not rebuilt or re-finished. Write or call for information.

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on 25c and 30c Coin Mechanism Conversions for

**ROWE IMPERIALS, ROYALS, NATIONAL 930, 950, PRESIDENTS, CRUSADERS NATIONAL 750, 9A**

Also Available:

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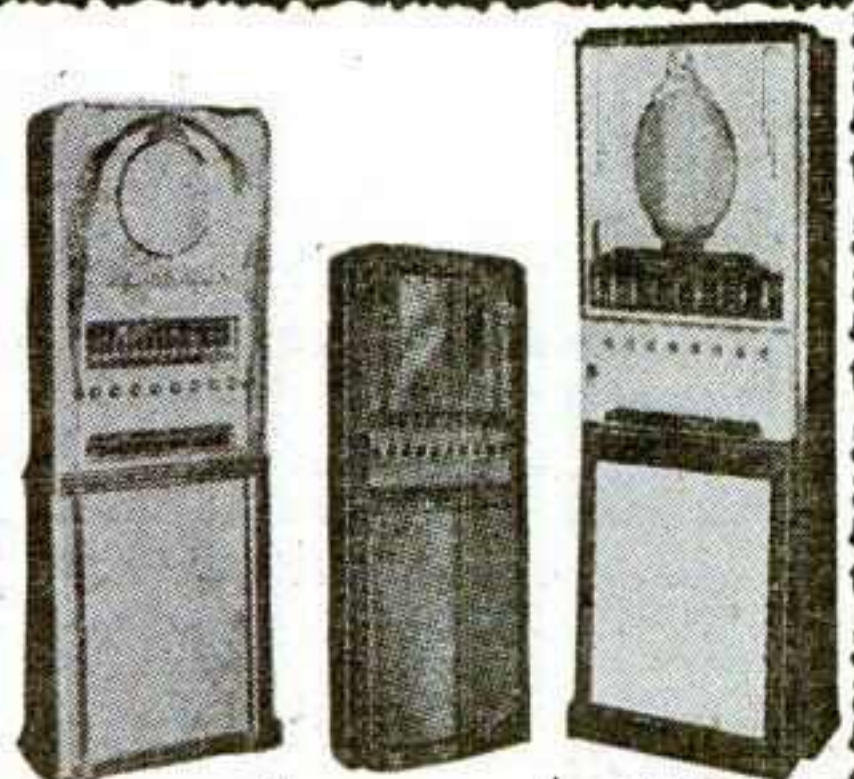
### CIGARETTE VENDORS

- National Model 9A, 9 Cols., 370 Cap. . . . . \$125.00
- National Model 930, 9 Cols., 270 Cap. . . . . \$110.00
- National Model 750, 7 Cols., 270 Cap. . . . . \$110.00
- Lehigh PX, 10 Cols., 300 Cap. . . . . \$125.00
- Lehigh PX, 8 Cols., 240 Cap. . . . . \$115.00
- DuGrenier Model W, 9 Cols., 270 Cap. . . . . \$85.00
- DuGrenier Champion, 11 Cols., 420 Cap. . . . . \$100.00
- Rowe President, 8 Cols., 340 Cap., 25¢ & 30¢, King or Reg. . . . . \$130.00
- Uneda Model E, 6 Cols., 180 Cap. . . . . \$70.00

### CANDY MACHINES

- DuGrenier Candyman, 72 Bar Cap., with base . . . . . \$67.50
- Rowe 5¢ Gum & Mint Vendor, 7 Cols., 175 Cap. . . . . \$2.50
- Uneda Candy, 5 Cols., 102 Cap., Wall Model . . . . . \$0.00

ALL EQUIPMENT UNCONDITIONALLY GUARANTEED, COMPLETELY RECONDITIONED AND REFINISHED



ROWE IMPERIAL

8 Cols., 240 Cap. \$65.00

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8 Cols., 320 Cap. \$85.00

UNEDA MODEL E

8 Cols., 240 Cap. ONLY \$65.00

Trade prices: 1/3 deposit; balance C.O.D. Quantity buyers, write for special discount prices and terms.

## Uneda VENDING SERVICE, INC.

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# Vending Machine Manufacturers

Listings of vending machine manufacturers and parts and supplies were compiled by Vend magazine and are published with Vend's permission. Billboard readers who want a complete listing of all types of vending machine manufacturers, in addition to the complete categories listed here, should consult Vend's 1956 Market Data Edition.

### BULK VENDERS

**Andrews Mfg. Co.,** 660 S. Rochester Rd., S. Clawson, Mich.  
**Atlas Mfg. & Sales Corp.,** 12220 Triskett Rd., Cleveland 11.  
 Personnel: W. A. Jenkins, president; F. B. Olsak, vice-president; H. L. McCreery, chief engineer.  
 Production: Model AM-800. Vends at nickel or penny and nickel, for ball gum, nuts, leaflets, candies, capsules, charms and bulk

tab gum. **Atlas Bantam, BV-300.** Vends at nickel, for tab gum, nuts and candies. **Lighter Fluid Filling Station.** Vends at penny. Lighter fluid for cigarette lighters. Model PD-1000. Vends at penny or dime, for nuts or tab gum.

**Ball Gum, Inc.,** 2610 W. 19th St., Chicago.  
 Personnel: Sterling B. Douglas, president; Elvin D. Angall, treasurer; Adeline E. Levy, secretary.

Production: **Champ Dual Vendor.** Vends at penny, for ball gum.  
**Bloyd Mfg. Co.,** Valley Station, Ky.  
**Cebco Products Co., Inc.,** 308 E. McClure Ave., Peoria 4, Ill.

**Champion Vendors Supply Co., Inc.,** 1119 E. Houston St., San Antonio.

**Columbus Vending Co.,** 2005-13 E. Main St., Columbus 9, O.

**Ford Gum & Machine Co., Inc.,** Akron, N. Y.

Personnel: Ford S. Mason, president.

Production: **Ford Ball Gum Machine.** Equipment not for sale on open market.

**Gaylord Mfg. Co.,** 608 Michigan Ave., Detroit 26.

**Harmon Machine Co.,** 225 W. Lewis, Wichita, Kan.

Personnel: W. F. Harmon, president; Jack D. Harmon, vice-president; M. W. Immel, secretary; G. M. Harmon, treasurer; V. G. Swabey, treasurer.

Production: Model 23A. Vends at nickel and dime. For candy, cookies or crackers. Model 21A. Vends at penny and nickel. For stick gum, package gum, mints. Model 21A-D. Vends at penny. For tab and candy-coated gum. Model 5A. Vends at penny. For ball gum 1/2" or 3/4" and 3/4" 100 count gum. Model AMCO No. 11. Vends at penny, nickel and dime. For peanuts, small nuts or bulk candy.

**H. K. Hart Confections, Inc.,** 540 39th St., Union City, N. J.

**Hawkeys Novelty Co.,** 1754 E. Grand, Des Moines, Ia.

Personnel: F. A. Wittern, president.

Production: **Peanut Vender.** Vends Spanish peanuts, Boston baked beans, ball gum, licorice gems.  
**The Northwestern Corp.,** E. Armstrong St., Morris, Ill.

Personnel: W. E. Bolen, president; W. R. Greiner, sales manager.

Production: Model 49. Vends at penny, nickel and dime. For nuts, panned candies, ball gum. **Tab Gum Vender.** Vends at penny, nickel and dime. For ball gum, charms, capsule charms. **Super Jet.** Vends at nickel and dime. For charm capsules. Model 49. Vends at nickel and dime. For hot nuts. Model 33. Vends at penny. For peanuts.

**Oak Mfg. Co., Inc.,** 11411 Knightsbridge Ave., Culver City, Calif.

Personnel: Sam Weitzman, president; Harold Probasco, vice-president; S. H. Bloom, secretary-treasurer.

**W. C. Parrish, Inc.,** 34 North Bennett St., Geneva, Ill.

Personnel: W. C. Parrish, president; E. F. Parrish, secretary-treasurer.

Production: Model S-200. Vends at penny and nickel. For bulk candy and nuts.

**Silver King Corp.,** 1529 New York St., Aurora, Ill.

Personnel: John E. Scanlon, president; E. W. Ellis, vice-president; Leo G. Lauzen, secretary-treasurer.

Production: **Standard and Giant Ace.** Vends peanuts and ball gum, and all bulk merchandise such as candies.

**Victor Vending Corp.,** 5701-13 Grand Ave., Chicago 39.

### Candy Bar Venders

**Advance Machine Co.,** 225 W. Lewis, Wichita 2, Kan.

**Coan Mfg. Co.,** 2070 Helena St., Madison 4, Wis.

**Arthur H. Du Grenier, Inc.,** 15 Hale St., Haverhill, Mass.

**James H. Martin, Inc.,** 1343 S. Michigan Ave., Chicago 5.

**Mills Industries, Inc.,** 4235 W. North Ave., Chicago.

**National Vendors, Inc.,** 5055 Natural Bridge, St. Louis 15.

**Northwestern Corp.,** East Armstrong St., Morris, Ill.

**Polaris Mfg. Co.,** 2222 Fourth St., Peru, Ill.

**Polarmat, Ltd.,** 3055 Verdun Ave., Verdun, Quebec, Canada.

**Rowe Mfg. Co., Inc.,** 31 E. 17th St., New York 3.

**Shipman Mfg. Co.,** 1326 S. Lorena St., Los Angeles 23.

**Silver King Corp.,** 1529 New York St., Aurora, Ill.

**Stoner Mfg. Corp.,** 328 Gale St., Aurora, Ill.

### Cigarette Venders

**A & A Co., Inc.,** 1133 South Ave., Plainfield, N. J.

**Advance Machine Co.,** 225 W. Lewis, Wichita 2, Kan.

**Apco, Inc.,** 1740 Broadway, New York 19.

**Automatic Products Co.,** 301 Chestnut St., St. Paul 2.

**Automatic Dispensers Mfg., Ltd.,** 7501 18th Ave., Montreal 38, Quebec, Canada.

**Coan Mfg. Co.,** 2070 Helena St., Madison 4, Wis.

**Continental Vending Machine Corp.,** 956 Brush Hollow Rd., Westbury, L. I., N. Y.

**Arthur H. Du Grenier, Inc.,** 15 Hale St., Haverhill, Mass.

**Eastern Electric, Inc.,** 70 Prospect St., New Bedford, Mass.

**General Plastic Corp.,** 1900 Euclid Ave., Cleveland 15.

**Gross Given Mfg. Co. (Automatic Products Co.),** 301 Chestnut St., St. Paul 2.

**Hawkeys Novelty Co.,** 1754 E. Grand, Des Moines, Ia.

**J. H. Keeney & Co., Inc.,** 2600 W. 50th St., Chicago 32.

**Lehigh, Inc.,** Vendor Division, 1500 Lehigh Dr., Easton, Pa.

**Mercury Vendors, Inc.,** 5209 Euclid Ave., Cleveland 3.

**National Vendors, Inc.,** 5055 Natural Bridge, St. Louis 15.

**Polaris Mfg. Co.,** 2222 Fourth St., Peru, Ill.

**Rowe Mfg. Co., Inc.,** 31 E. 17th St., New York 3.

**Royal Machine Co.,** 1360 Howard St., San Francisco 3.

**Shipman Mfg. Co.,** 1326 S. Lorena St., Los Angeles 23.

**Stoner Mfg. Corp.,** 328 Gale St., Aurora, Ill.

**Superior Mfg. Co.,** 2144 Ashland Ave., Evanston, Ill.

**Vendomatic (1954), Ltd.,** 1270 Castlefield Ave., Toronto 10, Ontario, Canada.

### Hot Drink Venders

**American National Dispensing Co.,** 4th St. & Cannon Ave., Lansdale, Pa. (Coffee)

**Apco, Inc.,** 1740 Broadway, New York 19. (Coffee, hot chocolate, soup or tea)

**Barvend, Inc.,** Box 97, San Marcos, Calif. (Coffee, tea, soup)

**Chef-Way Sales, Inc.,** 527 Southwest Blvd., Kansas City 8. (Coffee-soup or coffee-hot chocolate-soup)

**Coan Mfg. Co.,** 2070 Helena St., Madison 4, Wis. (Coffee-hot chocolate)

**Coffee Host Corp.,** 411 E. 101 St., New York 29. (Coffee-hot chocolate, soup or tea)

**Cole Products Corp.,** 39 S. LaSalle St., Chicago 3. Coffee-hot chocolate, hot soup or tea)

**Deckruss Enterprises,** 400 E. Beardsley Ave., Elkhart, Ind.



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Accommodates flat packages up to 1/8" by 2" by 3/4"... has separate cash box... Advance coin-detector with automatic coin return when machine is empty... protected against break-in. Available for 1¢, 5¢, 10¢ or 25¢ operation.

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**Ball Gum, Inc.,** 2610 W. 19th St., Chicago.  
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Production: **Peanut Vender.** Vends Spanish peanuts, Boston baked beans, ball gum, licorice gems.  
**The Northwestern Corp.,** E. Armstrong St., Morris, Ill.

Personnel: W. E. Bolen, president; W. R. Greiner, sales manager.

Production: Model 49. Vends at penny, nickel and dime. For nuts, panned candies, ball gum. **Tab Gum Vender.** Vends at penny, nickel and dime. For ball gum, charms, capsule charms. **Super Jet.** Vends at nickel and dime. For charm capsules. Model 49. Vends at nickel and dime. For hot nuts. Model 33. Vends at penny. For peanuts.

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Production: **Standard and Giant Ace.** Vends peanuts and ball gum, and all bulk merchandise such as candies.

**Victor Vending Corp.,** 5701-13 Grand Ave., Chicago 39.

**"POP CORN SEZ"**  
 40, 10¢ Vendors, top condition, ready for location. Best offer will take 'em all! Parts in stock. F.O.B.

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All Machines Completely Checked and Ready for Location—Order With Complete Confidence.

Silver King, 1¢ or 5¢	8.50
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N.W. Bulk DeLuxe, 1¢ or 5¢	11.95
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3-Col. Hot Nut Mach., 5¢ or 10¢	25.00
Jewel Vendor, 5¢	7.50
Acorn, 5¢ or 1¢	9.95
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Mills 1¢ Tab Gum	16.95
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Complete line of Machines, Supplies, Accessories, Charms, Gum—Everything for the operator!  
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**PIONEER WILL ALLOW YOU \$8 ON ANY MACHINE**

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 The only completely die-cast aluminum, precision built ALL-PURPOSE VENDOR

1¢ & 5¢ mechanism slides into place—no screws!

- Vends GUM—all bulk merchandise.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

**IMPROVED! SILVER-STREAK**  
 BRUSH HOUSING & BALL GUM WHEEL

Western Office OPERATORS VENDING MACHINE SUPPLY 1023 S. Grand Ave. Los Angeles 15, Calif.  
 Eastern Sales Office M. J. ABELSON 2033 Fifth Ave. Pittsburgh 19, Pa.

**MANUFACTURING CO., INC.**  
 11411 Knightsbridge Ave., Culver City, Calif.

**SKELETONS!!!**  
 (Actual Size)

Wrapped in Compact Ball for Penny Machines. Unwrapped for Capsules.

Send 35¢ for Regular Sample Kit of Charms

**SURE LOCK**—the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

**ORDER TODAY!**

World's Largest Selection of Miniature Charms

**PENNY KING COMPANY**  
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**EXCLUSIVE NAT'L SALES AGENT FOR NEW IMPROVED PENNY-NICKEL ATLAS MASTER**




**UP TO \$10.00 IN TRADE ON YOUR OLD BULK VENDORS**

Now is the time to get rid of your old outdated bulk vendors. We can offer you a very liberal trade-in allowance when you buy Victor's new "Vendorama of the Future," the Super Mart.

Send your list of machines available for trade and let us give you our generous deal!

The Super Mart is a combination 1¢ and 5¢ machine. One turn for a penny, 5 turns for a nickel. First five pennies (or a nickel) vends a ball of 210-count gum. Sixth penny vends a charm in a capsule.

Super Marts are packed two to the carton, \$29.50 each machine, less our giant trade-in allowance on your old vendors. Write today, giving description of machines you have for trade. Immediate delivery.

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Experienced Operators Say:  
**"YOU MAKE MORE MONEY WITH . . ."**

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**VENDING EQUIPMENT**

**PROVE IT TO YOURSELF**



Just try a Model 49 all-product vander on your route and see for yourself how you can make more money.

It's available in 1¢, 5¢ or 10¢ play. Write for complete details of this and other Northwestern money makers today.

**THE NORTHWESTERN CORP.**  
 216 Armstrong Street, Morris, Ill.

**MANDELL GUARANTEED USED MACHINES**

N.W. Model 49, 1¢ or 5¢	\$12.00
N.W. DeLuxe 1¢ & 5¢ Comb.	12.00
N.W. #39 1¢ Porc.	7.95
N.W. #33 1¢ Porc. B.G.	6.50
Columbus 5¢ Bulk	6.50
Silver King 1¢ B.G. or Mds.	7.45
Silver King 5¢	30.00
ABT Guns	30.00
Acorn 1¢ or 5¢	8.50

**MERCHANDISE & SUPPLIES**

Pistachio Nuts, Jumbo Queen	77
Pistachio Nuts, Large Tulip	74
Pistachio Nuts, Vendor's Mix	47
Pistachio Nuts, Shell	59
Cashew Whole	43
Cashew Butts	61
Peanuts, Jumbo	45
Spanish	32
Mixed Nuts	55
Tabby-Lets, 520 ct.	30
Rainbow Peanuts	32
Boston Baked Beans	28
Jelly Beans	28
Licorice Gems	28
Leaflets (similar to M. & M.), 550 ct.	40
Assorted Fruit Charms, 100 ct.	42

Rain Bio Ball Gum, 60 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound	38
100 ct.	30
Adams Gum, all flavors, 100 ct.	45
Wrigley's Gum, all flavors, 100 ct.	45
Beech-Nut, 100 ct.	45
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.  
 1/3 Deposit, Balance C.O.D.  
**STAMP FOLDERS, Lowest Prices. . . . Write**

THERE ARE BIG PROFITS IN

**NUTS**

GET YOUR SHARE WITH

**Northwestern**

**49 NUT VENDER**

Interchangeable SANI-CARRY globe for faster servicing.

Displays merchandise to best advantage.

Also available in Hot Nut.



**NORTHWESTERN SALES AND SERVICE CO.**  
 MOE MANDELL  
 446 W. 36th St., New York 18, N. Y.  
 Longacre 4-6467

**GIVE TO DAMON RUNYON CANCER FUND**

(Coffee-hot chocolate, tea or soup)  
**Eastern Electric, Inc., 70 Prospect St., New Bedford, Mass.**  
 (Coffee-soup-hot chocolate)  
**Indevco, Inc., 806 E. 141st St., Bronx 54, N. Y.**  
 (Coffee)  
**Jim-Jak Industries, Inc., 1209 Glenwood Ave., Minneapolis 5.**  
**J. H. Keeney & Co., Inc., 2600 W. 50th St., Chicago 32.**  
 (Coffee-hot chocolate)  
**King Mfg. Co., 130 West B St., San Diego 1.**  
**Bert Mills Corp., P. O. Box 379, St. Charles, Ill.**  
 (Coffee-hot chocolate-soup)  
**Mills Industries, Inc., 4235 W. North Ave., Chicago 39.**  
 (Coffee)  
**News Equipment Mfg. Co., 1111 West Ave. 137, San Leandro, Calif.**  
 (Coffee)  
**Rudd-Melikian, Inc., 1949 N. Howard St., Philadelphia 22.**  
 (Coffee)  
**S. & L. Sales, Inc., 314 S. 12th St., Omaha 8.**  
 (Coffee)  
**Silver King Corp., 1528 New York St., Aurora, Ill.**  
 (Coffee)  
**Snively Groves, Inc., Winter Haven, Fla.**  
 (Soup)  
**Solupak Co., 1821 Glenwood Ave., Minneapolis 5.**  
 (Coffee, soup, chocolate, tea) (packets)  
**Steel Products Co., 40 Eighth Ave., S.W., Cedar Rapids, Ia.**  
 (Coffee)  
**Stoner Mfg. Corp., 328 Gale St., Aurora, Ill.**  
 (Coffee-hot chocolate, hot chocolate)  
**United Coffee Corp., 1723 S. Michigan Ave., Chicago 16.**  
 (Coffee)

**Miscellaneous Venders**  
**PEN VENDERS**  
 (ball point)  
**Fleetwood Vendors Corp., 28 S. 6th Ave., Mt. Vernon, N. Y.**  
**National Sanitary Sales, 6640 N. Western, Chicago 45.**  
**Shipman Mfg. Co., 1326 S. Lorena St., Los Angeles 23.**  
**U. S. Brokerage Sales Co., 415 Belden Ave., Chicago 14.**  
**U. S. Commercial Products Co., 7420 N. Western Ave., Chicago 45.**  
**Vend-Rite Mfg. Co., 1536 N. Halsted St., Chicago 49.**  
**White's Comb Vendor, Inc., 1000 Bluff City Blvd., Elgin, Ill.**  
**Wittecrosse Engineering, Inc., La Crosse, Wis.**

**PENCIL VENDERS**  
**Empire Pencil Co., Shelbyville, Tenn.**  
**Matthews Specialty Co., Star Rt. "A," Austin, Tex.**  
**Reliance Pencil Corp., 22 S. Sixth Ave., Mount Vernon, N. Y.**  
**Shipman Mfg. Co., 1326 S. Lorena St., Los Angeles 23.**  
**PERFUME SPRAY VENDERS**  
**Colma, Inc., 70 Piedmont St., Worcester 10, Mass.**  
**Jo-Lo Perfumatic Dispenser, Inc., 328 Stevens Ave., Jersey City 5, N. J.**

**PHOTOGRAPH VENDERS**  
**Auto-Photo Co., 1452 S. San Pedro St., Los Angeles 15.**  
**International Mutoscope Corp., 44-02 Eleventh St., Long Island City, N. Y.**  
**POST CARD VENDERS**  
**Exhibit Supply Co., 4218-30 W. Lake St., Chicago 24.**  
**International Mutoscope Corp., 44-02 Eleventh St., Long Island City, N. Y.**  
**POSTAGE STAMP VENDERS**  
**Commercial Controls Corp., 1 Leighton Ave., Rochester 3, N. Y.**  
**Flatto Mfg. Co., P. O. Box 8, Miami Beach 39.**  
**Hamilton Scale Co., 3350 Secor Rd., Toledo 6, O.**  
 (Roll type)  
**Northwestern Corp., E. Armstrong St., Morris, Ill.**  
 (Roll type)  
**Postage Stamp Machine Co., 2008 Utica, Brooklyn.**  
 (Roll and folder types)

**Postage Stamp Vendor Co., 600 S. Michigan Ave., Chicago 8.**  
 (Roll type)  
**Schermack Products Corp., 1164 W. Baltimore Ave., Detroit 2.**  
 (Roll type)  
**J. Schoenbach, 1645 Bedford Ave., Brooklyn 25.**  
 (Folder type)  
**Shipman Mfg. Co., 1326 S. Lorena St., Los Angeles 23.**  
 (Folder type)  
**United Precision Products, Inc., 57-25 58th Pl., Maspeth, L. I., N. Y.**  
**SANITARY NAPKIN VENDERS**  
**Ajax Mfg. Co., 368 Broadway, New York 13.**  
**Amusement Coin Lock Co., 453 Cottage St., Pawtucket, R. I.**  
**Daintee Sales Co., Inc., 1175 Second Ave., New York 21.**  
**Delicate Dispenser, 1175 Second Ave., New York.**  
**Harmon Machine Co., Inc., 225 W. Lewis, Wichita, Kan.**  
**Hospital Specialty Co., 1991 E. 66th St., Cleveland 3.**  
 (Napkin and tampon types)  
**Jo-Lo Perfumatic Dispenser, Inc., 328 Stevens Ave., Jersey City 5, N. J.**  
**National Sanitary Sales, 6640 N. Western, Chicago 45.**  
**W. G. Parrish, Inc., 34 N. Bennett St., Geneva, Ill.**  
**Polaris Mfg. Co., 2222 4th St., Peru, Ill.**  
**Sanitex Co., 14182 Meyers Rd., Detroit 27.**  
**Vend-Rite Mfg. Co., 1536 N. Halsted St., Chicago 49.**  
**West Disinfecting Co., 42-16 West St., Long Island City 1, N. Y.**  
**White's Comb Vendor, Inc., 1000 Bluff City Blvd., Elgin, Ill.**

**SCALES**  
**American Scale Mfg. Co., 3206 Grace St. N.W., Washington 7.**  
**J. F. Frantz Mfg. Co., 1940 W. Lake St., Chicago 12.**  
**Hamilton Scale Co., 3350 Secor Rd., Toledo 6.**  
**J. S. Schoenbach, 1645 Bedford Ave., Brooklyn 25.**  
**Watling Mfg. Co., 4650 W. Fulton St., Chicago 44.**  
**TELESCOPES**  
 (coin-operated)  
**American Lens & Photo Co., 5700 Northwest Hwy., Chicago 30.**

**Hot Food Vender**

Continued from page 94

disclosed, must be provided by vending machine operator.

**No Agreement**  
 While the "Fedacan" will bear a Campbell Soup advertisement, Conley revealed his firm has no agreements with the food company in the distribution of the venders. He explained that Campbell worked closely with his firm in developing the machine.

Distribution plans, he stated, are still being discussed, but production on the vender is scheduled to begin within six weeks. Currently the company is tooling up production lines.

Fedam Company was formed 18 months ago. Conley, who heads the firm, is a former vice-president of Helmeo, Inc., Chicago, a commercial food service equipment manufacturer.

Other officials are Stanley J. Budlane, vice-president in charge of engineering, former owner of DuLane Fry Rytte; Henry Pryor, vice-president in charge of design, formerly industrial designer for Helmeo, and Arthur Holland, secretary-treasurer, former general manager of Dulane Fry Rytte.

YOUR NAME  
 ADDRESS

**CANCER % YOUR LOCAL POST OFFICE**

Give to the AMERICAN CANCER SOCIETY

**Coast Instrument, Inc., 4811 Long Beach Blvd., Long Beach 7, Calif.**  
**TISSUE VENDERS**  
**Harmon Machine Co., Inc., 225 W. Lewis, Wichita, Kan.**  
**Polaris Mfg. Co., 2222 Fourth St., Peru, Ill.**  
**Sanitex Co., 14182 Meyers Rd., Detroit 27.**  
**Vend-Rite Mfg. Co., 1536 N. Halsted St., Chicago 49.**

**Cleveland Coin Machine Exchange, Inc.**  
 Northwestern Corporation Distributors  
 2029 Prospect Ave. Cleveland, Ohio  
 Tel. 1-6715  
 Write for prices.

**BALL and VENDING GUMS**  
**LOW Factory Prices**

**BUBBLE • CHICLE CHLOROPHYLL and TAB**

AT BIG SAVINGS

Bubble Ball Gum, 140-170 & 210 ct. . . . . 26¢ lb.  
 Chicle Ball Gum, 130 ct. . . . . 34¢ lb.  
 Chlor-o-Vend Ball Gum . . . . . 40¢ lb.  
 Chlor-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-Slick Gum, 100 packs. . . . . \$1.90

F.O.B. Factory, 150 lb. Lots  
**AMERICAN CHEWING PRODUCTS**  
 4th & Mt. Pleasant • Newark 4, N. J.

**ATTENTION, BALL GUM OPERATORS**  
**MIDGET LIGHTERS**  
 Really works—empty your machines fast!  
 Vends perfectly in 1¢ Ball Gum Machines.  
**\$3.00** Per Doz. Prepaid  
**Logan Distributing Co.**  
 916 Milwaukee Ave. Chicago 22, Ill.

**\$25 DOWN**

**Balance \$10 Monthly**

**400 DELUXE PENNY FORTUNE SCALE**

**NO SPRINGS**

**Large Cash Box Holds \$85.00 in Pennies**

15" HIGH  
 49" HIGH  
 24" WIDE  
 13" WIDE  
**WEIGHT 165 LBS.**

Invented and made only by  
**WATLING**  
**Manufacturing Company**  
 4650 W. Fulton St. Chicago 44, Ill.  
 Est. 1889—Telephone: Columbus 1-2772  
 Cable Address: WATLINCITE, Chicago

**VICTOR'S NEW SUPER MART**

**"SYMBOL OF PROGRESS IN THE BULK VENDING FIELD"**  
 U. S. Patent Pending

The most versatile bulk vender ever designed! It's a combination ball gum and capsule vender . . . 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 venders in every location!**

★

**HERE IS HOW IT WORKS . . . 210 GUM AND CAPSULE STYLE:**  
 Every penny vends an item; every nickel vends 5 items; every 6 pennies (or nickel and 1 penny) assures customer will get five 210-count gum and one capsule filled with merchandise. Decal on machine is self-explanatory. Capacity: 260 capsules and 6 pounds 2 ounces of 210 gum. Takes in approximately \$15.50 when emptied.

**HERE IS HOW IT WORKS . . . 210 GUM AND JUMBO GUM STYLE:**  
 Every penny vends a ball of gum; every 3 pennies assures customer will get two 210-count gum and one jumbo (62 count) gum. Decal on machine is self-explanatory. Capacity: 500 jumbo gum and 5 pounds of 210 gum. Takes in \$15.00 when emptied.

**Price \$29.50 each**  
 F.O.B. Chicago.

1/3 CERTIFIED DEPOSIT, BALANCE C.O.D.  
 Minimum Packing: 2 to the case.

**BE FIRST IN YOUR LOCALITY TO TAKE OVER THE CHOICE LOCATIONS WITH THIS ENTIRELY DIFFERENT AND GREATEST OF ALL BULK VENDERS, SUPER MART . . . VENDORAMA OF THE FUTURE!**

**VICTOR VENDING CORP.** 5701-13 W. Grand Ave. Chicago 39, Illinois



### CIGARETTE AND CANDY MACHINES

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

- STONER 8-COLUMN CANDY, 160 capacity, prewar model... \$110.00
- STONER 6-COLUMN CANDY, 102 capacity, prewar model... 80.00
- NATIONAL 9-18 CANDY, 162 capacity... 75.00
- ROWE 8-COLUMN CANDY, 120 capacity... 60.00
- DUGRENIER CHAMPION CIGARETTE, 11 column, king size... 65.00
- DUGRENIER "V" CIGARETTE, 7 column, king size... 50.00
- UNEEDA 6-COLUMN CIGARETTE, king size... 45.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. All 30c conversions available at \$20.00 extra.

**NATIONAL VENDING SERVICE CO.**  
308 Furman St. Brooklyn, N. Y.  
Triangle 5-1857

### BULK VENDER DISTRIBUTORS

**ALABAMA**  
Birmingham Vending Co., 540 Second Ave., N., Birmingham 4.

**ARIZONA**  
C. A. Dickhut, 8233 N. 16th St., Phoenix.  
Best West Specialties, 938 W. Glenrosa, Phoenix.

**CALIFORNIA**  
Addey, Inc., 2815 W. Pico Blvd., Los Angeles.  
Standard Specialty Co., 5115 E. 14th St., Oakland.  
William J. Newman, 434 Octavia St., San Francisco.  
Aaron Manufacturing Co., 789 Valencia St., San Francisco.

**COLORADO**  
Superior Distributing Corp., 1030 15th St., Room 502, Denver 2.

**FLORIDA**  
J & M Vending Co., P. O. Box 413, Miami.

**GEORGIA**  
R. R. Whitehead, 1075 Woodland Ave., S. E., Atlanta.  
Atlas Distributing Co., 501 Piedmont Ave., N. E., Atlanta.

**ILLINOIS**  
Four Square Industries, 6674 Northwest Highway, Chicago.  
Jaymor Vendors, 4667 North Manor St., Chicago.  
King and Co., 2700 Lake St., Chicago 12.  
Confection Specialties, Inc., 608 S. Kilbourn Ave., Chicago 24.  
T. T. Vending Sales Co., 2659 N. Racine Ave., Chicago 14.

**INDIANA**  
Peanut Products Co., 1123 W. 21st St., Indianapolis.  
Reed & Blakey, 5407 N. Keystone, Indianapolis.

**IOWA**  
Peanut Products Co., 801 Second Ave., Des Moines.

**KENTUCKY**  
Edward Murphy, 603 Brookline, Louisville.  
Gardner-Lose Co., 2611 Hale Ave., Louisville.  
Al Fisher Vending, 2320 Joyce Ave., Newport.

**LOUISIANA**  
Avegno & Pizzolato, 271 Deckbar Ave., New Orleans.  
Dominick Gagliano, 6115 Canal Blvd., New Orleans.

**MARYLAND**  
Parkway Machine Corp., 715 Ensor Ave., Baltimore.  
Danco Coin Machine, 401 N. Gay St., Baltimore 31.

**MASSACHUSETTS**  
Northwestern Sales & Service, 1198 Tremont St., Boston.  
American Nut & Chocolate Co., 680 Columbus Ave., Boston.  
Bunny Vending Co., 27 Emery St., Methuen.

**MICHIGAN**  
Weidman National Sales, 5911 Fourth Ave., Detroit 2.  
Rohr Sales Co., 9854 Tweith St., Detroit.

**MINNESOTA**  
Vendall Co., 816 W. 36th St., Minneapolis.  
Ellingsworth Supply Co., 659 Adams St., N. E., Minneapolis 13.

**MISSOURI**  
R. J. Becker Vending Service, P. O. Box 254, Berkeley 21.  
Bernard K. Bitterman, 4709 E. 27th St., Kansas City 27.  
Samuel J. Phillips Co., 4372 Lindell Blvd., St. Louis 8.  
Rite-Way Vendors, 3206 Olive St., St. Louis.

**NEBRASKA**  
Peanut Products Co., 910 Harney St., Omaha.  
Central Distributing Co., 1209 Douglas, Omaha.  
H. Z. Vending & Sales Co., 1201 Douglas St., Omaha.

**NEW JERSEY**  
Seacoast Distributors, Inc., 1200 North Ave., Elizabeth.

**NEW YORK**  
J. Schoenbach, 1645 Bedford Ave., Brooklyn.  
Northwestern Sales & Service, 446 W. 36th St., New York.  
Folz Vending, P. O. Box 205, Oceanside.

**NORTH CAROLINA**  
Smith Regal of Carolina, 530 Bruns Ave., Charlotte.  
Yates Baber Wholesale, P. O. Box 621, Gastonia.

**OHIO**  
Ohio Vending Co., 1214 Raff Rd., S. W., Canton.  
Cleveland Coin Machine, 2025 Prospect, Cleveland.  
Ohio Gum Co., P. O. Box 4333, Cleveland.  
Cleveland Coin Machine Exchange, 1827 Adams, Toledo.  
Arthur Graeff, 3121 Strathmoor Ave., Toledo.  
Ohio Gum Supply Corp., P. O. Box 155, Wickliffe.

**OKLAHOMA**  
Automatic Sales Co., 1635 S. Elwood, Tulsa.

**PENNSYLVANIA**  
Erie Novelty & Gum Co., 695 Adams St., N. E., Erie.  
Rake Coin Machine Exchange, 609 Spring Garden St., Philadelphia.  
Veeco Sales, 2124 Market, Philadelphia.  
Meyer Ableson, 2033 Fifth Ave., Pittsburgh.  
Sidmor Vending Co., 2137 Fifth

**AVG., Pittsburgh.**  
**RHODE ISLAND**  
Cole Distributing Co., 178 Mineral Spring Ave., Pawtucket.

**TENNESSEE**  
Southeastern Vendors, 919 Highland Dr., Knoxville.  
Southern Amusement Co., 628 Madison Ave., Memphis.

**TEXAS**  
Master Sales & Service, 425 E. Greenbrier Lane, Dallas.  
Ball Nut & Candy, 409 Beckley Ave., Dallas.

Fisher Brown Co., Inc., 2218 S. Harwood, Dallas.  
Charles Kanak Vending, 5130 Hull St., Houston.

**UTAH**  
C. P. Callis, 227 Hubbard Ave., Salt Lake City.

**VIRGINIA**  
Young Vending Service, 2401 Fairway Drive, S. W., Roanoke.  
Cavalier Vending, P. O. Box 368, Suffolk.

**WASHINGTON**  
Palmer Co., 7217 Second Ave., Seattle 7.

Maddox Sales and Service, 249 15th St., S. E., Washington 3.

**WEST VIRGINIA**  
Patterson Food Products, 1343 10th Ave., Huntington.  
Badger Novelty Co., 2546 N. 30th St., Milwaukee.

### Charm Manufacturers

Charms Unlimited  
21 E. 52d St.  
New York 54

Champion Nut Co.  
1194 Tremont St.  
Boston 20, Mass.  
Samuel Eppy & Co., Inc.  
9-15 144th Place  
Jamaica 2, L. I., N. Y.

Epstein Novelty Co., Inc.  
242 Fourth Ave.  
New York City  
Al Fischer Co.  
Newport, Ky.

Karl Guggenheim, Inc.  
33 Union Square  
New York 3

Leon Hi-Ho Silver  
540 Hayes St.  
San Francisco  
Ohio Gum Supply Corp.  
P. O. Box 155  
Wickliffe, O.  
Penny King Co.  
2538 Mission St.  
Pittsburgh 3  
Paul A. Price Co.  
55 Leonard St.  
New York 13



**NEW!** Red-Hot "Ball o' Fire" Bubble Gum!  
**LEAF BRANDS, INC.**  
1155 N. Cicero  
Chicago, Ill.

### VICTOR'S TOPPER

1c BALL GUM MACHINE  
\$13.25 each  
\$12.75 100 or more



AMERICA'S FINEST BALL GUM VENDOR  
VICTOR'S FIVE STAR BABY GRAND \$13.25 each

1/2 Deposit on All Orders  
Write for "Specials" on BALL GUM-CHARMS-NUTS-CANDIES

BIRMINGHAM VENDING CO.  
540 Second Avenue, N.  
Birmingham 4, Alabama

WILL ALLOW UP TO \$8 EACH ON YOUR OLD MACHINE



In Trade For VICTOR'S NEW SUPER MART! \$29.50 ea.  
Call Us Today!  
This Offer for Limited Time Only  
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

\$8 ALLOWANCE ON ANY MACHINE



In Trade for VICTOR'S NEW SUPER MART! \$29.50 ea.  
WRITE TODAY!  
This Offer for Limited Time Only  
Packed 2 to case. Minimum 1 case. Get on our mailing list free! Full line Victor Capsules, etc.

**Arthur Graeff Co.**  
3121 Strathmoor Toledo 14, Ohio  
WA. 7742



**VICTOR Standard TOPPER**  
1c BALL GUM VENDOR  
\$13.25 Each  
\$12.75 Each 100 or More

30 day money-back guarantee if not satisfied.  
1/2 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

GIVE TO DAMON RUNYON CANCER FUND

MORE THAN 90,000 NOW EARNING EXTRA PROFITS ON LOCATION

### MILLS famous 107

FACTORY REBUILT AND GUARANTEED

Every stop on your route will make extra profits with this proven vendor. Sells gum faster... requires practically no maintenance.

Only \$15.00 F.O.B. Factory

Dentyne, Beaman's, Pepsin and American Chiclet candy coated or chiclet type gum only 46¢ a box.

ORDER TODAY—PROMPT DELIVERY

**J. SCHOENBACH**  
1647 Bedford Ave., Brooklyn 25, N. Y. PResident 2-2900



CHEWING GUM  
REMAN'S Chiclets DENTYNE

### 5 SENSATIONAL SELLERS!

Put some life in your machines! All 5 items are real eye catchers—they stimulate sales!

KEY TO THE CITY \$7.50 per M  
KNUCKLE DUSTER RINGS \$17.75 per M  
CLOTHES PIN \$8.00 per M  
MARACAS \$10.50 per M  
1 lb.-7 lb. FISH \$8.00 per M



BUY 'EM—TRY 'EM BE CONVINCED! IMMEDIATE DELIVERY  
Stickers available... contact your local distributor or:

**paul a. PRICE co. inc.**  
55 Leonard St., N. Y. 13, N. Y. COrtland 7-5147-8

### 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 5/8 ..... 19.00  
40,000 size 5/8 ..... 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



### CUP 'n' SAUCER

This saucy little item is sure to keep your coin box full to the brim—and your machine empty... to the last drop!

**PLASTIC CUP AND SAUCER**  
in modern 2-tone pottery colors  
\$9.00 per thousand  
in vacuum plated asst. gleaming colors  
\$12.50 per thousand

at your distributor or

**Guggenheim**  
33 UNION SQUARE  
N. Y. C. 3, N. Y. • AL. 5-8393



## SIGNS OF SPRING

### Williams Baseball, Kiddie Games Hit Coin Market

CHICAGO—Two new coin-operated amusement games aimed at the spring market are being shipped to distributors by Williams Manufacturing Company.

One is a new baseball game, Deluxe 4 Bagger, the first of this type to be shipped in 1956; the other, the Crane, an original novelty game slanted to the moppet trade.

Art Weinand, sales manager, termed the games: "The beginning of a parade of new Williams coin amusement pieces."

The Crane, successor to Sidewalk Engineer, kiddie bulldozer unit shipped by the firm last year, features four-button operation of a model construction crane inside a glass cabinet.

#### New Baseball Features

Deluxe 4 Bagger introduces new scoring and playfield arrangements in the novelty baseball game field, a popular item on the spring and summer game market.

The Crane is designed especially for Arcade, park, chain store, airport, bus station and similar locations. The kiddie presses buttons on the cabinet molding to raise or lower the clam-type bucket of the crane to pick up scoops of material and dump it into a hopper. A built-in scale above the hopper registers weight of material loaded.

Players receive scores and ratings according to the number of "tons" recorded on the scale.

Background of the game is a colorful construction scene. The Crane is set for dime operation, lists at \$375.

The game has been on test operation for three months in a number of Eastern chain stores. Some units were tested by Lane-Marvey, Huntington Station, Long Island, N. Y., large kiddie ride operators.

The hopper unloads and game is reset after each coin is deposited. Mechanization is located under the cabinet, the crane unit having no parts which may require repair after placement on location. Samples of the game have been shipped, with regular shipments to follow.

Dimensions of the game are:

(Continued on page 112)

### Minn. Location Owners Fined In Pin Tax Case

MINNEAPOLIS—Fines totaling \$11,350 were levied against the first seven Minneapolis location owners who pleaded guilty in U. S. Federal Court here for violating gambling machine tax laws.

The fines were imposed Monday (12) by Judge Gunnar H. Nordbye, who hinted the defendants were "getting off easy" by being fined instead of jailed.

Two defendants were placed on probation for two years each. Heaviest assessment was against Carl Chalfen, operator of Lincoln Recreation, a downtown Minneapolis poolroom. He was ordered to pay \$4,000 plus back taxes on his eight pinball machines and placed on probation. A \$3,000 fine was imposed on Russell (Buzz) Arlett, of Buzz Arlett's Tavern, Lyndale near Lake, who also was given a probationary term.

Raymond T. and Joseph P. Duffy Jr., operators of Duffy's Tavern, were fined \$1,000 each; Edward Wisniewski, of Andy's Place, \$1,000; Leo K. Seguin, Circle Bar, \$1,000; Walter E. Raleigh, Wally's Airliner Cafe, \$350.

#### 40 Indictments

The seven were among the 40 individuals and business establishments indicted by a federal grand jury last month for failure to pay \$250 federal gambling tax on pinball machines used for gambling. They were accused of making cash pay-offs to winners of free games.

Three other defendants, who earlier denied their guilt, changed their pleas to guilty after the seven were fined.

Meanwhile, in St. Paul Federal Court, Judge Dennis Donovan denied dismissal of similar charges against two operators whose attorneys had claimed they had not been advised of their rights before testifying before the grand jury.

Also, in St. Paul no action was

(Continued on page 108)

### Fort Worth Pinball Ban Ruled Unconstitutional

FORT WORTH—A city ordinance adopted February 22, which outlawed pinball games here, has been declared unconstitutional.

District Judge Harris Brewster said pinball games have been held by the Texas Legislature not to be nuisances per se. The judge said that if the games become nuisances, there are laws to take care of the situation.

Judge Brewster, in declaring the ordinance unconstitutional and void, continued a permanent order

restraining the city from enforcing the ordinance.

The decision followed more than two hours of argument between city representatives and Ben McDonald, of Star Coin Machine Company. McDonald, claiming the ordinance unconstitutional, requested the restraining order.

Shortly after the Fort Worth ordinance was adopted, in February, the neighboring city of Dallas indicated that it has no intention of initiating an ordinance against pinballs there.

## Witsen Tells Operators to Follow Trend to Suburban Market Centers

### Philly Distrib Opens Fifth Farmers' Market Arcade; Two More Scheduled for July 4

PHILADELPHIA — Abe Witsen, head of the International-Scott-Crosse Company, local coin machine distributor and export house, advises coin machine operators to follow population trends and suburban buying habits.

Witsen is a firm advocate of practicing what he preaches. It not only sets a good example for operators, but it's highly profitable for International.

For example, farmers' markets have experienced a phenomenal growth in Eastern suburban areas. The suburbanites, longing to escape the city traffic jams and the hustle and bustle, prefer to shop locally.

The city dweller, too, aggravated by the lack of parking facilities in urban centers, have been driving

to less congested areas which offer one-stop shopping.

Witsen feels these new one-stop shopping centers — called farmers' markets in this area—are naturals for Arcade operations. So, to prove his point, he has five such operations. And they are all racking up the coins.

The latest, opened Thursday (15), is the Market Place in South Philadelphia, near the Philadelphia International Airport. Actual floor space in the market is five acres, with 28 separate departments and parking space for 5,000 cars.

Unlike most farmers' markets, which are open an average of three nights a week, the Market Place is open Wednesdays thru Fridays noon until 10 p.m., Saturdays 9

a.m. until 10 p.m., and Sunday afternoon.

The market features a meat market, which reportedly cost \$80,000 to install, a supermarket, appliance department, dress shop, pizza stand, furniture shop, etc. And right smack in the middle of it all is Abe Witsen's Arcade.

Some 35 pieces of equipment are (Continued on page 110)

## Multi-Player Pins Hope Of Memphis Game Ops

MEMPHIS—Amusement game operators here are looking to the new multi-player five-ball pin games to pull the trade out of a temporary slump.

Pool games have been banned here, shuffle bowlers are barely holding their own from the standpoint of grosses, and single-player pinballs have not earned their keep for most operators.

Parker Henderson, general manager of Southern Amusement Company, predicts grosses will take an upswing as operators replace single-player pinballs with two and four-player games. He said many operators are doing this now. The multi-player versions of the game allow player to compete and bring in a coin per player.

Edward H. Newell, general

manager of Williams Distributing Company, however, doesn't think many operators will replace the single-player pins with multi-players. Reason: "They cost more money."

Both distributors agreed that it now would not pay most operators here to buy new one-player pinballs.

Both said gun games have seen better days here. Shuffle games, Newell finds, are just holding their own. Henderson said these games are dropping off in takes.

Henderson feels the main reason most pins are not making money is due to the terrific tax on them and the great depreciation. Tax per year in Memphis is State, \$15; county, \$15, plus clerk's fee of \$1; city, \$15, and federal, \$10; a total of \$56.

Some single-player pins average grosses of \$3 to \$4 a week here, Henderson said. When about \$1 or that goes for tax, and deducting depreciation and service calls, plus half for the location, little or nothing is left for the operator, he said.

On the other hand, the picture is brighter with two-player and four-player games, he said. They average twice as much in collections as do the single-players. Their (Continued on page 109)

## New All-State Hdq. Combines Games, Venders

CHICAGO — All-State Coin Machine Exchange, local coin-operated amusement game jobbers, in new location at 4407 W. Fullerton Avenue, is sharing quarters with Automatic Restaurants of Chicago, new vending machine operation headed by Mickey Schaffer, also a partner in the All-State organization.

Schaffer is operating BarVend hot drink machines, Lehigh Hav-A-Snack cookie venders and Heinz 57 Hot Food Service units at industrial locations thruout Chicago. Locations include many of the local coin machine factories.

Automatic Restaurants is privately owned by Schaffer, while Vince Shay and Stanley Levin are (Continued on page 115)

## Marvel Billiard Expands Coin Pool Parts Line

CHICAGO — Marvel Billiard Supply Company has expanded its line of parts and supplies for coin-operated pool games to include a new table top now available with marked playfield for three or four-side play and center hole with plug for two or three-hole play.

Table tops can be purchased as a unit for conversion of older model games or repair of similar tables on location.

Charles Nicholas, Marvel Billiard owner, said there is at present a heavy demand for parts and conversions for the many pool units now on locations.

Table tops are furnished with or without light-up bumpers.

Marvel also repairs old games sent in by operators or distributors. Playfields can be completely revamped.

In addition to the new playfield tops, Marvel ships parts and supplies for the games, including balls, cues, cloth, cushions, bumpers, chalk, brushes, cue tips, clamps and other items.

Marvel Billiards began supply- (Continued on page 113)

## CIAA to Air Op Problems At March Meet

CHICAGO—The Chicago Independent Amusement Association, coin-operated amusement game operators, will discuss local operator location problems at its monthly meeting Tuesday night (20) at the Pine Room of the Congress Hotel.

At the last meeting association operators, representing about one-third of the total games in Chicago, elected an arbitration board to aid in settling location difficulties between operators.

Resolutions which may be used as a guide by the committee in settling problems are expected to be adopted at the meeting. Sam Greenberg, CIAA president, said a number of disputes between operators have come up in the past month and some have been settled by the committee.

Greenberg said the association has a membership of about 74 operators.

Also expected to be discussed is the progress made toward gaining more favorable city game licensing laws. CIAA is working to (Continued on page 115)



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WURLITZER 1015, each..... 39.50
Seeburg '46, each..... 39.50

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Buy Direct From Manufacturer
Buy the best in cues at savings of 50%
and more. Created especially for bumper
pool games, 48" long, 1 1/4" butt, rubber
cushioned, beautiful balance and taper.

STATE CUE CO.
924 State St. Racine, Wis.
Melrose 2-1951

Game Distributors

Continued from page 87

Reichel Distributing Co., 1212 N.
Copia St., El Paso.

Fort Worth Amusement Co., 1210
S. Main, Ft. Worth.

M & M Music Co., 2214 Market
St., Galveston.

Champion Automatic Horse Co.,
3804 Travis St., Houston.

City Music Co., 1203 Milby St.,
Houston.

Pan American Sales Co., Inc., 323
S. Alamo St., San Antonio.

Commercial Music Co., 1415 S.
Flores St., San Antonio.

UTAH

Western States Distributors, 177 E.
Second St., S., Salt Lake City.

Dan Stewart Co., 140 E. Second
St., S., Salt Lake City.

R. F. Jones Co., 127 E. 2nd St., S.,
Salt Lake City.

VIRGINIA

Roanoke Vending Machine Ex-
change, Inc., 4930 W. Broad St.,
Richmond.

Roanoke Vending Machine Co.,
3110 Williamson Rd., Roanoke.

WASHINGTON

Western Distributors, Inc., 8126
Elliott Ave., Seattle.

R. F. Jones Co., 2600 Second Ave.,
Seattle.

Dunis Distributing Co., 100 Elliott,
W., Seattle.

Dunis Distributing Co., 906 W.
2nd St., Spokane.

WEST VIRGINIA

Allan Sales, Inc., 928-30 Market
St., Wheeling.

Ohio Valley Coin Machine, 2129
Main St., Wheeling.

WISCONSIN

Union Sales Co., 409 N. Adams St.,
Green Bay.

Badger Sales Co., 1575 Kimball,
Green Bay.

Paster Distributing Co., 2606 Fond
du Lac Ave., Milwaukee.

Vic Manhardt Co., 1705 W. Cly-
bourne Ave., Milwaukee.

S. L. London Music Co., 3130 W.
Lisbon Ave., Milwaukee.

CANADA

ALBERTA

Van Duesen Brothers, 10139 112th
St., Edmonton.

BRITISH COLUMBIA

Al Siegel Amusement Co., 683
Hastings St., Vancouver.

Select Music Co., 2487 Commeral
Dr., Vancouver.

MANITOBA

Winnipeg Coin Machine Co., 209
Pacific, Winnipeg.

ONTARIO

Toronto Trading Post, 736 Yonge
St., Toronto.

Al Siegel Amusement Co., 637
Yonge St., Toronto.

Siegel Distributing Co., 477 Yonge
St., Toronto.

Donald Fielding & Co., 736 Yonge
St., Toronto.

Donald Fielding & Co., 1106 Hall
St., Windsor.

QUEBEC

Russ-Con Co., 12530 Rivolt St.,
Montreal.

Laniel Amusement Co., 1807 Quest
Rue Notre Dame, Montreal.

Al Siegel Amusement, 753 Chat-
ham St., Montreal.

NEWFOUNDLAND

"Cus" Winter, Ltd., 332 Water St.,
St. Johns.

TERRITORY OF HAWAII

Service Games, Inc., 210 Mokauea
St., Honolulu.

CANAL ZONE

Irving Solovey, Hotel International,
Box 2067, Ancon.

R. L. Dehlinger, P. O. Box 1457,
Balboa.

GERMANY

Nova Trade, Bambergerstrasse 26,
Hamburg 29.

Nova Apparate Gesellschaft, 24
Semperstrasse, Hamburg 39.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

USED
BINGOS
GUNS
PINS

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Machine Personnel, Products,
Services and Opportunities.

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Effective with March 24 Issue

REGULAR CLASSIFIED ADS
Set in usual want-ad style, one paragraph,
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Hollywood, Calif.
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picture. Priced far below value. Dept.
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South California
1,000 penny weighing machines in strategic
locations from San Joaquin Valley to Im-
perial Valley, 8 counties. All machines in
xint. condition. High net. Easily accessible
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right! Dept. #22050.

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jack rabbit, J. Seaggs, 1220 W. 1st, Muncie,
Indiana.

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& Television Corp., 21 S. Water St., Ossin-
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fidential. Box 625, Merrick, N. Y. MA 3-1161.
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atic, top commissions, we drop ship
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pany 20 years in business. State fully pre-
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163, c/o Billboard, Cincinnati 22, Ohio. mh24

WE NEED A GOOD LIVE WIRE TO SELL
Bingo equipment and tickets either full
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COIN-OPERATED TIMERS — ELECTRONIC,
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hair dryers, irons, typewriters, sewing
machines, etc. Write for prices. Coin Radio,
21 S. Water St., Ossining, N. Y. mh31

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7-1448. mh31-ch

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proximate 40 1¢ scales: Watlings, Fortune
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minimum cost. Price reasonable for quick
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John Koller, Box 26, Russell's Point, Ohio.

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FOR SALE OR TRADE—BEST OFFER
takes 5 Keeney American Bowlers,
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POKERINO, COMPLETELY REBUILT, RE-
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Complete line parts, supplies for POKERINO,
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Good opportunity to acquire diversified late
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plies, Ball Gum all sizes, 1¢ Tab Gum,
5¢ Package Gum, Spanish Nuts, Virginia's
Red Skins, small Cashews, small Almonds,
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Candy Coated Gum, Leaflets, Coin Wrap-
pers, Stamp Folders, Sanitary Napkins,
Route Cards, Charms, Capsules, Cast Iron
Stands, Wall Brackets, Retractable Ball
Point Pens, new and used Vendors. Write
for prices and order blank King & Co.,
Northwestern Distributors, 2700 West Lake
St., Chicago 12, Ill. mh31

32 SCIENTIFIC POKER TABLES, LATE
model, excellent condition, \$40 each. Con-
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May 6th, 7th, 8th

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## "BRASS TACKS" SESSIONS ON:

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You should attend the M.O.A. Convention for two reasons:

- 1 . . . **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.
- 2 . . . **GREATEST 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.

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Exhibit booths, each approximately 10 x 10 feet are still available. For complete information inquire by wiring or writing to

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3018 E. 91st Street  
Chicago 17, Illinois

## THE BILLBOARD INDEX

# Advertised Used Coin Machine Prices

### PINBALL GAMES

BALLY	HIGH	LOW	Mean Average
Atlantic City (5/52)	\$ 85.00	\$ 35.00	\$ 60.00
Beach Club (2/53)	135.00	60.00	110.00
Beauty (11/52)	135.00	50.00	105.00
Bright Time (1/55)	395.00	290.00	325.00
Big Lights (5/51)	95.00	45.00	65.00
Bright Spot (11/51)	95.00	40.00	95.00
Coney Island (9/52)	85.00	35.00	45.00
Dude Ranch (9/51)	145.00	75.00	115.00
Frolic (10/52)	125.00	60.00	90.00
Gayety (3/55)	325.00	110.00	215.00
Gaytime (6/55)	400.00	275.00	325.00
Hi-Fi (6/54)	165.00	75.00	145.00
Ice Frolics (1/54)	175.00	95.00	125.00
Miami Beach (9/55)	495.00	275.00	425.00
Palm Beach (7/52)	95.00	49.50	75.00
Spot Lite (1/52)	60.00	295.00	40.00
Surf Club (3/54)	175.00	90.00	135.00
Variety (9/54)	295.00	135.00	210.00
Yacht Club (6/53)	95.00	40.00	75.00

GENCO	HIGH	LOW	Mean Average
400 (10/53)	50.00	35.00	49.50
Golden Nugget (2/53)	85.00	60.00	65.00

GOTTIEB	HIGH	LOW	Mean Average
Chinatown (10/52)	85.00	65.00	85.00
Grand Slam (4/53)	110.00	45.00	110.00
Guys & Dolls (5/53)	110.00	55.00	90.00
Hit 'n' Run (5/52)	75.00	30.00	75.00
Niagara (12/51)	64.50	45.00	64.50
Pin Wheel (11/53)	125.00	115.00	119.50
Quartet (2/52)	110.00	90.00	110.00
Queen of Hearts (12/52)	100.00	65.00	100.00
Skill Pool (8/52)	110.00	89.50	110.00

UNITED	HIGH	LOW	Mean Average
ABC (2/52)	65.00	29.50	65.00
Cabana (3/53)	105.00	45.00	50.00
Circus (8/52)	125.00	85.00	125.00
Havana (2/54)	145.00	75.00	125.00
Hawaii (6/54)	125.00	90.00	125.00
Manhattan (4/55)	345.00	295.00	295.00
Mexico (3/54)	150.00	75.00	100.00
Nevada (8/54)	175.00	110.00	145.00
Pixie (9/55)	475.00	400.00	445.00
Rio (11/53)	125.00	65.00	90.00
Singapore (10/54)	165.00	40.00	135.00
Stars (6/52)	60.00	35.00	60.00
Tahiti (8/53)	125.00	60.00	80.00
Triple Play (8/55)	395.00	275.00	325.00
Tropicana (1/55)	195.00	145.00	185.00
Tropics (7/55)	125.00	50.00	75.00

WILLIAMS	HIGH	LOW	Mean Average
Big Ben (9/54)	165.00	145.00	165.00
Dealer "21" (2/54)	125.00	79.50	125.00
Disk Jockey (11/52)	85.00	79.50	85.00
Grand Champion (8/53)	125.00	90.00	125.00
Hayburner (6/54)	85.00	50.00	50.00
Lazy Q (2/54)	125.00	95.00	125.00
Struggle Buggle (12/53)	125.00	119.50	125.00
Thunderbird (5/54)	149.50	110.00	135.00
Times Square (4/53)	89.50	74.50	79.50
Twenty Grand (12/52)	85.00	74.50	85.00

### MUSIC MACHINES

AMI	HIGH	LOW	Mean Average
Model A (46) 40 sel. (78 RPM)	125.00	\$ 69.50	\$ 100.00
Model B (48) 40 sel. (78 RPM)	175.00	125.00	125.00
Model C (50) 40 sel. (78 RPM)	175.00	109.50	139.50
Model D-80 (51) 40 sel. (78 RPM)	375.00	150.00	319.50

## MOST ACTIVE EQUIPMENT

(For four-week period ending with issue dated March 17, 1956)

### ARCADE EQUIPMENT

1. SEEBURG—Shoot the Bear
2. SEEBURG—Coon Hunt
3. EXHIBIT—Dale Gun
3. BALLY—Space Ship
4. GENCO—Rifle Gallery

### MUSIC MACHINES

1. SEEBURG—M-100-B (5/55)
2. AMI—Model D-80 (5/55)
3. SEEBURG—M-100-C (4/55)
4. SEEBURG—M-100-A (4/55)
5. AMI—Model C (4/55)

### SHUFFLE GAMES

1. CHICAGO COIN—Starlite
2. UNITED—Royal
3. UNITED—Leader Shuffle Alley
4. CHICAGO COIN—Criss-Cross Targette
5. UN'TED—Chief

### VENDING MACHINES

1. Acorn 1c or 5c
2. Northwestern Deluxe 1c or 5c
3. Eastern Electric C-8
3. National M-750
3. Silver King 5c

### PINBALL MACHINES

(Manufacturers with ten or more games listed below)

#### BALLY

1. Gayety
2. Surf Club
2. Yacht Club

#### GOTTIEB

1. Guys & Dolls
2. Pin Wheel
3. Hit 'n' Run

#### UNITED

1. Singapore
2. Rio
2. Triple Play

#### WILLIAMS

1. Hayburner
2. Times Square
3. Lazy Q

	HIGH	LOW	Mean Average
Model E-120 (53) 120 sel. (45 RPM)	695.00	439.00	435.00
<b>ROCK-OLA</b>			
1434 (50-51) 50 sel. (78 RPM)	295.00	149.50	225.00
1436 A (53) 120 sel. (45 RPM)	295.00	175.00	259.00
1438 (54) 120 sel. (45 RPM)	565.00	439.00	499.50
<b>SEEBURG</b>			
M100A (49) 100 sel. (45 RPM)	375.00	200.00	250.00
M100B (51) 100 sel. (45 RPM)	510.00	395.00	465.00
M100C (53) 100 sel. (45 RPM)	610.00	539.00	589.00
<b>WURLITZER</b>			
1015 (46) 24 sel. (78 RPM)	85.00	39.50	59.50
1100 (48) 24 sel. (78 RPM)	150.00	79.50	109.50
1250 (50) 48 sel. (78 RPM)	175.00	95.00	149.50
1400 (52) 48 sel. (78 RPM)	275.00	175.00	275.00
1500 (53) 104 sel. (45-78 RPM Mix)	325.00	199.50	395.00

### ARCADE EQUIPMENT

CODE—AP—Auto Photo; B—Bally; CC—Chicago Coin; EV—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney.

	HIGH	LOW	Mean Average
M—Int'l Microscope; R—Roovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams; Wa—Watliff.			
ABC Challenger (5/46)	\$ 70.00	\$ 20.00	\$ 30.00
Baseball, 2 Player (G)	150.00	125.00	145.00
Basketball (G)	235.00	175.00	195.00
Bat-A-Score (EV) (8/48)	179.50	125.00	150.00
Big Broncho (1/51)	375.00	299.50	350.00
Big Inning (B) (47)	125.00	85.00	85.00
Big Top (G) (6/54)	375.00	345.00	355.00
Bonus Gun (U) (1/55)	350.00	275.00	295.00
Carnival Deluxe (U)	275.00	245.00	265.00
Carnival Gun (U) (10/54)	295.00	165.00	245.00
Champion Baseball (G)	395.00	350.00	350.00
Coon Hunt (S) (2/54)	195.00	95.00	175.00

	HIGH	LOW	Mean Average
Dale Gun (Ex)	89.50	45.00	50.00
Derby, 4 player (CC) (3/52)	175.00	100.00	175.00
Derby Roll (U)			
(78 RPM)	350.00	285.00	285.00
Drivemobile (M) (7/54)	165.00	100.00	150.00
Home Run, 6 player (CC) (3/54)	200.00	100.00	200.00
Jet Fighter (W) (10/54)	225.00	175.00	225.00
King of Swat (W) (5/55)	345.00	345.00	345.00
Goatee (CC) (1/46)	95.00	85.00	90.00
Gun Patrol (Ex) (5/51)	95.00	94.50	95.00
Heavy Hitter (B)	50.00	35.00	50.00
Moon Rides (B) (5/54)	350.00	225.00	275.00
Pistol (CC) (1/49)	50.00	49.50	50.00
Rifle Gallery (G) (6/54)	225.00	175.00	195.00
Safari (W) (2/54)	350.00	315.00	325.00
Set Shot Basketball (Munves) (6/52)	295.00	225.00	275.00
Shoot the Bear (S)	175.00	79.50	125.00
Shooting Gallery (Ex) (6/54)	175.00	95.00	150.00
Silver Bullets (Ex) (11/49)	105.00	65.00	85.00
Six Shooter (Ex)	115.00	75.00	95.00
Sky Fighter (M) (9/53)	110.00	95.00	95.00
Sky Gunner (G) (9/53)	150.00	99.50	125.00
Sky Gunner (CC)	145.00	109.50	125.00
Sky Rocket (G) (5/55)	425.00	275.00	395.00
Space Gun (Ex)	125.00	95.00	95.00
Space Ranger (Deco)	295.00	235.00	295.00
Space Ship	350.00	185.00	325.00
Speed Boat (B) (7/53)	325.00	325.00	325.00
Sportland (Ex) (11/51)	300.00	150.00	225.00
Sportsman (K) (11/54)	285.00	195.00	275.00
Standard Metal Typewriter	295.00	275.00	295.00
F. S.	295.00	275.00	295.00
Super Home Run (CC) (3/54)	249.50	195.00	225.00
Super Jet (CC) (4/53)	395.00	224.50	395.00
Super Pennant (W)	175.00	150.00	175.00
Super Slugger (U) (7/55)	395.00	345.00	395.00
Telequiz (1/49) (T)	100.00	99.50	99.50
World Series (W) (4/51)	85.00	60.00	75.00

	HIGH	LOW	Mean Average
<b>VENDING MACHINES</b>			
Acorn 5c or 1c	\$ 9.95	\$ 8.50	\$ 9.95
Columbus 1c Bulk	7.50	5.50	6.50
Eastern Electric C-8	155.00	100.00	125.00
Keeney Electric (9 col.)	135.00	85.00	110.00
National M-750	115.00	110.00	110.00
National 930	110.00	95.00	110.00
Northwestern 39, 1c	7.95	7.50	7.95
Northwestern Deluxe 1c & 5c	12.50	12.00	12.00
Northwestern 49, 1c	12.50	12.50	12.00
PX (10 col.)	115.00	95.00	115.00
PX (10 col.)	125.00	115.00	125.00
Silver King 1c			
Ball Gum	7.50	7.45	7.45
Silver King 5c	8.50	7.45	7.45
Silver King Hot Nut	9.95	9.00	9.00
Stoner Candy (6 col.)	135.00	80.00	135.00
Lopper-HMS 1c & 5c	9.95	8.95	8.95
Victor Model V, B/G Wheel	9.50	8.50	8.50

### SHUFFLE GAMES

	HIGH	LOW	Mean Average
<b>SHUFFLE GAMES</b>			
Ace Bowler (CC) (9/50)	\$235.00	\$ 95.00	\$195.00
Advance Bowler (CC) (5/53)	155.00	115.00	125.00
Arrow (CC)	335.00	295.00	335.00
Banner (U) (8/54)	265.00	195.00	245.00
Bonus Score Bowler (CC) (4/55)	345.00	345.00	345.00
Broadway Alley (U)	175.00	125.00	125.00
Capital Deluxe			
Shuffle Games			



# BINGOS

Yacht Club .....	\$60	Beach Club .....	\$ 60
Hi-Fi .....	75	Palm Springs .....	85
Surf Club .....	95	Variety .....	135
Gayety .....		\$110	
Any Game "Shopped" .....			
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Chi Coin Score-a-Line .....	Write
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Chi Coin Triple Strike .....	295.00
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Chi Coin Flash .....	195.00
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Chi Coin Super Frame .....	140.00
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Chi Coin Advance .....	115.00
Chi Coin Criss Cross Target .....	175.00
Chi Coin King Bowler .....	125.00
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United Royal .....	110.00
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Genco Jumping Jack .....	50.00
Genco Golden Nugget .....	75.00

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Genco Wild West .....	\$375.00
Genco Sky Rocket .....	395.00
Genco Sky Gunner .....	99.50
Wms. Safari .....	325.00
Bear Gun .....	125.00
Coon Hunt .....	195.00
Chi Coin Pistol .....	49.50
Exhibit Gun Patrol .....	94.50
Exhibit Six Shooter .....	94.50
United Carnival .....	325.00
United Bonus Gun .....	275.00
ABT Rifle Range with Compressor .....	Write
Auto Shoots .....	175.00
Genco Champion Baseball .....	350.00
Genco Quarterback .....	Write
Bally Big Inning .....	85.00
Chi Coin 4-Player Home Run .....	175.00
Chi Coin Super Home Run .....	195.00
Wms. Deluxe Baseball .....	125.00
Wms. Super Pennant .....	150.00
Auto Photos .....	1850.00
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Auto. Voice-a-Graph .....	395.00
Chi Coin 4-Player Derby .....	175.00
Chi Coin Basketball Champ .....	195.00
Set Shot Basketball (Used) .....	295.00
Chi Coin Goatee .....	90.00
Standard Metal Typar (Used) .....	295.00
Standard Metal Typar (New) .....	Write
Genco 2-Player Basketball .....	175.00
Kirk Astrology Scale .....	74.50
Kiddie Whip (New) .....	325.00
Exhibit Big Bronco .....	350.00
Super Jet .....	395.00
Round the World Trainer .....	Write
Bally Moon Ride .....	250.00

#### VENDORS

Shipman 3-Column Stamp .....	\$ 19.95
Shipman 2-Column Stamp .....	15.95
U. S. Stamp Machine, 2 Column .....	7.95
Victory Stamp .....	7.95
PX 12-Column Cigarette (New) .....	225.00
Mercury 9-Column Cigarette .....	Write
(Like New) .....	9.00
Silver King Hot Nut .....	425.00
Keeney Coffee Vendor (New) .....	12.50
Atlas Capsule Vendor (New) .....	84.00
Continental Coin Changer .....	14.95
Acorn, 1¢ (New) .....	Write
Stoner 9-Column Cigarette (New) .....	Write
Eastern Electric Cig. Vendor .....	125.00
(Blonde) .....	100.00
Shinmaster .....	49.50
Rock-Ola La Boy Scale .....	Write
Downey-Johnson Coin Counter .....	Write

# Parts and Supplies

## CHUTES

A.B.T. Manufacturing Corp.  
715 N. Kedzie Ave.  
Chicago 12  
(coin chute)  
H. Greenwald Co., Inc.  
7340 Grand Ave.  
Maspeth 78, N. Y.  
(chutes)  
The Monarch Tool & Mfg. Co.  
5 E. Third St.  
Cincinnati 2  
(Push type coin chute, drop chute)

## COIN CHANGERS

A.B.T. Manufacturing Corp.  
715 N. Kedzie Ave.  
Chicago 12  
Coin-A-Matic, Inc.  
56 North Ave.  
Mount Clemens, Mich.  
Klopp Engineering, Inc.  
35551 Schoolcraft Rd.  
Livonia, Mich.  
Bert Mills Corp.  
Box 379  
St. Charles, Ill.  
National Rejectors, Inc.  
5100 San Francisco  
St. Louis 15  
Standard Changemakers, Inc.  
415 Terminal Bldg.  
Indianapolis 4

## COIN MECHANISMS

A.B.T. Manufacturing Corp.  
715 N. Kedzie  
Chicago 12  
Bank & Wilan Mfg. Co.  
427 W. Washington St.  
Charleston 2, W. Va.  
Hamilton Scale Co.  
3350 Secor Rd.  
Toledo 6  
Hultz Vendors, Inc.  
1108 E. Jackson St.  
Springfield, Ill.  
National Rejectors, Inc.  
5100 San Francisco  
St. Louis 15

## COIN HANDLING, WRAPPING EQUIPMENT

Abbott Coin Counter Co.  
143 144th St. & Wales Ave.  
New York 54  
(Coin counter-wrapper, sorter)  
Brandt Automatic Cashier Co.  
515-517 First St.  
Watertown, Wis.  
(coin counter-packager, coin  
sorter-counter, coin wrapper)  
The Cobb Co.  
102 6th St., N. E.  
Atlanta 5  
(coin sorter)  
Coin Scoop Co.  
21 Guilford Ave.  
Baltimore 2  
(coin scoops)  
Coldrinx, Inc.  
547 W. 20th St.  
New York 11.  
(electric counter)  
Debo Equipment Co.  
19 W. 34th St.  
New York  
(coin counter-wrapper, wrap-  
per, sorter)  
Globe Distributing Co.  
1623 N. California Ave.  
Chicago  
(coin sorter, counter, wrapper)  
Iden Manufacturing Co., Inc.  
850 N. Kedzie Ave.  
Chicago 12  
(cash & coin bags)  
Johnson Fare Box Co.  
4619 N. Ravenswood  
Chicago 40  
(coin counter, sorter-counter,  
wrapper)  
King Coin Sorter Co.  
P. O. Box 1576  
Omaha 8  
(coin sorter)  
Klopp Engineering, Inc.  
35551 Schoolcraft Rd.  
Livonia, Mich.  
(manual and electric coin  
counter-packager, coin sorter)

Royal Machine Co.  
1360 Harvard St.  
San Francisco 3  
(coin counter)  
J. Schoenbach  
1647 Bedford Ave.  
Brooklyn 25  
(scale for counting pennies)  
Speed Sorter  
715 Pond St.  
Bristol, Pa.

(coin sorter)  
Spencer Mfg. Co.  
3253 N. Cicero Ave.  
Chicago 41  
(counter)  
Standard Johnson Co., Inc.  
373 Pacific St.  
Brooklyn 17  
(coin sorter-counter, electric  
and manual coin wrappers)

## COIN METERS, TIMERS

A.B.T. Manufacturing Corp.  
715 N. Kedzie Ave.  
Chicago 12  
Automatic Enterprises of Texas,  
Inc.  
4108 Dennis St.  
Houston 4  
(coin meter)  
Bristol Motor Div.  
Vocaline Co. of America, Inc.  
Old Waybrook, Conn.  
(interval timer)  
R. W. Cramer Co., Inc.  
Box 44  
Centerbrook, Conn.  
(electric timer)  
H. Greenwald Co., Inc.  
7340 Grand Ave.  
Maspeth 78, N. Y.  
(coin meter)  
Haydon Mfg. Co.  
245 E. Elm St.  
Torrington, Conn.  
(timer)  
Hedeman Products, Inc.  
117 Cutter Hill Rd.  
Great Neck, L. I., N. Y.  
(timer)  
International Register Co.  
2620 W. Washington Blvd.  
Chicago 12  
(coin meter)

International Washing Machine  
Parts Co., Inc.  
85-27 Grand Ave.  
Elmhurst 73, N. Y.  
Johnson Fare Box Co.  
4619 N. Ravenswood  
Chicago 40  
(timer)  
Modelectric Products Co.  
1500 Bangs Ave.  
Asbury Park, N. J.  
(timing device)  
National Rejectors, Inc.  
5100 San Francisco  
St. Louis 15  
(timer)  
M. H. Rhodes, Inc.  
30 Bartholomew Ave.  
Hartford, Conn.  
(timer)  
Tork Lock Co., Inc.  
50 McQuesten Pkwy.  
Mount Vernon, N. Y.  
(timer)  
Tyniswitch Div.  
Sessions Clock Co.  
Forrestville, Conn.  
(timer)  
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Chicago 10  
(timer)

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5435-37 State Line Ave.  
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2024 N. Racine Ave.  
Chicago 14  
Corbin Cabinet Lock Div.  
American Hardware Corp.  
New Britain, Conn.  
Deutch Lock Co.  
5435 State Line Rd.  
Hammond, Ind.  
Eagle Lock Co.  
Terryville, Conn.  
Electro Counter & Motor Co.  
1713 N. Ashland  
Chicago 22  
Hurd Lock & Mfg. Co.  
434 New Center Bldg.  
Detroit 2  
Illinois Lock Co.  
812 S. Ada St.  
Chicago 7  
Independent Lock Co.  
35 Daniels St.  
Fitchburg, Mass.  
Master Lock Co.  
2600 N. 32d St.  
Milwaukee 45  
National Lock Co.  
1902 7th St.  
Rockford, Ill.  
Yale & Towne Mfg. Co.  
Stamford, Conn.

## MOVING EQUIPMENT

Adjuster Caster Co.  
1411 Walnut St.  
Philadelphia 2  
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3113 W. Grand Ave.  
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Anthony Co.  
Streator, Ill.  
(tailgate loaders)  
E. W. Buschman Co.  
Clifton & Spring Grove  
Cincinnati 32  
(hand trucks)  
Cleveland Vehicle Co.  
Cleveland  
(electric trucks)  
The Colson Corp.  
Cedar & Pine Sts.  
Elyria, O.  
(portable elevator, hand truck)  
Colson Equipment & Supply Co.  
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Los Angeles  
East River Wire Works  
39-40 21st St.  
Long Island City, N. Y.  
(protective truck screens)  
Electric Dolly Mfg. Co.  
Box 285  
Milroy, Ind.  
(electric dolly)  
Elkay Products Co.  
323 W. 16th St.  
New York 11  
(appliance and dolly trucks)  
The Fairbanks Co.  
393 Lafayette St.  
New York 3  
(dollies and trucks)  
Hamilton Caster & Mfg. Co.  
1516 Dixie Hwy.  
Hamilton, O.  
(appliance, factory and ware-  
house trucks)  
Hi Tender Co.  
Leavenworth, Tex.  
(electric tailgate)  
Iden Mfg. Co., Inc.  
650 N. Kedzie Ave.  
Chicago 12  
(dollies, trucks, flap-wrap  
padded protective covers,  
furniture pads)  
L-S Heating & Engineering Co.  
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Philadelphia 40  
(stair hand truck)  
Lewis-Shepard Prod., Inc.  
125 Walnut St.  
Watertown 72, Mass.  
(fork, walkie, hand and indus-  
trial trucks)  
Magline, Inc.  
P. O. Box 361  
Pinconning, Mich.  
(hand truck)  
Moellenbrock & Wilke  
205 Jefferson St.  
Washington, Mo.  
(hand truck)  
National Lift Co.  
Wayne, Mich.  
(elevated tail gate)  
Precision Equipment Co.  
3714 N. Milwaukee Ave.  
Chicago  
(lift truck)  
U. S. Products, Inc.  
Columbus, Ind.  
(hand truck)  
Valley Craft Products, Inc.  
750 Jefferson St.  
Lake City, Minn.  
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Coldrinx, Inc.  
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(relays)  
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 Guardian Electric Mfg. Co. 1621 W. Walnut St. Chicago (relays and solenoids)  
 Hedeman Products, Inc. 117 Cutter Mill Rd. Great Neck, N. Y. (relays and solenoids)  
 Mercury Contacts, Inc. P. O. Box 615, Far Hills Sta. Dayton 9, O. (relays)  
 Modelectric Products Corp. 1500 Bangs Ave. Asbury Park, N. J. (relay boxes)  
 Phillips Control Corp. 59 W. Washington St. Joliet, Ill. (relays and solenoids)  
 Potter & Brumfield Princeton, Ind. (relays)  
 RBM Div., Essex Wire Corp. Logansport, Ind. (relays)  
 Relay Service Co. 1308-12 N. Pulaski Rd. Chicago 51 (relays)  
 Sealelectric Switch & Relay Div. Williams Mfg. Co. 4242 Filmore St. Chicago 24 (relays)  
 Soreng Products Corp. 9555 Soreng Ave. Schiller Park, Ill. (relays and solenoids)  
 West Coast Electrical Mfg. Corp. 223 W. 116th Pl. Los Angeles 61 (solenoids)

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 A-J Vending Service Co. 9407 104th St. Ozone Park, L. I. 16, N. Y.

**SWITCHES**  
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 Almo Mfg. Co. 477 Washington St. Newark 2, N. J.  
 Automatic Electric Sales Corp. 1033 W Van Buren St. Chicago 7  
 Automatic Switch Co. 391 Lakeside Ave. Orange, N. J.  
 Central Products, Inc. 306 Sussex St. Harrison, N. J.  
 Coldrins, Inc. 547 W. 20th St. New York 11  
 Durakool, Inc. 1010 N. Main St. Elkhart, Ind.  
 Eisler Engineering Co., Inc. 771 S. 13th St. Newark 3, N. J.  
 Electric Switch Corp. 11th & Michigan Columbus, Ind.  
 General Control Co. 1200 Soldiers Field Rd. Boston 34  
 General Electric Co. Construction Materials Div. 1285 Boston Ave. Bridgeport 2, Conn.  
 Guardian Electric Mfg. Co. 1621 W. Walnut St. Chicago  
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(Continued on page 110)

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**NEW YORK**  
**Binghamton**  
Binghamton Amusement Co., 221 Main St.  
**Buffalo**  
N. J. Steinke Co., 20 E. Tupper St.  
**Lindenhurst, L. I.**  
Suffolk & Nassau Sales Co., 124 S. 16th St.  
**Merrick, L. I.**  
National Novelty Co., 179 Merrick Road.  
**New York City**  
Dave Lowy & Co., 594 Tenth Ave.  
Hal R. Meeks Associates, 55 W. 42d St.  
West Side Distributing Corp., 612 Tenth Ave.

(Continued on page 107)

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## New Orleans Pool Games In Legal Snag

NEW ORLEANS — Coin-operated pool games, while sweeping the country like wild-fire, are getting a cool reception in New Orleans—at least for the time being.

Police Superintendent A. Dayries said he has asked the city hall permit office to hold up on the issuance of permits for the games until the department has "fully checked" them.

Dayries admitted that he knew nothing about the operation of the new pool games.

"I have only seen a picture of a pool game in an ad," Dayries explained. "I don't know yet whether it is a game of skill or chance. The director of the permit division called me and reported that several requests for permits have reached his office. I asked him not to issue any until we have had sufficient time to analyze the operation."

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UNITED LIGHTNING	295
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## Your Dollar Buys MORE at NATIONAL!

### Reconditioned 5-BALLS

#### GOTTLIEB

FRONTIERSMAN .....	\$245
WISHING WELL .....	225
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QUEEN OF HEARTS .....	99
FLYING HIGH .....	99
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10 Years Continuous Production of Coin-Operated Pool Games Insures Quality You Can Depend on:

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NEW! Special Hole Arrangement available at no extra cost! End Holes pulled in on regular size tables for end-rail cushion shots. Holes moved toward rails on Jumbo DeLuxe models for increased skill play.

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## 1956 Game Outlook

• Continued from page 84

1956. We are hopeful that the manufacturers will produce sufficient new equipment to keep this industry reaching ever higher in growth and stability."

R. W. WEIKEL, sales manager, Fischer Sales and Manufacturing Company, Chicago: "The general outlook for business in the balance of 1956 is extremely good because of the immense popularity in the pool type games now on the market. As far as 1955 is concerned—it was a very good year. Up thru the middle part of 1955 I might state that over 95 per cent of our production was scheduled and shipped abroad (export market). With the onset on the popularity of the bumper type pool game we began to secure distribution in the United States, and from that time on up to the present moment we have continued to make a great deal of progress and certainly intend to keep abreast of current developments, thereby exploiting the foothold we have gained and which we have long sought after."

PAUL KOTLER, president and general manager, National Shuffleboard Company, Orange, N. J.: "1955 proved to be a very successful year for National Shuffleboard. In particular, volume was up in shuffleboard sales, which showed more than 25 per cent increase over 1954. Much progress was also made in strengthening the distributor organization, with gains shown in nearly all parts of the country. A program for improvement and expansion of plant facilities was initiated during the fall of 1955. Some new automatic machinery has already been installed, with other machines scheduled for delivery in the spring of 1956. Plans were also drawn up for a new building to be erected on property adjacent to the main plant. It is believed that a further substantial gain in sales will be registered in the coming year."

H. KLEIN, sales manager, International Mutoscope Corporation, Long Island, N. Y.: "1955 was a very good year for our products. There is a continued demand for machines that have proved themselves in earlier years as good money-makers and dependable performers. We expect 1956 to be as good as 1955, if not better."

WILLIAM F. TROY, At-Roy Amusement Company, Dania, Fla.: "As you know At-Roy Amusement Co. was just formed during 1955 with the inception of the pitch-a-ball machine. We have very little to offer, therefore, as to a report of business during 1955. We did, however, receive very favorable acceptance and contemplate the manufacture and distribution of between 500 and 1,000 machines during the coming season. To date we have on hand orders for approximately 150 machines and production on same started around January 15 of this year."

SAMUEL B. LEWIS, president, Exhibit Supply Company, Chicago: "The year 1955 was a very important year for Exhibit Supply for many reasons. First of all, we have gone thru a complete organizational change-over. We were instrumental in the introduction of not only a new game idea, but possibly an entirely new trend within the amusement game industry, with our coin-operated pool game. We believe that today every major manufacturer is currently involved in the production of a pool game, and frankly, we are quite happy over this new development."

"Because of this newly gained position for prominence within the industry we feel that our outlook for the year 1956 is especially bright. We are geared up for large production. We have been successful to date in obtaining the necessary large quantities of supplies that are required for these types of games and we see no reason whatsoever why 1956 should not be a true boom year. The general economic conditions of the country were enormously strengthened during 1955 with greater production and less unemployment in all fields, and this has put ready spending money into the hands of people all over the country."

S. B. GOLDSMITH, sales promotion director, Capitol Projector Corporation, New York City: "Our business during 1955 has been most gratifying to us because of the continuing increase in our volume of kiddie rides in addition to the coin-operated movie machines which have been, what we regard, as the backbone of our business. With the introduction of our big screen machine just a few months ago, we have experienced an increase in our movie machine volume which has exceeded our expectations."

"As was graphically shown in the movie theaters around the country, the new techniques in achieving giant projection which creates the illusion of depth, has likewise been repeated in Arcades and other locations where they have begun to get the feel of what these new techniques can produce when applied to our new big screen machine. Many operators are reporting volume increases of three and four times the amount produced by the old and conventional type of coin movie machine. With the response to this new unit added to the increased program we have scheduled for our kiddie ride department will, without a doubt, make 1956 a banner year for this company."

H. B. JONES, vice-president, Bally Manufacturing Company, Chicago: "We are happy to report that 1955 was the biggest year in our history in sales of all Bally equipment. The year 1956 looks very promising to the extent that we are planning production in excess of 1955 output."

NICHOLAS J. DAURIO, president, American Distributors and Daurio Enterprises, Teaneck, N. J.: "1955 was a good year for kiddie ride operators in my opinion. There was more money around than I have ever seen before, and parents were willing to spend it on their small off-spring. My profits for 1955 were 5 per cent higher than 1954, and in 1956 it will be up 10 per cent over 1955. Of course I intend to expand—selling horses and also keeping about 50 on location. I plan to manufacture kiddie ride horses."

"The problems of the newcomer are many and of course he will learn by trial and error. If the newcomer wants to try the amusement field, I suggest he investigate the town ordinances in the places he wants to install machines. There are high license fees in some towns. Teaneck will not let you install any kind of amusement machine, except kiddie rides. There are quite a number of pitfalls in the amusement business and the stakes are high, but I believe it's worth the headaches involved."



# Coin Machine Jobbers

Continued from page 105

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### NORTH CAROLINA

Durham -  
Barnett Coin Machine Co., 200 Knox Circle.  
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Cumberland Coin Machine Exchange, 207 Franklin St.

Gastonia  
Spindle City Vendors.  
Wilmington  
Whitehead Music Co., 508 Castle St.

### OHIO

Bellaire  
Amuse-O-Matic Devices, 3126 Union St.

Bridgeport  
Automatic Music Co., 703 Main St., rear.

Cheviot  
Royal Distributing, Inc., 3726 Kessen Ave.

Cincinnati  
Ohio Specialty Co., 29 W. Court St.

Cleveland  
Confection Sales Co., 10008 St. Clair Ave.

Cleveland Heights  
Al Horth, 3214 Yorkshire Road.

Columbus  
Burk's Service Co., 40 W. Maple St.  
University Coin Machine Exchange, 858 N. High.

Dayton  
Nanat Merchandisers, 518 Brown St.

Portsmouth  
Tri-State Music Co., 1909 Eighth.

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Toledo Coin Machine Exchange, 814 Summit St.

### OKLAHOMA

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Mickey Anderson, 314 E. 11th St.  
Middleton  
Don Farr Scales, Farr Apartments.

Philadelphia  
Central Vending Machine Service, 3967 Parrish St.

Albert Gerry, Box 6435.  
Harris Vending, 2717 N. Park Ave.  
International Amusement Co., 1423 Spring Garden St.

Philadelphia Coin Machine Exchange, 844 N. Broad St.

Pittsburgh  
Glausser Music Co., 300 Gearing Ave.

Oak Sales Co., 2033 Fifth Ave.  
Pennsylvania Vending Corp., 1826 E. Carson St.

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(Continued on page 108)

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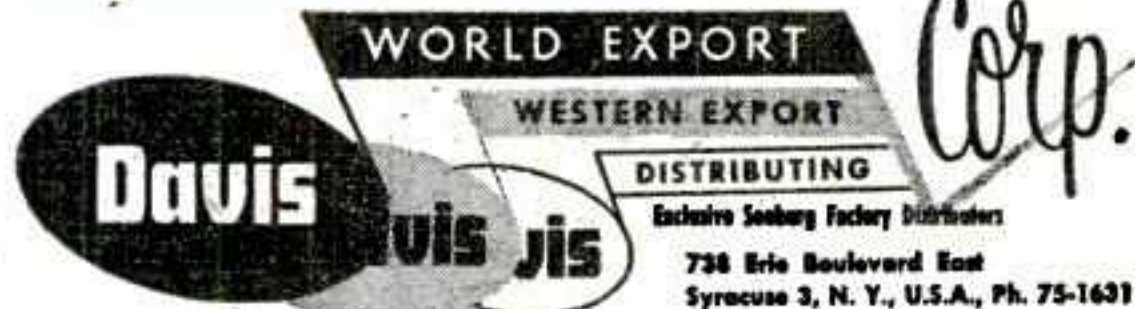
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**Galveston**  
 M. & N. Music Co., 2214 Market St.  
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 Acme Amusement Co., 211 Second Ave., South.  
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 Stanley Amusement Co., 5225 S. Tacoma Way.  
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 Savage Novelty Co., 628 Third St.  
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 Automatic Merchandise Corp., 5401 W. Keefe Ave.  
 Midwest Novelty Co., 4017 S. 14th St.  
 P. & P. Distributing Co., 2538 W. St. Paul Ave.  
 Supermatic Vendors, Inc., 236 N. Water St.

**Multi-Player**

Continued from page 99

popularity seems greater, and a good location grosses \$35 to \$40 a week, he said.

**Multi-Player Games**

The future hope for games in Memphis, Henderson believes, lies in the two-player and four-player varieties. Ops, he said, will put them on better locations, gradually buying more and more until

they have their route well covered with them.

In this way operators will realize a profit, he said.

Newell, however, said that the one-player pins will not be replaced completely.

"I don't think they will ever leave," he said. "I don't think the two-player and four-player will take their place. We've always had the one-player pins. The game has never died. It's been a little slow sometimes. It is now. But it will pick up."

**NOW! Only EXHIBIT Offers You THE STYLE AND PLAY BEST SUITED TO YOUR NEEDS Choose from 8 Great SKILL POOL Games**

NAME OF GAME	MODEL NO.	SIZE	SPECIAL FEATURES
<b>SKILL POOL</b> All Models Convertible to 2-hole or 3-hole play!	800	52" x 36"	
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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.

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**EXCLUSIVE EXHIBIT FEATURES FOUND ON ALL MODELS**

- Two Gold Color Cigarette Holders.
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**"FIRSTS" by EXHIBIT**

- Skill Pool Games.
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- Playfield Levels.
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- Highest Grade—Heavy Weight Balls.
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MODERNIZE your present old-style POOL GAME TABLES with New Reconversion Playfields. We offer the latest style beds to convert your obsolete tables into up-to-date tables at low cost. Be smart and save.

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Table Beds, furnished with Imperial Grade Rubberback Billiard Cloth, installed on NOVOPLY Beds, LINED for 2, 3 or 4-side play. 2 bed levels at end and side rail and with plastic lite-up bumper posts.

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 Elk Master . . . per box 50 \$1.95; lots of 10 boxes . . . \$1.75 box  
 Triangle . . . per box 50 .85; lots of 10 boxes . . . .75 box  
 Royal Oak . . . per box 100 1.45; lots of 10 boxes . . . 1.30 box  
**CUE TIP CEMENT:**  
 Ten-Minute . . . ea. 2-oz. tube \$ .35; lots of doz. or more . . . \$3.25 doz.  
 Ten-Minute . . . ea. 1-oz. tube .20; lots of doz. or more . . . 2.00 doz.  
**CUE TIP CLAMPS** . . . ea. .20; lots of doz. or more . . . 2.00 doz.  
**CUE TOP SANDERS** . . . ea. 1.95; SANDER DISCS . . . .45 doz.  
**CUE TIP TRIMMERS** . . . ea. .25; RUBBER CUE-BUTT BUMPERS . . . .55 doz.  
**CUE TIP REPAIR KIT—Standard** . . . ea. 2.35; Deluxe . . . 4.50 ea.  
 (Standard Kit consists of 1 pkg. Tips, Tip Cement, Tip Trimmer and Sandpaper)  
 (Deluxe Kit consists of above in addition to Cue Top Sander and Sanding Discs)

Billiard Talc, 11-oz. shaker . . . ea. 25¢ . . . doz. \$2.75; 4 dozen cartons . . . \$10.00 estn.  
 Lite-Up Plastic Post Bumpers w/nuts . . . ea. .50; set of 12 . . . \$7.75 set  
 Plastic Hole Liners, red or white . . . ea. .50;  
 Hole Liner Plugs, plastic . . . ea. .50; metal cloth-covered plugs . . 1.00 ea.  
 ABT Double Dime Coin Chutes . . . ea. 9.75; lots of doz. or more . . . 8.75 ea.  
 Billiard Cloth Mender, 2 1/2 x 36" . . . ea. .40;

State substitutions permissible where shortage exists.  
**WRITE, WIRE OR PHONE IMMEDIATE DELIVERY**

TERMS: MINIMUM ORDER \$5.00. C.O.D. ORDERS 25% deposit. 2% Cash Discount on all prepaid orders. All prepaid orders desired parcel post, please include postage. Overpayments will be promptly refunded. All shipments F.O.B. Chicago. Guaranteed Satisfaction. ORDER WITH CONFIDENCE—We carry a complete stock of Billiard Table Equipment. Quotations of unlisted items upon request. Attention, Manufacturer: Quantity prices submitted upon request.

**MARVEL BILLIARD SUPPLY CO.**  
 1604-06 W. LAKE ST., CHICAGO 12, ILL. Phone: MDnroe 5-8855

**THE EXHIBIT SUPPLY COMPANY**

ESTABLISHED 1901

4218 WEST LAKE ST. • CHICAGO 24, ILLINOIS • PHONE: VA 6-3100



EXCLUSIVE IN CHICAGO: CUE-STAR by FISCHER COIN POOL

Regular and Jumbo Sizes All Wanted Features! Prompt Delivery

POOL GAME PARTS—ACCESSORIES

- NEW TOPS: Regulation Novo-Ply Panels With New Light-Up Bumpers, New Cloth, 2 or 3 Holes \$50.00
CUE STICKS, Each 2.50
CUE TIPS, Elk Leather, Pkg. of 25 .75
CHALK, Per Gross 3.00
REGULAR STYLE BUMPERS, Each .25
NEW STYLE BUMPERS, Each .50
PHENOLIC RESIN BALLS, Each 1.95
TIP CLAMPS, Each .25
KU BUMPERS, Each .25

CHARLEY PIERI

Monarch Coin Machine, Inc.

NEW Mid-Table POOL GAME LAMP

Attractive, efficient, easy to install. Fits new or old style bumpers. Lightweight, sturdy thin-wall construction in gleaming finish; adjusts to 24" or 30" height. Spun aluminum "bullet" with on-off switch. Black mushroom-type shade with white enamel True Reflector. Takes any light bulb up to 100 watt. Complete, ready to install, only \$9.50

Get Our List, New-Used Games, All Types Lincoln 9-3996-7

2257 N. Lincoln, Chicago 14, Ill.

Follow Trent, Says Witsen

Continued from page 99

on location in the Arcade, including 10 kiddie rides, 15 pinballs, gun games, Pitch 'Em and Bat 'Em, Grandma, Basketball, Hockey, Identification medal machine, grip testers and foot relaxer.

The Arcade, strategically located near the center of the floor and directly in front of the ladies' and men's rest rooms, is not enclosed. Witsen feels that with the equipment in plain sight, the urge to play will be increased.

Witsen had his first farmers' market location in 1951. The Market Place is his fifth, and he plans

to add two more on July 4. All these stops except the Market Place are open three days a week. The financial arrangement is a minimum guarantee to the location plus commission.

In addition, Witsen also operates Arcades in three Philadelphia railroad stations, 30th Street, North Philadelphia and Suburban.

3 Generations

The Witsen operation is a three-generation affair. Actively supervising all operations is Bill Witsen, Abe's son. Serving in an advisory capacity is Abe's father, Harry Witsen. At Thursday's opening the three Witsens and Mrs. Abe Witsen attended the ceremonies.

One of Witsen's policies is to have an attendant on hand in his Arcades at all times. Mechanics double in brass as attendants and change-makers, with three servicemen making the rounds.

When a youngster is just occupying space on a kiddie ride, the attendants are instructed to just let him be as long as no cash customers are waiting their turns.

However, if the tiny freeloader is keeping the paying guests from contributing dimes, the attendant gently tells him that it would be nice if he gave the other kiddies a chance to ride the horsey.

Parts & Supplies

Continued from page 103

- Micro Switch Div. Minneapolis Honeywell Regulator Co. Co. Freeport, Ill.
Monarch Tool & Mfg. Co. 5 E. Third St. Cincinnati
Mu-Switch Div. Acro Mfg. Co. 38 Pequest St. Canton, Mass.
National Rejectors, Inc. 5100 San Francisco Ave. St. Louis 15
Powerx Switch Co. 82 Pleasant St. Watertown 72, Mass.
Recora Co. 58 W. 103d St. Chicago 28
Relay Service Co. 1308-12 N. Pulaski Rd. Chicago 51
Sealelectric Switch & Relay Div. Williams Mfg. Co. 4242 Filmore St. Chicago 24
Slater Electric & Mfg. Co., Inc. 37th Ave. & 56th St. Woodside, L. I., N. Y.
Soreng Products Corp. 9555 Soreng Ave. Schiller Park, Ill.
Tenistron, Inc. Harvard, Mass.
Unimax Div. W. L. Maxson Corp. 460 W. 34th St. New York 1

Milk Production Up

Farm production of milk in February increased 8 per cent above last year when February had 28 days. The total of 9,582 million pounds was 17 per cent above the February, 1945-'54 average. On a daily basis, milk production for February this year ran about 5 per cent higher than in 1955. Relative population, February, 1956, production was at the rate of 1.98 pounds per capita per day, 3 per cent above the rate of February of last year and a little above average.

BEST IN THE MIDDLE WEST

- Exhibit BIG TOP ..... \$350.00
Genco SKY ROCKET ..... 400.00
Genco WILD WEST ..... 350.00
Genco SKY GUNNER ..... 125.00
Exhibit SPORTLAND ..... 200.00
Exhibit DALE GUNS ..... 50.00
Seeburg SHOOT THE BEAR. 125.00
Scientific PITCH 'EM & BAT 'EM ..... 150.00
Genco 2 PLAYER BASKETBALL ..... 225.00
Chi Coin SUPER HOME RUN BASEBALL ..... 225.00

COIN MACHINES - HARRY STEWARD Coin Machine Exchange 858 No. High St. Columbus 8, OHIO Tel: AXminster 4-3529

MACHINES

BINGOS

- Un. Startlets (New) ..... Write
Un. Pixies (New) ..... Write
Un. Triple Play ..... \$325.00
Un. Manhattan ..... 295.00
Un. Tropicana ..... 135.00
Un. Singapore ..... 125.00
Un. Nevada ..... 125.00
Un. Hawaii ..... 125.00
Un. Mexico ..... 100.00
Un. Rio ..... 90.00
Un. Havana ..... 75.00
Un. Tahiti ..... 60.00
Un. Tropic ..... 35.00
Un. Cabana ..... 30.00
Un. Circus ..... 125.00
Un. Leader ..... 95.00
Ba. Miami Beach ..... 325.00
Ba. Big Time ..... 295.00
Ba. Gay Time ..... 275.00
Ba. Variety ..... 200.00
Ba. Gayety ..... 195.00
Ba. Palm Springs ..... 150.00
Ba. Surf Club ..... 160.00
Ba. Beauty ..... 135.00
Ba. Hi-Fi ..... 125.00
Ba. Frolics ..... 125.00
Ba. Beach Club ..... 110.00
Ba. Dude Ranch ..... 110.00
Ba. Yacht Club ..... 95.00
Ba. Coney Island ..... 65.00
Ba. Atlantic ..... 60.00
Ba. Palm Beach ..... 50.00
Ba. Spotlight ..... 35.00

MUSIC

- 1434 Rock-Ola Phono. .... \$295.00
1436 Rock-Ola Phono. (78) ..... 295.00
AMI Model B-40 Phono. .... 125.00

CIGARETTE MACHINES

- Rowa Cig. Mach. (8 Col.) ..... \$150.00
National Cig. Mach. (11 Col.) ..... 185.00
Mercury Cig. Mach. (9 Col.) ..... Write
Smokeshop (LoBoy 9 Col.) ..... 175.00

BOWLERS

- Un. Deluxe Top-Notch Bowler ... Write
Un. Deluxe Clipper Bowlers ..... \$325.00
Un. Deluxe 5th Innings ..... 250.00
Un. Deluxe Mercury Bowler ..... 245.00
Un. Deluxe Comet Shuffle Table ..... 225.00
Un. Deluxe Banner Shuffle Alley ..... 225.00
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 ..... 185.00
C. C. Star Lite Bowler ..... 145.00
C. C. Six Player Bowler ..... 45.00
Genco Shuffle Pool ..... 75.00

ARCADE EQUIPMENT

- Un. Super Slugger ..... \$395.00
Un. Derby Roll ..... 285.00
Un. Deluxe Jungle Gun ..... 250.00
Wms. Deluxe World Series ..... 40.00
See. Coon Hunt ..... 145.00
Ex. 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. "400" Machine ..... \$ 30.00
Wms. Jelly Jokers ..... 150.00
Gott. Lazy "Q" ..... 95.00
Genco Golden Nuggets ..... 40.00
Wms. Times Square ..... 75.00
Wms. Hayburners ..... 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.

DAN STEWART CO.

Exclusive Distributor For Rock-Ola United Mfg. Co. Exhibit Supply 140 East 2nd South Salt Lake City, Utah Phone: DA 2-2473

SAVE MORE MONEY—MAKE MORE MONEY

Subscribe to The Billboard TODAY

An Open Letter to

Mr. Pool Game Operator, U. S. A.

Dear Friend:

From where we sit we think it's time for a good look at the road ahead in pool game operating.

When we started the ball rolling with Valley's Conventional Bumper Pool, we were the first to present and nationally advertise an American-made Pool Game as a coin-operated amusement device. Instantly successful because it filled a need in operating. Valley's Bumper Pool had other merits to recommend it... superb quality of craftsmanship and materials... unusual simplicity and trouble-free, economical performance... absolute legality... authentic appeal of a familiar pastime... a modest price. Result: new operating stability and highly satisfactory returns on the operator's investment. And, even more important, realization of the operator's desire for a reasonably normal business, family and social life, because Valley's Conventional Bumper Pool afforded practically complete relief from service calls!

Inevitably in the American spirit of free enterprise, other leading coin machine manufacturers promptly entered the Bumper Pool field. It was a flattering confirmation of our judgment. Then, suddenly, Bumper Pool was caught in a whirlwind of changes! More holes! Less Holes! Light-up bumpers! Jumbo sizes! Match Play! Automatic Operation. Even now, other variations are in the making. We're all for changes—for the better. We've made some ourselves.

Now if you're wondering why Valley isn't out with Automatic play, we ask: Is that what YOU want? And here is where you ought to stop for that good look at the future!

If Automatic play and other variations are the answer, Valley will have them for you—the very best, and quickly, too. But close observation leads us to this most sincere belief:

Conventional manual Bumper Pool will remain the dependable, good money maker it has been from the start! This is not a guess. In countless side-by-side location competitions, Valley's Conventional Bumper Pool has out-pulled and out-earned many of the more elaborate variations of the game! We sincerely believe that with conventional Bumper Pool you will continue to gain in operating stability and opportunity. We cannot, in all honesty, feel the same about some of the newer Bumper Pool developments.

Many in the industry will take vigorous exception to our opinion. Many will agree with us. In any event, the decision is yours to make. If we have helped to clarify your thinking, we are confident that yours will be the right move.

Sincerely yours,

VALLEY MANUFACTURING COMPANY

333 MORTON ST., BAY CITY, MICH.

PHONES 8587 or 8588

Cleveland Coin Machine Exchange, Inc.

Valley Manufacturing Distributors 2029 Prospect Ave. Cleveland, Ohio To. 1-6715 Write for prices.



**Battles in '56**

• *Continued from page 82*

as a future must for greater profits."

"In talking over problems to be encountered by a newcomer in this business, I would say that he should go ahead in this business just as he would in any other. By that I mean, of course, use good business procedure in all his efforts. This would mean using common sense in contacting various businesses that would handle music, good business records, wise buying—and be prepared to take just a little more of a gamble in this business than in any ordinary business."

**ORVILLE BOLIER**, Miller-Newmark Distributing Company, Detroit: "Our business was up approximately 10 per cent for the past year. This was due mostly to our tremendous sales on pool games. We are planning to increase our sales this coming year by extending our distributorship into the vending field. We feel that the greatest thing that could happen for the distributing business and for the welfare of the industry as a whole is bootleg sales stopped by the distributor. We feel this should be met by the manufacturer, distributor, operator and trade journals."

**J. D. LAZAR**, B. D. Lazar Company, Pittsburgh: "The outlook for 1956 seems quite favorable. Our program for 1956 calls for the best possible personal service to our operators. Our business in 1955 was about 20 per cent greater than in 1954. The reason for this increase in our opinion is that all industries in our particular area were working full blast and with more earning power naturally more money was spent thru the machines resulting in additional purchases for our operators."

"Very few people are starting in the business because of the very high cost of equipment. The popularity of the pool game has made it possible to bring some new people into the industry because the games were moderately priced and were immediately accepted by the public."

"For a newcomer we would recommend that he diversify his equipment so that he would be certain of never finding himself in trouble because the equipment he started with lost its appeal. In conclusion I would like to say that there is nothing wrong with the industry that good popular machines won't rectify."

**KENNETH O'CONNOR**, O'Connor Distributing, Inc., Richmond, Va.: "Most important problem is the continuing rise in costs, but I think the industry is meeting that with dime play. I would caution a new man entering the business to avoid getting in too deep. Credit is too easy and competition is hot. He should have a fair amount of capital to start."

**J. H. CAMERON**, Universal Music Service, operator, Richmond: "Business was about on a par in 1955, conditions seemed about the same. We see no particular problems in 1956 except how to expand our business. We are going to try to do that. My main advice to someone going into the operating business is don't try to go into it fresh. Have the money and buy an established route."

**STILL AS POPULAR  
AS EVER ALL  
OVER THE COUNTRY ...**



**The  
Gold Nugget Deluxe  
SHUFFLEBOARD**

**... AND NOW, COMING SOON ...  
NATIONAL JOINS THE CROWD TO MEET  
THE DEMAND FOR A  
NEW POOL GAME  
OF QUALITY, WITH SOMETHING  
NEW IN STYLING!**



**WATCH  
FOR OUR  
ANNOUNCEMENT!**

**NATIONAL SHUFFLEBOARD CO.**

**A DIVISION OF THE NATIONAL CORP., ORANGE, NEW JERSEY**

**IMPORTANT**

**Abe Witsen  
Harry Witsen**

**Sal Groenteman  
Albert Polak**

**Desire To Announce**

**they are no longer associated in  
the business heretofore conducted  
by them and that henceforth ...**

**Abe Witsen  
Harry Witsen**

**will conduct their  
export business  
under the name**

**INTERNATIONAL SCOTT CROSSE  
SCOTT CROSSE COMPANY**

**1423 Spring Garden Street  
Philadelphia 30, Pa.**

**RIttenhouse 6-7712**

**Sal Groenteman  
Albert Polak**

**will conduct their  
export business  
under the name**

**INTERNATIONAL AMUSEMENT COMPANY**

**334 North Broad Street  
Philadelphia 2, Pa.**

**LOcust 4-4415**

**COIN MACHINE  
SERVICE, INC.**

**VALLEY MFG. CO. DISTRIBUTORS**

**422 Wilson St., Santa Rosa  
CALIFORNIA**

**Phone: Paul Speer  
Santa Rosa 1498  
or write for prices**

**Your American Red Cross Is Always There After Disaster Strikes**



**TRY...  
BUY...  
RELY ON  
WORLD WIDE**

**ARCADE  
EQUIPMENT**

United SUPER SLUGGER	345
Wms. KING OF SWAT	345
United CARNIVAL GUN	245
Wms. SUPER PENNANT	
BASEBALL	175
Genco 2-PL. BASKETBALL	235
Wms. POLAR HUNT	375
Wms. SAFARI GUN	315

**BINGOS—Thoroughly Reconditioned**

GAYTIME	273	PALM SPRINGS	95
GAYETY	185	DUDE RANCH	95
BIG TIME	325	PIXIES	425
VARIETY	195	TRIPLE PLAY	295
HI-FI	125	TROPICANA	145
SURF CLUB	125	NEVADA	110
ICE FROLICS	110	TROPICS	65

**LATE  
SHUFFLES**

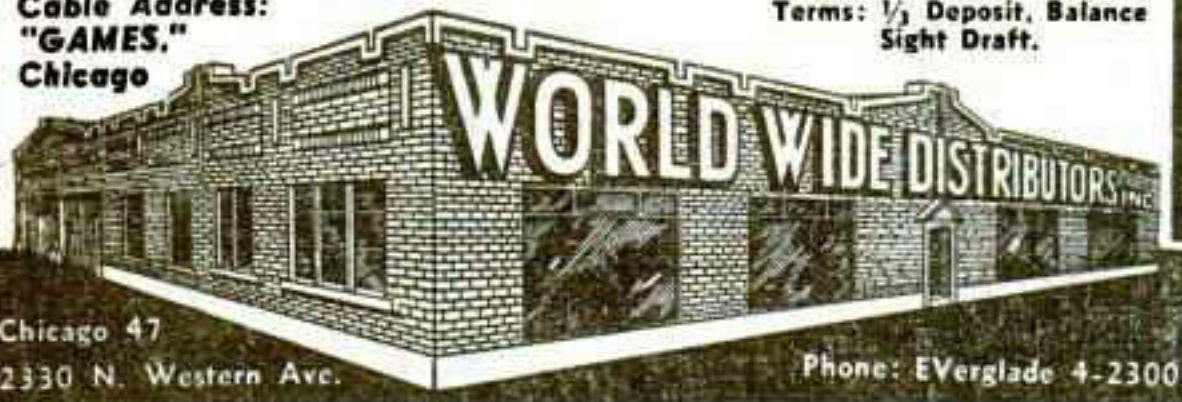
BLINKER	395
HOLLYWOOD	325
HOLIDAY	245
DLX. CAPITOL	345
DLX. CLIPPER	315
DLX. LIGHTNING	295
DLX. 11TH FRAME	225
DLX. MERCURY	235
CLASSIC	85

**5-BALL  
GAMES**

DeLuxe DUETTE	245
WISHING WELL	220
SOUTHERN BELLE	205
TWIN BILL	175
SLUGGIN' CHAMP	210
PETER PAN	175
SPITFIRE	165
BIG BEN	115
THUNDERBIRD	110

Cable Address:  
"GAMES,"  
Chicago

Terms: 1/2 Deposit, Balance  
Sight Draft.



Chicago 47  
2330 N. Western Ave.

Phone: EVerglade 4-2300

**GIVE TO DAMON RUNYON CANCER FUND**

**Signs of Spring**

Continued from page 99

Width, 27 1/2 inches; height, 43 inches; depth, 30 1/2 inches.

Deluxe 4 Bagger, the new baseball unit, is similar in many respects to the baseball novelty games of the previous year, but has new added features affecting playfield and scoring arrangements.

**Button-Operated**

The player presses a button on the cabinet to "pitch" a steel ball at a miniature bat, depresses a lever to "hit" the ball at playfield holes or "over the back fence."

The new scoring arrangements consists of panels on the backglass which award replays to players who top the best previous high score, better a pre-set batting average, or match a number flashing at the end of the game with the last digit of their score.

Miniature baseball players move around the bases on hits simulating running of the bases. This feature, according to the firm, has been patented by Williams.

A plexiglass shield over the back of the playfield gives the impression of balls actually being hit into field or over fence for homers. Players can follow action of the ball on the playfield, rather than having to glimpse at the backglass.

The game is equipped with a National slug rejector and durability of the miniature bat has been improved. Three ramps on the playfield serve to shoot ball "over the fence" for extra bases. Six playfield holes register base hits and outs.

Samples of the baseball game have been shipped.

**TOP QUALITY... TOP VALUE!**

READY TO OPERATE...

IMPERIAL	\$100	LEAGUE	\$100
LEADER	\$125	TEAM	\$125
• JET BOWLER . . . \$175 •			

Write for Complete Price List

"The House That Confidence Built"

**SOUTHERN AUTOMATIC  
MUSIC COMPANY, INC.**

ESTABLISHED 1923

1535 Delaware Ave., Lexington, Ky.  
735 S. Brook St., Louisville 3, Ky.

1000 Broadway, Cincinnati, Ohio  
129 W. North St., Indianapolis, Ind.

**BINGO BARGAINS**

4 New Starlets, original crates	Write
Triple Play	\$225.00
Bally Gayety's	175.00

SURF CLUBS	\$99.50
PALM SPRINGS	
HAWAII	
Each	

DUDE RANCH	\$69.50
BEACH CLUB	
RIO	
TAHITI	
BEAUTY	
TROPICS	Each
HI-FI	

YACHT CLUB	\$49.50
PALM BEACH	
SPOT LIGHT	
Each	

All Used Games Shopped—Ready for Location

Terms: 1/2 Deposit With Order

WRITE, WIRE OR CALL

**Mayflower Distributing Co.**

2218 University Ave. St. Paul 4, Minn. Midway 6-7901

**GOTTLIEB'S HARBOR LITES**

TESTED AND PROVEN FOR HIGHER PROFITS...

4 Brand New Center Score Targets...

Edge hit for high score—center hit scores Bull's Eyes.

Bull's Eye on each target lights A-B-C-D sequence which lights hole for replays.

Mystery light doubles replays scored.

6 Alternating Light High Score Bumpers.

2 all new High Power Target Shooters.

- 3 Actionized Pop Bumpers.
- 2 Cyclonic Kickers.
- 2 Super Powered Flippers.
- High Score to 7 Million!

• Extra Heavy Duty All Steel Legs.

• Plated Cigarette Holders on Side Rails.

**D. Gottlieb & Co.**  
1140-50 N. KOSTNER AVE.  
CHICAGO 51, ILLINOIS

SEE HARBOR LITES AT YOUR DISTRIBUTOR NOW!

Amusement Pinballs  
as American as Baseball and Hot Dogs!



### The GYM CYCLE



10¢  
COIN  
OPERATED

Here is the newest Kiddie-Adult Ride for every type location. Contact us today.

**GYM CYCLE AMUSE. CO.**

106 15th Ave. N., Nashville, Tenn.  
Phone: Chapel 2-2313

### Lily-Tulip Gross, Profit Tops '54

NEW YORK—The Lily-Tulip Cup Corporation has reported sales and earnings for last year ahead of 1954. Net income was \$5,309,782 on sales of \$63,078,752. In 1954, sales were \$57,436,171, with a profit of \$4,674,907.

Share earnings last year amounted to \$3.40 on an average of 1,557,334 shares outstanding, compared with \$3.23 on 1,447,272 shares in 1954.

### Marvel Billiard

Continued from page 99

ing coin machine firms with parts and supplies last fall, soon after the coin-operated conversion of pool became popular. The firm has been in the billiard supply business for 30 years.

Main business of the firm is production and sales of regular-sized pool tables and miniature pool tables for home use.

Marvel's prices on playfield tops complete with new play features is \$36, \$33.50 in lots of six or more. Tables repaired with new cloth, \$15; with lined playfield added, \$19; with new bumpers, center hole play, \$29.

### PURVEYOR'S SPECIALS

ALL POOL GAMES

READY FOR IMMEDIATE DELIVERY

**POOL GAME BALLS ALL FOR \$17.95**  
Complete Set of 10 Balls, 2 1/2", 5 oz.  
—2 Large Dots on each Cue-Ball.  
Finest Quality—Immediate Delivery.

Cue Sticks, Ea. . . \$2.50  
Chalk, Gr. . . . . 3.50  
Cue Tips, Per 100 1.75  
10-Minute  
Cement Tube . . . . . 30  
Cue Clamps, Ea. . . . . 35  
Plastic Cups, red  
or white, Ea. . . . . 50  
Coin Chutes, Ea. 10.80  
Playfield Cloth . . . 9.50  
Write for Complete  
List

### Pool Game Playfields, \$35.00

Complete—New—Regulation Size. All materials used of finest quality. Latest type live bumpers.

Large-Size Tops, complete . . . . . \$47.00  
Tops with 3rd Center Hole, \$5 additional.  
Tops with lights in bumpers, \$10 additional.

**THE 3 "R" SPECIAL POOL GAMES**  
Reconditioned, Renovated and Rejuvenated  
**\$145.00**

**GUNS—Moving Targets**  
Keeney Ranger . . . \$295  
Keeney Sportsman . 195  
Seeburg Coon Hunt 175  
Seeburg Shoot the Bear . . . . . 125



**BINGOS AND SHUFFLE GAMES**

Write for complete list at lowest prices.

**MISCELLANEOUS**  
9-Ft. American Bank Shot . . . . . \$150  
18-Ft. Rock-Ola Shuffleboard . . . . . 125  
Genco Rifle Gallery . . 195

Ex. Gun Patrol . . . . . \$ 95  
Genco "400" . . . . . 45  
Genco Silver Chest . . 110  
Genco Quarterback Write

### Joe Ash says...

When you compare quality with price. Active is never undersold!



### Joe Ash says...

Los compradores en el extranjero encontraran estos aparatos libres de contratiempos a los mas bajos precios de aqui.

Exportamos juegos de bolas (pin games) y velioneras (music machines) nuevas o reconstruidas listas para operacion.

EXCLUSIVE DISTRIBUTORS FOR WURLITZER & D. GOTTLIEB & CO. in S. Jersey, Del. and E. Pennsylvania

**ACTIVE**  
AMUSEMENT MACHINES CO.

666 N. Broad St. Phila. 30  
FRemont 7-4495  
Write or wire for prices

YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS

**PURVEYOR**  
DISTRIBUTING CO.

Better Buys

4322-24 N. WESTERN AVE.  
CHICAGO, ILLINOIS  
JUNIPER 8-1814

GIVE TO DAMON RUNYON CANCER FUND

# GET Keeney Quality

WITH THE LATEST POOL TABLE INNOVATIONS:

**New!**  
**4-WAY ANTI-WARP STABILIZER**  
insures perfectly flat surface on all four quarters of playfield!  
Standard Equipment with Keeney Tables

LITE IS OPTIONAL EQUIPMENT

**LOOK! IT'S ALWAYS ON THE LEVEL!**

Celeste Rovel  
MISS ILLINOIS  
1954-55  
REAL FAN of Keeney's FASCINATION POOL

Size: 70" L. x 36" W. x 32" H.

OPERATE *Keeney's*  
**JUMBO DELUXE AND DELUXE FASCINATION POOL TABLES**  
WITH CENTER HOLE PLUG for 2 Hole or 3 Hole Play!

LITE IS OPTIONAL EQUIPMENT

2 or 4 PLAYERS  
3 or 4 sided play

SIZE:  
52" L.  
36" W.  
32" H.

*Both Models*  
now available with or without  
**LITE-UP BUMPERS**

- Mahogany Grained Moulding—Cork Finish Body and Legs
- Perfect operating Ball Release can't be cheated
- Perfectly squared to entice the professionals
- Simple coin mechanism • Green, rubber-backed felt
- Spirit Level Furnished • Leg Levelers
- White Diamonds on Side Rails

J. H. *Keeney* & CO., INC.  
2600 W. FIFTIETH STREET • CHICAGO 32, ILLINOIS

WRITE-WIRE-PHONE  
YOUR KEENEY DISTRIBUTOR!



**GUARANTEED RECONDITIONED SHAFER PHONO SPECIALS**

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M100-C .....\$595.00  
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1800 (Like New) .....\$695.00  
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3 W1 (100 Wall Box)...\$59.50

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**Shaffer Music Co.**

In the Coin Machine Business Over 25 Years

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 849 N. High St.      1200 Walnut St.      1327 Capitol Ave.  
 AXminster 4-4614      MAin 1-6310      MEIrose 4-3571

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

**New Game Ideas**

Continued from page 84

Another game that is currently out of the production picture is the gun game, which set a new trend in 1954, accounted for 10 new models in 1955. There are indications, however, that the guns may come back into the production picture this spring. But production of guns will not reach the levels of 1954 or 1955.

Steady output of kiddie ride production models was noted during 1955, with about seven coin rides new on the market. Few rides have been introduced thus far in 1956, but more will show up on the summer market. Fewer manufacturers are in the kiddie ride field than in former years, ride manufacturers interpreting this as a sign of stability.

Meanwhile, the production spotlight is on the electric pool game. A number of manufacturers have already introduced games of this type, and more are on the way.

Whether the electric game will replace the regular-type pool games on locations is yet to be seen. Results will determine whether manufacturers will continue to move electric pool models, revert to the original non-electric game, or come up with some brand new versions of coin games.

**"PLA-POOL" for Big Profits**

SENSATIONAL BUMPER-TYPE POOL GAMES.....2 SIZES

Center Hole Has Removable Plug for 2 or 3 Hole Play!



- Pockets set in frame and permit rebound action
- Dimensions: DeLuxe Model, 72"x36"x32" Regular Model, 52"x36"x32"
- Table Top on Hinges with 2 Locks
- Cash Box Inside, also with Lock
- ABT Double 10¢ Chute
- Finest obtainable pure gum rubber cushions and playing field cloth
- New Plastic Light-up Bumper Posts

• Repair Kit incl. with each game

**POOL SUPPLIES**

Set of 10 2 1/4" Balls ...\$12.00  
 48" Cues ..... 1.95  
 Cue Chalk, gross ..... 3.50  
 NEW TOPS—complete with latest plastic bumpers, new cloth . 35.00  
 Billiard Rail Brush .... .75  
 Cue Repair Kit ..... 4.95

**RECONDITIONED OVERHEAD SCOREBOARDS**

3 Monarch 15/21 ..... } \$75.00  
 1 Marvel 15/21/50 ..... }  
 1 Rock-Ola 15/21 & Frame ..... } each

**RECONDITIONED WALL MODELS**

1 Keeney 15/21 ..... } \$49.50  
 1 Marvel 15/21 ..... } each

**MID-STATE CO.** 2349 Milwaukee Ave. Chicago 47, Ill. Tel. Dickens 2-3444

67,000 ACTIVE BUYERS read The Billboard Classified columns each week

**GET ON THE WINNING TEAM WITH THE BEST BASEBALL GAME**

*of all time!*

- PLAYERS ACTUALLY RUN THE BASES!
- BALL HITTING PLEXIGLASS CREATES ILLUSION OF BALL SAILING OVER THE FENCE!
- PITCHER ACTUALLY THROWS THE BALL!



U.S. PATENT NUMBERS  
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*Williams*  
**DELUXE 4-BAGGER**  
 REPLAY OR NOVELTY

THE ONLY AUTHENTIC BASEBALL GAME WITH WILLIAMS ANIMATED BASE RUNNING UNIT!

**4 ways to score REPLAYS:**

- TOTAL RUNS!
- SLUGGING AVERAGE!
- BEAT PREVIOUS HIGH SCORE!
- MATCH FEATURE!

Remember "King of Swat"?  
**4-BAGGER** is even BETTER!

**4**

ALL NEW ADVANTAGES INCLUDE:

- FORMICA PLAYFIELD
- National Slug Rejector Coin Chute
- Improved Bat
- New "SLUGGING AVERAGE" Feature

Previous High Score Remains On Backboard — A Powerful "Carry-Over"

CREATORS OF DEPENDABLE PLAY APPEAL  
 4242 W. FILLMORE ST. CHICAGO 24, ILL.



WATCH for

*Williams*  
**STAR POOL**

*Williams*  
**KLIK BILLIARDS**

*Williams*  
**CRANE**

*plus*  
 ADDED  
 ATTRACTIONS!



**New All-State**

• Continued from page 99

partners with Schaffer in the All-State firm. All-State is a distributor for the J. H. Keeney & Company, and handles a number of other coin amusement game lines.

The new headquarters of the firms provide 35 by 135 feet of space, with ample showroom, office and loading areas.

Schaffer has developed the vending machine operation over the past five months. He is gradually expanding to cover more factories and industrial plants. Plans to go into cold drink vending, including milk and carbonic beverages in the near future.

**CIAA to Air**

• Continued from page 99

have the city license individual locations rather than each machine, and to have the annual license fee changed to a semi-annual or shorter period of time.

Bids have been submitted to the association for group life, accident and hospital insurance plans. Group insurance proposals will be on the agenda.

**FIRST! YOUR No. 1 SOURCE FOR 1st CLASS EQUIPMENT!**

**SHUFFLE GAMES**

FIRST-Conditioned

**CHICAGO COIN**

- \*BLINKER ..... \$385
- \*BULL'S-EYE ..... 350
- \*HOLLYWOOD ..... 325
- \*ARROW ..... 315
- \*THUNDERBOLT ..... 310
- \*TRIPLE STRIKE ..... 295
- \*PLAYTIME ..... 225
- CRISS CROSS
- TARGET ..... 195
- FEATURE ..... 195
- \*STARLIGHT ..... 185
- \*SUPER FRAME ..... 175
- ADVANCE ..... 135
- \*GOLD CUP ..... 115
- \*TRIPLE SCORE—HI SPEED ..... 95
- \*CROWN ..... 85

**UNITED**

- \*DEL. CLIPPER ..... \$325
- \*DEL. FIFTH INN. .... 250
- \*DEL. MARS ..... 250
- \*DEL. TARGETTE ..... 185
- \*BANNER ..... 245
- RAINBOW ..... 235
- \*LEADER ..... 175
- \*TEAM ..... 165
- LEAGUE ..... 165
- CHIEF ..... 145
- ROYAL ..... 125
- \*CLASSIC ..... 95
- OLYMPIC ..... 85

**BALLY**

- \*MAGIC ..... \$295
- \*JET ..... 225

\*Indicates Match Play

**ARCADE**

FIRST-Conditioned

- MOON RIDE ..... \$250
- SET SHOT BASKETBALL ..... 225
- ALL STAR BASEBALL, 4 PL. .... 225
- 3-PLAYER BASKETBALL ..... 218
- BIG LEAGUE BASEBALL ..... 185
- SIDEWALK ENGINEER ..... Write
- BASKETBALL CHAMP ..... 145
- 4-PLAYER DERBY ..... 125
- MIDGET MOVIES ..... 135
- UNDERSEAS RAIDER ..... 115
- BIG INNING ..... 115
- FLYING SAUCERS ..... 95
- GOALEE ..... 95
- TEN STRIKE ..... 85
- PISTOL PETE ..... 75

**WE'LL TRADE!**

NEW POOL GAMES

for

GOTTLIEB 5-BALLS

TARGET GUNS

ARCADE

Etc.

BE

FIRST

with

FIRST!

**TARGET GUNS**

FIRST-Conditioned

**GENCO**

- WILD WEST C.C. .... \$375
- RIFLE GALLERY .... 195
- SKY GUNNER ..... 118

**UNITED**

- DELUXE CARNIVAL \$245

**EXHIBIT**

- 500 ..... \$295
- SPORTLAND ..... 225
- SIX SHOOTER ..... 95
- DALE GUN ..... 65

**BINKS ZIPPER**

is an Outstanding COUNTER GAME with 3 Great Play Principles: (1) Bingo Scoring, (2) High Score, (3) Steeple Chase (Zip Zap Ball Action). Takes 16, 24, 10¢, 25¢.

Orig. NOW \$25  
\$79.50 ONLY

BRAND NEW



FIRST OF ITS KIND!  
Chicago Coin's Great New

**CLOVER POOL**

FIRST 4-SIDED GAME WITH AUTOMATIC SCORING!

Now Delivering!

**POOL GAMES!**

WORLD'S BIGGEST SELECTION!

MADE BY THE LEADERS IN POOL GAMES:

CHICAGO COIN EXHIBIT



All the Latest and Best Features!

**COIN MACHINE EXCHANGE, INC.**

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**NOW... ANOTHER FIRST**

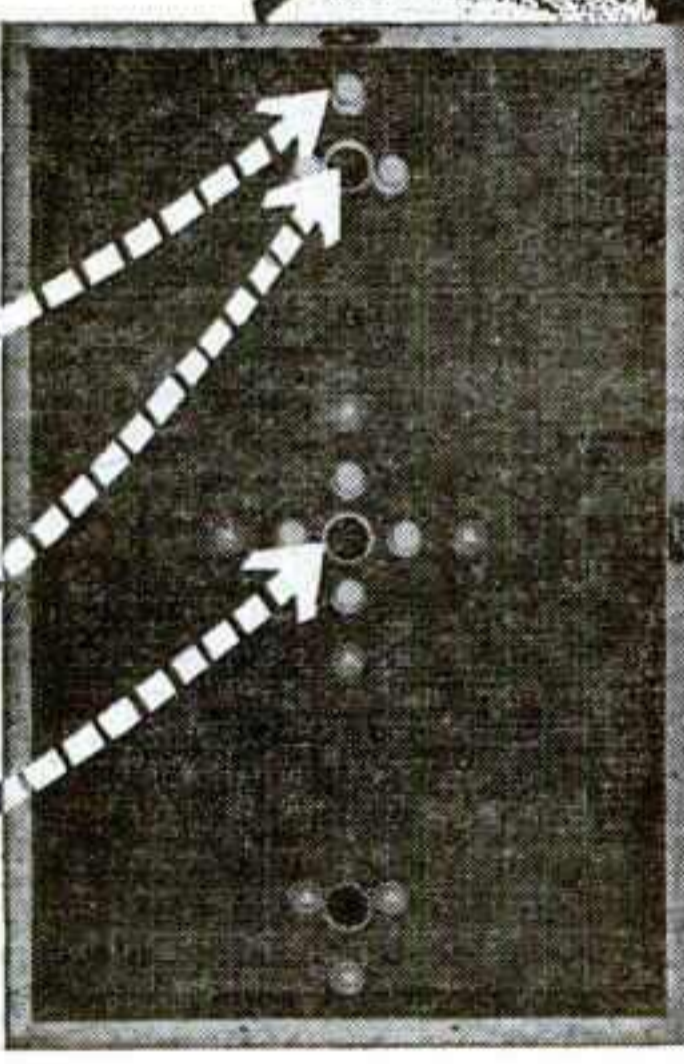


**ONLY GENCO HAS IT... the New**

**SUPREME DELUXE TOURNAMENT POOL GAME**  
LINED PLAYFIELD FOR 3 OR 4 SIDED PLAY

**NEW SUPREME FEATURES**

- ADDITIONAL BUMPER POSTS
- OUTSIDE HOLES MOVED IN...
- NEW CENTER HOLE with plug for 2-hole conversion



**LIGHT-UP PLASTIC BUMPER POSTS**

EVERYBODY LIKES the new CENTER-HOLE play ... and the new playing room BEHIND THE END BUMPER!



This is the fastest playing 3 or 4 sided pool game on the market today — without sacrificing any of the thrills and skill of the popular 2-hole and other 3-hole games.

**GENCO FIRST IN THE FIELD**  
with ALL These Features!

Optional Playfield Light	Steel Sheathed Cash Box
Built-in Adjustable Levels	Hinged Cash Box Door
Mother-of-Pearl Rail Markers	Hinged Playing Field
Clog-Proof Ball Troughs	Finest Quality Billiard Table Materials

**NEW!** Each Table Equipped with **FREE** Cue Repair Kit and Brush

**NEW!** With each Table Colorful Back-Bar and Window **BANNERS** to Bring in customers!

**CALL YOUR GENCO DISTRIBUTOR TODAY!**

**GENCO MFG. & SALES CO.** 2621 N. Ashland Avenue Chicago 14, Illinois



# Cut yourself in for your share of Profits in **REDD'S** **GOLDEN OPPORTUNITY SALE!!**

## New England's **POOL TABLE PIONEERS**

1. New BALLY Pin Pool  
4 Point Push-Pull—Anti-Warp
  2. EXHIBIT—8 Great New Models
  3. EXHIBIT—New Automatic
  4. CHICAGO COIN CLOVER  
Automatic Scoring—4 Sides
- 28 Actual Pool Models to Choose From!
  - We Will Not Be Undersold on Pool Tables!
  - Will Accept in Trade All Make Machines!

## **KIDDIE RIDES**

**WORLD'S LARGEST STOCK of  
ALL MAKES and MODELS**

- Beautifully reconditioned.
- Better than brand new.
- Fully Guaranteed.

MOON RIDE—Like New.....	\$245
CHAMPION HORSE.....	445
BIG BRONCO.....	385
BALLY SPACE SHIP.....	245
DECO SPACE RANGER.....	245
BOATS.....	245
MERRY-GO-ROUND.....	395
MIDGET MOVIES.... Complete with film.....	95
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Will Accept Kiddie Rides in Trade  
Liberal Terms.

## **SHUFFLE ALLEYS**

**PRICES SLASHED!**

NEW CHICAGO COIN BULL'S-EYE.....	\$ 485
<b>UNITED TEAM.....</b>	<b>175</b>
BALLY JET.....	195
BALLY MAGIC.....	225
BALLY CHAMPION.....	150
UNITED TARGETTE.....	195

Over 200 Reconditioned  
Shuffle Alleys from only

**\$50** and up

## **SPECIALS**

DERBY ROLL.....	\$100
GENCO CHAMPION BASEBALL.....	385
BERT LANE DART—NEW.....	WRITE—PHONE
AMERICAN BANK SHOT.....	\$ 75

New England's Headquarters  
for

## **BINGOS**

Over 200 Broadways, Miami Beach,  
Gayeties, Varieties and  
**ALL THE REST!**

## **MUSIC**

### **FOR EXPORT**

- All 100% Reconditioned.
- All 100% Guaranteed.
- Fool-Proof Crating.

### **WURLITZER**

1800 - 1500A - HF - 1650  
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SEEBURG 100 A-B-C-G-R

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ROCK-OLA 1438

## **GUNS**

COON.....	\$175
BEAR.....	150
UNITED BONUS.....	350
EXHIBIT GALLERY.....	200
EXHIBIT SPORTLAND.....	300
BALLY BULL'S-EYE.....	285

You can rely on GUNS  
from REDD!

## **PARTS & SUPPLIES**

New England's COMPLETE, PROGRESSIVE  
PARTS DEPARTMENT! **EVERYTHING** in Parts  
and Supplies to help you make money.

Featuring the NEW MODEL NICKEL DISPENSER.  
Faster Money Changing for Bigger Profits.

### **BARGAIN PRICES FOR:**

pool table balls	tubes
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Cobra needles	wax pucks

**ALL HARD-TO-GET SUPPLIES!**

## **WANTED TO BUY**

BALLY BRIGHT SPOTS  
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WURLITZER 1100-1250-1400

FROLICS  
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## **BINGO CLOSEOUTS**

100 RECONDITIONED, BEAUTIFUL used  
BALLY and UNITED BINGOS. Act now!

100%

**SATISFACTION  
GUARANTEED!**

**WE SHIP ALL  
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**WURLITZER — BALLY — EXHIBIT — CHICAGO COIN**



Again **chicago coin** Sets The Pace  
Introduces **NEW POOL GAME ATTRACTION!!!**

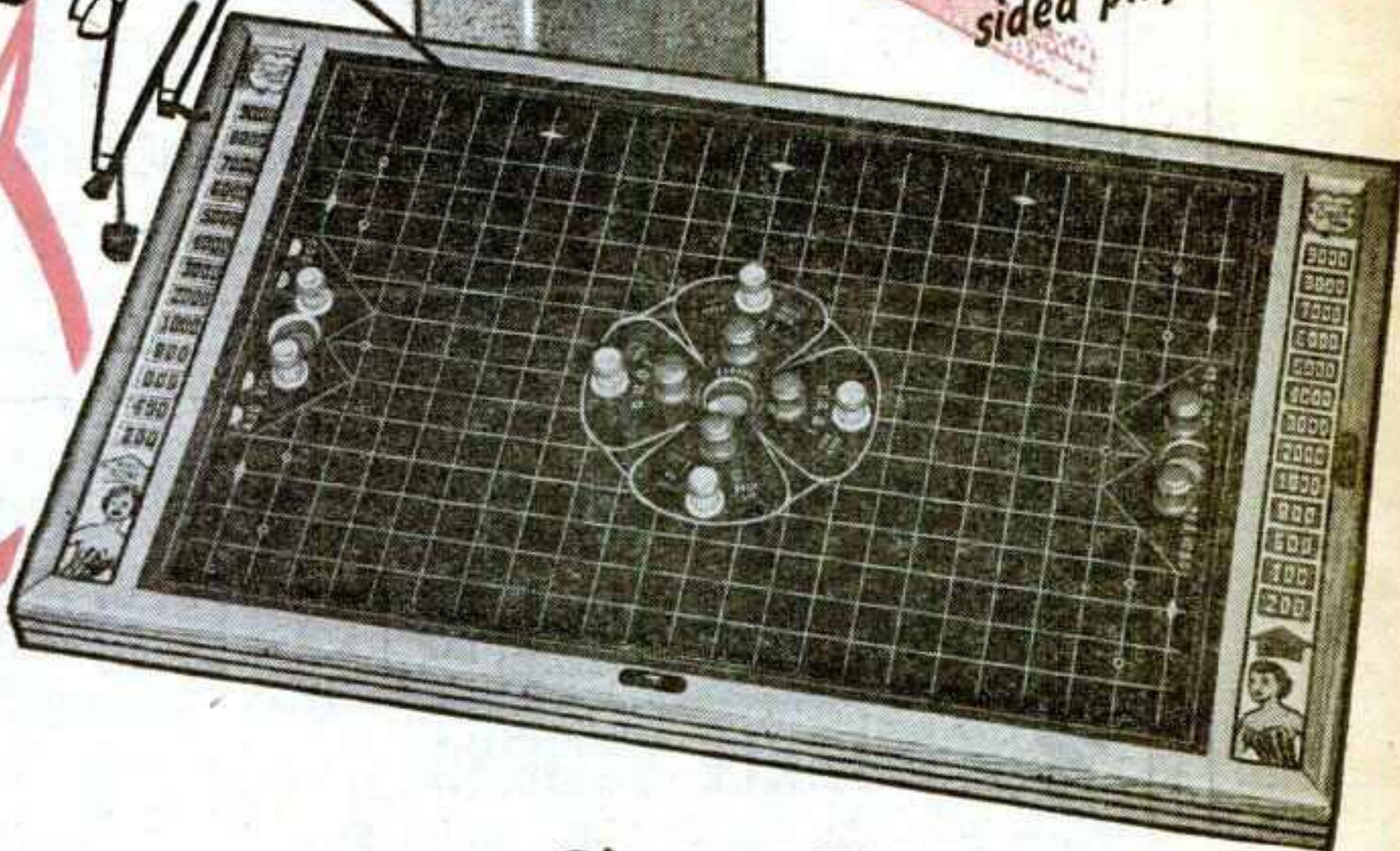
# CLOVER POOL



**LOOK!...**  
for the  
First Time  
automatic  
scoring with  
popular 4  
sided play!

**LOOK!...**

3 in 1 game  
which can be converted  
to 2 hole or 3 hole  
or automatic play  
at the mere flip  
of a switch!



**...AND LOOK AT THESE OUTSTANDING *Plus* FEATURES!**

Clover Pool features automatic scoring without a backrack!

By playing skillfully, player can increase the score of the Clover Hole by as much as 4000

Hinged Playfield for easy servicing!

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!

**CHOOSE FROM THIS COMPLETE LINE OF POOL GAMES!**

**HOOLIGAN POOL**

Combines The Top Features of Automatic Pool Plus The Scientific and Most Interesting Playing Features of 4-Sided Pool Games...

**CHAMPION POOL**

Available in 2 or 3 Hole Models With The Exciting Center Hole Feature! New Type Ball Drop Mechanism... Simple... Positive... Fool-Proof!

**JUMBO POOL**

2 or 3 Hole Models With or Without Lighted Bumpers! 18 inches longer than regular size (70" x 36").

**CHAMPION SPECIAL MATS**

End holes are located 4 Inches closer to center! Choice of 2 or 3 hole models! 3 or 4 Sided play!



1725 West Diversey Blvd., Chicago 14, Ill.



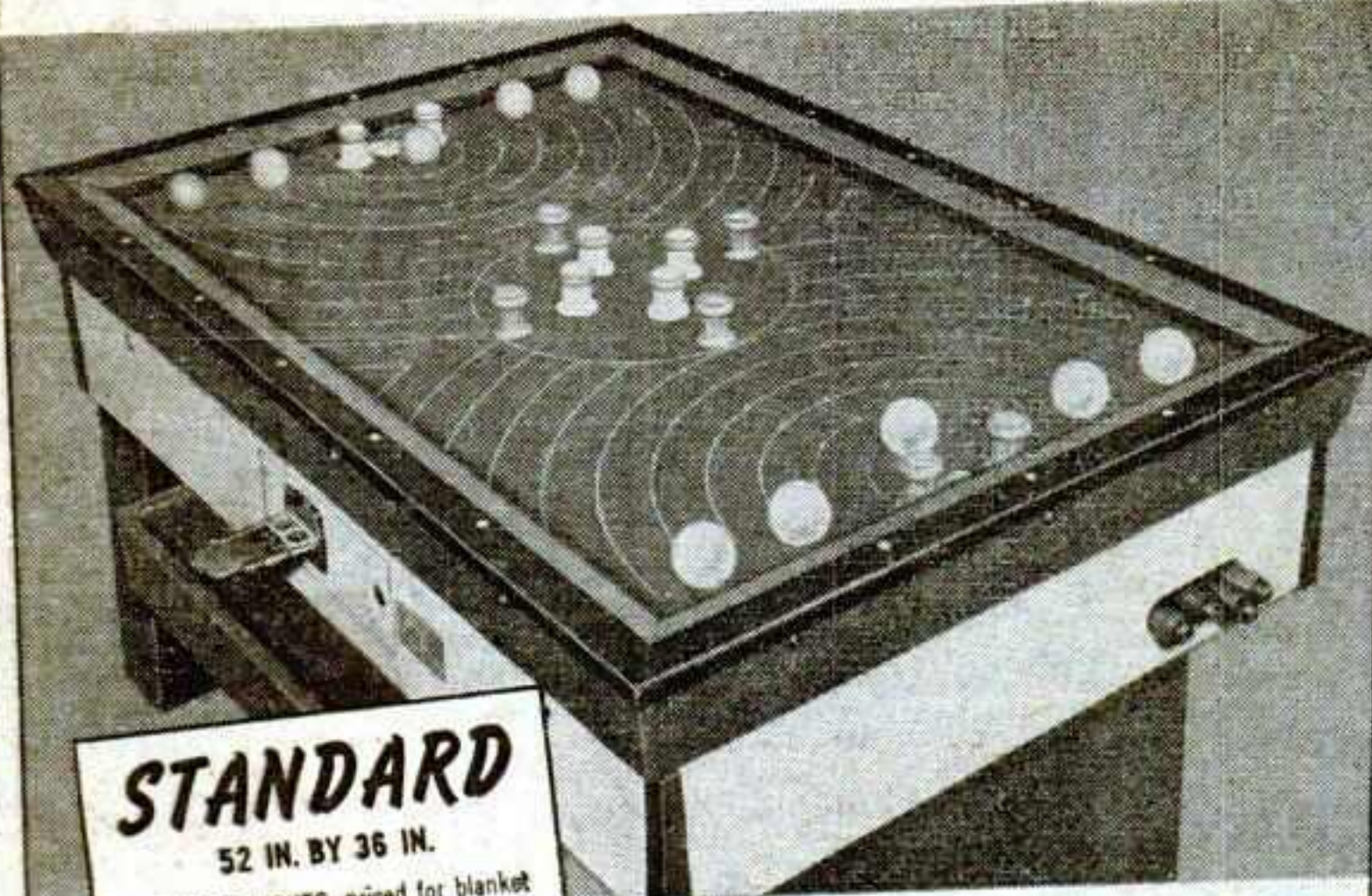
# A Bally GAME FOR EVERY LOCATION

## BROADWAY

# Pin-Pool

EQUIPPED WITH

### New 4-Point Push-Pull Anti-Warp



### STANDARD

52 IN. BY 36 IN.

WITHOUT LIGHTS, priced for blanket coverage of all types of locations.

LIGHT-UP BUMPERS for locations that demand extra flash.

NEON-LIGHTS under side-rails, flooding table with no-glare illumination.

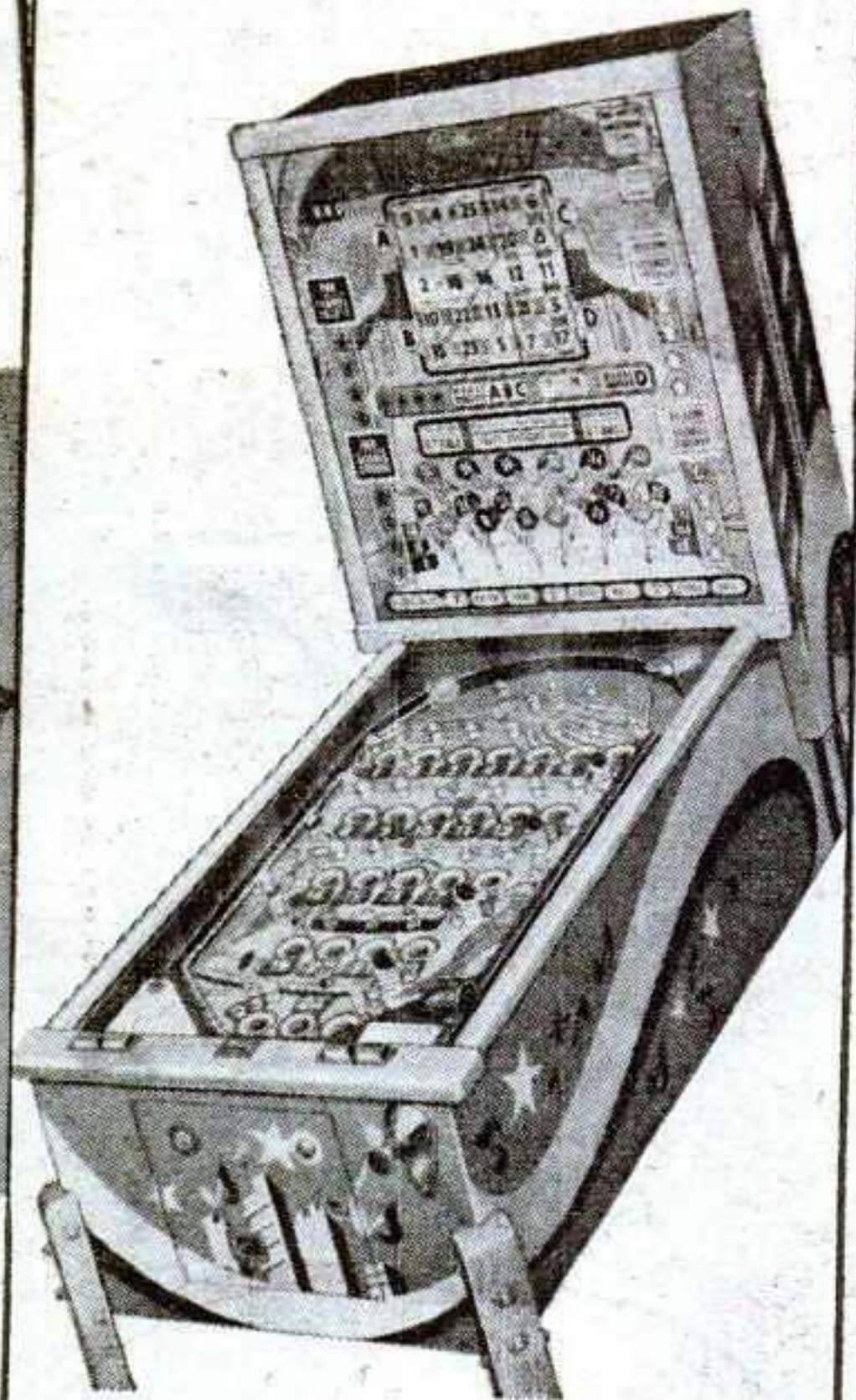
### SENIOR

68 IN. BY 35 IN.

With or without light-up bumpers.

### All models quickly CONVERTIBLE 2 OR 3 POCKETS

Famous Bally-quality construction insures the smooth performance that results in maximum play-appeal, maximum earning-power.



FEATURING SENSATIONAL

## Magic Squares

PLUS MONEY-MAKING

## Double Scores

## Triple Scores

Plus many more profit-proved features. Get your full share of the BROADWAY bonanza. Get Bally BROADWAY on location today.

C	R	O	S	S	Word-Puzzle Skill-Game
Bally WORDS					

### New PUZZLE-SCORES

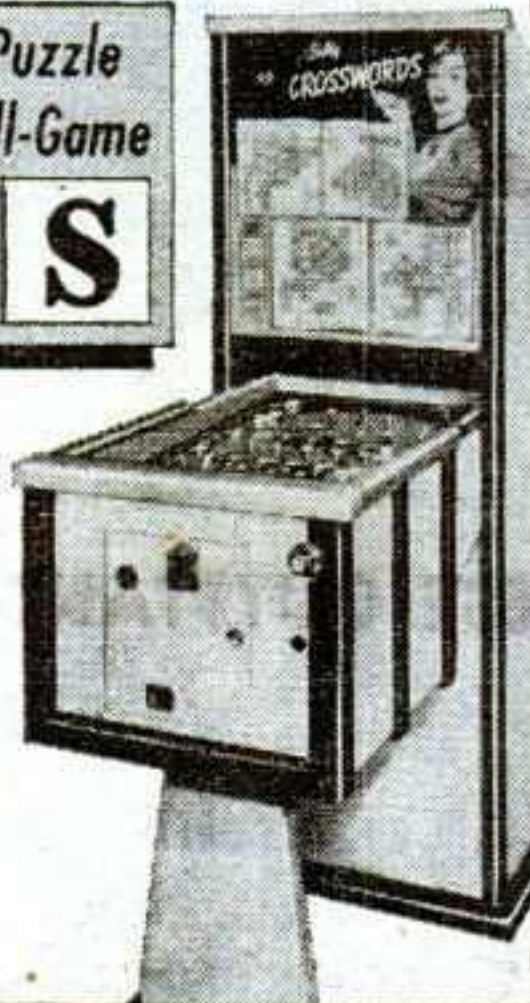
Players light 3-letter words, 4-letter words

EARN UP TO 4 COINS PER GAME

Each coin gives player additional puzzle

### New SKILL SCORE-BOOSTER

Scores advanced by shooting balls in Star-holes



**BALLY MANUFACTURING COMPANY** 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

for best deals on biggest money-makers \$ \$ \$ \$ \$  
\$ \$ \$ \$ \$ SEE YOUR *Bally* DISTRIBUTOR



# UNITED'S ROTO-POOL

with Rotation Lighting from Pocket to Pocket



LIGHTED  
POCKETS  
SCORE

100 EXTRA POINTS FIRST 5 BALLS  
200 EXTRA POINTS SECOND 5 BALLS

All Pockets Can Be Made by Skillful  
**STRAIGHT OR BANK SHOTS**

APPROX. SIZE 3 FT. BY 6 FT.

**HINGED PLAYFIELD**  
•  
**SIMPLE PLAYFIELD ADJUSTER**  
ASSURES LEVEL PLAYFIELD  
•  
EQUIPPED WITH  
**UNITED'S FAMOUS SLUG-REJECTOR**

**NO**  
**PENALTY SHOTS**  
•  
**ONE OR TWO CAN PLAY**  
**10¢ PER PLAYER**  
•  
**SEE YOUR**  
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NOW AT YOUR DISTRIBUTOR

SPECIAL CLUB POOL • HI-SCORE POOL • 2-WAY CLUB POOL (2 Sizes) • CARAVAN • TOP-NOTCH Shuffle-Alley • REGULATION Shuffle-Alley



# proper programming

depends on

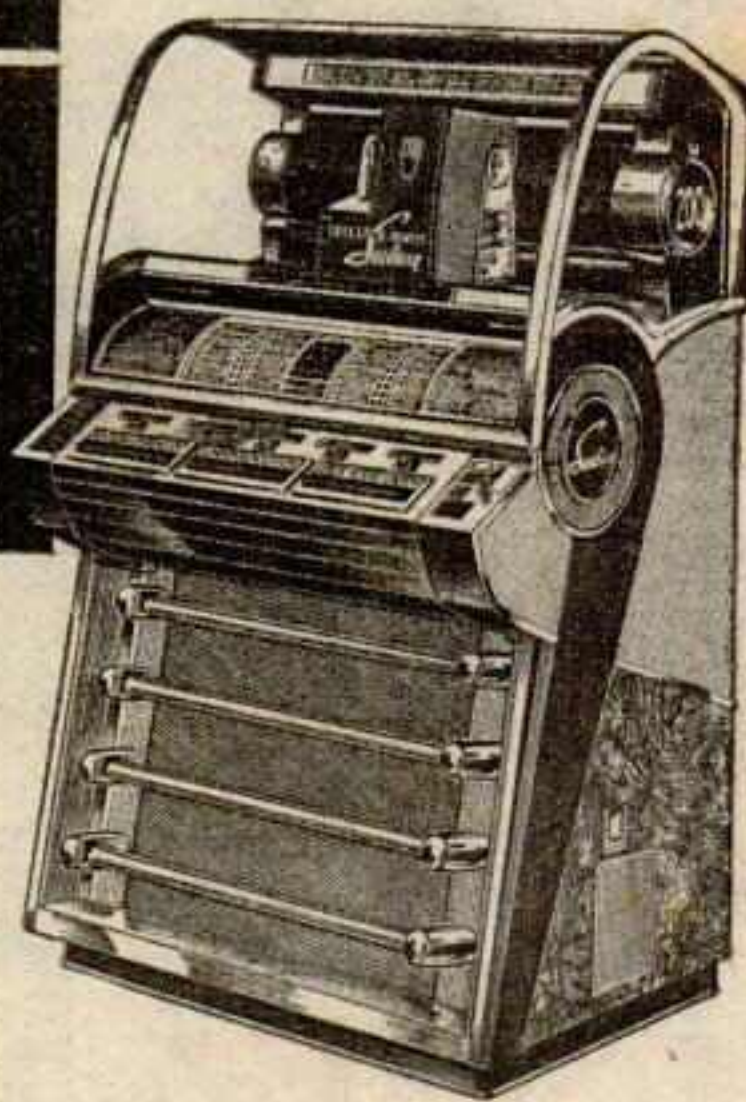
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SINGLE RECORDS  
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**2** 45 RPM  
E.P. RECORDS  
for show tunes  
all-time favorites  
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ONLY THE SEEBURG V-200



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