

Coal

The Billboard



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THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



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Animals to Conquer U. S., Whole World

Imports on Rise; U. S. Leads in Greater Exhibits to Satisfy Public's Old Curiosity

By IRWIN KIRBY

NEW YORK — Man's age-old curiosity of the animal kingdom is undergoing a long-awaited renaissance. With steadily rising numbers of wild and imported animals being offered for public observation the world over, the United States is among the leaders in the trend.

At least 20 American zoos either are planning or undertaking physical expansion programs. Several circuses carrying menageries have augmented their animal attractions, and on the milder side, scores of locations have sprung up to offer collections of barnyard inhabitants for the interest and entertainment of kiddies and adults alike. At least one small circus operator is preparing a modest zoo in addition to his touring business.

Japanese Art

Acclaimed for their mastery of the landscaping art, the Japanese have combined scenic beauty with animal displays at vast numbers of locations on that continent. In addition to their own interest in zoos, they have been catering since World War II to the zoo, going tastes of Occidental visitors and servicemen.

World War II was a crucial period in the traffic of animals. Among this nation's leading suppliers were the foreign Louis Ruhe and Carl Hagenbeck family dynasties. The war, which put a stop to animal business conducted by German firms, also resulted in much new blood into the field. After the war the late 1940's saw the old family businesses continuing in a field which had grown more competitive.

Losses Reduced

While newcomers, during their formative years, suffered some losses of animals en route to America, recent years have seen a

African Bulls Gain in Favor

HUCO, Okla. — Asiatic elephants have long been preferred by circuses, but now a trend is developing for the African variety. A few African bulls, such as Bar-num's famed Jumbo, have always been on exhibit, but American trainers have believed they were nearly impossible to train and not docile enough to risk carrying on tour.

The Al G. Kelly & Miller Bros. Circus, however, is training one for this season, Ringling-Barnum has two new ones and the Cristiani Bros. Circus will show the Tony Diano African bulls.

stabilization in shipments as more and more arrive with their contents safe and sound and ready for their destinations here. The competition initially caused some severe fluctuations in importers' prices, and losses skyrocketed insurance premiums. The tendency, however, has been for both figures to come down steadily to the lowest point in years.

Giraffes, for example, were offered several years ago in the \$4,000-\$5,000 class. Zee Handelaar notes. His firm, International Fertilizer and Chemical Company, has arrived at a happy method of stocking huge numbers of animals in this country at relatively low overhead by establishing a Florida compound in connection with McKee's Jungle Gardens, with well-known zoo man Carson Burrough in charge. Gate admissions enable the firm to cut maintenance, and more animals are available for the market. Giraffes, as one result of this practice, can now be had for \$3,000.

Animal Prices Lower

Other price reductions over the years have seen Indian elephants come down some \$500 to \$3,000 and up, and the cheaper African elephants are down \$1,000. Rhinos, formerly as high as \$6,000, have practically been halved in price. Rarer species, tho, are just as rare and costly as ever, and the

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RUDY VALLEE'S OPEN LETTER TO BILLBOARD

(Ed note: This letter was written in a reply to a Page One story in the March 10 issue of The Billboard.)

Gentlemen:

In one of your recent articles on the problem of entertainment for the Armed Forces, you indicated that there must be a solution to this problem. To me the answer is quite simple.

It is manifestly impossible for a name entertainer with high taxes and the usual overhead that plagues a person in the higher brackets to take six or eight weeks out of a full schedule to perform gratuitously or for accommodations, food and a per diem day's pay.

Because several precedents have already been established, to me, the solution is comparatively simple. I do not believe that there is any statute or law that prevents what has already been done. Since Buddy Morrow has already been sponsored on a tour of Army, Navy and Marine bases by the Mennen Company thru their agency, Kenyon & Eckhardt (said appearances, I am sure, will make it clear to those who enjoy them that they were made possible by an American product and its manufacturer) and since this pattern was established by the Camel Cigarette Company during the war and again when hotels in Las Vegas, Nev., pooled mon-

(Continued on page 16)

Tape Lights Bomb: TV's Revolution or Science Evolution?

Ampex System, WNBQ Color Bow Make Broadcaster Confab Drama

By SAM CHASE

CHICAGO—Broadcasting revolution or technological evolution? That was the white-hot question broadcasters were excitedly asking in the wake of the demonstration here Saturday (14) of the first TV magnetic tape recording system to be set for commercial use.

The uproar over the breaking of the tape barrier was one of two dramatic events which served to launch the 34th annual convention of the National Association of Radio & Television Broadcasters with more fireworks than usually attend the full proceedings. The other major development was the opening of the world's first all-color TV station Sunday (15), when WNBQ here went full-multichrome. (See other story in TV department.)

Should the new tape system's unveiling prove the opening blast of a full-scale industry adoption of TV tape recording, the ramifications in prospect are certain to be multitudinous and profound. Some may cause drastic readjustments in several areas of the TV industry.

The winner in the long-waged sweepstakes for the initial telecast tape contract was the Ampex Corporation, of Redwood City, Calif., a very dark horse indeed. Ampex

makes a radio tape system in common use by AM broadcasters, but its four-year-old TV tape experiments have been a complete secret in the trade. Initial private showings of its units to web toppers began only about five weeks ago, and the CBS network swiftly signed the first pact for use of this system. The deal involves an initial \$225,000 for three-tape units. More are likely to be added later.

Should tape recording now proceed at an accelerated pace, life could become very complex indeed until resultant problems are resolved by talent and technical unions, by all segments of the TV film industry including producers, distributors and laboratories, and by the purveyors of long-lines and microwave relay connections. Ultimately, even the basic relationship of TV networks and their affiliates may be affected.

Call for Aspirin

The future of all those mentioned is necessarily bound to any new system of recording and transmitting TV programs. Adjusting all these operations to the tape era could well cause the biggest run on aspirin along broadcasting row in the medium's history.

Here's how a few of the potential future battle fronts looked this week:

Talent Unions: The American Federation of Television & Radio Artists, obviously in anticipation of the announcement of its tape deal, set a pact last month with CBS covering jurisdiction of actors in TV shows aired from tape. This contract is being bitterly protested

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Tape Uses Go Beyond Video

CHICAGO — Alexander M. Poniatoff, chairman of the board of the Ampex Corporation, told The Billboard that use of the firm's video tape recording system will be less important in TV in the future than will its application for government and private industry wide-band instrumentation recording.

The latter use would govern guided missiles, tanks, motor vehicles, aircraft and would even be applied to product manufacture thru automation. A limited number of prototype units will be put into production for TV use and to meet the needs of the government and private research laboratories for non-video experimentation.

NEWS OF THE WEEK

NBC-TV Readies Steve Allen To Pit Against Ed Sullivan . . .
For its big try against Ed Sullivan in the Sunday, 8-9 p.m., period, NBC-TV is planning to pit Steve Allen. NBC also has some plans to revise the preceding hour with two strong kiddie shows. . . . **Page 8**

Leaders Take Strong Pro, Con Stands on Network Option Issues . . .
What would be the effect on the TV industry of the elimination of network option time, as proposed by one station president two weeks ago? A sampling of TV executives gives their opinions in this issue. . . . **Page 3**

Ringling Show Goes On Despite Pickets; Some Box Office Dip . . .
The Ringling circus was continuing in its time-honored tradition this week, despite picketing by two unions trying to organize its personnel. Business at the New York run of the Big Show took a decided dip, however, but not as much as the unions had expected. . . . **Page 57**

Dot Records Expects to Float Stock Issue, Expand Activities . . .
Dot Records, indie label which has had a string of successes in the singles record field in the last two years, is expected to float a

stock issue shortly. Move ties in with Dot's blueprint for expansion in the package field and in the building of artists. Also foreseen are a broadened distribution setup and activity in the music publishing field. . . . **Page 27**

Juke Box Ops Air Finance; Most Set Limit on Credit . . .
Despite easier credit conditions on new juke box purchases, the majority of operators are careful not to saddle themselves with long-term financial obligations. What kind of financing do most operators use on new equipment? How long a time period do they favor to make their payments? What is the average down payment made? Operators answer these and other questions on this important phase of the juke box industry. . . . **Page 87**

DEPARTMENTS AND FEATURES

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TV TAPE SHOW RAISES WHITE-HOT QUESTIONS

WNBQ All-Color Bow Adds Drama To Ampex's NARTB Confab Bomb

• Continued from page 1

by the Screen Actors' Guild as shutting them out of what they regard as merely a different kind of pre-recorded show. SAC, AFTRA and CBS, with the other webs likely to be affected, too, may become embroiled in a free-for-all over the issue which could lead to drastic actions.

Technical Unions: No fight yet, but the fur can really fly in this area, too. All the unions on the technical side could be involved. Jurisdictional claims can be anticipated momentarily.

TV Film Industry: Will tape replace film? If so, when? Alexander M. Poniatoff, chairman of the board of Ampex, told The Billboard that he "can see all TV film companies turning to tape." He stated that demonstrations will continue all during the broadcasters' convention, to enable vid-film producers to see for themselves the advantages in quality, speed and economy forthcoming from his system. Obviously, this portends no overnight shift; stations must first equip themselves for tape. But this, too, is one of the key purposes of springing the Ampex-CBS deal at this time, when the top station operators of the nation are on hand to take a close look at the system in operation. A number of important station deals this week could send the Ampex system winging.

Interconnectives

Interconnective Facilities: Could be one of the most vitally affected. Poniatoff pointed out the specific

potentials of networks feeding their affiliates by shipping taped shows. "It's done in sound broadcasting," he said, "so why not in television?" Should this become a practical matter, it is conceivable that sponsors could bring pressure for just such a practice, shaving the hefty cost involved in live interconnected hook-ups to the paltry charges involved in shipping a reel of tape to each station.

Network - Station Relationships: Certainly would come under close scrutiny, particularly if there is a diminution in live interconnected shows. The question would then arise: Why networks anyway, apart from instantaneous transmissions of key news, sports and special events? This is an especially touchy question now, in view of the industry debate concerning the pros and cons of network option time. (See separate story in TV department.)

Distant Problems

However, some of these problems are still some distance away, and others may never arise. The first immediate application of TV tape will be to replace hot kine-

scopes in Hollywood, as predicted by The Billboard as long ago as 1953. William B. Lodge, CBS engineering veepee, told The Billboard that the Hollywood operation will begin in September or October, making use of all three Ampex units bought. One will record, one will play back and the third will be a stand-by. Two hours of shows per evening will be taped and played back at clock-time, so that a show airing at 8 p.m. Eastern time, will then also be aired at 8 p.m. Pacific time.

This process, which will replace the much more costly and time-consuming 35mm. kinescope system, is next due to be installed in New York and Chicago, according to trade figuring, and perhaps later in a key city in the Rocky Mountain area. This eventually would permit clock-time airing on a regional basis thruout the nation.

Field Testing

It's expected that between now and the fall, after CBS gets delivery of its three units, some shakedown field testing may be tried in Chicago and/or New York on an experimental basis. This was the way radio tape first was introduced.

The key improvement in TV tape technique which shot Ampex to the forefront was the development of a system which uses a speed far slower than required by its competitors. Where the Ampex recorders operate at only 15 inches of tape per second, other systems, including those of Radio Corporation of America and Bing Crosby Enterprises, operate at 100 to 200 inches per second. The quantity of tape required and the size of the

(Continued on page 15)

NBC and Affils Near to Swap On Day Slots

NEW YORK — NBC-TV has been, virtually assured by its affiliates that they will give the network the 2:30-3 p.m. strip in return for the 5:30-6 strip currently occupied by "Howdy Doody," which is slated to be shifted into a Saturday or Sunday time slot next fall.

The network is making its big pitch to its affiliates in Chicago early this week while the National Association of Radio & Television Broadcasters' convention is being held there. It has research studies which show how badly the network is hurt between 1 p.m. and 2:30 when the affiliates program for themselves.

NBC wants a stronger lead-in to "Matinee," which starts at 3 p.m. Slated to be used in the 2:30-3 strip is Tennessee Ernie, who will be shifted from 12. Replacing Ernie will be a new Ralph Edwards audience-participation show. The network's daytime operation is on a more solid basis these days what with both "Queen for a Day" and Ernie completely sold out.

Shows to Fill Caesar Gap

NEW YORK — NBC-TV this week was thinking of two half-hour shows as a replacement for Sid Caesar Monday 8-9 p.m. when it moves into Saturday night 9-10 next fall. The network will go after the kid audiences, 8-8:30 and use either "Adventures of Sir Lancelot" or "The Buccaneer" options which were picked up from Official Films.

Ticketed for the 8:30-9 p.m. slot Mondays is a new Buddy Hackett situation-comedy which is being produced by Max Liebman. And for its open Wednesday 8-8:30 time period, the web is considering either "Medic," which would have to be shifted from Monday 9-9:30, or "Impact," another show which accents realistic drama. "Impact" might also go into the "Medic" time period if "Medic" moves to Wednesdays.

Hamilton in Pact For 'Good Morn!'

NEW YORK — CBS is breaking the ice on its New "Good Morning!" show with the pacting of a new bankroller, Hamilton Watches.

The sponsor has bought a piece of the show, reportedly for 26 weeks.

EDITORIAL

NARTB—1956

As the broadcasters come together in their 34th annual convention, the one topic which dominates all others once again concerns the basic commodity which the industry provides the consumer: Programming.

That there is excitement aplenty this year is evident from some of the stories in this issue, dealing with subjects as challenging as TV recording by tape and the pros and cons of the network option time structure. But fundamental tho these certainly are, and no matter even if their final resolution re-shapes the structure of the TV industry, those at the Chicago sessions must never lose sight of the main goal.

No matter what system is used to transmit programs and whatever the relationship of stations to networks, it is the quality of the programs themselves which must always be the final concern of broadcasters. For our part, we intend to continue stressing this aspect of the industry in our editorial coverage. We trust this is reflected in the current issue, which we dedicate to the broadcasters gathered in Chicago.

C-DAY

7 Hours of Tint Daily At WNBQ

CHICAGO — WNBQ officially went all color at a dedication on NBC-TV's "Wide, Wide World" on Sunday (15). It went into its local color production with its "Four-Star" shows 10-10:45 p.m. and picked up again Monday (16), at 6:45 a.m. with a colorcast of its "Town and Farm" program.

This culminates a \$1,250,000 studio conversion that began last November. WNBQ now has three studios geared for color and will shortly have a fourth. It has five live color cameras and two color film chains. The station will colorcast local shows in three periods, noon-2 p.m., 5-6:30 p.m. and 10-11 p.m. With the addition of NBC color shows, WNBQ will be offering an average of seven hours of color a day.

Speaking on "WWW," Bob Sarnoff, NBC president, said, "I am sure that stations thruout America will shortly follow WNBQ's lead to provide all-color TV all over America." He added, "And of course 'WWW' will one day be in color."

NBC Spot Names Jameson, Ryan

NEW YORK — NBC Spot Sales made two major appointments Wednesday (11). Edwin T. Jameson, former manager of the Eastern division, was named director of TV sales.

Jack Ryan, formerly a salesman in the division, was promoted to Eastern manager of TV Spot Sales.

NO BIBLES FOR NARTB CONFAB

CHICAGO — Few who attended the last Chicago convention of the broadcasters in 1954 will forget the shenanigans which surrounded deals being made for the sale of Bibles via per inquiry TV deals with stations. Many have already inquired whether the same sort of informal exhibit is planned for this week's meet. The answer is a definite no.

An executive of the organization involved, Advertisers Associates of America, said that the final results of the deals made two years ago were "lousy." As a result, attendees at this year's clam-bake will have to find other didoes to cut.

P&G for Pen's Part of 'Earp'

NEW YORK — Parker Pen has dropped its half ownership of ABC's "Wyatt Earp," and Procter & Gamble has moved into the show as co-sponsor with General Mills for next season.

P&G had its bid in for the show for a good many weeks, waiting for Parker Pen to make its decision on whether or not to renew. P&G reportedly is interested in buying into other ABC properties. "Wire Service" has been mentioned as one of the shows the bankroller has been closely eyeing.

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BEHIND THIS WEEK'S NEWS

Key to Kintner Success: Application of His Nose

THE secret of Bob Kintner's success is his nose. He launched his career as a newspaperman, where his nose for news soon made him a top syndicated columnist partnered with Joseph Papp Jr., and by keeping his nose to the proverbial grindstone, he steadily rose thru the radio-TV industry's ranks to his present position as president of the fastest growing network in the business, American Broadcasting Company. (His normal working hours are from 8:30 a.m. till after 7 p.m. during the week, and also a good part of Saturdays and Sundays.)

In recognition of his meteoric rise (he was, until recently, the youngest network president in the business) and his accomplishments, Kintner this year was selected by the National Association of Radio and Television Broadcasters as the recipient of its Keynote Award, which is being presented to him at the broadcasters' convention this week.

Kintner graduated from Northampton in 1931, worked as a newspaperman with The New York Herald Tribune until 1941, when he left to answer a letter from Uncle Sam. After three years' service overseas and in Washington, during which he earned the silver leaf of a lieutenant-colonel and a Legion of Merit medal, Kintner was mustered out with a medical discharge after a plane crash.

Deciding that he wanted to go into business to make his fortune rather than return to the life of a newspaperman, Kintner accepted the offer of his friend Ed Noble and became vice-president in charge of public relations, advertising and public relations programming for the Blue Network. In 1946 he became executive vice-president and three years later president of what by then had become the American Broadcasting Company.

As ABC prexy, he's known thruout the industry as a leader who keeps in constant, close touch with practically everything that goes on at the network. He's also the web's star salesman, too, and personally delivers most of the big pitches on the web's deals and properties.



KINTNER

ALL TO COURT

Full Public Airing Due on Blacklisting

NEW YORK — The talent blacklisting issue, one of the TV industry's hottest potatoes, is likely to emerge from its present status of whispered discussion and get a public airing which could have reverberations thruout the industry. Producers, as well as networks, sponsor and ad agencies, may all be forced to tell all they know as part of court proceedings now moving thru their preliminary stages.

The libel suit is being brought by Vincent Hartnett, former publisher of Red Channels and Inter-Attack. It is against John Crosby and The New York Herald Tribune and its syndicate, both of whom are being sued for \$200,000 damages by the New York Supreme Court. The trial will begin shortly.

The defendants are being sued in two columns Crosby wrote during the summer of 1955 and published in The Herald-Tribune and other papers subscribing to its syn-

Wartman Sales Exec—Again

NEW YORK—Associated Artists Production has renamed Paul Wartman its national sales director. A week ago it has assigned Wartman to the new post of promotion-research director with the intention of hiring some one to pick up national sales, but last week it changed its mind.

This seems to leave the organization of the promotion operation in the air.

Trade Chooses Sides on Big Web Option Time Question

By JACK SINGER

CHICAGO — What changes could the elimination of network option time bring to the television industry? Would such changes be beneficial or harmful to the stations, to the rest of the industry and to the public that it serves? These are questions that will be arousing considerable interest at the National Association of Radio and Television Broadcasters' Convention in Chicago, as they have wherever TV executives have met. The issue was brought into sharp focus by the explosive testimony delivered by President Richard A. Moore before the Senate Committee on Interstate and Foreign Commerce on March 26.

Moore, in his testimony, called for—among other things—the abolishment of network option time. Such a move, he stated, would permit stations the freedom to program their entire schedules as they see fit, would topple the networks from their current dominating position as the major suppliers of programming, thereby opening the field wider to other program suppliers, and would make prime station time, now tied down by network advertisers, available to local and regional, as well as national, advertisers.

Opinion Survey

Because of the importance of the move recommended by Moore, The Billboard decided to get the opinions of other industry leaders on what changes the abolishment of network option time would bring and whether those changes would be beneficial or injurious to the industry and the public.

Many of the executives polled, including a number of station heads, felt that the advantages of

abolishing network option time cited by Moore tell only half the story. There would be other changes in the structure of the industry, a number of them stated, that would be so injurious as to outweigh by far any beneficial effects that the adoptions of Moore's proposal would have.

E. R. Vadeboncoeur, president and general manager of WSYR, Syracuse, an NBC-TV affiliate, voiced strong disagreement with Moore's stand. The elimination of network option time, he said, "Would not only be detrimental to the stations and networks, but to the public as well." No advertisers could afford to pay the fabulous prices that many excellent shows cost unless he could be guaranteed that the show would reach a large, nationwide audience, Vadeboncoeur said.

Network option time is the device that insures an advertiser that audience. The elimination of network option time would result in key time periods being tied up by local and regional advertisers, said Vadeboncoeur. Many of these smaller advertisers would prefer to sponsor shows whose cost—and quality—would be far lower than the high-budgeted national properties.

Whereas currently it's the sponsors of cheap shows who find it difficult to get prime time, the elimination of network option time would shift this burden to the sponsors of high-budgeted, high-quality shows. The result would be considerably more low-caliber shows on the air in prime time and considerably less quality shows than there are now, Vadeboncoeur feels.

On the other hand, Miss Frieda B. Henneck, former Federal Communications Commissioner and now a member of the Washington law firm of Davies, Richberg, Tydings, Beebe & Landa, forcefully told The Billboard, in response to its questions, "If the nets claim they need guaranteed large audiences to put on costly spectacles, my answer is: 'Who wants them?' Let the nets compete for time and audience. How do I know that a \$10,000,000 spectacular is certain to be better than a first-class film produced for \$50,000 or \$25,000?"

"They talk about wanting free enterprise—let them compete for time. If their shows are so good, licensees will make time for them. Let the licensees and the advertisers and the viewing public decide on programming, not three heads of networks... There's no excuse for this pre-emption of time. It constitutes the worst monopoly in the history of communications, and in its newest, most dynamic industry."

Network Exec

A network executive, who preferred to remain anonymous, said that the prime function that networks perform today, the major reason they exist, is that they are able to get national clearance for programs thru the device of network scheduling. (Continued on page 18)

Client Change For Godfrey

NEW YORK — Pillsbury has dropped two of the four Arthur Godfrey daytime quarter-hour segments it sponsors, but one of them was immediately gobbled up by Bauer & Black. CBS does not expect to have too much difficulty in finding a bankroller to buy the other open segment, which would return the show to its usual sold-out status.

Pillsbury's decision to withdraw takes effect the end of May. Bauer & Black will begin sponsoring the Monday 11:15-11:30 a.m. segment June 4. The other segment Pillsbury dropped is Wednesday, 11:15-11:30 a.m.

Quiz Mailed On Relations Of Affils, Nets

WASHINGTON — The Senate Commerce committee put its spade into net programming pay dirt Tuesday (10) with a questionnaire mailed to net affiliates asking how they do business with their bosses. The Magnuson committee did not release details of the questionnaire, but the quizzing is reportedly on net option time, "must buy" agreements and other angles of alleged pressure tactics by nets on their affiliate stations.

The senators reportedly want some hard facts from the net affiliates and more details on how net "exclusive dealing" requirements keep affiliates tied down to net programming.

Committee Chairman Magnuson is reportedly interested in finding out what the chances of the small advertiser and the independent programmer are in today's net affiliate set-up. Affiliate stations are requested to have their returns in by May 7. After that nets will be quizzed in the next set of hearings scheduled.

Four CBS Clients Bring in Partners

NEW YORK—The pattern of alternate week sponsorship, which is gradually being adopted by more and more bankrollers, has become even more firmly established at

CBS, where four more half-hour bankrollers have decided to bring in partners for their shows.

R. J. Reynolds is selling half of its Thursday night Bob Cummings show to Colgate. Frigidaire has let it be known that it's willing to part with half of its Tuesday night "Do You Trust Your Wife?" program. General Mills has turned over half of its Saturday afternoon "Lone Ranger" series to Nestle. And Lorillard has made a deal with Bulova to come in as alternate week bankroller of its Saturday night "Two for the Money" show.

Second Time

This will be the second time this season that Reynolds has sold half of one of its shows to Colgate. The show the first time was "Crusader." Reports have it that programming or time slot changes are in the works for both Bob Cummings and "Crusader" for next season.

One report has it that Reynolds wants to drop "Crusader" in order to replace it with either a new program or with the Cummings show, which would be switched from its present Thursday night time slot.

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31.5
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51.9
BAKERSFIELD
beats Ed Sullivan, I Love Lucy, Disneyland, George Gobel and others.

40.2
PEORIA
beats Ed Sullivan, Jackie Gleason, Disneyland, Climax and others.

41.3
ROANOKE
beats I Love Lucy, Jackie Gleason, Robert Montgomery Presents and others.

SELLING FOR BALLANTINE'S IN 23 MARKETS!

ARB—November, 1955

"THE CISCO KID"
STARRING DUNCAN RENALDO as "CISCO" LEO CARRILLO as "FANCHO"



NOTHING TURNS ON THE HEAT LIKE ZIV

AS THE

Now 3rd Year in Production!


47.2 **26.6** **26.4**
BOSTON **DALLAS-FT. WORTH**
 beats Dragnet, Milton Berle, Big Surprise, Studio One and others.
 beats Jackie Gleason, Groucho Marx, Parry Como, Climax and others.

27.5
HOUSTON
 beats Ed Sullivan, I Love Lucy, Jackie Gleason, Parry Como and others.

RENEWED BY PHILLIPS IN 44 MARKETS!

TELEPULSE—October, 1955
 ARB—November, 1955

"SCIENCE FICTION THEATRE"



All-star cast... William Lundigan, Don DeFore, Howard Duff, Pat O'Brien, Vincent Price... others.

50.7 **33.7** **26.3**
OMAHA **PORTLAND** **INDIANAPOLIS**
 beats Dragnet, George Gobel, Disneyland, What's My Line and others.

27.7
DENVER
 Voted #1 New Syndicated Show for '55!

ARB, Jan., Feb., '56 Pulse—Feb., '56

HOWLS!

Now 6th Year in Production!

36.5 **26.1**
DALLAS-FT. WORTH
 beats Jackie Gleason, Groucho Marx, Climax, Dragnet and others.

29.0 **21.0**
CINCINNATI **BUFFALO**

RENEWED BY INTERSTATE BAKERIES FOR 6TH YEAR IN 39 MARKETS!

ARB—November, December '55
 TELEPULSE—November '55

ZIV'S *NEW* RATING-GETTER!



"The Man Called X"

24.8 **27.3**
COLUMBUS **TOLEDO**
 beats Four Star Playhouse, Ozzie & Harriet, Phil Silvers Show, Robert Montgomery Presents and others.

29.6
ALBANY
 (Schenectady-Troy)

Starring **BARRY SULLIVAN**

ARB, Feb. '56



PRODUCTIONS!

\$103,872,000 Spent in 4th Quarter of '55 on Spot Time

NEW YORK—The first authoritative estimate of spot TV billings, completed last week by the Television Bureau of Advertising and the N. C. Rorabaugh Company, reveals that in the fourth quarter of 1955 a total of 3,017 national and regional advertisers bought a whopping \$103,872,000 worth of spot time on U. S. TV stations.

This compares with \$116,500,000 spent for network TV time in the same period. Estimates of expenditures for newspaper and magazine space in the same period have not been published yet.

The TvB compilation reveals that Procter & Gamble was the biggest single spot spender. It bought more than \$4,064,600 worth of spot time in those three months. That is more than 50 per cent greater than the second biggest spender, Brown & Williamson Tobacco. Also in the \$2,000,000 class, but spending less than half as much as P&G, was General Foods.

Big Sponsors

The big syndicated program sponsors among the top 100 spenders were Kellogg in 11th place ("Superman" and "Wild Bill Hickok"), National Biscuit 13th ("Sky King"), Continental Baking 24th ("Annie Oakley"), Ballantine 39th ("Highway Patrol"), Seven-Up 50th ("Soldiers of Fortune"), Falstaff Brewing 58th ("Celebrity Playhouse" and "City Detective"), Socony-Mobile 65th ("Mobile Theater"), Carter Products 66th ("Mr. District Attorney"), Hamm Brewing 78th (various shows), Pacific Coast Borax 82d ("Death Valley Days") and Brown Shoe 98th ("Buffalo Bill Jr.").

TvB is now putting the finishing touches on an analysis showing

how much was spent by whom for program sponsorship, participations and ID's.

TvB did complete an analysis by products and product groups.

The biggest group was food and grocery products, which spent an aggregate \$27,106,000 for spot time. Second was alcoholic beverages (beer, ale and wine) with \$9,446,000, followed by cosmetics and toiletries with \$7,864,000.

Product Leaders

The largest specific product classification was beer and ale, for which \$7,746,000 in spot time was spent in those three months. Second was cigarettes, which spent \$5,791,000. Third was coffee and tea, which spent \$5,409,000. Fourth was baked goods with \$4,882,000. Fifth was laundry soaps and detergents with \$3,786,000. Sixth was gasoline and oil with \$3,545,000. Seventh was automobiles with \$3,478,000.

Other specific product classifications that spent more than \$2,000,000 aggregate for spot TV time in the three-month period were confections, soft drinks, cosmetics, dentifrices, cold remedies (almost twice as much as headache remedies), cereals and appliances.

Oliver Treyz, TvB president, pointed out that all their estimates, which represent gross expenditures, are conservative. They are based on reports submitted to Rorabaugh by 267 stations. These 267 stations account for 90 per cent of all TV viewing, according to a Nielsen check. Rorabaugh multiplied the time buys reported by the one-time rate as published by the reporting stations last July.

TvB then made two accuracy

checks. It obtained from 113 advertisers confidential reports of their actual net expenditure. It found that the Rorabaugh gross estimate on these 113 was 3 per cent higher than their actual net. The actual discounts, of course, run to far more than 3 per cent. In other words, their gross spending was actually more than the Rorabaugh-TvB estimate. The difference reflects the stations not included in the Rorabaugh sample.

TvB also had 69 stations that among them get more than one fifth of all spot money submit their actual net spot takes. Compared with TvB's gross estimate for those stations, the discount was 23 per cent.

This report culminates six months of work under the supervision of TvB's research chief, Dr. Leon Arons. The study was approved by the TvB board last September but has been under study since TvB went into business 16 months ago.

TvB will henceforth issue estimates of gross spot spending every quarter.

The bureau will make a giant presentation on spot TV this Wednesday (18) at the National Association of Radio & TV Broadcasters' convention in Chicago. Treyz said that the presentation, which will use two rear-screen projections, will have some surprises. The title of the presentation is "Focusing TV's Spotlight: New Perspectives on National and Local Spot." In it Treyz will state that spot is to network in TV what newspapers are to magazines in print. TvB plays no favorites between network and spot, but Treyz will describe spot as the most efficient advertising expenditure.

TvB LIST OF TOP 200 SPOT TV SPENDERS AT END OF '55

Following are the 200 advertisers who spent the most in spot TV during the last quarter of 1955. The list was compiled by the Television Bureau of Advertising from data gathered from stations by the N. C. Rorabaugh Company. It is noted that the top 10 spenders account for less than 20 per cent of the estimated \$103,872,000 total spent in spot TV during those three months.

Rank	Advertiser	Estimated Expenditure
1.	Procter & Gamble Co.	\$4,064,600
2.	Brown & Williamson Tob.	2,739,100
3.	General Foods Corp.	2,004,000
4.	Sterling Drug, Inc.	1,893,000
5.	Ford Motor Co.	1,746,800
6.	Miles Laboratories, Inc.	1,561,400
7.	General Motors Corp.	1,423,700
8.	Robert Hall Clothes	1,245,500
9.	Bulova Watch Co.	1,238,900
10.	Colgate-Palmolive Co.	1,231,000
11.	Kellogg Company	1,199,300
12.	Phillip Morris & Company	1,175,700
13.	National Biscuit Co.	1,158,500
14.	Nestle Co., Inc.	961,600
15.	Liggett & Myers Tobacco	902,100
16.	Anahist Co., Inc.	887,800
17.	Block Drug Co.	879,900
18.	Coca-Cola Co.—Bottlers	835,300
19.	Campbell Soup Co.	763,100
20.	Warner-Lambert Pharma.	755,200
21.	Harold F. Ritchie, Inc.	703,300
22.	Coty, Inc.	672,800
23.	Vick Chemical Co.	665,600
24.	Continental Baking Co.	609,000
25.	Shulton Inc.	600,000
26.	Florida Citrus Commission	598,500
27.	Motorola, Inc.	592,200
28.	Peter Paul, Inc.	567,900
29.	Chrysler Corp.	558,100
30.	Esso Standard Oil Co.	553,600
31.	R. J. Reynolds Tobacco	550,100
32.	Helaine Seager Co.	522,500
33.	B. T. Babbitt Co., Inc.	492,500
34.	Minute Maid Corp.	466,700
35.	Helena Rubinstein, Inc.	466,600
36.	Shell Oil Co.	464,800
37.	Johnston & Johnston	454,600
38.	Better Living Enterprises	453,900
39.	P. Ballentine & Sons	446,700
40.	Toni Company	436,800
41.	Northern Paper Mills	430,400
42.	Pepsi Cola Co.—Bottlers	428,000
43.	J. A. Folger & Co.	424,300
44.	Grove Laboratories, Inc.	419,000
45.	Corn Products Refining	417,300
46.	Chesebrough-Ponds, Inc.	414,700
47.	Piels Bros., Inc.	407,900
48.	Tea Council of U. S. A.	403,300
49.	CBS-Columbia	401,000
50.	Seven-Up Co.—Bottlers	399,600
51.	General Baking Co.	395,200
52.	Lever Bros. Co.	394,100
53.	Sales Builders, Inc.	368,300
54.	Plough, Inc.	367,000
55.	Stokely-Van Camp, Inc.	364,500
56.	E. I. Du Pont De Nemours	356,700
57.	CVA Corp.	355,200
58.	Falstaff Brewing Corp.	354,900
59.	General Mills, Inc.	349,800
60.	Safeway Stores, Inc.	343,700
61.	Wildroot Co., Inc.	341,300
62.	Petri Wine Co.	337,200
63.	Benrus Watch Co.	324,300
64.	Radio Corp. of America	323,300
65.	Socony-Mobil Oil Co. Inc.	320,500
66.	Carter Products, Inc.	319,200
67.	Sunshine Biscuit Co.	315,900
68.	Salada Tea Co., Inc.	308,600
69.	Pillsbury Mills, Inc.	306,100
70.	H. J. Heinz Co.	304,000
71.	San Francisco Brewing	300,600
72.	Avon Products, Inc.	296,700
73.	Pabst Brewing Co.	294,200
74.	Armour & Co.	289,500
75.	Great A & P Tea Co.	286,800
76.	Borden Co.	286,200
77.	Commercial Solvents Corp.	286,100
78.	Theo. Hamm Brewing Co.	274,200
79.	Wesson Oil & Snow Drift	267,200
80.	Lee * td.	266,200
81.	Pacific Tel. & Tel. Co.	265,700
82.	Pacific Coast Borax Co.	265,500
83.	Standard Brands, Inc.	265,100
84.	New York Telephone Co.	265,000
85.	Brewing Corp. of America	264,800
86.	Anheuser-Busch, Inc.	263,000
87.	P. Lorillard & Co.	260,900
88.	Beechnut Packing Co.	258,300
89.	Los Angeles Brewing Co.	258,300
90.	E. & J. Gallo Winery	256,800
91.	American Home Foods	254,600
92.	Hawle, & Hoops, Inc.	253,700
93.	Whitehall Pharmacal Co.	252,300
94.	Bristol-Myers Co.	252,300
95.	Procter Electric Co.	251,900
96.	Hills Bros. Coffee, Inc.	250,200
97.	American Chiclet Co.	247,400
98.	Brown Shoe Co.	246,800
99.	Best Foods, Inc.	241,300
100.	Cantrell & Cochran Corp.	240,300
101.	American Bakeries Co.	236,800
102.	Jacob Ruppert Brewery	236,000
103.	Pharma-Craft Corp., Inc.	230,800
104.	Liebmann Breweries, Inc.	229,400
105.	Eastern Guild	227,300
106.	Pharmaceuticals, Inc.	226,800
107.	U. S. Tobacco Co.	224,300
108.	Smith Bros., Inc.	220,000
109.	Armstrong Rubber Co.	220,000
110.	Charles Antell, Inc.	217,800
111.	Mrs. Tuckers Foods	214,200
112.	Albers Milling Co.	208,600
113.	Griffin Mfg. Co.	208,500
114.	Ratner Promotions	207,700
115.	Rayco Mfg. Co.	203,900
116.	Ward Baking Co.	201,900
117.	Stephen F. Whitman & Son	200,400
118.	Lewis Food Co.	199,100
119.	Ludens, Inc.	194,100
120.	Phillips Petroleum Co.	193,600
121.	S. S. Kresge Co.	192,300
122.	National Brewing Co.	191,800
123.	Monarch Wine Co., Inc.	189,100
124.	F & M Schaefer Brew.	188,600
125.	Libby, McNeil & Libby	186,900
126.	Paper-Mate Co., Inc.	185,800
127.	Langendorf United Bak.	184,400
128.	Burlington Mills Corp.	184,100
129.	Carnation Co.	183,500
130.	Converted Rice, Inc.	182,600
131.	Standard Oil Co. of Ohio	182,600
132.	General Electric Co.	182,500
133.	Standard Oil of Indiana	182,100
134.	Sealy Mattress—Dealers	181,700
135.	Mars, Inc.	181,200
136.	Mennen Co.	180,100
137.	Duffy-Mott Co.	176,300
138.	United Vintners, Inc.	174,800
139.	National Carbon Co.	173,600
140.	Cream of Wheat Corp.	172,700
141.	V. La Rosa & Sons, Inc.	169,600
142.	Household Finance Corp.	167,000
143.	Norwich Pharmacal Co.	166,900
144.	Drewrys, Ltd.	166,300
145.	Thomas J. Lipton, Inc.	164,400
146.	Quality Bakers of America	160,300
147.	Penick & Ford, Ltd.	157,500
148.	Hudson Pulp & Paper Co.	157,500
149.	Greyhound Corp.	155,100
150.	Jackson Brewing Co.	150,800
151.	Hazel Bishop, Inc.	148,600
152.	General Cigar Co.	148,600
153.	Simmons Co.—Dealers	147,700
154.	Coats & Clark's Sales	147,400
155.	Lucky Lager Brewing Co.	147,200
156.	Green Giant Co.	143,700
157.	Kroger Co.	143,500
158.	Paxton & Gallagher Co.	142,700
159.	Leslie Salt Co.	142,600
160.	International Milling Co.	139,500
161.	George Wiedeman Brewing	137,800
162.	Bom' Stores, Inc.	137,300
163.	Drackett Co.	136,400
164.	Standard Milling Co.	134,000
165.	Buitoni Products, Inc.	133,800
166.	Günther Brewing Co.	133,800
167.	S. A. Schonbrunn & Co.	133,600
168.	Northwest-Orient Airlines	133,600
169.	Giamorene, Inc.	132,500
170.	G. Heileman Brewing Co.	131,300
171.	Zonite Products Corp.	130,900
172.	Stroh Brewing Co.	130,500
173.	Malt-O-Meal Co.	130,300
174.	Deering Milliken & Co.	129,300
175.	U. S. Industrial Chem.	129,500
176.	W. F. McLaughlin & Co.	129,000
177.	Holsum Baking—Bakeries	127,000
178.	Casco Products Corp.	126,200
179.	Bank of America	126,200
180.	Gordon Baking Co.	125,800
181.	Pfeiffer Brewing Co.	124,900
182.	Rival Packing Co.	124,000
183.	B. C. Remedy Co.	123,600
184.	Secman Bros., Inc.	123,400
185.	Montgomery Ward & Co.	123,300
186.	Morton Packing Co.	123,200
187.	Canada Dry Co.—Bottlers	123,000
188.	National Enterprises, Inc.	123,000
189.	W.M. B. Reilly & Co., Inc.	122,900
190.	Monsanto Chemical Co.	122,800
191.	Emerson Drug Co.	122,700
192.	Jos. E. Schlitz Brewing Co.	122,200
193.	Bostwick Laboratories	122,200
194.	Simoniz Co.	122,100
195.	New England Confection	120,000
196.	D-Con Co.	119,400
197.	Speed Queen Corp.	119,100
198.	Bayuk Cigar Co.	117,900
199.	Assoc. Hospital Service	117,200
200.	Ralston-Purina Co.	117,200

KCCC-TV

VOTED

FIRST On The WEST COAST

and Third in the Nation
in all 3-station markets

FOR NETWORK PROGRAM PROMOTION In SACRAMENTO

Our sincere thanks to the panel of Top Advertisers and Advertising Agency Judges who voted us these high honors in The Billboard's 18th Annual Program Promotion Competition.

KCCC-TV Sacramento, Calif.

ABC NETWORK AFFILIATE

Represented Nationally by: WEED TELEVISION Corp.

MCA-TV Has '3 Star' Plays

NEW YORK — MCA-TV is packaging a new high-priced anthology series titled "Three Star Theater." It would be along the lines of "Four Star Playhouse" except that all three personalities would appear in each episode, one as host, the other as star and the third to introduce the next week's episode.

The three stars under consideration are Joan Fontaine Betty Grable and Bette Davis. "Three Star" would probably be for national sponsorship only.

Puerto Rico Still Vieing For Film Production

NEW YORK — The Puerto Rican government is still trying to lure film producers to the island. In addition to continuing its tax holiday, it is offering to contribute 50 per cent of the capital necessary to build and equip studios and will help finance films, for theaters and TV, on a 50-50 basis. The proposal has been presented to leading producers on behalf of the government in a letter sent by Damian Rosa, publisher of film publication Cine-Variedades TV, here.

NTA...HAS YOUR TICKET TO TOP TV PROGRAMMING

GET YOUR TICKET TO PROFIT—PRESTIGE—PROMOTION—PRIZES* at NTA'S FEATURE FILM SPECTACULAR THEATRE

NARTB CONVENTION, APRIL 15-19, 1956
suite 504-505-507, Conrad Hilton Hotel

Get your tickets to See the Premiere **POWERHOUSE** Performances of

SELZNICK presents

TERRIFIC NEW THIRTY

"Theatre" with Lilli Palmer

SECRET MISSION

SHERIFF OF COCHISE

Get your ticket for *PRIZES AND SURPRISES—FOR ALL!
Get your ticket for GRAND PRIZE
Bell & Howell "Auto 16" 16mm Movie Camera
Get your ticket for DAILY PRIZES
Polaroid Land Camera Highlanders



National Telefilm Associates, INC.
60 West 55th Street, New York, N. Y. • PLaza 7-2100

AT LEAST IN PART

Minor Due to Get Nod For NBC Fri. Specs

NEW YORK—Worthington Minor will probably get the nod to produce the Friday night spectaculars for NBC-TV next fall. This will mean that the shows will be dramas, since Minor is noted for his work as a producer of dramas. He was the first producer of "Studio One" on CBS-TV and is currently the producer of "Frontier" for the NBC web.

Spelling Minor may be Fred Coe, who has yet to sign his new pact with NBC and has asked that he be permitted to produce a few of the hour and a half monthly spectaculars. Coe is currently the producer of "Playwrights '56" on

NBC, which has been canceled by Pontiac.

Hallmark has displayed an interest in buying the Friday night NBC spectacular which will probably go into 8:30-10 p.m. The advertiser, however, wants to retain Maurice Evans as the producer of its shows and since he would be unavailable because of commitments on Monday, Hallmark may continue on Sunday afternoons in its current slot 4-5:30. Evans would be in a better position to produce for the sponsor on Sundays, since he would be free that day.

SUNDAY AT 8 P.M.

NBC Readies Steve Allen As Sub for 'Comedy Hour'

NEW YORK — NBC-TV this week made a major policy decision as to the fate of its Sunday night 8-9 time period next season. The network is getting ready to bank on the formidable talents of Steve Allen to replace "Comedy Hour" next season.

Allen would present a variety show against Ed Sullivan's show on CBS-TV. But Allen would be more than an emcee, since he can do comedy and has music talents. His stock has risen greatly in the trade this year what with his other activities in motion pictures, rec-

ords and writing. His latest stint is as columnist for Cosmopolitan.

The current sponsors of "Comedy Hour," Viceroy, Jergens and Crosley-Avco, will most likely pick up the tab for Allen's show. They have stayed with the "Comedy Hour" in spite of its bad showing and will probably play their TV hand out because they need the exposure and because the Sunday hour is one of the best on TV for programming that can get audiences.









NBC also has plans for Sunday 7-8 p.m. It is trying to win "Lassie"

over from CBS, where it occurred the same time period. NBC can offer a stronger audience inheritance to the show, because Roy Rogers does better rating-wise in the preceding half hour on NBC than "You Are There" on CBS. Titled for Sunday 7:30-8 p.m. "Circus Boy," a new kid show produced by Screen Gems. It would be moved into the time period only if Reynolds Metals offered a satisfactory half hour "Frontier," now occupying 7:30-8 slot.

The deploying of Steve Allen against CBS on Sundays by NBC is ironic, because the performer was originally brought East from Hollywood by CBS. After giving him a few chances on shows, CBS gave up on him, and NBC then signed him to a contract. Allen has been at NBC where he has made his mark as a performer.

Allen, of course, at this moment is tied to "Tonight." When he takes on his Sunday 8-9 chore, he will probably be unable to work on other shows. NBC will most likely find another entertainer in its stable to replace him. The network has not made its selection, but the trade speculates that it may be Ernie Kovacs, who substituted very effectively for Allen last season. Kovacs still has a daytime strip, and his availability as a replacement would depend upon the future of that program.

your **ABC FILM SYNDICATION** catalog of hits

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.	
ANNIVERSARY PACKAGE	Finest feature film package available to TV — many Academy Award winners. 15—various lengths.	
RACKET SQUAD	Mystery adventure with public service appeal. Network and spot tested. Reed Hadley stars. 98-1/2 hrs.	
THE PLAYHOUSE	Outstanding anthology drama series. Each film features a big-name star of Hollywood or Broadway. 104-1/2 hrs.	
KIERAN'S KALEIDOSCOPE	John Kieran reveals the most interesting aspects of the world in which we live. Entertaining, educational. 104-1/4 hrs.	

Rating histories and market availabilities on request.

ATTENDING NARTB CONVENTION:
GEORGE T. SHUPERT, PRES. • DON L. KEARNEY, V. P. IN CHARGE OF SALES.

Visit us Room 1205-A, Conrad Hilton Hotel.

ABC FILM SYNDICATION, Inc.

10 East 44th Street, New York • OXford 7-5880

UNVEILING

Visitors Call WSB's Plant 'Handsome'

ATLANTA—Visitors to the official opening of the new WSB studios here described it as the "handsomest station plant they've ever seen anywhere" in the county. Named White Columns, it stands on a wooded lot overlooking Peachtree Street. The front entrance produces a typical ante-bellum mansion. The entrance and executive offices are decorated in antique style. The plant has two large TV studios plus an area designed as an outdoor studio. It has two film chap-

The personnel moved in December 28, but work was still being completed on some rooms last week.

WSB had over 50 industry representatives down from New York and Washington over the week-end of the opening. At the dedication program Sunday (8), 1:30-2 p.m., the speakers included Brig. Gen. David Sarnoff, Rosel Hyde, H. H. Fellows, Mayor Hartsfield, President Jim Cox Jr., and J. Leonard Reinsch, managing director of the Cox-owned stations.

Kaland as WBC's Program Manager

NEW YORK—William Kaland, former assistant national program manager for the Westinghouse Broadcasting Company, has been named national program manager by Richard Pack, vice-president in charge of programming.

Among Kaland's new duties, said Pack, will be more attention "to television, particularly in the field of film."

A SPECIAL NARTB CONVENTION MESSAGE

"THANKS A MILLION" for making "COWBOY G-MEN" A Successful Series

COWBOY G-MEN

AGAIN among the TOP TEN

*in every Pulse Audience Competition
Category for Syndicated Film Westerns*

\$100⁰⁰ CASH FOR YOUR OPINION,
for the Best Success Slogan, why COWBOY G-MEN
is a successful T.V. Series (Limited to
Television Agencies, T.V. Stations, Sponsors)

COWBOY G-MEN — RATES A PROVEN ADULT SHOW

PROOF →

KABC-TV Los Angeles (10 P.M. Fri.) sponsored by
Howell (Chevrolet) & Hall's (Oldsmobile)

For Availabilities: Call or Wire Collect
Colour auditions on request, (Special COWBOY G-MEN
colour feature, 54 Min.) plus half-hour shows.

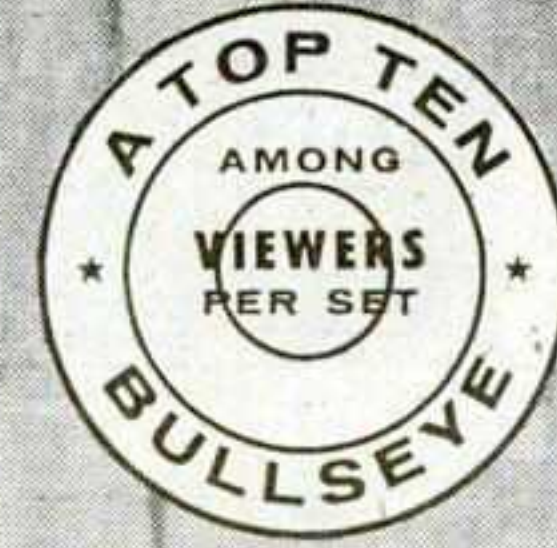
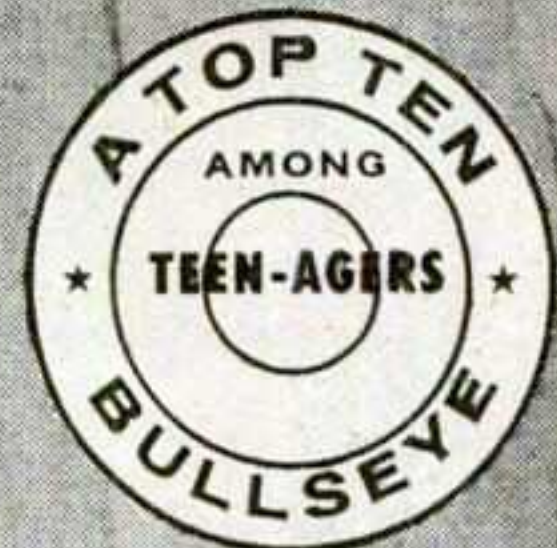
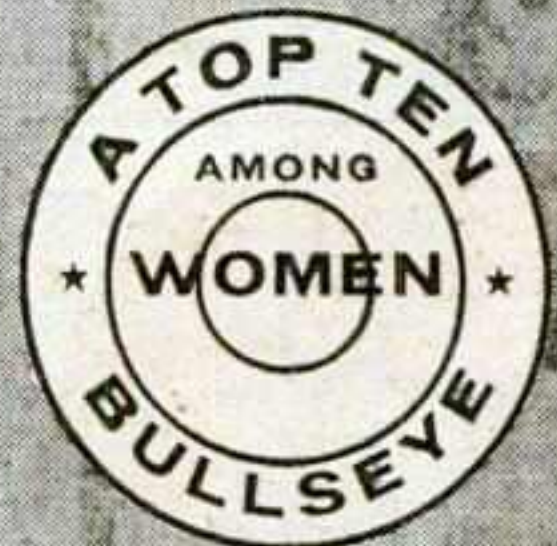
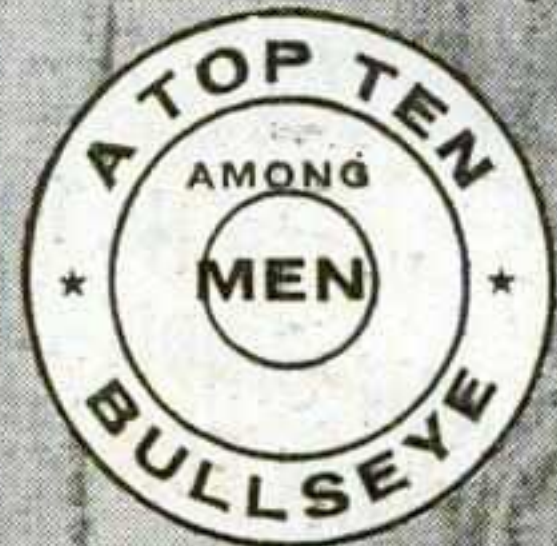
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Telemount Pictures, Inc.

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MURRAY HILL 8-4800

HOLLYWOOD • CHICAGO • DALLAS • PITTSBURGH • ATLANTA



ZIVS

VOTED No. 1
NEW SYNDICATED
SHOW FOR '55!



"SCIENCE
FICTION
THEATRE"

ALL-STAR CAST . . . William Lundigan,
Don DeFore, Howard Duff, Keefe Bras-
selle, Pat O'Brien, Vincent Price...others.

42.1

JACKSONVILLE

beats George Gobel, Ford The-
atre, Dragnet, Studio One and
others.

46.5 BOISE

beats Groucho Marx, Jackie Gleason,
Arthur Godfrey, Bob Hope and others.

44.8 BAKERSFIELD

beats Ed Sullivan, I Love Lucy,
Disneyland, Jackie Gleason and
others.

39.8 PORTLAND

beats Ed Sullivan, Climax, Dan-
ny Thomas, Studio One and
others.

32.8 FRESNO

beats George Gobel, Dragnet,
Jackie Gleason, Perry Como and
others.

ARB—November '55

RATEO

"HIGHWAY
PATROL"



STARRING
**BRODERICK
CRAWFORD**

An Award-Winning Performance
by Academy-Award Winning Star!

51.9

BAKERSFIELD

beats Ed Sullivan, I Love
Lucy, Disneyland, George
Gobel and others.

58.2 JOHNSTOWN

30.5 COLUMBUS

40.2 PEORIA

ARB—Nov., Dec. '55

SELLING FOR
BALLANTINE'S
IN 23 MARKETS!

"I LED
3
LIVES"



STARRING
**RICHARD
CARLSON**

Now 3rd Year
in production!

26.6

BOSTON

beats Dragnet, Milton
Berle, Studio One, Big
Surprise and others.

48.4 PITTSBURGH

39.3 OMAHA

27.5 HOUSTON

TELEPULSE—Oct., Dec. '55
ARB—Nov., '55:

RENEWED BY
PHILLIPS IN
44 MARKETS!

NOTHING TURNS ON THE HEAT LIK

HOWWS

CHAMPION
OF THE PEOPLE!
HERE'S PROOF!



**"MR. DISTRICT
ATTORNEY"**

starring **DAVID BRIAN**

37.6

OKLAHOMA CITY
beats Ed Sullivan, Disneyland,
George Gobel, Arthur Godfrey
and others.

56.6 CHARLOTTE

beats What's My Line, Studio One, Ford
Theatre, Godfrey and Friends and
others.

31.5 BOSTON

beats Dragnet, George Gobel,
This Is Your Life, Sid Caesar and
others.

25.6 BALTIMORE

beats Dragnet, Godfrey and
Friends, Ford Theatre, Sid Caesar
and others.

**RENEWED BY
CARTER'S IN
37 MARKETS!**

ARB—
Oct.,
Nov.,
Dec.,
'55

GREATT!

ZIV

Television

23.4

DAYTON

beats Studio One, Stage
Show (Dorsey Bros.), Med-
ic, Comedy Hour, and
others.

ARB—Feb. '56



**"The Man
Called X"**

Starring **BARRY SULLIVAN**

23.4 PHOENIX

**28.5 SOUTH BEND
(Elkhart)**

**NEW! ZIV'S
NEXT BIG
RATING GETTER**

Z I V P R O D U C T I O N S !

754 IN FULL LIBRARY

Stations Offered 13 Pkgs. Of Warner Films by AAP

NEW YORK—Associated Artists Productions is taking the extraordinary step of offering stations 13 packages of Warner Bros. feature films, an average of 58 pictures to a package. The station at this point may sign for as many of the packages as it wants. Were the station to sign for all 13 now, a total of 754 pictures, it would have under contract virtually the entire library of movies that AAP

WM to Handle Warner Series

NEW YORK—Warner Brothers this week named the William Morris Agency its exclusive sales agent for its four half-hour vidfilm series produced for national sale. They are "Amazon Trader," starring John Sutton; "96 William Street," starring Lee Bowman as an insurance investigator; "Joe McDoakes," starring George O'Hanlon, and "Port of Call," a John Ireland vehicle.

Presentation films showing clips from each of the shows are available for sponsor viewing.

acquired from Warner's via PRM's purchase seven weeks ago.

It is reported that AAP has also set aside a package of 26 for immediate offering on a network ride.

There will apparently have to be a delayed release on some of the pictures that stations can sign for now. For AAP's theatrical arm, Dominant Pictures, is preparing to reissue 104 Warner pictures thru its franchise holders. On the first group of 52 pictures (including "Casablanca," "Rope," "Task Force," "Mildred Pierce," "Kings Row," "Black Fury" and "Night and Day") exhibitors will be protected against TV plays until September 1, 1957.

Second Group

The second group will be held out of TV for six months. Theaters will be able to get still other Warner reissues but with no TV protection pre-committed. Dominant will also offer special groups of pictures, such as silents and classics, to art houses.

AAP will also offer stations its vast library of shorts and cartoons. In addition to the Warner shorts, AAP this week acquired the 234 Popeye cartoons. These were purchased from Paramount and King Features by PRM.

AAP will have its entire sales force stationed in a five-room suite at the National Association of Ra-

dio & TV Broadcasters' convention in Chicago this week.

Eliot Hyman, president of AAP, said each of the 13 packages being offered stations is a self-contained unit. The only reason he could see for a station's signing for all 13 packages now is to beat out the competition.

Hyman said talks are still going on with Matty Fox for a possible absorption of the RKO library from C&C Television, but that the chances of a deal now seem rather remote. C&C has taken its own suite at the NARTB convention to push its "Movietime USA" library.

RKO Vidpix Bow All-Out Effort

HOLLYWOOD — RKO's entry into television film will be a full-fledged effort, with production operations to be set up for the turning out of both entertainment and commercial product.

The move comes slightly more than six months ahead of schedule for the studio. At the time of the purchase of the company by General Tire last fall, Charles Glett, executive v.-p., said RKO would definitely enter the telefilm field, but estimated that it would take about a year to do so.

The company is setting up a separate unit to handle its TV chores. For the time being it will film only outside packages, providing all or any part of under-the-line production. One unique aspect of the RKO set-up is that the studio can offer a producer almost equal facilities in both New York and Hollywood.

Ultimately RKO expects to turn out its own films for television, but this appears to be at least another year off. Fred Ahern, for five years CBS-TV director of operations in Hollywood, has been named supervisor of television operations.

CONE ON TV

'Commercials Are Radio, Not Video'

HOLLYWOOD—Fairfax Cone, president of Foote, Cone & Belding ad agency, chastised television for lack of creativity in a speech here last week, and said that most commercials on the screen today are radio, not TV commercials.

If the sound were turned off on the set, he averred, 80 per cent of the TV pitches wouldn't make sense. He attributes this to a radio mentality among copywriters, many of whom think they are still writing for the ear, not the eye.

Cone thinks that, except for special shows, TV will become an all-film medium, because only on film can mistakes be guarded against, and television has become too costly to permit errors.

At the same time he believes that if the major motion picture studios ever commit themselves fully to television and stop considering it as a sideline, they will come to dominate production because of their greater resources and the creative talent that they can command.

Top Show Pluggers

NATIONAL TELEFILM ASSOCIATES: "Fabulous 40"

Every station that bought NTA's "Fabulous 40" package of feature films received several copies of the basic, spiral-bound press book, which contains all the essential publicity, promotion and advertising material for each picture. The stations could make effective use of much of this material at little or no cost. For stations that wanted to do a more ambitious job of promoting its movies, NTA had still further assistance to offer. It made available the original theatrical press books and made arrangements with National Screen Service to obtain for the stations any of the materials contained in them.

NTA put perhaps more emphasis on on-the-air promotion than any feature film distributor had ever done. It made available two sheets of film positives containing slide material for all the pictures. All the station had to do was cut the wanted slide from the sheet and slip it into a standard 2x2 glass or tape-bound mount. More than 50 per cent of NTA's station customers used them.

NTA also got hold of the original theatrical trailers of the "Fabulous 40" pictures. It put them together on one reel which it gave to stations on a free loan basis for the run of the contract.

For print promotion, NTA gave each station free a composite mat on each picture. The station could cut out the size mat suitable for the ads it was buying.

NTA also gave stations 8-by-10 glossy still photos on all 40 pictures.

The "Fabulous 40" promotion was planned by NTA Promotion Director Marty Roberts with the aid of NTA's ad agency, Moss Associates.

(Next week: KIMA, Yakima, Wash.)

Behind-the-Scenes All But Abolished

NEW YORK — Those behind-the-scenes segments, which raised such a storm of criticism at the Hollywood majors' TV shows, are being all but abolished. The new format of ABC's "Warner Bros. Presents" for next season, tho it still gives Warners the right to plug its theatrical features, cuts down the time that Warners can use for that purpose to two minutes.

It's also understood that one of the things General Electric is insisting on before it agrees to renew "20th Century-Fox Hour" is that the behind-the-scenes segments on that show be drastically reduced, if not completely eliminated.

"Warner Bros. Presents" next season will consist of a dramatic anthology alternating with "Cheyenne." The Western proved its popularity this season. Another change on tap for "Warner Bros. Presents" is the use of revolving emcees. This season the emcee was Gig Young.

The status of "20th Century-Fox Hour" is still up in the air, pending the outcome of negotiations between General Electric and 20th Century-Fox. It appears, however, that prospects for a renewal are bright. The Hollywood producer, it's reported, is willing

ITALY MULLING SPONSORED TV

LONDON—Italian TV brass are debating whether to introduce commercials into their year-old programs.

A pledge taken at the inauguration of the television service promised to keep Italian screens plug-free for 12 months. Now that that period is up, Italy's state radio company, RAI, which operates the TV station, is considering various proposals put to it by business interests.

One scheme, that it should relay Monte Carlo's sponsored programs and dub them "live" with off-screen, French-speaking, Italian actors, was turned down flat.

But RAI is known to be seeking a system which will combine the best of its present output with the higher returns obtained from sponsorship.

to meet General Electric's demands for a price reduction that would bring it more in line with cost-per-thousand figure that the alternate week program, "U. S. Steel Hour," is providing its bankroller.

20th Century-Fox, it's said, is eager to keep the show on the air and is willing to bend over backward to meet what it recognizes are justifiable demands from General Electric.

NEW PITCH

30 'Model' Prints on Agency Beat

HOLLYWOOD—A new sales approach is being tried this week by Desilu Productions. Instead of a single print of the Joanne Dru pilot, "Adventures of a Model," being passed from one agency to the next, 30 prints are being delivered to the top 30 agencies in New York on Monday (16).

In this manner each ad agency will be able to view the pilot at the same time. The stunt has added about \$5,000 to the cost of making the show, but Desi Arnaz, the company topper, thinks that it's worth it in terms of time saved and good will.

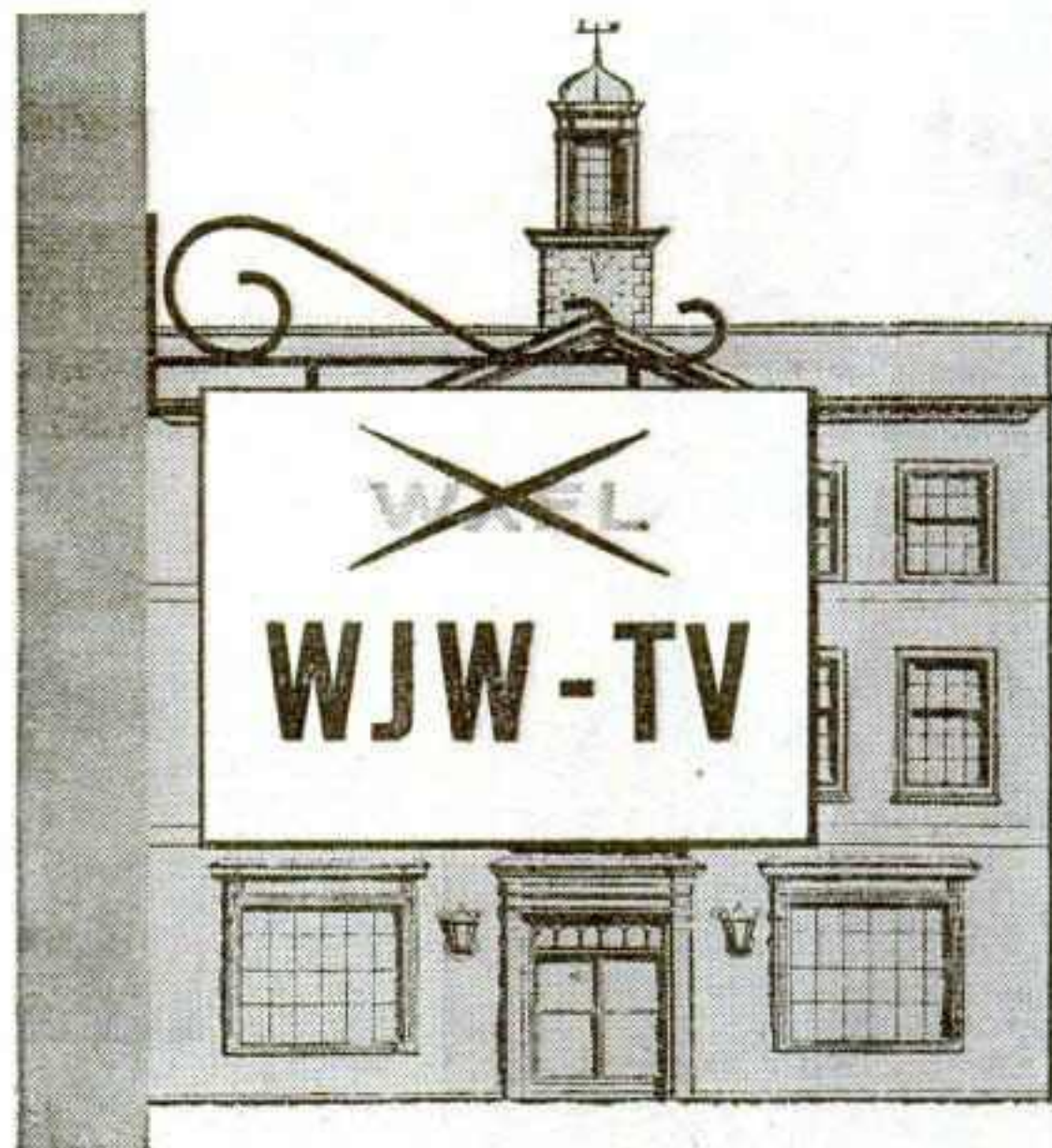
In Arnaz's opinion the practice of lugging a print from agency to agency has reached ridiculous proportions, and if results of the present trial are what they're expected to be, the company will probably continue with the same method in the future.

E. Arnold for Bishop Sheen

NEW YORK—A new live musical series, starring country and western singer Eddy Arnold, will replace ABC's Bishop Sheen show for the summer in the Thursday, 8-8:30 p.m. time slot.

Arnold is an RCA Victor recording artist who has his own vidfilm series and has functioned as a summer replacement previously.

The Arnold show will originate from Springfield, Mo.



A NEW NAME... A NEW HOME

Veteran radio station WJW has given its name to Cleveland's WXEL, and together they have moved into new quarters—a handsome Williamsburg colonial structure in the heart of downtown Cleveland. Under the Storer Broadcasting banner, WJW and WJW-TV are now better-than-ever able to serve both clients and the public.



in Cleveland keep your eye on channel 8

WJW-TV
Cleveland's basic CBS television outlet

QUALITY

From The Billboard
April 14, 1956

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The reputation that Sarra, Inc., has built for quality in this business is almost legendary. Once again it has won first place in that category of this poll. Its margin of victory is more comfortable than ever.

ITL AL

Winning Commercial Producers

• WHICH PRODUCER OF TV FILM COMMERCIALS EXCELLED IN QUALITY OF PERFORMANCE REGARDLESS OF TYPE OF COMMERCIALS?

Place	Company	Points
1	Sarra	106
2	UPA Pictures	74
3	Transfilm	46

3rd YEAR IN A ROW

SARRA QUALITY IS SOUND ADVERTISING THINKING BY TOP VISUAL EXPERTS

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Television Commercials

Photographic Illustration

Motion Pictures

Sound Slide Films

SHOW PRODUCTION

Activity Heavy in Odd Selling Season

HOLLYWOOD—Pilot production here is continuing unabated despite the fact that most of the shows now going before the cameras cannot be ready for agency viewing until mid-May or later, in

what is turning out to be one of the strangest selling seasons on record.

Approximately 80 pilot films have been completed so far, yet one radio-TV director said this week that he hasn't seen anything that would be suitable for one of his clients. Another agency executive pointed out at least half a dozen good shows that he had seen, yet which would not fit into any sponsor's plans.

One of the major problems has turned out to be in meshing product, type of show and time. For

instance, a sponsor might be willing to buy a certain show for a product only to find that none of the times he would consider are available, while those slots that are open will not give him the right kind of audience for that particular type of program.

The result is that producers are continuing to turn out product in the hope of hitting the nail on the head. Hal Roach Jr. this week is filming one new pilot, "Guns of Destiny," while another is being packaged for him by the William Morris Agency.

"Guns" will star Ralph Bellamy as both host and actor, and will be a series anthology, each half-hour episode taking up the story of a different famous gun.

The second show, "It's Always Sunday," features Dennis O'Keefe and Fay Wray in the title roles. It's a series built around a small-town minister.

"On Trial," another program

which has been hanging fire for some time, rolls this week at Republic Studios. The pilot stars Paul Douglas. Corporation to film the program was formed last week by Collier Young, Joseph Cotten and Larry Marcus, with MCA representing the package.

TPA is shooting a new pilot, "Mr. Digby," based on The Saturday Evening Post yarn about a photographer. William Demarest will probably play the lead. At the same time the company changed the name of its completed "Court of Domestic Relations" to "Conflict."

Theatrical producer Nat Holt is entering the TV ranks early in May with a series titled "Wells Fargo," a Western which will draw its stories from the company's history. The pilot is to be lensed on location in the Sierras.

Another Western, "Sand City Saga," is scheduled to be put before the cameras by Crescent Productions late this week.

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

AFTRA FUSS

Odds Favor Du Mont in Decision

NEW YORK — Trade odds is that Du Mont Laboratories is expected to win an arbitration award this week against the American Federation of Television and Radio Artists involving the use of the Electronicam system. Trade information is that the deciding arbitrator will state that the Electronicam system is being used as a motion picture camera to film a motion picture show.

As a practical matter, however, insiders question whether the award will mean anything for two reasons. AFTRA has signed a clarification agreement with the networks which gives it jurisdiction over any shows filmed by them electronically. Also the current AFTRA code expires November 15, at which time the union will ask any new signatory to its new contract to give it jurisdiction over electronic filming.

AFTRA brought the arbitration against the Du Mont Laboratories because it stated that they were using talent on Electronicam who were not being covered by AFTRA wages and working conditions.

Gross Heads Guild Sales, To Hold Meet

NEW YORK—Assistant Sales Manager Art Gross of Guild Films has been promoted to general sales manager. He has been with the company almost from its inception in 1952. Gross will preside over a conference of sales executives of Guild to be held at the National Association of Radio Television Broadcasters' convention in Chicago next week.

The topic will be new film product for the 1956-'57 season, the two newest series to be "Here Comes Tobor" and Jack London's "Captain Grief."

Guild is also reportedly dicker-ing with three cereal companies for national sponsorship of "Tobor."

In response to demands by these potential clients, it is considering making "Tobor," the nine-foot mechanical man, available for personal appearances.

WABD to Try Art Film Fete

NEW YORK—WABD, here, is embracing an art films concept. The station will program a "French Film Festival" in its Sunday 9-10:30 time period beginning April 29.

It is selecting from among top French product and will go into an Italian festival of films if the first series clicks. Commercials on the show will be held to a minimum.

Kane Writes Book About Quiz Shows

NEW YORK — Joseph Nathan Kane, the "Break the Bank" question man, has written a book based on his experiences titled "How to Win on Quiz Shows." Published by Bartholomew Press, here, the 63-page book is a glossary of information about quiz programs.

It starts with information about sustaining shows and ends with a chapter on: Will the big money continue?

Now Crusade in Europe

...IS THE MOST TIMELY FILM BUY IN TV TODAY... BASED ON THE BOOK BY THE MOST IMPORTANT MAN IN THE NEWS TODAY...

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FABIAN BACHRACH

MULTI-AWARD
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See us at N.A.R.T.B., CHICAGO, 524A, HILTON

TV TAPE SHOW RAISES WHITE-HOT QUESTIONS

• Continued from page 2

reel utilized are critical factors. Thus, where Ampex uses a 14-inch reel of two-inch tape to record a full hour TV show, RCA needs a 20-inch reel to hold but 15 minutes of programming.

However, RCA still has a big lead in color tape, for the Ampex system still is entirely monochrome, while RCA successfully demonstrated its color tape recorder over two years ago and has been working on improving it since. BCE likewise is still in the color tape scramble.

RCA Comment

Dr. Douglas H. Ewing, vice-president of RCA Laboratories at the David Sarnoff Research Center, Princetown, N. J., commenting to The Billboard on the Ampex-CBS developments, stated that speed of the RCA system has been reduced 15 per cent since the initial color showings. He noted that the RCA unit got the first full-blown, on-the-air, cross-country test over a year ago, when a color show pre-recorded on tape was transmitted via NBC facilities from New York to St. Paul for closed circuit showing to key toppers of Minnesota Mining and Manufacturing Corporation, makers of Scotch tape and radio tape, which is keenly interested in the manufacture of tape for TV use.

Dr. Ewing was unwilling to disclose RCA's current developmental schedule, but said he felt certain his firm's device has a promising future. "Obviously," he added, "any news from the competition is likely to affect our timetable." The only thing now holding back full use of current RCA tape equipment on the air is the insufficient number of units available, he said.

Action in 6 Mos.

Poniatoff said that Ampex plans to swing into action on compatible color tape within six months, stating that "no drastic changes or drastic additional work will be required." He said there would, however, be a "considerable amount of straightforward engineering development work" involved, and he estimated that color units would be ready about a year after work began.

The development which made possible the long-sought-for reduction in tape speed to virtually the same as that used in sound taping was the evolution by Ampex of an electro-magnet, four-part recording head which moves across the tape at great speed. One of the four heads always makes contact transversely, instead of longitudinally, as in conventional recorders.

The price of \$75,000 per unit which CBS paid is certain to be reduced, perhaps considerably, when full production commences, according to Poniatoff. He also told The Billboard that should smaller TV stations find their needs limited only to a unit which will play a taped program, instead of the current combined recording-playback unit, this can be produced at a saving of 15 to 25 per cent as is done for radio.

The advantages of tape over film have long been known to the trade. With picture quality and resolution as good and probably better than film, tape permits instantaneous recording and re-broadcasting simultaneously, without any form of processing. Also, taped material can be erased and the same tape used again hundreds of times with no diminution of quality, and tape-recorded programs can be safely stored for months without deterioration.

Altho the initial raw-stock costs of tape and black-and-white film

will be about the same, the re-use factor makes tape much more economical. Shooting, lighting and processing footage losses will be eliminated. Scenes not used can merely be wiped off, and the tape re-used. In color, even more drastic savings can be effected, for the equivalent of three costly basic prints are needed before duplicate prints can be made in virtually every process other than Kodachrome, while a single master tape serves the same purpose.

The big question now facing the TV industry is: How soon? Memories of the way ABC's taped

UHF'ER BACK FOR NEW TRY

NEW YORK — Many are the UHF stations that have gone dark because of economic problems, but last week saw a unique instance of one of them returning to life after having suspended operations.

WTRI, Albany, N. Y., is the hardy outlet which has returned to the air eager to have another try at living profitably in a VHF dominated market. The outlet has signed an affiliation contract with ABC-TV.

broadcasts of the Bing Crosby radio show first shocked broadcasters, then stimulated a rush to tape, makes it entirely feasible that the answer will be: Sooner than most people think.

'Jan' Replaced By 'Jeanne'


HOLLYWOOD — "It's Always Jan," which Procter & Gamble has been half-hearted on ever since mid-season, was axed this week and replaced by the new Jeanne Carson show, "Hey, Jeanne."

Four Star Productions turned out the pilot of the situation comedy. An exec of the agency, Compton, said that the program is expected to stay in the same CBS-TV time slot, 9:30-10 p.m. Saturday night.

"It's Always Jan," owned by star Janis Paige and producer Artie Stander, will most likely be placed in syndication.

BIG STARS
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BIG STORIES
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NEVER BEFORE SEEN ON TV
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ADVENTURE
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DRAMA
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A SURE HIT EVERYTIME!



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WISH—Indianapolis
WOOD—Grand Rapids
WTMJ—Milwaukee
WGN—Chicago
KMMT—Austin, Minnesota
KTLA—Los Angeles
KRON—San Francisco
KAKE—Wichita, Kansas
KSL—Salt Lake City
KTVT—Salt Lake City
KOSA—Odessa
WDSU—New Orleans
KTVK—Phoenix
XETV—San Diego
KBTW—Denver
KTNT—Tacoma
KSWM—Joplin
KFDX—Wichita Falls, Texas
KFDM—Beaumont, Texas
KKTU—Colorado Springs
KCMO—Kansas City

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1201 Broadway
New York 36, N. Y.
(Onpage 4-8234)

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HOLLYWOOD
9100 Sunset Blvd
Hollywood 36, Calif.
CRAview 4-6955

NOW! We're at the NARB CONRAD HILTON HOTEL, CHICAGO - 524A - 526A

Hygo Adds Three Pix to Latest Pkg.

NEW YORK — Hygo TV Films has added three feature films to its current package: "Diamond Jim," with Edward Arnold and Jean Arthur; "Hired Wife," with Rosalind Russell and Brian Aherne, and "The House of the Seven Gables."

These pictures were first released theatrically by Universal around 1940. The addition of these three titles brings Hygo's current package up to 22 pictures.

'4 Star' May Take 'Margie' Strip Cue

NEW YORK—The "strippable" concept that Official Films inaugurated one year ago with "My Little Margie" may be continued with the 153 "Four Star" reruns, which Official has named "Star Performance." Official is launching its sales drive on the library at the National Association of Radio & TV Broadcasters' convention in Chicago this week.

Herman Rush, sales vice-president, stated that the keynote of the "SP" sales pitch will be flexibility. Stations will be able to draw contracts in accordance with their particular programming needs. He pointed out, however, that the size and quality of the "SP" library qualify it for strip programming. There are 43 different stars in

"SP." They are spread thru it in such a way that the library can be broken up into five different series.

'Margie' to 120

In the past year Official has sold "Margie" to upward of 120 stations, of which 65 are playing it across the board and another 30 are playing it two or three times weekly.

A check of spot representatives a week ago indicated that nearly all the stations stripping "Margie" are selling the participations at card rate, that almost all of them have sold it out or nearly so. Asked if the stations could use another film show for stripping, the reps said they thought the stations would go for it if they can find the time.

OF RATE CUTS

'Don't Judge All by Some,' —Shupert

CHICAGO — Pointing to the fact that even broadcasters themselves have been unable to stamp out rate cutting practices by some stations, George Shupert, president of ABC Film Syndication, called upon station owners not to judge the entire TV film industry on the basis of unethical price-cutting practices indulged in by some of the film firms in the business.

In a speech prepared for delivery Tuesday (17) at a meeting of TV, Inc., members, Shupert called for closer co-operation between stations and film syndicators as a means of raising the profits of both facets of the industry.

BERKE SPEAKS UP

Crews' Attitude Mars N. Y. as Product'n City

NEW YORK—The chance of New York City ever becoming a major factor in the production of TV film would be considerably enhanced, according to William Berke, Guild Films executive producer, if technical crews would display a stronger sense of loyalty to their jobs.

As an example of this lack of loyalty, Berke cited the mass departure of the technical crew of "I Spy," being filmed at the Biltmore Studios, here, to work on the feature film of "The Arkansas Traveler." Except for the camera crew and the sound crew, all other technical personnel on "I Spy" took

off to go on location in Mississippi where the motion picture was being filmed.

Berke pointed out that such a mass desertion could not possibly occur in Hollywood where feature pictures are common and where loyalty and union discipline are stronger. He called the action by the crew juvenile and unprofessional, since Guild has invested nearly \$1,000,000 in its series. He also maintained that because of the mass departure he had to train new technicians and lost production time. This, of course, increased production expenses, tho it meant no loss of production quality.

On the positive side, Berke paid tribute to the talents of the actors he has used and to the numerous locations available in the East which has helped him to reduce costs.

The Man* with



&



is at Suite 2702-3-4

SHERATON HOTEL



★ Hollywood's Finest Entire Major Motion Picture Library

Erwin H. Ezzes—VP—General Sales Manager, C&C Television Corp.

Vallee's Open Letter to BB

• Continued from page 1

ies to pay for the entertainment of military bases on the outskirts of Las Vegas, why should anyone frown on this typically American way of providing entertainment where it is needed with all those concerned happy in the procedure?

I took issue with some of the Army entertainment representatives in Wiesbaden, Germany, who felt that this method could not be adopted. When one considers the fabulous sums being spent in television to sponsor American products, I see no reason why these same companies, thru their agencies, should not see the advantage of sponsoring top-flight name entertainers in grueling tours thruout the world with the recipients of this entertainment being acutely aware of the fact that this entertainment is being brought to them by a manufacturer who believes that his products should be given consideration in the PX's when those who enjoyed the entertainment make their purchases.

Since such a plan would make it democratically and impartially open for any manufacturer to do likewise, I do not see how anyone can claim foul or discrimination.

Cordially yours,
Rudy Vallee.

Ziv Sets Columns To Promote 'X'

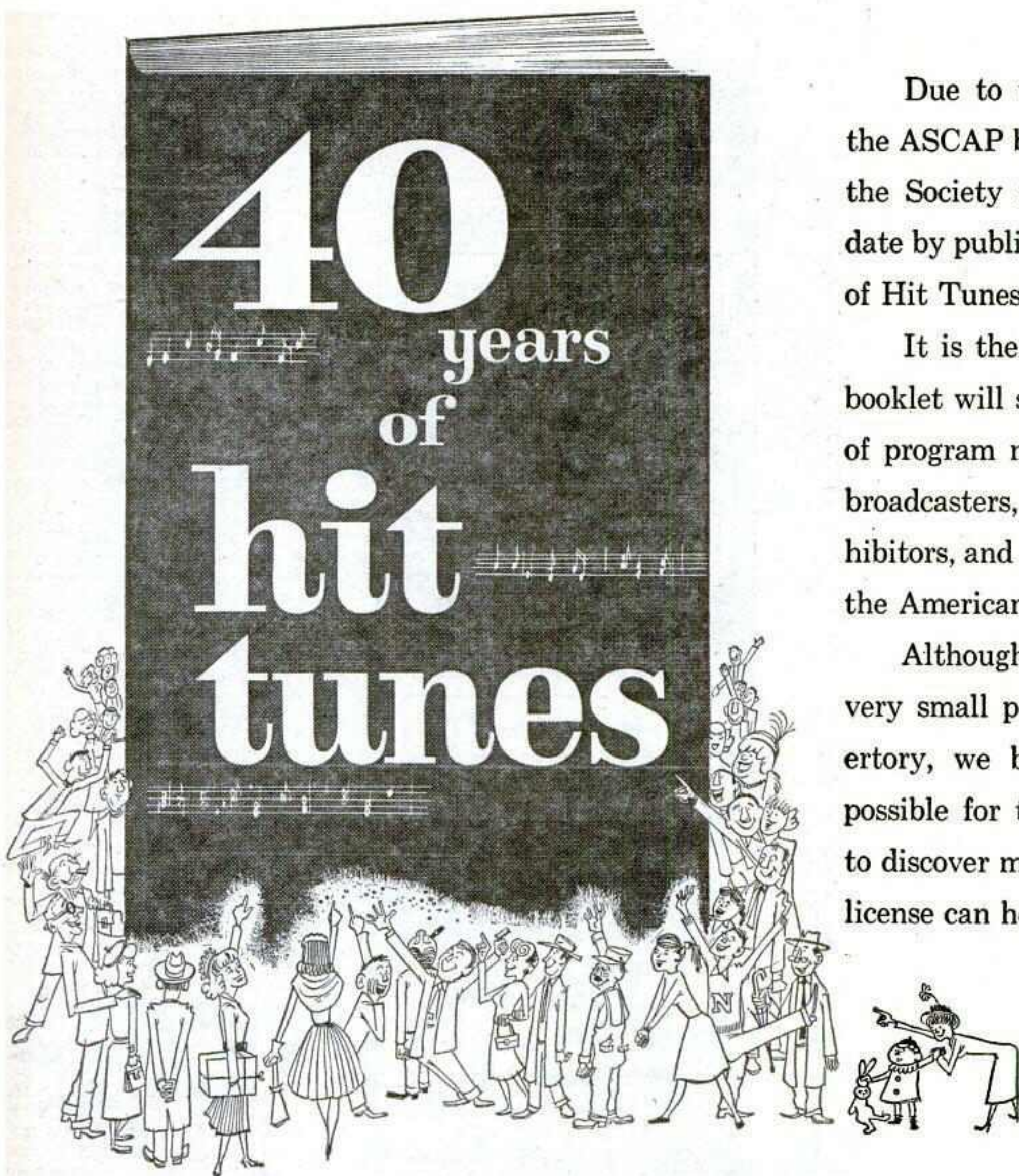
NEW YORK—As a promotion for "The Man Called X," Ziv-TV is giving stations a series of 20 columns by spy writer Ladislas Farago, which the stations can offer their local newspapers on a cross-plug arrangement.

The columns, titled "War of Wits," are taken from Farago's book of that title. Along with the columns, Ziv is sending the stations a bulky bit of instructions on how to plant and exploit the feature.



The American public chooses

ASCAP MUSIC



Due to the excellent reception accorded the ASCAP booklet, "35 Years of Hit Tunes", the Society now is bringing this list up to date by publishing a new pamphlet, "40 Years of Hit Tunes".

It is the Society's sincere hope that this booklet will serve as a ready reference source of program material for television and radio broadcasters, advertising agencies, theatre exhibitors, and all those engaged in entertaining the American public.

Although this listing contains only a very small portion of the Society's vast repertory, we believe that it should make it possible for those in the entertainment field to discover more ways in which their ASCAP license can help them to make greater profits.



The American Society of Composers, Authors and Publishers
575 Madison Avenue, New York 22, N.Y.

Trade Chooses Sides on Big Web Option Time Question

• Continued from page 3

work option time. If many more stations were on the air, he said, a network would possibly be able to perform this function almost as well without this device. The important factor, therefore, he said, is not network option time but the shortage of stations, which is the reason that network option time is so necessary at the present time.

This exec also stated that a fact which might well be borne in mind is that no station is forced to become a network affiliate. Stations are eager to sign an affiliation agreement with a network because by doing so it feels it is bettering

its programming and economic position, he said.

Culture Out

So far as the public is concerned, this same exec stated, it would swiftly note the disappearance of many of the high-budgeted cultural and documentary shows that are aired sustaining or at a loss by networks today, if network option time were abolished. For under the new system that would be established, no national program supplier would have any incentive to produce non-commercial, money-losing shows such as the "NBC Opera Theater," "The

Search," etc. And even if he did, he would no doubt find the number of stations that would pick up such non-commercial shows pitifully few.

Another adherent of network option time, this one the head of a leading network affiliate, stated his belief that the elimination of network option time would be "the most disastrous thing that could happen to the industry." Without it, he argued, clearance of live shows on a simultaneous nationwide basis would be made vastly more difficult.

The number of live shows that

would succeed in lining up the necessary number of simultaneous time slots would be drastically reduced. The use of long lines cables and relay facilities would take a sharp drop, because the cost of such facilities on an occasional or per-use basis would be prohibitive.

American Telephone and Telegraph would find it uneconomic to expand or even maintain their existing long lines facilities for network use and these facilities would gradually dry up. The TV industry would rapidly lose its status as an inter-connected, nation-wide communications medium and would become, instead, one that relied almost wholly on local or syndicated film programming, he stated.

The head of one of the leading film production-distribution firms feels that the elimination of network option time would "result in a healthier, more balanced indus-

try. The profits of the networks in the first instance might be adversely affected, but those of hundreds of other firms in TV would be favorably affected. Local and regional advertisers would have more chance to get on TV. Local programming would improve, and the financial situation of the stations would improve," he maintains.

A top executive of a national rep firm feels that the abolishment of network option time would be detrimental to the industry. Such a move, he feels, instead of loosening the grip that national advertisers have on good station time, might have exactly the opposite effect. All stations, including stations which are now independents, would be eager to sell their time to national advertisers and obtain the high-budgeted shows these advertisers would provide, he argued. National advertisers might well be able to gobble up more prime time than they currently can under the limitations of network option time, he pointed out.

Another thing to be remembered, this exec states, is that the present healthy state of the television medium is due largely to the efforts of the networks, who consistently were losing money from network operations up to a few years ago, while the stations were making handsome profits. It wasn't until late 1953, he stated, that the networks were able to start realizing a return from their initial pioneering efforts at building up television programming.

Readjustment Needed

Several of the executives The Billboard spoke to maintained that altho the complete elimination of network option time would, in its over-all effect, be harmful to the industry, certain readjustments should be made in the present system.

Ted Cott, vice-president and general manager of the Du Mont Broadcasting Corporation, tho opposed to complete abolishment of network option time, indicated his belief that stations should have more prime time allotted to local use than they currently have.

Under present affiliation practices, he stated, network affiliates cannot carry enough programs of local community interest in the prime viewing hours, and local advertisers are similarly frozen out of using such choice time periods.

By not giving local advertisers the benefit of selling their products in choice time, the present system may be adversely affecting local business and local employment, Cott feels.

Similarly, a leading West Coast independent film producer believes that it would be to the advantage of most segments of the industry if prime network option time on any one station would be limited, perhaps to two hours per night. This producer also strongly feels that the networks should abolish their film syndication arms and get out of that part of the television business.

As it stands now, he says, the networks not only control network option time on their affiliates, but are also competing with independent program suppliers for all other station time as well. If network option time is reduced, he maintains, the networks would be forced to compete on a more equal basis with other program suppliers, which would result in everybody turning out better shows.

the popularity charts tell only part of the story

The public's choice in popular music is reliably charted each week in such trade barometers as *The Hit Parade*, *The Billboard Honor Roll of Hits*, *The Cash Box Top Ten* and *Variety's Scoreboard*. All compile their lists independently from national surveys of songs most played on the air, best-selling sheet music, best-selling records, and most in demand in the coin machines.

Twenty-three BMI-licensed compositions have made these hit charts during the last six months (October, 1955 through March, 1956)

The songs so distinguished are a credit to their writers, composers and publishers. BMI salutes their joint achievements. And while we take pride in this accomplishment, the popularity charts tell only part of the story. Appreciation must go also to that vast body of music provided by the writers and publishers during the past 16 years, including those songs which never reached the charts... the widely varied supply of music which makes up the complete BMI repertoire.

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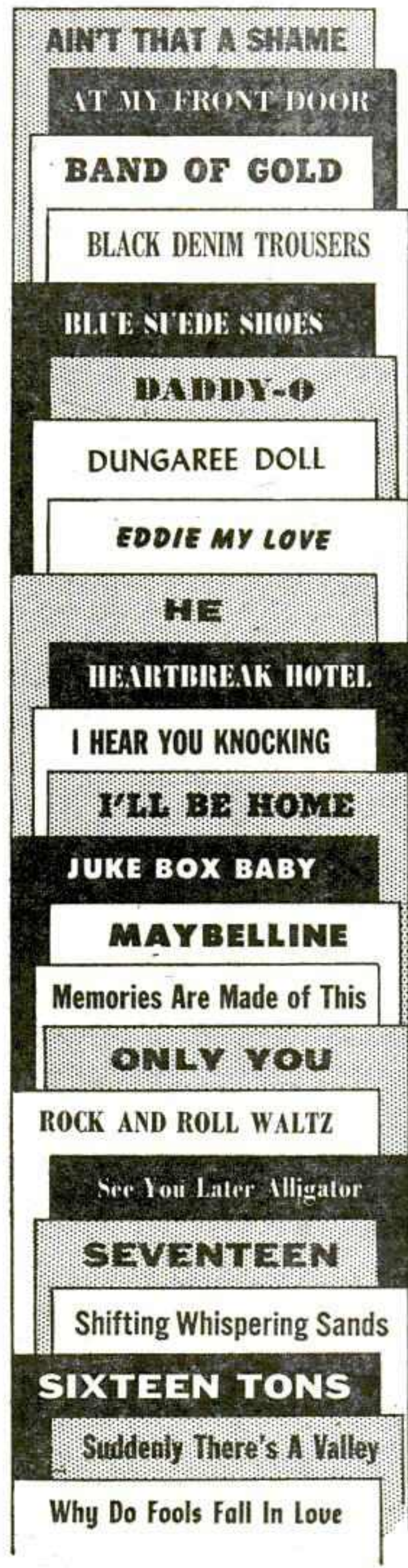
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GUILD FILMS

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JAFFE-JAFFE GETS PRAISE

NEW YORK — Jaffe & Jaffe last week received four standing ovations from the membership of the New York local of the American Federation of Television and Radio Artists for its 19 years of work as legal counsel to the union. The commendations were given at a membership meeting Tuesday (10). Jaffe & Jaffe resigned recently as counsel for the New York local but will continue to represent AFTRA nationally.

ABC Hunts Way to Pacify Miffed Client

NEW YORK — ABC-TV is in the process of trying to find a comfortable new berth for a miffed sponsor, Pharmaceuticals, Inc. The bankroller suddenly found half of its Sunday 9-10 p.m. period slide out from under its very eyes last week as "Omnibus" appeared on the ABC scene with a stake to the 9:30-11 p.m. period. Pharmaceuticals, which had been banking on returning to the 10-11 p.m. spot with its "Amateur Hour" next season, is faced with the choice of either cutting the show to a half hour for airing 9:30-10 p.m., picking up an hour period elsewhere on the web or moving off the web altogether. It's considered unlikely that the bankroller will choose the last, what with time on the other webs hard to come by. ABC is probably hoping that Pharmaceuticals will buy an hour of time elsewhere on the ABC schedule. In that way ABC would be able to retain Pharmaceuticals as an hour-long bankroller and would also clear the 9-9:30 p.m. period for "Omnibus" to move into. Such a move would enable "Omnibus" to air 9-10:30 p.m. and thereby eliminate any station clearance problems ABC might face in lining up stations for a show that runs over into the 10:30-11 p.m. station option time periods.

NBC's Talent Assoc. Plans

NEW YORK — NBC-TV is cooking up a deal with Talent Associates, owned by David Suskind and Al Levy, for the packaging firm to take over supervision of all dramatic shows on NBC. The exact functions of Talent Associates under the new set-up is not known, but it would probably function as trouble-shooters for the web on all its dramatic properties. Talent Associates now produces the "Armstrong Circle Theater" Tuesdays 9:30-10:30 alternate weeks on NBC. Talent Associates first came to prominence as the producer of the "Philco-Goodyear Playhouse," Sunday 8-9, which pro-

PEABODY GIVES ITS AWARDS

NEW YORK — Peabody Awards for 1955 were given this week to Jackie Gleason and Perry Como for TV entertainment, Douglas Edwards for TV news, "Producer's Showcase" for dramatic entertainment, "Lassie" for youth and children's programs, Dr. Frank Baxter for education, Sylvester (Pat) Weaver, NBC board chairman, for radio-TV public service; Quincy Howe for promotion of international understanding and a citation to WMT-TV, Cedar Rapids, Ia., for local public service. Produced such writers as Paddy Chayevsky, Horton Foote, J. P. Miller and Robert Alan Aurthur.

Syndicated Kid Pic Mart Skids; 'Mickey' Blamed

HOLLYWOOD — The market for children's programs in syndicated television film has taken a serious slump, with no indication that it will pull out anywhere in the near future. This is the opinion of a number of syndicated film distributors. The reason apparently is twofold. Most importantly, "The Mickey Mouse Club" has drained off local and regional advertisers for children's programming. Instead of buying local programs as they used to, they are now buying spots in and around the Disney series. An additional effect of "Mickey Mouse" has been to curtail children's programs in general in the 5-6 p.m. period, since neither sta-

tions nor advertisers want to buck it. The trend has been to fight the show with adult series and feature film, not other kid programs. Secondly, the success of MC-TV's Autry-Rogers package at considerably lower cost than the average telefilm kid Western has caused stations to shy away from buying the latter. Most hurt by the development have been such a program as "Terry and the Pirates." Some other shows like "Annie Oakley," "Amos 'n' Andy" and "Ramar of the Jungle" continue to do well, however, because kids apparently don't mind seeing repeats, and the programs have been run so many times that the cost to sponsors and stations has come way down.

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COMPLETE OVERHAUL

NATFD to Be All-Industry Group With Reorganization

CHICAGO—The National Association of TV Film Directors is about to undergo a complete reorganization. Founded as a station film men's organization two years ago, it will become an all-industry association, somewhat along the lines of the National Telefilm Council in New York.

If this plan is approved, NATFD would change its name to the American Television Film Association. One of the new group's first projects would be throwing a national convention and trade fair in New York in the fall. This would become an annual event held alternately in New York and Los Angeles.

A detailed prospectus of the reorganization was presented at a meeting here of NATFD officers, district chairmen and members last weekend (14-16) by Acting Chairman David Manning, film director of WHAM-TV, Rochester, N. Y.

Under the plan, membership would be opened to ad agency film buyers and media directors, film distributors, producers of programs and commercials, service organizations and equipment manufacturers.

The new organization would have a board of advisors consisting of non-members whose background, experience and prestige could be of value in making policy and plans. The governing body would be a board of directors containing representatives of all segments of the industry.

Flamingo Takes on 26 British Movies

NEW YORK—Flamingo Films has taken over distribution of the 26 British feature films that had previously been handled by the film syndication department of the Du Mont network.

Flamingo is including these 26 with the package of 100 pictures it recently acquired from American-British TV Movies,

improvement of local programming and promotion of film.

NATFD had originally been planning to hold its first national convention this week simultaneously with the National Association of Radio and TV Broadcasters' convention. This was abandoned in favor of a conference to consider the reorganization. If this weekend's meeting approves the plan, it will get its final polishing by a special committee consisting of representatives of all segments of the industry.

TV'S 10 TOP SPOT SPENDERS

NEW YORK—The Television Bureau of Advertising's compilation of spot TV spending in the last quarter of 1955 reveals that the following 10 ad agencies, in order, bought the greatest amount of spot time: Ted Bates, Leo Burnett, McCann-Erickson; Batten, Barton, Durstine & Osborn; Dancer-Fitzgerald-Sample; Benton & Bowles, Young & Rubicam, J. Walter Thompson, Compton, and Cunningham & Walsh.

The roots of the reorganization were planted when Manning became chairman last September. In a letter to members last week, Manning said the growth of NATFD was hampered by lack of financing, which could not be obtained because its aims were too nebulous. He said he took the chairmanship with the intention of eventually changing the complexion of the organization. Manning is asking all those in the TV film industry interested in the new plan to contact him in Rochester.

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Distributors Likely to Offer Fewer Syndicated Pix

It is unlikely that the major distributors will put as many new shows into syndication in the year ahead as they did over the past year. The distributors are now relatively reluctant to risk syndication of a new property in a market being crowded with feature films and reruns. Every distributor today is aiming his new shows at a national deal. Barring that, many of them want a good regional deal before going into syndication—unless they commit themselves to full production before hand.

Because of this wait-and-see attitude it is really not clear at this moment just what can be expected from each distributor before the end of the year. But the following is as good a guess as can be made on what will be coming from each of the major companies:

ABC FILM SYNDICATION will begin syndicating "Code 3" next month. It has already been sold to two regional sponsors, Signal Oil and Rheingold Beer. After that, "The Americano" and "The Force" are two possibilities if no national sales are made on them.

CBS-TV FILM SALES will shortly begin selling the reruns of "Brave Eagle," which has been playing CBS-TV, Wednesday, 7:30-8 p.m., this season on a sustaining basis. It is still first-run in most markets. It will also distribute "Champion," which has been playing CBS-TV, Friday, 7:30-8 p.m. sustaining. Three other shows that played the CBS-TV network seem fairly definite for syndication by CBS Film: "Favorite Husband," "The Search" and "Our Miss Brooks." First-run properties that CBS Film may put into syndication are "The Legionnaire" and "The City," but the firm is looking for national sales on them before considering syndication.

FLAMINGO FILMS has nothing new that it is considering for syndication right now. It has just begun production of a second year of "Stars of the Grand Ole Opry."

GUILD FILMS has a couple of new shows coming up that can be considered probable for syndication. "Here Comes Tobor" and a Jack London show are two of them.

HOLLYWOOD TV SERVICE has just put "Stryker of Scotland Yard" and "Frontier Doctor" on the market for debut June 1. It will shortly begin selling the reissue of "Commando Cody." It has a couple of other shows in preparation that may find their way into the syndication market by the end of 1956.

MCA-TV will probably put at least one show into syndication first-run and will also probably have one or two more reissues before the end of the year. Right now it has Roland Reed's "Seahawk," which is a possibility for syndication.

OFFICIAL FILMS may finally put "The Scarlet Pimpernel" into syndication. But over the past year

Official has regarded syndication as an outlet for reissues only, and its success along that line indicates more of the same type of action from this outfit.

NATIONAL TELEFILM ASSOCIATES has two new shows and is developing more. The two shows are "The Sheriff of Cochise" and "Lilli Palmer Theater." However, NTA has a downbeat attitude toward first-run syndication of properties like this, so don't count on these shows this season.

SCREEN GEMS will probably begin syndicating the reruns of "The Damon Runyon Theater," that is, if it doesn't get another national sale on this show first.

Buchanan Joins JWT

NEW YORK — Robert (Buck) Buchanan has joined J. Walter Thompson as a TV group head. He moved over from Young & Rubicam where he functioned on the General Electric and Procter & Gamble accounts.

Screen Gems might also have a couple of shows for sell-off markets. But despite the experience on "Jungle Jim" this past year, don't count on first-run syndication from Screen Gems.

NBC TELEVISION FILMS will almost definitely have at least one new show for syndication, but it is still looking for it.

TELEVISION PROGRAMS OF AMERICA has just started syndication of "Stage 7," which started off with a regional deal from Standard Oil (California). TPA will certainly have a first-run show

for syndication in the fall. Of the eight new properties it has, the likeliest candidates for syndication seem to be "Captain Kidd" and "One False Step."

UM&M TV will shortly have a new cycle of "The Adventures of Sherlock Holmes." However, this distributor has so completely turned its attention to cartoons and short subjects that it is unlikely to come up with any new made-for-TV series this year.

ZIV-TV, based on last year's experience, will no doubt shortly come up with a new show for fall debut and then have still another one at the end of the year for a January debut. For a while it looked as if "West Point" would be its next syndication effort, but now that one is definitely going network. "Dr. Christian" has some production completed and may possibly be far enough for a fall debut. A fair bet for its winter

'R. Hood' May 2d Run Sat.

NEW YORK—CBS-TV is reported to be dickering a deal to get another run of "Robin Hood" to slot Saturday morning. The first run of the show would continue Monday, 7:30-8 p.m.

The sponsors, Johnson & Johnson and Wildroot, have renewed the show for next season, and production of the next 39 films starts in England next week. Official Films is the distributor of "Robin Hood."

effort is "I Love a Mystery," unless a national sponsor gets it first.

Nothing in this article represents a definite commitment by the distributor. It is a most indefinite picture, but that's the way the business looks right now.

TOP RESULTS - HIGH RATINGS HERE IS - PROOF POSITIVE!

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JAN. 14, 1956 NASHVILLE	76 Weeks
JAN. 14, 1956 JACKSON, MISS.	114 Weeks
JAN. 21, 1956 CINCINNATI	153 Weeks
JAN. 28, 1956 MINNEAPOLIS-ST. PAUL	22 Weeks
FEB. 11, 1956 OMAHA	98 Weeks
FEB. 11, 1956 PORTLAND, ORE.	120 Weeks
FEB. 18, 1956 GREENVILLE, S. C.	116 Weeks

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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

• Network Adventure Shows

MARCH RATINGS		
Rank	Show, Sponsor & Web	Rating
1.	Robin Hood Wildroot, J&J (CBS)	28.7
2.	Wyatt Earp Parker Pen, Gen'l Mills (ABC)	26.5
3.	Rin Tin Tin National Biscuit (ABC)	25.4
4.	Gunsmoke L&M (CBS)	24.3
5.	Warner Bros. Presents L&M, Monsanto, Gen'l Elec. (ABC)	22.7
6.	Sgt. Preston of the Yukon Quaker Oats (CBS)	20.7
7.	Big Town Lever, Gen'l Motors, A. C. Spark Plug (NBC)	20.4
8.	The Lone Ranger Gen'l Mills, Amer. Dairy (ABC)	18.0
9.	Tales of the Texas Rangers Gen'l Mills, Curtis (CBS)	17.7
10.	Roy Rogers Gen'l Foods (NBC)	17.1

AMONG MEN		
Rank	Show, Sponsor & Web	Men Per Set
1.	Frontier Reynolds Metal (NBC)	1.04
2.	Gunsmoke L&M (CBS)	.98
3.	Wyatt Earp Parker Pen, Gen'l Mills (ABC)	.92
4.	Captain Gallant H. J. Heinz (NBC)	.84
5.	Warner Bros. Presents L&M, Monsanto, Gen'l Elec. (ABC)	.80
6.	Big Town Lever, Gen'l Motors, A. C. Spark Plug (NBC)	.79
7.	Sgt. Preston of the Yukon Quaker Oats (CBS)	.77
8.	Brave Eagle Sustaining (CBS)	.76
9.	Robin Hood Wildroot, J&J (CBS)	.73
10.	The Lone Ranger Gen'l Mills, Amer. Dairy (ABC)	.70

AMONG WOMEN		
Rank	Show, Sponsor & Web	Women Per Set
1.	Gunsmoke L&M (CBS)	1.06
2.	Big Town Lever, Gen'l Motors, A. C. Spark Plug (NBC)	1.02
3.	Brave Eagle Sust. (CBS)	1.01
4.	Frontier Reynolds Metal (NBC)	.98
5.	Warner Bros. Presents L&M, Gen'l Elec., Monsanto (ABC)	.95
6.	Wyatt Earp Parker Pen, Gen'l Mills (ABC)	.95
7.	Captain Gallant H. J. Heinz (NBC)	.85
8.	Sgt. Preston of the Yukon Quaker Oats (CBS)	.85
9.	My Friend Flicka Colgate-Palmolive (CBS)	.83
10.	Robin Hood Wildroot, J&J (CBS)	.77

AMONG CHILDREN		
Rank	Show, Sponsor & Web	Children Per Set
1.	Captain Midnight Wander (CBS)	1.81
2.	Fury Gen'l. Foods (NBC)	1.68
3.	Rin Tin Tin Natl. Biscuit (ABC)	1.68
4.	Tales of the Texas Rangers Gen'l. Mills Curtis (CBS)	1.65
5.	Roy Rogers Gen'l. Foods (NBC)	1.57
6.	The Lone Ranger Gen'l. Mills, Amer. Dairy (ABC)	1.50
7.	The Lone Ranger Gen'l. Mills (CBS)	1.50
8.	Wild Bill Hickok Kellogg (CBS)	1.47
9.	Robin Hood Wildroot, J&J (CBS)	1.34
10.	Gene Autry Wrigley (CBS)	1.33

Web Winners

WARNER BROS. PRESENT-ABC-TV
Spotlighting the success that ABC has had with its "Warner Bros. Presents" series, the March American Research Bureau ratings show the ABC series as pulling in a higher rating than any of the other four hour-long dramas that made their premiere this season. "Warner Bros. Presents" garnered a 22.2 ARB rating. In comparison, "Alcoa Hour" pulled 20.5, "Armstrong Circle Theater" drew a 15.7, "Playwrights '56" won a 13.6 rating and "20th Century-Fox Hour" drew a 19.9.

Films to Watch

STORIES OF THE CENTURY-Hollywood TV Service
The syndication business has not followed the trend to adult Westerns such as the networks' "Frontier," "Gunsmoke," "Wyatt Earp" and "Cheyenne." But at least one veteran syndicated Western has proved strong appeal for adults. "Stories of the Century," according to Pulse figures in last week's "Scoreboard," pulls 73 men per hundred viewing sets and 75 women. It gets a good number of viewing sets, too. "Stories" drew an average weighted Tele-Pulse of 11.6 in January, standing it fourth among syndicated Westerns.

• ARB Top 25 Network Shows

March Ratings of Leading Web Programs

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

Rank	Show, Sponsor & Web	March Rating
1.	I Love Lucy, P&G, Gen'l Foods (CBS)	53.4
2.	\$64,000 Question, Revlon (CBS)	50.5
3.	Ed Sullivan, Lincoln-Mercury (CBS)	48.5
4.	*You Bet Your Life, DeSoto-Plymouth (NBC)	43.3
5.	I've Got a Secret, R. J. Reynolds (CBS)	39.8
6.	*Disneyland, Partic. (ABC)	39.6
7.	*December Bride, Gen'l Foods (CBS)	38.5
8.	Your Hit Parade, Amer. Tobacco, J. Montener (NBC)	37.9
9.	Perry Como, Partic. (NBC)	37.5
10.	*Dragnet, L&M (NBC)	36.4
11.	*The Millionaire, Colgate-Palmolive (CBS)	36.1
12.	*Phil Silvers, Amana, R. J. Reynolds (CBS)	35.0
13.	Climax, Chrysler (CBS)	34.2
14.	*Godfrey's Talent Scouts, Lipton, Toni (CBS)	34.2
15.	Lux Video Theater, Lever (NBC)	33.8
16.	George Gobel, Pet Milk, Armour (NBC)	33.5
17.	*Honeymooners, Buick (CBS)	32.9
18.	*Ford Theater, Ford (NBC)	32.6
19.	Lineup, P&G, Brown & Williamson (CBS)	32.5
20.	Red Skelton, Pet Milk, S. C. Johnson (CBS)	32.0
21.	*Jimmy Durante, Texas Co. (NBC)	31.8
22.	Lawrence Welk, Dodge (ABC)	31.7
23.	*Loretta Young, P&G (NBC)	30.8
24.	*Burns & Allen, Gen'l Mills, Carnation, Goodrich (CBS)	30.5
24.	*People Are Funny, Toni, Paper Mate (NBC)	30.5

The Billboard Scoreboard

SYNDICATED FILM PROGRAMS

The Pulse Audience Composition Studies

• Syndicated Film Adventure Shows

FEBRUARY RATINGS		
Rank	Show & Distrib.	Avg. Feb. Rtg.
1.	Highway Patrol (Ziv)	16.4
2.	Superman (Flamingo)	15.1
3.	I Led Three Lives (Ziv)	13.8
3.	Waterfront (MCA)	13.8
5.	Count of Monte Cristo (TPA)	12.7
6.	Jungle Jim (Screen Gems)	11.5
7.	Crosscurrent (Official)	11.3
8.	Soldiers of Fortune (MCA)	11.2
9.	I Spy (Guild)	8.8
9.	Ramar of the Jungle (TPA)	8.8

VIEWERS/100 HOMES		
Rank	Show & Distrib.	Viewers per 100 Homes Tuned In
1.	Highway Patrol (Ziv)	224
2.	I Led Three Lives (Ziv)	223
3.	Soldiers of Fortune (MCA)	221
4.	Foreign Intrigue (Official)	220
5.	China Smith (NTA)	214
5.	Crosscurrent (Official)	214
7.	The Hunter (Tafon)	212
8.	Dangerous Assignment (NBC)	205
8.	Waterfront (MCA)	205
10.	I Spy (Guild)	201

AMONG MEN		
Rank	Show & Distrib.	Men Per 100 Homes Tuned In
1.	Crosscurrent (Official)	.86
2.	Foreign Intrigue (Official)	.85
2.	I Led Three Lives (Ziv)	.85
4.	Highway Patrol (Ziv)	.84
5.	China Smith (NTA)	.82
5.	The Falcon (NBC)	.82
7.	Dangerous Assignment (NBC)	.79
8.	Waterfront (MCA)	.78
9.	Passport to Danger (ABC)	.77
10.	The Hunter (Tafon)	.75
10.	Secret File, U. S. A. (Official)	.75

AMONG WOMEN		
Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1.	Foreign Intrigue (Official)	.94
2.	Dangerous Assignment (NBC)	.90
3.	Crosscurrent (Official)	.89
4.	I Led Three Lives (Ziv)	.88
5.	Waterfront (MCA)	.85
6.	The Hunter (Tafon)	.84
7.	I Spy (Guild)	.83
8.	Count of Monte Cristo (TPA)	.81
9.	Highway Patrol (Ziv)	.79
10.	The Falcon (NBC)	.78

AMONG TEENS		
Rank	Show & Distrib.	Teens Per 100 Homes Tuned In
1.	Superman (Flamingo)	28
2.	I Search for Adventure (Bagnall)	25
2.	Foreign Intrigue (Official)	25
4.	Count of Monte Cristo (TPA)	24
4.	Long John Silver (CBS)	24
6.	Soldiers of Fortune (MCA)	23
7.	Jungle Jim (Screen Gems)	22
7.	Passport to Danger (ABC)	22
7.	Waterfront (MCA)	22
10.	Highway Patrol (Ziv)	20
10.	I Spy (Guild)	20

AMONG CHILDREN		
Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Ramar of the Jungle (TPA)	96
1.	Superman (Flamingo)	96
3.	Long John Silver (CBS)	94
4.	Jungle Jim (Screen Gems)	79
5.	Soldiers of Fortune (MCA)	65
6.	Highway Patrol (Ziv)	41
7.	China Smith (NTA)	37
8.	The Hunter (Tafon)	36
9.	I Led Three Lives (Ziv)	31
10.	I Spy (Guild)	27
10.	Secret File, U.S.A. (Official)	27

• Pulse Top 25 Non-Net Shows

February Ratings of Leading Film Shows

This breakdown of non-network film ratings shows the 25 leaders for the past rating month, listed in rank order. This chart runs once monthly, and appears in the issue of The Billboard dated the third Saturday of each month. The Average Ratings is based on the rating scored by each show in the 23 basic markets studied monthly by The Pulse, which markets account for the bulk of U. S. set circulation. Each market is weighted in proportion to its TV population. For additional information on audience size and coverage, please consult The Pulse, Inc., 15 West 46th Street, N. Y. C.

Rank	Show & Distributor	Avg. Feb. Rating
1.	Mr. District Attorney (Ziv)	16.7
2.	Life of Riley (NBC)	16.5
3.	Highway Patrol (Ziv)	16.4
4.	Superman (Flamingo)	15.1
4.	Eddie Cantor (Ziv)	15.1
6.	Amos 'n' Andy (CBS)	15.0
6.	Annie Oakley (CBS)	15.0
6.	Badge 714 (NBC)	15.0
9.	All Star Theater (Screen Gems)	14.5
10.	Man Behind the Badge (MCA)	14.4
11.	Follow That Man (MCA)	14.0
12.	I Led Three Lives (Ziv)	13.8
12.	Laurel and Hardy (Governor)	13.8
12.	Waterfront (MCA)	13.8
15.	Douglas Fairbanks Jr. Presents (ABC)	13.5
16.	Grand Ole Opry (Flamingo)	13.0
17.	Man Called X (Ziv)	12.9
17.	Wild Bill Hickok (Flamingo)	12.9
19.	Count of Monte Cristo (TPA)	12.7
20.	Dr. Hudson's Secret Journal (MCA)	12.5
21.	Celebrity Playhouse (Screen Gems)	12.4
22.	Cisco Kid (Ziv)	12.3
23.	Buffalo Bill Jr. (CBS)	11.5
23.	Jungle Jim (Screen Gems)	11.5
25.	Little Rascals (Interstate)	11.4
25.	Science Fiction Theater (Ziv)	11.4

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.



NATIONAL NIELSEN TOP 10 RATINGS:

MARCH 1952

1. **I LOVE LUCY**
2. ARTHUR GODFREY'S TALENT SCOUTS
3. THE RED SKELTON SHOW
4. TEXACO STAR THEATRE
5. COLGATE COMEDY HOUR
6. YOUR SHOW OF SHOWS
7. YOU BET YOUR LIFE
8. ARTHUR GODFREY & HIS FRIENDS
9. FIRESIDE THEATRE
10. MAMA

MARCH 1953

1. **I LOVE LUCY**
2. ARTHUR GODFREY'S TALENT SCOUTS
3. ACADEMY AWARDS CEREMONY
4. ARTHUR GODFREY & HIS FRIENDS
5. COLGATE COMEDY HOUR
6. TEXACO STAR THEATRE
7. DRAGNET
8. PHILCO TV PLAYHOUSE
9. YOU BET YOUR LIFE
10. THE RED BUTTONS SHOW

MARCH 1954

1. **I LOVE LUCY**
2. ACADEMY AWARDS CEREMONY
3. DRAGNET
4. BOB HOPE SHOW
5. JACKIE GLEASON SHOW
6. MILTON BERLE
7. YOU BET YOUR LIFE
8. ARTHUR GODFREY'S TALENT SCOUTS
9. JACK BENNY SHOW
10. TOAST OF THE TOWN

MARCH 1955

1. **I LOVE LUCY**
2. JACKIE GLEASON SHOW
3. TOAST OF THE TOWN
4. DISNEYLAND
5. MILTON BERLE
6. JACK BENNY SHOW
7. YOU BET YOUR LIFE
8. THE GEORGE GOBEL SHOW
9. DRAGNET
10. MARTHA RAYE SHOW

MARCH 1956

1. **I LOVE LUCY**
2. THE ED SULLIVAN SHOW
3. \$64,000 QUESTION
4. FORD STAR JUBILEE
5. DISNEYLAND
6. JACK BENNY SHOW
7. DECEMBER BRIDE
8. THE PERRY COMO SHOW
9. DRAGNET
10. THE MILLIONAIRE

FILMED IN HOLLYWOOD
BY
Desilu

The Billboard Scoreboard

PULSE LOCAL RATINGS—MARCH

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 "A" 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.

NEW YORK (7 Stations) 4,008,800 TV Homes

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

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

SAN FRANCISCO-OAKLAND (5 Stations) 775,100 TV Homes

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows top 15 once-weekly shows in San Francisco-Oakland.

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows top 10 multi-weekly shows in San Francisco-Oakland.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

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

DETROIT (4 Stations) 942,100 TV Homes

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

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

ATLANTA (3 Stations) 175,900 TV Homes

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

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

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

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

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

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

BIRMINGHAM (2 Stations) 142,400 TV Homes

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

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

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

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

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

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

LOS ANGELES (7 Stations) 1,742,800 TV Homes

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

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

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

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

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

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

(Continued on page 26)

ADVISORY BOARD SURVEY



Opinion Jells Firmly On Influx of Features

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

We anticipate a reduction in prices on feature films, we are definitely opposed to any "barter system" of time for features and we certainly think the sponsors are going to have to pay more for a feature film ride! So says the TV Editorial Advisory Board in its latest survey.

The influx of new features has been the cause of much cogitation in the industry, but if anything seems certain, opinions are forming, and definitely, about what the future holds. Much of what the board has to say is particularly cogent for feature distributors and defines some of the problems they may be facing.

The old law of supply and demand was the foundation for the concerted opinion that prices will go down on the features as far as stations are concerned. Some 63 per cent of stations gave a "thumbs down" to price. Agencies were fairly well divided on the subject, but other interests, including some distributors, leaned toward the lower price.

Even those who thought that the prices would go up on features hedged their bets, with some 26 per cent figuring that the price will go up on the newer quality films but down on the older ones.

Barter Unpopular

On the subject of the "barter system" or trading of time for part of the sale price, the Advisory Board overwhelmingly said, "We don't wanna!" As a matter of fact, all facets of the industry considered, 73 per cent said an emphatic no. "We don't believe in 'brokerage.' . . . It takes control of station time and rates away from stations. . . . It violates rep agreements. . . . Distributors apparently want to function as station reps and agencies." These are some of the comments that any feature film distributor envisioning such a plan will have to face.

Quite naturally, of course, stations and agencies were most outspoken in their opinions. Among stations responding to the survey, 80 per cent said they wanted no part of it. And among the advertising agencies 76 per cent were of similar mind. Local, regional and spot advertisers, at least 75 per cent of them, turned green at the idea. The other 25 per cent either didn't know or didn't care.

On the question of the trend of sponsors' price to stations for participations on features, 59 per cent of the industry imagines the cost will go up. Of the 59 per cent, about 53 per cent says

the rise will be slight, while the other 6 per cent anticipates a big leap. Others see no change, don't know and a few, some 5 per cent, look for a decrease.

On the same general subject of trends following the influx of new features to TV, the TV Editorial Advisory Board likewise had a jelling opinion on the effect these features would have on the quantity of movie programming on stations (The Billboard, April 7). The majority of stations do not expect any increase in time devoted to features, despite increased supply.

HOW THEY VOTED

In view of the new influx, what do you think will be the trend in prices stations will be paying for features over the next year?

	Up	Down	No Change	Don't Know
Stations and Networks.....	11	43	12	2
Ad Agencies	17	20	14	3
Network Sponsors.....	1	2	—	—
Regional, Local and Spot Advertisers	8	8	2	3
Distributors	6	9	4	1
Producers, Labs and Equipment ...	7	12	2	1
Total	50	94	34	10

For one large package of features now on the market, the distributor is asking stations to pay in spot time as well as money. The distributor intends to re-sell the spots to national advertisers. What do you think of this method of selling features?

	Like	Dislike	Impartial	Don't Know
Stations and Networks.....	4	53	4	5
Ad Agencies	2	42	8	3
Network Sponsors	2	1	—	—
Regional, Local and Spot Advertisers	—	15	4	1
Distributors	2	8	4	1
Producers, Labs and Equipment... ..	2	13	6	2
Total	12	132	26	12

What trend do you see in the rates sponsors will have to pay stations for participations on feature films over the next year?

	Big Increase	Small Increase	No Change	Decrease	Don't Know
Stations and Networks.....	4	33	25	3	2
Ad Agencies	3	36	9	2	6
Network Sponsors	—	2	1	—	—
Regional, Local and Spot Advertisers..	1	10	4	1	5
Distributors	2	9	4	2	2
Producers, Labs and Equipment... ..	3	10	5	2	4
Total	13	100	48	10	19

ADVERTISERS AND AGENCIES SAY . . .

DON BERRY, vice-president in charge of advertising, McKESSON & ROBBINS, Bridgeport, Conn.: "The cost of better films will go up, but the 'B' movies will go down in price for competitive reasons. With distributors vying with stations and networks to sell 'spots,' the rate structure is likely to break with ensuing chaos."

GARRY LEE, TV production manager, STOCKTON, WEST, BURKHART, Cincinnati: "This puts a 'package distributor' in the spot-selling market. Being independent from normal spot outlet will allow him to turn over these availabilities at whatever price the traffic will allow. This is an unhealthy condition for any industry."

WILLIAM D'ARCY CAYTON, president, CAYTON ADVERTISING, New York: "Prices will continue to be determined by the quality and star aspects of the features. Top quality will continue to get excellent prices. Commendable creative selling on the part of Matty Fox. But needs careful controlling."

STATIONS SAY . . .

E. R. VADEBONCOEUR, president, WSYR-TV, Syracuse: "First of new crop of features will demand and get higher prices, but this will only be temporary. Stations paying in spot time is an unreasonable practice and no good station should permit a film company to sell its time in this fashion. Very few will. Sponsors are already paying ridiculous rates for old, threadbare films. The traffic won't bear much increase."

TED COTT, vice-president, Du Mont Broadcasting, New York: "The trend will be way down in distress prices for lesser films. Reasonable prices for good ones. Paying in spot time has its values and disadvantages. No change in participation prices. But stations with right films can make their own speculaculars and sales to single advertisers."

WALTER J. SCHAAR, production manager, KREM-TV, Spokane: "The more there are, the less you would pay in most cases, but the existing supply of features, because of its age, will not help much. Stations and clients are hungry for good feature film and will pay more for it. Payment in spot time opens up too many crooked ways to operate, and we already have enough of them. Station rates won't be affected for participations."

LAWRENCE H. ROGERS II, vice-president, WSAZ-TV, Huntington, W. Va.: "Time-brokerage is not only of questionable legality, but it is bound to break station's rate structure—if any."

BEN JANUARY, station manager, KTVX, Tulsa, Okla.: "We have tried the 'spot time payment' method and can only see value to a station just beginning its programming where possibly it might be to its advantage to receive a product without a tremendous outlay of cash. However, this is true in most cases for only a short time. Any lengthy agreement of this nature is most undesirable."

PRODUCERS AND DISTRIBUTORS SAY . . .

NEALE H. OLIVER, TV division, UNITED FILM SERVICE, Kansas City, Mo.: "Distributors should never be in a position to broker a station's time. The station loses control of its time and falls down on its obligation to the public."

JOHN A. ETLINGER, MEDALLION PRODUCTIONS, Hollywood: "Aside from making the station commit for five year's worth of product, it also tied them up on availabilities to their rep and local sales staff."

PETER M. PIECH, national sales manager, SCREEN-CRAFT PICTURES, New York: "Expect to see the Federal Communications Commission getting into the spot-time selling picture before too long. Participations will show a big increase in rates—not too big, maybe—but big. Most good feature film programs give a greater value per dollar spent on spot than any other type of participation programs."

In the next TV Editorial Advisory Board study:

OUTLOOK FOR WEEKLY HOUR-AND-A-HALF SHOWS



WELCOME NARTB MEMBERS

HOPE YOU COME
AND VISIT US AT
OUR NEW OFFICES...

IMPERIAL WORLD FILMS, Inc.

**12 East Delaware Place
(900 North)
Chicago 11, Illinois
Michigan 2-6200**

RUSS DAVIS
Sylvia H. Davis, President
Gene Lukas, Sales Manager

Continued from page 24

Table with 5 columns: Rank, Title (Distributor), Station, Day-Time, Rating. Lists programs like 'Celebrity Playhouse' and 'I Married Joan'.

Table with 5 columns: Rank, Title (Distributor), Station, Day-Time, Rating. Lists programs like 'I Search for Adventure' and 'San Francisco Beat'.

BOSTON (5 Stations) 877,200 TV Homes

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

Table with 5 columns: Rank, Title, Station, Day-Time, Rating. Lists programs like 'Ed Sullivan' and 'I Love Lucy'.

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

Table with 5 columns: Rank, Title, Station, Day-Time, Rating. Lists programs like 'Mickey Mouse Club' and 'Little Rascals'.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 5 columns: Rank, Title, Station, Day-Time, Rating. Lists film series like 'Superman' and 'Range Rider'.

Table with 5 columns: Rank, Title (Distributor), Station, Day-Time, Rating. Lists programs like 'Annie Oakley' and 'Greatest Dramas'.

CHICAGO (4 Stations) 1,695,800 TV Homes

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

Table with 5 columns: Rank, Title, Station, Day-Time, Rating. Lists programs like 'Ed Sullivan Show' and '64,000 Question'.

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

Table with 5 columns: Rank, Title, Station, Day-Time, Rating. Lists programs like 'Mickey Mouse Club' and 'Art Linkletter'.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 5 columns: Rank, Title, Station, Day-Time, Rating. Lists film series like 'Cisco Kid' and 'Dr. Hudson's Secret Journal'.

Commercial Cues

SONG AD'S IN THE SUDS

Song Ad Film-Radio Productions, Hollywood, is working on spring campaigns for a couple of beer accounts.

BE SIMPLE MINDED

Keep the thinking simple in plotting a commercial. One that becomes too cluttered prevents the blurb from doing any sales job at all.

ID'S

The John G. Stratford Film Corporation, a newly organized motion picture producing and distributing company, has just opened its central offices at 113 West 57th Street, New York.

(Read Commercial Cues on these pages every week.)

THIS WEEK'S FILM BUYS

CBS-TV FILMS SALES

- LONG JOHN SILVER: KFDA, Amarillo, Tex.; KRNT, Des Moines; Adv. TBA. SAN FRANCISCO BEAT: WGR, Buffalo; P.&G. and Gen'l Electric, WXL, Cleveland; Adv. IBA.

- STEVE DONOVAN: KGNC, Amarillo, Tex.; Adv. TBA. BADGE 714-A: WRGP, Chattanooga; Adv. TBA. BADGE 714-C: WSVA, Harrisonburg, Va.; Gunther Beer, KGVO, Missoula, Mont.; Rainier Beer.

Sterling Acquires 'Jungle' for Pkg.

NEW YORK—Sterling Television has enlarged its jungle library still further. It has taken over distribution of the quarter-hour series, "Jungle," formerly known as "Jungle Macabra."

In addition to "Jungle," the library consists of the Osa and Martin Johnson films formerly handled by Jules Weill's Explorers Pictures; Frank Buck's movie, "Jacare," and 50 five-minute animal films.

Sterling originally began selling its jungle library a year ago.

PEP Ups Sponsor Hours by 74%

NEW YORK—NBC-TV's Program Extension Plan has increased sponsored network hours on the 49 small market stations by 74 per cent in the four months since its inauguration.

A total of 45 different programs was ordered for PEP stations by 53 sponsors. Two more stations will be added to the PEP line-up in June and July.

TEXAS RASSLIN'

WBT, Charlotte, N. C.; KOLN, Lincoln, Neb.; Adv. TBA.

TALES OF TOMORROW

KCMC, Texarkana, Tex.; WGAN, Portland, Ore.; Adv. TBA.

STUDIO FILMS

SHOW TIME: KFSA, Fort Smith, Ark.; Jorges Jewelry. STUDIO TELESCRIPTIONS: WGN, Chicago; WCIA, Champaign, Ill.

ZIV TELEVISION PROGRAMS

MAN CALLED X: WOAI, San Antonio; San Antonio Savings & Loan. HIGHWAY PATROL: WBKB, Chicago; Carson, Pirie, Scott-1-2.

TV Commercials in Production

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

This weekly chart lists commercials produced during the last full preceding month, with all industries covered over the course of a month's issues.

(Continued from last week)

Table with 5 columns: Sponsor, Product & Agency (Show, if any), No. (Seconds), Type (C-Color), Commercial Producer. Lists categories like Household Appliances, Jewelry, Laundry Soaps, etc.

(Continued next week)

Decca Brass Hits the Road

NEW YORK—Decca brass hit the road en masse this week. General sales topper Syd Goldberg, accompanied by assistant sales manager Claude Brennan, will hold sales sessions in the diskery's division offices in Chicago, Cleveland, New Orleans and Los Angeles.

Artists and repertoire chief Milt Gabler and musical director Jack Plei: will cut disk sessions on the Coast for two weeks, while publicity and promotion head Mike Connor is also on a two-week jaunt to the Coast.

New appointees to Connor's Coral Records promotion staff include Marty Hoffman in the East working from here, and Howard Caro, who will cover the Midwest from Chicago.

College Jazz Contest Set

NEW YORK — The Rudolph Wurlitzer Company, in celebration of Wurlitzer's 100 years of musical progress, is sponsoring a national collegiate jazz contest. Designed as a tribute to America's musically minded college youth, the contest gets under way Friday (20), with deadline for entries set as May 14.

Six group finalists will be
(Continued on page 84)

M-G-M Intros 6 Dance LP's

NEW YORK—M-G-M Records is releasing a new set of six dance music LP albums. The release, designed to suit every kind of terp taste, is being pushed via a special counter display rack, which holds two each of the six LP's. Rack is furnished gratis with each package of 12 albums ordered.

The series covers merengues, sambas, mambos, cha chas, fox trots, square dances and other pop dance beats. Each album is identified with a new "Designed for Dancing" insignia. The special trade-mark will be carried on all future dance albums.

75G DAILY AIN'T HAY

Sholes Has Last Laugh As Presley Rings Up Sales

NEW YORK — They laughed when Steve Sholes sat down to write out that \$40,000 check for Elvis Presley's recording contract. But this week the phenom from Mississippi was ringing the cash registers to the tune of more than \$75,000 daily in the retail record shops.

Last November, Sholes, RCA Victor's specialty records chief, against the advice of Nashville's foremost taste arbitrators, paid Sam Records that amount for the youngster's contract and also took over the disks he had cut previously for that indie label. There was considerable doubt whether, in Victor's more formal studio atmosphere, Sholes could preserve the unique sound Presley had been getting both vocally and instrumentally.

Now, apparently, Sholes and Victor have the last laugh. Presley's "Heartbreak Hotel," recorded

A REAL CRAZY KEY PROMOTION

HOLLYWOOD — The ingenuity displayed by promotion men in the record business is a never-ending source of amusement.

This was the case last week when Vick Knight, president of indie Key Records, sent disk jockeys a gift from Chinatown, Los Angeles. The package contained a Chinese fortune cookie and the note usually contained therein.

Knight, a former writer-director for the late Fred Allen, had penned the message, "Please rescue me from this cotton-pickin' Chinese cookie factory so I can go out and buy Murray McEachern's crazy Key album, "Music for Sleepwalkers Only."

Merc Sets Own Frisco Branch

HOLLYWOOD—Mercury Records continued the organization of its company-owned distributors this week, setting its own branch operation in San Francisco.

Addition brings to eight the number of branches Mercury has established in the past year. Firm now has its own distributing offices in New York, Chicago, Los Angeles, San Francisco, Dallas, St. Louis, Boston and San Francisco.

Melody Sales Company previously handled the Mercury line in the Bay City.

SPA to Elect 7 to Council

NEW YORK — Seven new council members will be elected at the annual meeting of the Songwriters' Protective Association May 10 in the Warwick Hotel here.

Present council members have all been nominated for re-election. New nominees include John Benson Brooks, Lew Brown, Hal David, Pinky Herman, Jimmy Kennedy, Burton Lane, David Mann, Vic Mizzy, Chilton Price, Ben Raleigh, Ann Ronell, Noble Sissle, George Weiss and Eddie White.

Pioneers in Premium Disk Field See Rich Harvest

Giveaways With Magazines, Box Tops, Etc., Open Up Royalty Crop

By BILL SIMON

NEW YORK—The pioneering manufacturers of premium recordings envision a day in the not-too-distant future when they will handle orders from single accounts for as many as 100,000,000 units.

Premium records, which include recordings on postal cards, box tops, magazine pages, etc., as well as the regular type of giveaway records and self-liquidating premium disks, are being offered to major advertisers by several enterprising and aggressive packaging and manufacturing firms. New processes, including acetate mounted on paper and Columbia's auravision process, are making it possible for advertisers to obtain very low per-unit prices on large enough quantities, which usually implies "in the millions."

The field is growing by leaps

and bounds, and while most of the producers have been most anxious to keep their operations secret from their competitors, all agree that the real breakthrough of this business into major role in American advertising and entertainment must await a revision of attitude on the part of music publishers and name artists. Once this occurs and the latter groups jump in, the potential size of this outlet for talent and material staggers the imagination of traders who are accustomed to thinking of hit disks in terms of mere hundreds of thousands.

An indication of things to come is the order recently placed with Rainbo Records of California by General Mills, maker of Wheaties. The latter outfit ordered 16,000,000 acetate records to be mounted on the backs of Wheaties cereal

boxes. Actually, this amount is expected to be increased to 30,000,000. The tunes on these are tied in with Walt Disney's "Mickey Mouse Club," on TV and are published by Disney's music firm.

Pageant's Use

Another use of copyrighted material and name talent was the recent publication in Pageant magazine of a bound-in acetate disk of "If You Don't Want My Love," sung by RCA Victor's Jave P. Morgan. Pageant used 1,000,000 of these.

The "Davy Crockett" disk produced by Little Golden Records for Derby Foods last year was a regular seven-inch plastic circular platter, and Derby used several million of these, selling as a self-liquidating premium at 25 cents. This means that the 25 cents covered all production and mailing costs. Next week Little Golden tees off on a similar project with General Mills, also for Wheaties and also using Mickey Mouse Club material. These will be long-play, seven-inch recordings, carrying as much music as two regular 25-cent kidisks. A Wheaties box-top and 25 cents give the consumer his choice of four different Club disks.

Guarantee Basis

Golden's deal with Disney on all the above song material is on a per-disk royalty basis. Such royalties usually are quite small, but the manufacturer gives a large guarantee to the publisher. General Mills, Golden and Disney probably may be credited with starting this, since their first venture together was a self-liquidating "Alice in Wonderland" disk back in 1950. The continuation and expansion of the procedure is certainly an indication that it has been successful for all parties.

Other premium record makers,
(Continued on page 30)

Columbia to Offer Album Bargains as 'Buy of the Month'

LP Specials at \$2.98 Seen as Counter-Move to RCA Coupon Plan

NEW YORK—In a bold move to grab off a larger segment of LP sales and to stimulate store traffic, Columbia Records next month will launch a series of promotions pushing the sale of top-talented albums at \$2.98 per 12-inch LP.

Two disks a month will be featured at the reduced price, one holding pop repertoire, the other classical. They will be made available at the lower price for 30 days only. Then they revert to the standard \$3.98 suggested list. In all cases new albums will be selected as the "Buy of the Month." None will be pulled from the existing catalog.

Traders see in the Columbia plan a direct challenge to RCA Victor's "Save-on-Records" coupon

plan. Latter program also offers consumers pre-selected 12-inch LP's at \$2.98. The two plans, however, differ in significant details.

Under the Columbia set-up, dealers may place a one-shot order for "Buy of the Month" LP's, and will be given the standard 38 per cent discount on these purchases.
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Dot Stock Issue Expected Shortly

Label's Blueprint Calls for Package, Distribution and Artist Expansion

NEW YORK — Randy Wood's Dot Record label is expected to float a stock issue in a matter of weeks. The move is in line with the previously charted expansion of the label (The Billboard, December 10), and is part of a blueprint calling for accelerated activity in the package field, in overall distribution, in the acquisition and building of artists and in the music publishing field.

Wood, contacted in Gallatin, Tenn., this week, would not confirm the reported stock issue. The Dot chief, however, did not deny the possibility of such a development.

According to sources close to the picture, the issue would be aimed at raising close to \$1,000,000. Wood is expected to maintain a tight control over the company, keeping the majority of shares in his own hands.

Dot, whose success in the singles field has been estimated as siphoning off about 15 per cent of the total pop singles business, earlier this year established a New York

office headed up by Henry Onorati, formerly with The Billboard. Onorati, who is in direct charge of the label's album program, was recently named a vice-president, as was Al Bennett. The latter recently went to Hollywood to head up a new Coast office for the label. Wood, queried this week as to whether the label's main offices would be shifted to the Coast, would not confirm this.

Dot plans to have a minimum of 30 12-inch LP's or release by the fall season. The firm is also mulling the establishment of company-owned pressing plant and the formation of a subsidiary label. The latter, of course, to handle the growing artist roster and heightened release schedule.

Altho there has been no confirmation of the nearness of the stock issue, trade sources expect this to occur within five or six weeks.

It was also ascertained that Dot's negotiations for the acquisition of Doris Day, Columbia Records warbler, have not cooled.

ABC-Par Sign Buck Ram to R&B Post

NEW YORK — ABC-Paramount Records, which recently launched its first rhythm and blues disk, has made a deal for songwriter - personal manager, Buck Ram, to produce part of Am-Par's r.&b. catalog.

Ram's first waxings for the label feature the Flairs and the Harris Sisters. An ABC-Paramount platter by the former group will be out next week. Also signed on ABC-Paramount's r.&b. roster are Steve Gibson and the Red Caps, and Sabby Lewis.

Meanwhile Am-Par president Sam Clark reports that the first two TV commercials for the label's Mickey Mouse Club line on ABC-TV's "Mickey Mouse Club" show this month increased sales on the disks 150 per cent, according to distributor reports.

under Sholes' supervision, has passed the million sales mark and this week was far and away the best seller in the country. Presley's album, also cut by Sholes, is one of the fastest selling albums in history, having sold 155,000 in two and a half months.

In the pop singles field, Presley disks are selling at the rate of 50,000 a day, accounting for about 50 per cent of Victor's total pop business. They include six disks, five of which are reissues of original Sam masters. The LP's and EP's are selling at the rate of 8,000 per day.

In Canada, Presley proportionally is even more successful. Up there he has the first eight singles out of Victor's top 10. (Canadian Victor issued two singles out of the Presley album).

Sholes flew to Nashville Friday (13) to cut some fresh wax with the lad. But Nashville will never be the same.

Trade Sees 50% Volume Gain In Rack Jobbing During '56

Estimate, Believed Conservative, Would Hike Rack Sales to \$12 Mil.

By JOEL FRIEDMAN

HOLLYWOOD—Rack jobbing, a subject of fierce consternation to the record dealer and one of equal concern to the record manufacturer, will increase in sales volume by at least 50 per cent in 1956 over the estimated \$8 million in sales achieved during the past year.

The figure is based upon conservative estimates of existing rack merchants and record company executives who are avidly watching the gains made. More than anything else, the progress of rack merchandising continues to indicate that the field is one which record dealers will have to learn to live with, in much the same manner they will have to contend with mail order disk selling, although unquestionably they will dislike it as much as ever. Rack selling operations, found to be a source of added revenue for the manufacturer, also portend what many in the disk industry view as inevitable, namely the eventual displacement of recognized systems of distribution.

The concern of the record dealer is understandable and, to a great extent, justifiable. The situation in many respects can be likened to the position of the hardware merchant who suddenly found supermarkets and other outlets selling ware only previously found in his store. The record dealer, to offset and counterbalance the inroads of an ever widening market, has little choice left but to improve his own position by adopting stronger merchandise tactics and selling service and reputation to his customers. It's symbolic of any field that

S&S to Issue 49c Disks of Bridey Murphy

NEW YORK—The record division of Simon & Schuster made an unusual acquisition last week when it purchased the low-price disk rights to the original Bridey Murphy tapes. The outfit now has access to the original tape recordings in which author-hypnotist Morey Bernstein is heard probing the mind of housewife Ruth Simmons (Bridey Murphy). This will be edited to fit on a regular 45 or 78 r.p.m. disk, and will be issued on the Bell 49-cent label complete with special, elaborate packaging.

The original Bridey Murphy tape has been out on a Research LP disk retailing at \$5.95.

S.&S. also is activating its 89-cent New-Disc label for the commercial release of the tune, "The man in the Grey Flannel Suit," as sung by Susan Ellis. Latter is inspired by the S.&S. best-selling book of the same name, and is

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Boost for FM By Storecast

NEW YORK — An important development in the use of FM as a background music medium occurred this week when Storecast Corporation of America announced expansion of its operations to more than 1,000 supermarkets from Chicago to New England. Storecast

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grows, that with growth innumerable problems arise. The rack jobber, along with the record manufacturer, is currently faced with numerous thorny situations which threaten to develop into full-scale legal battles that may affect existing dealer-manufacturer relationships.

By far the most serious threat exists with those disk manufacturers who grant special terms and discounts to one group and deny those concessions to another. An opinion in some quarters holds that violation of the Robinson-Patman Act may occur in such cases. The basic policy of all record firms appears to be not to allow discounts, commonly 5 per cent, to rack jobbers who also have retail disk operations. This appears to be a hard and fast rule among some of the major platteries who are well

aware that they might possibly leave themselves open to legal action, let alone incur additional dealer resentment.

Despite a company policy on rack jobbing, there nevertheless exists the theory that distributors are allowed to make their own arrangements with rack operators within their own territory. There's no doubt that the majors enjoy the plus business rack jobbers have given them, and in an effort to skirt dealer antagonism, it appears as if they will sell to dealer-jobbers who take the precaution of setting up separate corporate structures.

The problem is due to be spotlighted shortly, with the expected entry into the rack jobbing field of one of the nation's largest disk merchants, Music City, Hollywood. Reports on the Coast indi-

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Album Key to Indie Distrib's Affluence

Most Important Change Is His Ability To Handle Higher \$ Inventory of LP's

HOLLYWOOD — The independent record distributor is currently in the midst of the most drastic yet prosperous change in his history, occasioned almost wholly by the phenomenal avalanche of package merchandise being stocked and, more important, sold.

While the major recording companies have increased their volume and output of albums, the independent plattery has seemingly gone unnoticed. The indie diskers have kept pace with the changes in the industry and are currently accelerating their release schedule of packages.

By far the most important change in the indie distributor's status has been his ability to financially handle the increased dollar inventory of LP's. It's estimated that the independent distributor in a major market area is currently handling an average inventory of approximately \$30,000 to \$40,000. In some areas the figures, of course, are appreciably higher. Regardless of what caliber of lines are handled, the distrib has somehow found the method of selling package merchandise, and he has made the transition from rhythm and blues, his normal stock in trade, to albums rather easily.

The album business has opened up new outlets to the independent plattery and distributor. Dealers who would not stock indie labels before are doing so now, even though the line may still be rhythm and blues or jazz.

It's generally conceded that the independent distributor is currently doing better than 50 per cent of his total volume in package

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Langer Intros Measure To Repeal Amuse. Taxes

WASHINGTON — Excise millennium for the music and entertainment world would come with passage of a bill recently introduced (9) by Sen. William Langer (R., N. D.). The Langer bill would repeal excise taxes on all admissions, and on records, phonographs, radios and television sets and musical instruments.

The bill, S. 3575, would repeal all federal excise taxes listed under the entertainment and recreational equipment sections of Chapter 32 of the 1954 Internal Revenue Code (as well as retail taxes on jewelry, furs and other luxury items in Chapter 31 of the Code.) All admissions taxes under Chapter 33 of the code would be repealed, to-

DECCA'S KELLY WAX BY MORGAN

HOLLYWOOD — Decca Records rushed into the furor attendant upon the upcoming marriage of film star Grace Kelly this week, recording "The Prince and the Princess" by the Russ Morgan orchestra here. Disk is to be rushed into release, with the entire Hearst newspaper syndicate to publish piano copies of the tune in all its papers.

The Coconut Grove, site of the Morgan band's current stand, has ordered 5,000 miniature promotion disks of the tune coupled with the Morgan theme to be given away free to patrons of the club.

Tune is published by Tiomkin Music, Inc.

Cathy Carr Loses Dates Due to Virus

CHICAGO — Cathy Carr, currently riding high on the Fraternity label with "Ivory Tower," was stricken with a virus condition upon her arrival here from Cleveland Monday evening and ordered to spend the week in bed at the Sherman Hotel. She appeared Sunday (8) on Bill Randle's TV show in Cleveland.

The illness forced her to cancel appearances on the Howard Miller TV variety show Thursday (12) and Don McNeill's "Breakfast Club" over the ABC network Friday morning (13). She was also forced to call off her appearance with a show at Detroit University Sunday (15).

Next Friday night she is slated to appear on Johnny Andrew's "National Fan Club Party" on the NBC coast-to-coast radio network from New York, and Sunday (22) will be in Atlanta for an outdoor youth rally sponsored by the Kiwanis Club.

MONACO-BOUND

Stan Rubin Also Member Of Wedding

NEW YORK—Stan Rubin, the enterprising clarinetist and maestro of the jazz group known as the Tigertown Five, has arranged to grab himself a small beam of the huge spotlight focused on the Grace Kelly wedding.

The ex-Princetonian, who has engineered some potent publicity attendant on the fact that he is the only American band "invited" to play at the Monaco clambake, flew overseas Thursday (12) with his Dixieland crew by courtesy of Pan American World Airlines.

His performance for the royal couple is unlikely to make much of a dent in Monaco's treasury, because RCA Victor, for whom Rubin records, is reported to have advanced the money for the expedition.

Sidelle Joins Jovien Agency

HOLLYWOOD — Harold Jovien, president of Premiere Artists & Production Agency, will expand the operation of his firm with the appointment of Ira Sidelle as an executive assistant. Sidelle has been with the General Artists Corporation in New York and Hollywood for the past eight years.

The move dovetails with Jovien's enlargement of activities, including a New York-Chicago reciprocal arrangement with the Williard Alexander Agency, and a special Coast and European tie-up with agent Ben Pearson, currently abroad.

Competition Killed for 'Face' Rights

HOLLYWOOD — Competition for the soundtrack album rights to Paramount Pictures' "Funny Face," regarded as one of the hottest disk properties in the business, is expected to cease with the disclosure that film star Fred Astaire is under contract to Norman Granz's Verve Record Company.

"Funny Face" is the motion picture version of the 1927 George and Ira Gershwin Broadway musical and stars Astaire and Audrey Hepburn, the latter in her first musical role. Miss Hepburn is not under contract to any of the major recording companies at the present time. Three new tunes have been

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NO ARGUMENT HERE

'Ozark Jubilee' Is All For R&R Says Si Simon

NEW YORK — Altho rock and roll-country and western style is stirring up considerable controversy nowadays in some c.&w. circles, ABC-TV's "Ozark Jubilee" is all for it, according to that show's co-producer Si Simon.

Simon pointed out that "Jubilee" has spotlighted rock and roll flavored vocals by such guest artists as Pat Boone, Rusty Draper, Betty Johnson, Jim Lowe and Carl Perkins. In the case of Perkins, "Jubilee" emcee-star Red Foley even advised the TV audience to catch the "Blue Suede Shoes" man the following week on NBC-TV's Perry

Como Show, which is telecast the same time as "Jubilee."

Foley hastily added that he hoped folks would turn right back to "Jubilee" after Perkins' performance (subsequently canceled by his accident) but it was still a remarkable endorsement and indication of the entire show's pride in the recognition currently accorded r.&r.-c.&w. style in the pop field.

C.&W. Needs TV
Simon opined that what the c.&w. record field needs is more c.&w. TV shows to expose its product. In line with this, Simon

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Col. to Test Juve Package

NEW YORK — Columbia Records and the manufacturers of the Viewmaster have joined forces to purchase a new juvenile entertainment package called "Record-a-View." The unit will begin market testing in six cities beginning Tuesday (17).

Package includes a record and two Viewmaster reels. Set to retail at \$1.98, the four-color, three-dimensional reels illustrate material on the disks, and young users will be alerted to flip from scene to scene by integrated chimes on the platters. Eight different pack-

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Epic to Star New LP Pitch

NEW YORK — Epic Records is set to kick off a series of monthly album promotions in May under the tag line "Epic Hi-Fi Hit of the Month." Prizes, special browser boxes and stepped-up advertising will support the effort.

Each month the label will designate one of its packages as the feature "Hit" LP, based on initial sales reaction. The disk will carry a special identifying band. May selection is "Gentlemen Be Seated," a minstrel show set.

EDITORIAL

Hoodlums Vs. Decency

The regrettable attack on Nat (King) Cole in Birmingham by a band of hoodlums redounds to the everlasting discredit of those who foster race prejudice. By an ironic twist, the incident will ultimately accomplish some good—for it has focussed national publicity on the fact that a gentleman of outstanding character and talent may not travel with freedom and safety in prejudice-ridden areas of the country.

The magnitude and brazenness of the incident shocks decent people throughout the land—in the North and the South. It is to be hoped that the incident will not merely be deplored, but will trigger some logical thinking among governmental and community groups—who have been apathetic for too long a period.

In the show business, just as in any business in this good land of ours, we must hew to fundamentals. It is shameful that they must be repeated, but it would be even more shameful were they not. Character, accomplishment, decency and honor are the traditional measures of a man.

R&R ON A SPOOL

Kaye Tapes Magic Into Record Hops

By JUNE BUNDY

PITTSBURGH — Deejay-sponsored record hops are big business here in spite of determined efforts by the American Guild of Variety Artists and the American Federation of Musicians to discourage them. More than 75 platter parties are emceed by local jockeys each week for fees of \$75 and up, with one jock (Barry Kaye, WJAS) presiding at 50 or more such affairs each week, via the magic of tape.

After clamping down on guest appearances at record hops by AGVA members and making it difficult (if not impossible) for disk hops to be presented in halls where live musicians play, there isn't much more in the way of pressure that the two unions can bring on jockeys who appear in person at record hops. However, Kaye's taped hops may be a different story, and the AFM reportedly is investigating the operation to determine what, if anything, can be done.

Meanwhile, Harry Fox, publishers' agent and trustee, has contacted Kaye on behalf of publishers of songs featured on records which are included on the taped record hop tapes. Fox thinks Kaye should make royalty payments like any other mechanical user. Legally the problem is something of a poser, since neither the record companies, artists nor publishers apparently care to complain too loudly in view of the audience exposure accorded

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TALENT PLUS

Miss Gibbs Rocks 'Em At Eden Roc

MIAMI BEACH — Georgia Gibbs, headlining the current supper club show in the Eden Roc Hotel, is of mid-season caliber, socko from start to finish.

Miss Gibbs, returning after several years' absence—during which time she racked up several more disk successes for Mercury—is a well-packed bundle of talent. No prima donna stuff, just down-to-earth vocalizing.

She runs the gamut from ballads to rock and roll and hillbilly. Repeats of her two top records, "Dance With Me Henry" and

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'MUSIC FOR?' YOU NAME IT!

NEW YORK—It's difficult to come up with anything very new in the way of startling titles for mood music packages, but ABC-Paramount is readying a couple of attention-getters for its next LP release. The eye-catching tags are "Music for Expectant Mothers" and "Music to Break a Lease."

The former LP spotlights Sid Feller's orchestra playing such appropriate ditties as "My Baby's Coming Home," and "Blue Room," while the latter package is a community sing affair with Feller and Don Costa serving up raucous arrangements designed to raise the roof and the landlord's eyebrow. The prize package title, tho, is still the tag attached to a current, best-selling French mood music LP. The album, according to Capitol's representative abroad, Bobby Weiss, is simply titled "Music For"

'Patio' Disks Launched by WDSU Ainer

NEW ORLEANS—Patio Records, a new label, will be launched here this week as a division of the WDSU Broadcasting Corporation. Plans for the label include entry into the pop, r.&b., country and cajun fields, utilizing the broadcaster's radio and TV talent.

This week's inaugural release will include disks cut by pop singer John Gary, and cajun Sal Vance, who cuts under the nom-di-disque of Bayou Bill. The latter's first release, however, will be aimed at pop sales. The company's first LP, due in a few weeks, will be the first in a series called "New Jazz From Old New Orleans." A group called the Headliners has been signed to cut rock and roll material.

Patio also has set up offices in

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RPC Skeds 15th Annual Meet

CHICAGO — Fifteenth annual dinner-meeting of the Radio Pioneers' Club is being held this week here at the Conrad Hilton Hotel Wednesday (18), with election of officers and presentation of awards scheduled. The event occurs during the week of the National Association

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'BUSINESS AS USUAL' THE POLICY

Promoters Holding to Southern Bookings, Despite Cole Incident

NEW YORK—Altho the attack on Nat "King" Cole at the Municipal Auditorium in Birmingham last week shocked the rhythm and blues field, agencies here report that as yet it hasn't had any noticeable effect on their current booking activities in the South.

Bookers and promoters, however, are watching the situation closely and will be ready to act if trouble erupts. For instance, there is a possibility that the Shaw Agency's "Top 10" (Little Richard, Fats Domino, Ruth Brown, etc.) show might eliminate performances for white audiences and just run shows for Negro audiences in some locations, while Bill Haley might not appear in the Feld packages in some areas. The rioters in Birmingham reportedly objected to the appearance of Cole on stage with Britisher Ted Heath band.

But, at the moment, the policy is "business as usual" and Irving Feld reports that the Southern tour schedule previously lined up for his new Haley package, "The Biggest R.&R. Show of '56" (also star-

ring the Platters, Frankie Lymon and the Teen-agers, Lavern Baker, etc.) next month remains unchanged.

Eli Weinberg, who promoted the Cole concert in Birmingham, also reports a "business as usual" policy on his show schedule. After conferring with city fathers in Atlanta, Ga., promoters in that city informed the Shaw Agency that they don't anticipate any trouble on upcoming r.&b. shows in that city.

Tim Gale, of the Gale Agency here, said it was too early to determine just what effect—if any—the Cole affair will have on booking activities down South, but that at present their own schedules were unchanged.

Cole himself has returned to the South to finish out his dates there, and, according to agency execs here, none of their artists have indicated that they want to pull out of scheduled appearances down Dixieland way. Off the record, tho, there are still several Southern areas where r.&b. artists are reluctant to make appearances. For

instance, a Gale exec noted that two of their key artists absolutely refuse to play a date anywhere in Mississippi.

Meanwhile, Dudley Thomas, of the Shaw Agency here, is preparing a special flyer in defense of both rock and roll and rhythm and blues which will be sent to promoters, distributors and jockeys, in an effort to combat the recent influx of consumer press articles, wherein rock and roll music is indicated as an inciter of teen-age delinquency.

NEWS REVIEW

McGuires Click Again In Boston

BOSTON — It's a bonanza for Blinstrub's big boite with these harmonious, hard-working Coral platter stars, the McGuire Sisters, back at this 1,700-seater. With a full week's sell-out the attractive trio had more than the standees on their feet as they swung into their opening medley.

Slimmed down and re-draped since their last stint here, the gals had the customers on their heels as they charged into "Something's Gotta Give," "Isn't It a Shame" and "You're So Much a Part of Me." For a nice change of pace they melted the audience with

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Pierce Buys New Catalog

HOLLYWOOD — Don Pierce, chief of Hollywood Records, rhythm and blues label, and Golden State Songs, publishing firm affiliated with Broadcast Music, Inc., has purchased the entire catalog of Money Music, another BMI catalog. Latter was operated by John Dolphin, owner of Cash Records.

Transaction involves 24 recorded copyrights. These include "Jivin' Around," recorded by Ernie Freeman on Cash, and two Riff Ruffin songs currently on release on Cash, including "I Don't Want Anybody If I Can't Have You" and "Blue Streak."

GILBERT DROPS FROM AFM RACE

HOLLYWOOD—L. Wolfie Gilbert, chairman of the ASCAP West Coast Committee, officially withdrew his name as a candidate for the presidency of the Society this week.

In a letter addressed to the board of directors, Gilbert opined that "as a result of the unofficial caucus meeting held by writer members of the board of directors . . . you must recognize the futility and needlessness of any further contest on my part.

"Furthermore, this activity confirmed the information supplied to me by zealous friends months ago, that the presidency had been decided (cut and dried) long in advance. "I now have no alternative but to ask the board that my name be eliminated from any further consideration, and that it is not presented at the official election board meeting on April 26, 1956."

Read-AFM Trial Comes to End; Findings Go to J.C.P., Board

HOLLYWOOD — The week-long trial of Cecil Read, acting president of AFM Local 47, and 13 other defendants charged with "dual unionism" ended here last week (13) after an all-day session before Referee Arthur J. Goldberg.

Results of the trial, marked thru-out the week by claims of bias by Read and his forces, are not expected to be known for some time. Goldberg was not empowered to make any decision in the case, which could result in expulsion for the charged musicians, but will present his findings and his views to James C. Petrillo and the AFM International Executive Board.

It was predicted that the IEB would not make the results of the trial known until after congressional hearings have been held here and in Washington, tentatively scheduled for May 1.

A motion to call Petrillo to Los Angeles to present evidence of violating AFM bylaws was denied Read and his group during the week by Goldberg. Defense attorneys had wired Petrillo asking that he appear, and when no reply was received, the defense asked that a motion to disqualify Petrillo and the IEB on the grounds that

they were "prejudiced and biased" be incorporated into the record.

The Local 47 rebels again defied Petrillo last week when they refused to honor new orders from the AFM president demanding that salaries to deposed President John te Groen and former Secretary-Treasurer Maury Paul be reinstated. Petrillo also sought to have the Local 47 board refuse to pay the \$13,500 president's salary to Cecil Read, a move which was also flatly refused by Local 47.

Decca Tie-Up On 'Duchin' Pic

NEW YORK—Decca Records has worked out another promotion tie-up with Columbia Pictures — this time on "The Eddy Duchin Story" sound track. Previously the diskery worked out a joint push on the "Picnic" track with the same film studio.

Current package, which spotlights Carmen Cavallaro at the piano, will be pushed hard with dealer display sets and consumer-aimed leaflets. The flickery is setting special screenings of the pic in key cities for dealers and jockeys. Decca has planned heavy trade and consumer ad schedules to keep interest riding high. Advance orders for the set are said to be heavy.

RCA Introses 2d Tape Unit

CAMDEN, N. J.—A new high fidelity tape recorder consolette in a roll-around cabinet is the second unit in the new RCA Victor line of tape machines being produced in the expanded Cambridge, O., plant.

Tabbed the "Legislator" (Model 7TRC1), the new recorder carries three speakers, a special voice-music switch, and a six-tube amplifier with five-watt output. Suggested retail price will be \$279.95.

Earlier this year, the company debuted the Judicial (Model 7TR3), another three-speed, hi-fi tape recorder. The two machines are the first ever produced by RCA Victor within its own organization.

UPA Pix Puts Them to Music

NEW YORK — UPA Pictures, Inc., cartoon outfit now engaged in the production of a TV film series, has got into the music business.

The outfit, which is preparing a series of half-hour shows for release in the fall on CBS-TV, has engaged several progressive jazz musicians to clef its special scores, and also has set up its own music firms to handle exploitation and publication of the music. The two firms are UPA Music, Inc., and UPA Music Publishers, Inc. The music department is being headed up by Lynn Murray, who also has composed some of the music.

Other writers include Phil Moore, Shorty Rogers and Bob Cooper — all jazzmen of high

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'DO-IT-YOURSELF' TO MUSIC

Morris Music Launches Novel Participation Pkg.

NEW YORK — The "Do-It-Yourself" craze may be hitting the music business.

The latest manifestation of this is the new promotion launched this month by Edwin H. Morris Music, which offers a unique participation package to budding instrumentalists or vocalists. The item is a combination book and record which include 10 top standards from the affiliated Morris, Melrose and Mayfair catalogs.

On the disk, the NBC rhythm section, including Dick Hyman, piano; Mundell Lowe, guitar; Trigger Alpert, bass, and Ed Shaughnessy, drums, provide accompaniments to the tunes. A folio with piano part and lyrics comes with it, plus a special book with lead lines written in proper keys for bass clef, B flat and E flat instruments.

The record itself is a seven-inch LP with one chorus of each song. The tunes include such as "Basin Street Blues," "Tenderly," "Mr. Sandman," "After You've Gone," etc. It sells for \$1.50 retail complete.

Initial reaction, according to Morris' sales head, Sol Reiner, indicates that this item is likely to outsell any of the company's previous instrumental folios by about six to one. Plans are already in motion for several follow-up editions, and the company is exploring a number of new promotional media and sales outlets to hypo this type of publication. For example, in addition to the usual music and instrument stores that handle folios, Morris, starting next week, will make a strong pitch to have the combination pack marketed in regular record shops.

A number of the country's top disk jockeys have been enlisted by the firm to tie the "do-it-yourself" set onto an anti-juvenile delinquency theme. Morris' general

Boost for FM

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Corporation is the largest single user of FM time.

Negotiations with American Stores will put Storecast into all ACME markets of the Wilkes-Barre and Johnstown divisions in Pennsylvania as well as the recently acquired Market Basket stores in Central New York.

Storecast already operates in American Stores in Philadelphia and New Jersey, National Tea in the Midwest, First National in New England and Westchester, and other chains. The Storecast system uses the facilities of the Rural Radio Network in Central New York, as well as the FM outlets of WHOM, New York; WMMW, Meriden, Conn.; WFME, Chicago, and WIBC, Philadelphia.

Col. Juve Pkg.

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ages, featuring a variety of material, will be offered initially.

Test cities are Seattle, Pittsburgh, San Francisco, Cleveland, Minneapolis and Milwaukee. Dealers in these areas will get a special display unit providing open-face storage for eight packages, a demonstration disk and reel, an attached Viewmaster and space for a kiddie phonograph. The diskery will market the package thru record outlets, while Viewmaster will sell it thru their own merchandising channels, notably photographic supply houses.

Talent on the disks include Rosemary Clooney, Art Carney, Carry Moore, the "Let's Take a Trip" TV cast, and others.

manager, Sid Kornheiser, has said that most of the nation's schools are now intensifying their instrumental programs to combat delinquency, and he has arranged for several hundred kits to be given away by jocks as prizes in various teen-ager contests. Also several TV demonstrations of the idea have been set. One was scheduled for the "Bill Cullin Show" on NBC Monday (16). Alto sax man Hal McKusick was to provide the live talent. The material also is being pushed this week at the Music Educator's National Conference meet in St. Louis.

'Platters Up' Mag Pillar

NEW YORK—American Magazine has debuted "Platters Up," a new column on records and disk artists, in its April issue. The feature follows a previous move into the record field by Crowell-Collier Publishing Company, publisher of the magazine, via its mail

KLAC UPHEAVAL IN JOCK RANKS

HOLLYWOOD — Coast music and news station, KLAC, was in the midst of a disk jockey upheaval here last week, with wax whirler Jim Ameche bowing out of his post as a result.

Ameche reportedly became involved in a disagreement with station owner Mort Hall over the type of music he played, and asked for and promptly received his release from his contract. Ameche has been replaced by Del Moore, effective April 23, latter a star of the "Life With Elizabeth" teleshow.

Additional changes at the station are predicted in view of the report that Peter Potter wants to exit his daily KLAC disk jockey chores and continue with the weekend show only.

order record club, now tentatively slated for kick-off in late May.

Format of the current column includes a 500-word biog sketch of thrush Jaye P. Morgan, followed by brief reviews of the pop single and album entries and classical and jazz packaged items.

Columbia Album Bargains

• Continued from page 27

The records are non-exchangeable but will enjoy a 100 per cent return privilege if unsold units are returned to distributors within 30 days. It is expected by the diskery, however, that many dealers will hold excess packages for later sale at the standard \$3.98 price.

Albums to be made available in May include a Rosemary Clooney program of Duke Ellington material as the pop selection. The classical release will present the Russian violinist, David Oistrakh, in performances of the Mendelssohn and Mozart (No. 4) Concertos, with the Philadelphia Orchestra under Eugene Ormandy.

Their introduction, and the plan itself, will be heralded with heavy newspaper advertising in 60 to 80 cities, depending on distributor cooperation. Ads will list names and addresses of neighborhood stores. Support to the program will also be given via radio and TV plugging.

Browser boxes holding the albums will be furnished dealers.

Radio station distribution of the sets will number about 3,000 in the case of the Clooney, and 1,000 for the Oistrakh. Included in these figures are station album subscriptions and additional free distribution.

The Columbia and Victor plans are also similar to the extent that records must be ordered and paid for in the retailer's shop.

Among the differences, however, are these: Columbia's deal calls for no coupons and no mailing of disks to buyers. Neither does it offer free bonus disks, as does the Victor plan. While Columbia will give dealers a 38 per cent discount on plan purchases, Victor works on a 25 per cent discount for its \$2.98 coupon selections.

Present intentions call for the continuation of the Columbia "Buy of the Month" plan at least during the summer months. Its further use will depend on sales volume racked up and the competitive situation in the fall.

It is no secret that Victor and Columbia have been among the most aggressive majors in the competitive tussle for extra volume. In some quarters Victor's coupon plan was seen as a counter measure, on the dealer front, to Columbia's LP mail-order club. It would now appear that Columbia's move is a flank attack on the Victor development.

Indicative of this thinking is the

comment of a Columbia executive. He said that if Victor's plan can be considered a "traffic stimulator," then that of Columbia will function as a "traffic satisfier."

Neither company, it has been stressed, looks on the \$2.98 specials as possible pace-setters for an eventual downgrading of the LP price structure to a new and lower level. But should the plans prove entirely successful, and other diskeries join the "special" parade, some traders have expressed fear that the underpinning of the \$3.98 price may suffer some dislocation.

Trade Sees 50% Volume Gain

• Continued from page 28

cate that Clyde Wallich, owner of the huge self-service outlet, will head a new corporation to be known as Music City Racks, with Douglas Anderson, of Anderson-McConnell Advertising, vice-president, and Glen C. Becker, general manager.

Wallich will ostensibly go thru with the organization of the firm, for he has let his intentions be known to virtually all the record distributors in Los Angeles. He has not yet asked the distributors for terms, and the firm most likely will not be in operation until Wallich returns from Europe shortly.

Just what existing record merchants in Los Angeles or elsewhere will do should the record companies decide to sell to Wallich's new rack operation is conjecture at this stage, tho a number of dealers have indicated they will

Competition

• Continued from page 28

added to the score, currently being recorded at Paramount Studios.

Clients and properties involved include Peter Potter's "Juke Box Jury," Buster Keaton, Matt Dennis, Jeri Southern, Ella Mae Morse, Bill Ballance, George Liberace, the Ina Ray Hutton all-girl show, Harry Babbitt, Van Alexander, Jimmy Wakely show, Ralph Story, Rush Adams, Hoosier Hot Shots, Louise O'Brien, Kay Brown, Kitty White, Pied Pipers, Nellie Litcher, Billy May, Georgia Carr, and producer-directors Jim Hobson, Bob Lehman, Larry Clemens and Jerry Bowen.

Pioneers See Rich Harvest

• Continued from page 27

however, have not always had the benefit of Golden's publisher and name property tie-ins, and this in at least one instance has meant the difference between a potential order of several million and what eventually ended up as 300,000. The Borden Company ran a two-month promotion in December and January with a small acetate disk snapped into the top of its cottage cheese boxes, and its experience pointed up the problems that hold this industry back.

Borden's disks were manufactured by Bing Crosby Phonocards, and originally the dairy outfit reportedly had expected to have Bing himself singing some of his better known standards. This, it was figured, would move a lot of cheese at approximately 36 cents a box—several million boxes, in fact, which would have brought the premium price to an acceptable 3-4 cents per disk. However, it was soon learned that Crosby's Decca contract precluded any such disking by the Groaner and also that the publishers of the songs refused to make equitable royalty deals. In some cases they even held out for the full 2 cents statutory rate.

Unbilled Talent

Borden ended up using eight different public domain tunes and unbilled talent. According to the company's advertising and sales promotion manager, John Dobson, the disks proved to be a special hit with children and, if he was able to get name talent, he'd be willing to try the disk gimmick again.

Outside of Golden, with the Mickey Mouse and other Disney properties, the only premium disk manufacturer to offer name talent has been Columbia Records' transcription department. Columbia has been able to offer some of its regular contracted artists to its custom disk accounts and to market promotional disks for as low as 2 cents per, in large enough quantities. The Ford Motor Company, using

Columbia auravision postcards with Rosemary Clooney singing, bought 2,500,000 of these.

Columbia also has manufactured giveaway disks for Gold Seal with Jo Stafford, Pepsodent with Arthur Godfrey, Guild Films with Liberace and Scandinavian Airlines with Mitch Miller, Jill Corey and Jerry Vale.

Names Reluctant

However, reluctance of other name artists to sell their services in the field has been cited generally as an obstacle to its growth. It is known that some are afraid of offending their current TV sponsors by lending their names to other products. Also some of the record companies have impressed them with the idea that they will cheapen their value as 89-cent sellers if they are circulated on gratis or commercial advertising items.

The packagers of premium disks, on the other hand, are trying to sell the names on the idea that, via their medium, the artists will get into every household in the country and benefit from unprecedented promotion and exposure.

The question then arises whether or not artists may be permitted to record premium disks under the terms of their regular diskery contracts. Few of them to date have been willing to challenge those contracts. However, once the possibilities of the premiums are realized, it is believed likely that some artists will demand diskery contracts that permit activity in the premium field. And if the artist is strong enough, it's likely that he'll get that stipulation.

Pubber Obstacle

The other big problem is the music publishers. Some of them have been willing to make deals for .0025 cents per side and very rarely for a little less, if the quantity is large enough. Others feel that the premiums will hurt sales of their regular disks and cut into their royalty take. Premium pushers answer that their products can only whet the public's appetite for the material and also that they can ultimately guarantee revenue to the publisher as large as that now received from traditional sources.

Even with these issues unresolved, premium disk companies are out in the field aggressively pushing special package ideas among the advertising agencies. In most instances, the promotion or premium idea originates with the record company. Here in the East, WOR-Mutual recently made arrangements to represent Rainbo in the advertising field, partially to stimulate use of its own recording facilities. Rainbo's factory rep here is Sage Music. Crosby's Phonocards outfit has devised several unique uses which it has then gone out and sold. The same goes for Columbia and Golden.

RCA Customs

RCA Victor's Custom Record Division has been eyeing the growth of this field with considerable interest and is known to be contemplating a new set-up for the manufacture of card-mounted acetate records. According to James Davis, director of the division, the potential of the premium field is "tremendous," particularly in connection with cartons and especially where directed at children.

Here it is observed that premium appeal so far has been strongest in the moppet area due to the small size of most of the offerings. These are not easy to play on regular automatic machines but present no problem now on most kiddie players. Seven-inch disks, which can work on changers, can be another big factor in opening up the market. First, however, production cost of these must be cut way down.

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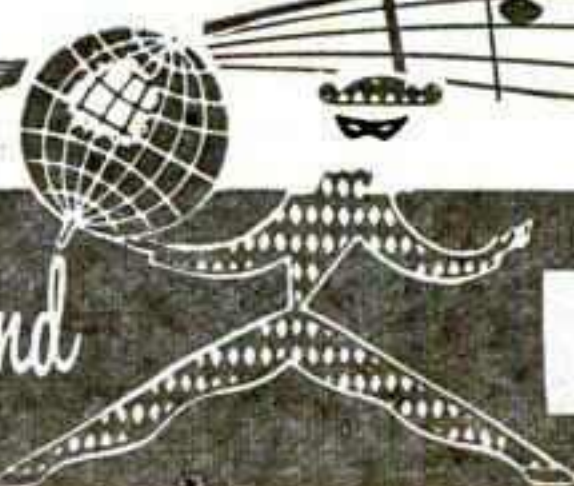
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MUSIC AS WRITTEN

M-G-M GETS ON KELLY NUPTIALS BANDWAGON . . .

M-G-M Records became the latest to latch on to the Grace Kelly nuptials merchandising bonanza this week. Diskery shipped to jockeys on Friday (13) its David Rose special—a disk of the theme music from Miss Kelly's newest flicker effort, "The Swan," shortly to be released. Printed envelopes, hastily prepared for the record, carries a photo of the actress.

SOCIETY FOR SONG WRITERS ENTERS RECORD FIELD . . .

Mutually Owned Society for Songwriters has entered the record business. The label will be known as M-O-S-S. S. F. Moss, president of the Society said that only songs of writer members would be recorded, and all taped material will be offered for sale to established diskeries. Tapes that cannot be sold will be pressed and released under the M-O-S-S label.

COLUMBIA TO GET HUSKY ORDER FROM GILLETTE . . .

Columbia Records' Transcription department may have landed one of the biggest premium record orders in history. Although the diskery wasn't talking this week, it is believed that the Gillette blade company has placed an order for several million seven-inch LP disks with a sports instruction gimmick. The gigantic promotion is scheduled to break nationally on Fathers' Day in June.

LENGSFELDER TO EUROPE ON RECORDING TRIP . . .

Hans Lengsfelder, chief of Request Records, leaves for Europe in one week on his semi-annual recording trip. Lengsfelder on this trip is also taking recording commissions on behalf of other diskeries and publishers. He will cover England, France, Belgium, Holland, Austria, Germany and Italy.

SESAC TO MOVE TO NEW QUARTERS IN SUMMER . . .

SESAC, Inc., performing rights society, has leased 10,000 square

feet of space at the new Coliseum Tower, Columbus Circle. The organization will make the movie in locale in the early summer. New personnel added to the SESAC org recently include Earl Brewer, Homer Griffith and Earl Pollock, as Texas, California and Midwest representatives, respectively; Herbert Johnson, formerly of G. Schirmer, Inc., who joins the SESAC copyright clearance division, and John Koshel Jr., who has been added to the legal staff.

New York

Jimmy Hilliard, Bally Records topper, conducted the ork himself in a recent Coast session. Four instrumental sides were cut. Hilliard has also added singer Bob Carroll to the growing Bally Stable. . . . Al Calder, of Columbia Pictures Music, is on a rush trip to Chicago, Milwaukee, Detroit and Cincinnati to plug the firms new tunes, "To Love Again" and "Picnic." . . . RCA Victor thrush Terri Stevens has signed for a June appearance at the Steel Pier, Atlantic City, and for a July two-weeker at Pittsburgh's Holiday House.

Key Records has reminded the trade of its "great catalog of bread and butter merchandise" via a miniature loaf of bread promotion piece attached to a memo. . . .

PERFUME WANTS IT TO MUSIC

NEW YORK—It's not unusual for a tune and a record to go seeking a promotional tie-in with a commercial product, but it doesn't often happen the other way around. Now, along comes local perfume manufacturer Ritornelle, Inc., whose prexy, Irving Tackle, is going the rounds of publishers and diskeries He's looking for song material that can tie in with the perfumery's latest scent, "Coming Attractions."

New Orleans Philharmonic Ork is on a good-will Latin-American tour of 16 countries under the auspices of the State Department and the American National Theater and Academy. . . . Guy Mitchell appears at the Phoenix, Ariz., fair-ground Home Show April 14 and 15. Joan Weber appears at the same spot April 19, followed by a two-weeker at the El Cortez, Las Vegas. . . . Mindy Carson is set for 10 days at the Wolhurst Country Club, Denver, starting April 20.

Joni James leaves for England April 18 where she will film several TV shows. . . . Connie Francis is doing a two-week stand at the White Elephant, Pittsburgh. . . . Sonny Brooks, former RCA Victor singer, has signed with Tip Top Records in Los Angeles. . . . The Four Lads open a three-weeker at Las Vegas' Thunderbird April 19, followed by a slotting at the Hollywood Palladium.

Helene O'Keefe, secretary to RCA Victor's Steve Sholes for the past decade, retired from the business last week. She and her husband are settling in Sarasota, Fla. Her successor is Ethel Asines. . . . Jerry Flatto, owner of Boston Record Distributors, leading New England one-stop outfit, will be married April 22 to Helen Simon of New York. After a wedding in the latter city, the couple will honeymoon in (where else?) Monaco. . . . On the same date, the Billy Taylor Trio, with ABC-Paramount disks, will give a concert at Town Hall, promoted by flack Paul Werth.

The Mello-Larks open at the Lotus Club, Washington, Thursday (19) for a week. . . . On Tuesday (12) the Rover Boys begin a two-week stand at the Bellevue Casino in Montreal. . . . Jo Harnell, pianist with Jubilee Records, has ankle his solo spot at the Waldorf's Peacock Alley to join Jane Froman as accompanist. They open at the Ambassador, Los Angeles, Wednesday (18) for two weeks, and on May 4 they go into the Desert Inn, Las Vegas, for four weeks.

"You Can't Get Texas Outta Me," by Ernie Ford and Bob Micketta, has been acquired by Famous Music Corporation. Dale Evans recently introduced the novelty ditty, when she and Roy Rogers were the feature attractions at the Fat Stock Show and Rodeo at Houston, Tex.

Number of Releases This Week

Label	Pop	CAW	R&B
ABCO	1	—	2
ALADDIN	1	—	—
ANDREA	—	—	1
BALLY	1	—	—
CAPITOL	1	1	—
COLUMBIA	4	1	—
CORAL	3	—	—
CROWN	1	—	—
DAFFAN	—	1	—
DAVIS	—	—	1
DECCA	2	1	—
DIAMOND	2	—	—
EPIC	2	—	—
FAN	—	1	—
FEDERAL	—	—	1
FLIP	—	—	1
FOCUS	1	—	—
GLORY	1	—	—
GROOVE	—	—	2
IMPERIAL	—	—	1
KAPP	1	—	—
KING	—	3	1
MERCURY	2	—	—
M-G-M	6	2	—
MODERN	—	—	1
OLD TOWN	—	—	3
RAINBOW	1	—	—
REAL	2	—	—
RHYTHM	1	—	—
REJECT	—	2	—
RPM	—	—	3
SAVOY	—	—	1
SPECIALTY	—	—	2
STARDAY	—	2	—
UNIQUE	1	—	—
VICTOR	2	2	—
WONG	—	—	1
TOTAL	35	16	21

Elvis Presley To Last Frontier

LAS VEGAS, Nev. — C.&w. singer, Elvis Presley, current rock 'n' roll rage, moves into the New Frontier here next Monday (23) for a two-week stand, set by the William Morris Agency.

Presley's personal manager, Col. Thomas A. Parker, is slated to make the trip here with him.

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.

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
- Chef Atkins Victor

*Records listed alphabetically by companies.

REG. CONNELLY MUSIC, INC.

From The M-G-M Picture "FOREVER DARLING"

FOREVER DARLING

LEO FEIST, INC.

COLUMBIA PICTURES PRESENTS "ROCK AROUND THE CLOCK"

"ROCK AROUND THE CLOCK"
"ROCK-A-BEATIN' BOOGIE"
"MAMBO ROCK"
"A.B.C. BOOGIE"
"HAPPY BABY"
"GIDDY-UP A DING DONG"
"TEACH YOU TO ROCK"

Published by MYERS MUSIC, Inc.
122 N. 12th Street, Phila. 7, Pa.

Five Big Records

SERENADE

Recorded by:

- MARIO LANZA - R.C.A. Victor
- SLIM WHITMAN - Imperial
- DAVID ROSE - M.G.M.
- MARGARET WHITING - Capitol
- RAY HEINDORF - Columbia

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- After You've Gone
- The Sweetheart of Sigma Chi
- Rosetta
- Mister Sandman
- S'Posin'
- Make Love To Me
- There Will Never Be Another You

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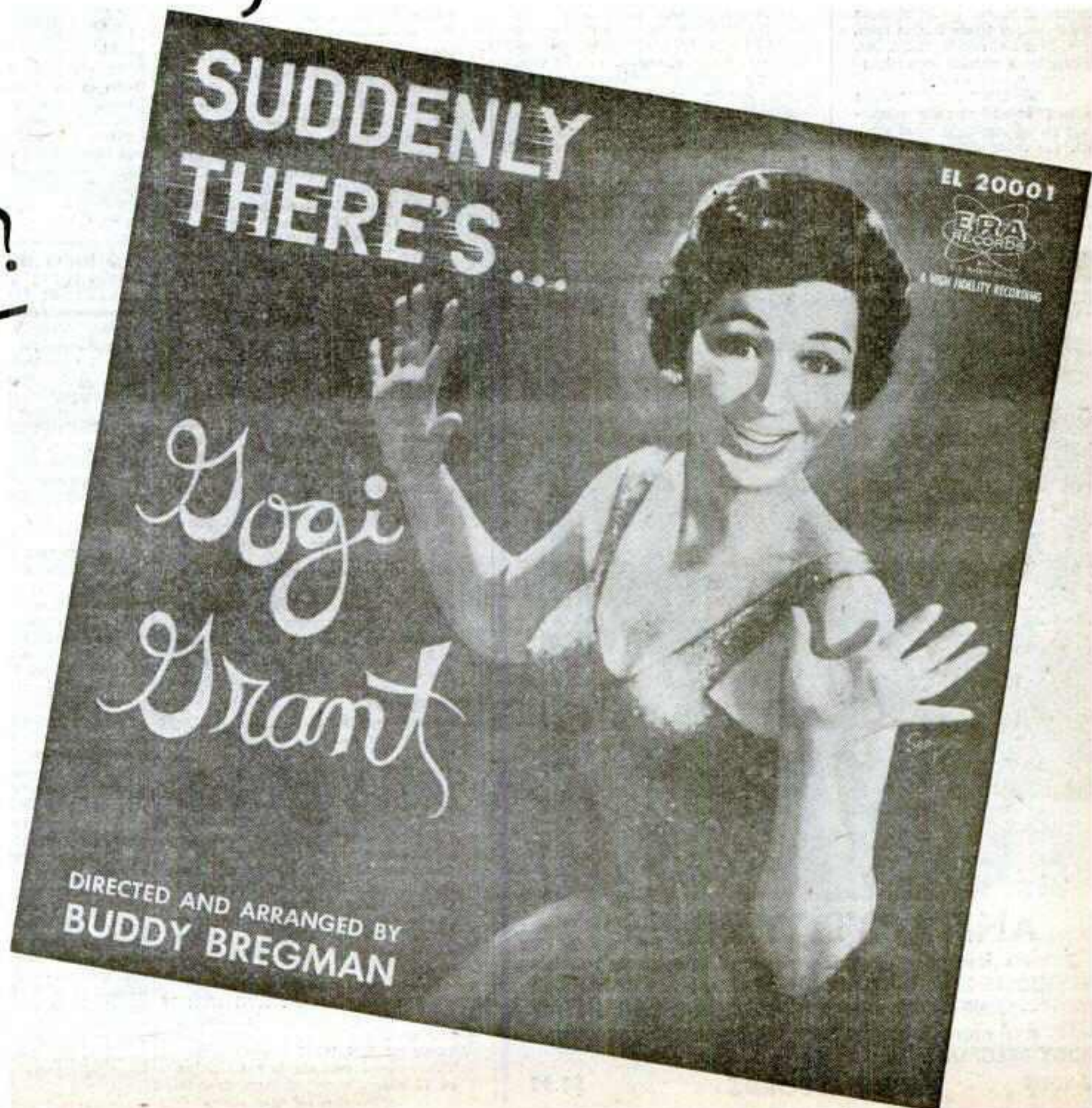
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Review Spotlight on . . .

ALBUMS

Popular

MUSIC FROM THE SOUND TRACK OF "PICNIC" (1-12") - Columbia Pictures Orchestra; Morris Stoloff, Cond. Decca DL 8320

Two-fisted Bill Holden and Kim Novak fairly jump out of the cover on this slick looking and sounding job to beckon the customers. The pic is a smash and not a little of that must be due to a superb background score. The music highlights emotions of many hues that shimmer thru the pic. The "Love Theme" and "Moon-glow," released on a number of single disks, are both here, as well as some other highly memorable listening moments. The album, like the pic, should move at a fast and furious pace.

SERENADE (1-12")-Sound Track. RCA Victor LM 1996

Mario Lanza's LP's have been big-money items for dealers in the past, and his current "comeback" sound track package should grab off plenty of sales attention from his fans and moviegoers in general. The tenor sings seven familiar operatic arias, including two duets (one

with Jean Fenn, the other with Licia Albanese.) He also warbles a couple of pop tunes—the title ditty and "My Destiny"—but the classical selections are still the best showcases for his particular brand of vocal showmanship. The picture is breaking nationally right now, and dealers should be able to cash in big on its extensive promotional campaign.

Jazz

CHRIS CONNOR (1-12")-Atlantic 1228

Miss Connor is not new to the best selling jazz lists and there's no reason why her latest entry shouldn't do at least as well as its predecessors. Gal apparently picks up more warmth and savvy all the time, and her usual hip approach to smart tunes is appealing beyond the limits of the cool jazz clique. She's backed by three different units; one a small jazz crew headed by John Lewis, another is a 19-piece ork conducted by Ralph Burns, and the third is an all-star group with Zoot Sims on tenor; Nick Travis, trumpet; Milt Hinton, bass, etc. Tunes include "I Get a Kick Out of You," "Get Out of Town," and a fine rarity—"When the Wind Was Green." Fine cover.

Reviews and Ratings of New Popular Albums

TODAY'S HITS (1-EP) RCA Camden CAE 330

This edition of the 79-cent EP series contains "Molly-O" from "The Man With the Golden Arm," "Why Do Fools Fall in Love," "Rock Island Line" and "Campus Rock." The latter is the first "Exclusive" Camden has thrown into this previous all-hit format. All are performed by that fine modern vocal group, the Honey Dreamers, who, incidentally, are at their best here. While hit-wise this is not one of Camden's strongest, the group can sell copies on its performing merits. Jocks would do well to latch on, too.

THE BOB CROSBY SHOW (1-12") Columbia CL 766

This package contains a sampling of the most requested numbers presented by the Bob Crosby TV show. The Modernaires, Carol Richards, Joanie O'Brien, Charlie Teagarden and the Bobcats, together with Crosby, offer an informal musical presentation, doing "San Antonio Rose," "Lazy Bones," "You Forgot About Me," "Small Fry," etc. The LP is bound to get plenty of plugging on Crosby's TV show, which should help sales considerably.

THE SPICE OF LIFE (1-12") Mercury MG 20126

This is a disk the consumer will never hear on the radio. It is the great Sophie at her raciest, delivering the sophisticated songs of Jack Yellen—such witty and smartly turned pieces, "Living Alone," "Mr. Fink," "Mama Goes Where Papa Goes," and many of the other numbers she uses at top night spots. Each of the 11 performances on this record is a great one, Sophie Tucker's performance having the quality of "living presence." Should have a steady sale.

ORIENT EXPRESS (1-12") Vanguard VRS 7036

Vanguard in the past year has issued two 10-inch albums by Liane. The new one—the third—confirms once more that this chick is one of the most tal-

ented of Continental vocalists. Backed by the tasteful music of the Boheme Bar Trio, Liane warbles in English, German, French and Italian, displaying a voice of rare lyric quality and technical control. The album's title refers to the noted train which crosses a dozen borders from Paris to Istanbul. The tunes here are from many lands. A flock of labels are competing for the increased dollar volume consumers are putting out for Continental singers; but this Vanguard package should hold its own and prove profitable.

A NIGHT IN LAS VEGAS WITH MARY KAYE TRIO (1-12") Decca DL 8238

This group has chalked up a measure of success on the Las Vegas circuit and it's one of the few outfits that gets over a good portion of the "in person" excitement on a disk. The arrangements of fine standards have drive, class and sophistication. Miss Kaye's own vocal stylings, not unlike the work of Kay Thompson, gets the spotlight, but plenty is heard from accordionist and comedy man Frankie Ross and the gal's baritone brother, Nerman, who also takes a lick on a number of instruments. The modern harmonies and unusual vocal gimmicks add up to listening excitement.

FAR AWAY PLACES (1-12") Mercury MG 20129

Hayman and harmonica take listeners for a quick musical circuit of some of the world's more fabled romantic places, and the virtuoso, along with a full ork back-up, shines. Some of the stops include "In a Little Spanish Town," "In a Persian Market," "The White Cliffs of Dover," "Sidewalks of Cuba," and even "A Little Bit of Heaven." The music is well played and the selection is most attractive. The album's title theme offers dealers good opportunities for tie-up displays with travel agencies, etc.

SONGS OF MONTMARTRE (1-12") Elektra EKL 104

The output of albums by Continental warblers is increasing rapidly, with indie and major labels in the act; and, of course, the competitive picture is very sharp, inasmuch as the product appeals to a limited segment of the market. However, the package by Suzanne is one of the good ones. She is a noted cabaret singer and, aided by typically French instrumentation, imparts the spirit of this section of the City of Light. A very attractive cover makes this album an attractively display piece, and the package includes another extra—a booklet with the songs in French and in English.

CONTINENTAL MERRY-GO-ROUND (1-12") Kapp KL 1014

The Belgian composer-maestro captures a series of Continental moods in a series of sides by Continental composer. The tunes, typically European, are for the most part unknown to American buyers; but they have a freshness which will be enjoyed. The style of Emile Deltour is sophisticated and sparkling. "Siesta in Seville," "Latin Quarter," "The Harlequin Waltz," "String Fever" are titles which give some idea of the range of moods.

SONGS FROM MEXICO (1-12") Westminster WN 18142

This unusual package is a collection of 17 songs, many of them Spanish

Best Selling Popular 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. THE MAN WITH THE GOLDEN ARM—Sound Track.....Decca DL 8257
3. ELVIS PRESLEY.....RCA Victor LPM 1254
4. SONGS FOR SWINGIN' LOVERS—Frank Sinatra..Capitol W 653
5. CAROUSEL—Sound Track.....Capitol W 694
6. OKLAHOMA!—Sound Track.....Capitol SAO 595
7. FOUR FRESHMEN AND FIVE TROMBONES...Capitol T683
8. JULIE IS HER NAME—Julie London.....Liberty 3086
9. THE BENNY GOODMAN STORY, Vols. 1 AND 2.....Decca DL 8259, 8253
10. SO SMOOTH—Perry Como.....RCA Victor LPM 1085

Reviews and Ratings of New Classical Releases

VIENNA NIGHTS (1-12")—Philharmonic Symphony Orchestra of New York; Andre Kostelanetz, Cond. Columbia CL 769

The magic Kostelanetz name is stamped indelibly on this album, both on the romantically Viennese cover scene and in the selection and playing of the music inside. For popular appeal, the material couldn't be better: "Tales From the Vienna Woods," the Overture from "Die Fledermaus," the waltzes from "Der Rosenkavalier," "Marche Militaire" and several Strauss polkas. It's light, bubbly music, exuberantly played and the whole package is the kind that adds up to brisk action at any counter.

MOZART: DIVERTIMENTO NO. 11 IN D (K. 251); A MUSICAL JOKE (K. 523) (THE VILLAGE MUSICIANS) (1-12")—Members of the NBC Symphony Orchestra; Fritz Reiner, Cond. RCA Victor LM 1952

Music for entertainment and painless diversion that will please a wide cross section of collectors. The Divertimento is offered here in the best of the several available versions; the knowledgeable will relish it as much as the musical naive. The "Joke," of course, is great sport with its clever use of cliché and final discord. Disk should enjoy sales greater than the average Mozart release this year.

WEBER: OVERTURES; MENDELSSOHN: OVERTURES (1-12")—Bamberg Symphony; Jonel Perlea, Cond. Vox PL 9590

A generous grouping of popular works with demonstrated appeal for the large middle belt of the buying public. Perlea is constantly aware of the dramatic elements in the scores and leads the expert German orchestra thru stimulating readings. Included are the "Freischutz," "Oberon" and "Euryanthe" by Weber, and Mendelssohn's "Ruy Blas" and "Hebrides," in addition to Schubert's "Rosamunde." Any store which displays the disk should be able to move a good many copies.

BRAHMS: SYMPHONY NO. 3; TRAGIC OVERTURE; ACADEMIC FESTIVAL OVERTURE (1-12")—Minneapolis Symphony Orchestra; Antal Dorati, Cond. Mercury MG 50072

Considering the large number of listings in the LP catalog under each of the items above, it is amazing how few of them meet current hi-fi standards. A strong selling point thus accrues to this Mercury LP almost by default. Like others in the 50,000 series, clean, well-balanced sound of a superior order (sometimes a bit too closely focused) alone makes this a commercial entry that must be contended with.

BLOCH: SCHELOMO; TCHAIKOVSKY: VARIATIONS ON A ROCOCO THEME (1-12")—Andre Navarra, Cello; London Symphony Orchestra; Richard Austin, Cond. Capitol P 18012

Among the finer recent issues featuring the cello, this package stands to attract considerable attention in its field. It presents Navarra in a performance of the Bloch masterpiece that is blameless technically and emotionally exciting. Many will consider it the most impressive of the disked readings available. He is fluent and expressive in the Tchaikovsky. Earlier releases by the cellist should have prepared a fertile market for this new set.

ROSTROPOVICH PLAYS BACH (1-12")—Vanguard VRS 6026

Rostropovich is the cellist who recently made his American debut to critical raves approaching those showered on his Russian confreres, Gilels and Oistrakh. He is an artist with complete command of his instrument and a high musical intelligence. He plays two unaccompanied Bach sonatas (Nos. 2 and 5), plus shorter selections on this disk. Mastered from imported tapes, the disk sounds very well indeed; the fidelity is high enough to satisfy all. Among those with a special penchant for the cello this is "must" material. But general musical interest in the performer will pull added sales.

HAYDN: SYMPHONY NO. 101 IN D MAJOR (THE CLOCK); SYMPHONY NO. 102 IN B FLAT MAJOR (1-12")—Orchestre National de la Radiodiffusion Francaise; Igor Markevitch, Cond. Angel 35312

Good readings of the familiar symphonies are plentiful, but no disk other than this couples the two. Markevitch's rising star will surely pull some action and the solid musicality of these readings will lead consumers seeking the repertoire to give these latest versions strong consideration. Faultless sound, on the crisp side.

VIVALDI: THE SEASONS (1-12")—I Musici. Epic LC 3216

The wonderful Italian group now under the Epic wing makes an auspicious debut on the label. It has already won great disk renown via earlier releases on Angel. Among the discerning, I Musici needs no pre-selling. While good readings of the Vivaldi concerti are not rare, none has the spirit and clean rendition present here. This is an outstanding set, with solo violinist Felix Ayo turning in superior performances. Good sales in its class, now and for a long time to come.

MUSIC OF FRESCOBALDI AND DOMENICO SCARLATTI (1-12")—Sylvia Marlowe, Harpsichord. Capitol P 8336

The competent Miss Marlowe steers fairly clear of any competition in this delightful early music. The Frescobaldi dates to the early half of the 17th century and it's music with grandeur and color. The later Scarlatti is more familiar and there always has been a good market for his sparkling miniatures.

THE THREE RAVENS: SONGS OF FOLK AND MINSTRELSY OUT OF ELIZABETHAN ENGLAND (1-12")—Alfred Deller, Counter-Tenor; Desmond Dupre, Guitar and Lute. Vanguard VRS 479

The peculiar quality of Deller's voice (he's a male alto) may call for an acquired taste; but many have taken to it, as sales of his previous efforts have demonstrated. His musicianship certainly is impeccable. This is an enjoyable package, grouping unfamiliar selections with those of such traditional popularity as "Barbara Allen" and "Greensleeves." Should be the fastest mover in the Deller catalog.

SCHUMANN: SYMPHONIC ETUDES; SCENES FROM CHILDHOOD, OP. 15 (1-12")—Paul Badura-Skoda, Piano. Westminster WN 18138

The young pianist has formidable name competition on the Scenes, and much clearer sailing on the Etudes. His work on both is sensitive and articulate and the coupling of these two works should be attractive to many fanciers of such romantic fare. Good piano sound and impressive packaging by Westminster.

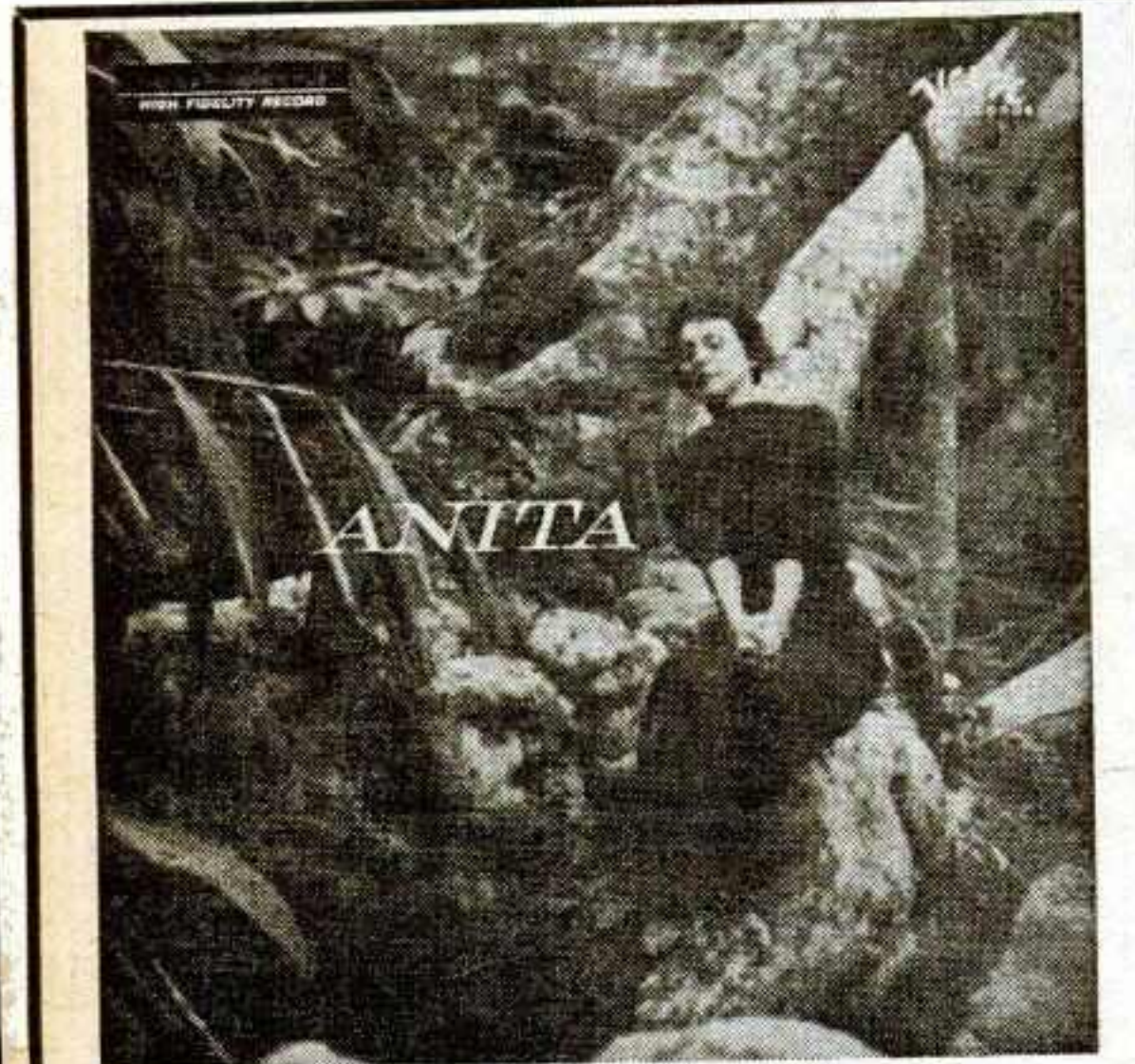
BLOCH: VIOLIN SONATA NO. 1; VIOLIN SONATA NO. 2 (POEME MYSTIQUE) (1-12")—Rafael Druian, Violin; John Simms, Piano. Mercury MG 50095

Druian, concertmaster of the Minneapolis Symphony, is fast becoming one of the more welcome interpreters of contemporary chamber music. Only recently he was heard in excellent readings of the Charles Ives sonatas. Now he turns the light of his musical intelligence upon Bloch, and the results are equally illuminating. His sympathy for these scores is immediately apparent and this issue should find a good reception among collectors of modern music. Simms is a fine collaborator, and Mercury engineers have done a superb job sound-wise. Good large-store merchandise.

SOUTH GERMAN BAROQUE ORGAN MUSIC (3-12")—Walter Kraft, Organ. Vox DL 123

Vox, which has carried the integrated push package principle further than most labels, has come out with yet another attractive issue. It breathes class and

(Continued on page 50)



ANITA O'DAY SINGS

Miss O'Day's best performance singing the incomparable "HONEYSUCKLE ROSE"—"YOUR THE TOP" . . . "I CAN'T GET STARTED"—"FINE AND DANDY"—"I'LL SEE YOU IN MY DREAMS" and many other ballads, with orchestra, conducted by BUDDY BREGMAN.

MG V-2000 VERVE RECORDS \$3.98

(Continued on page 56)

STILL THE NATION'S HOTTEST SELLER!

THE Original

ROCK ISLAND LINE

LONNIE DONEGAN
AND HIS **SKIFFLE GROUP** #1650

TREMENDOUS RESPONSE

THE FOUR ESQUIRES

**LOOK
HOMeward
ANGEL**

B/W SANTO DOMINGO 1652

WATCH THIS SLEEPER

THE JOHNSTON BROS.

**ROSES OF
PICARDY**

B/W
JUST A WEARYIN' FOR YOU
1616

STRONGER EACH WEEK

DAVID WHITFIELD
with Mantovani

**WHEN YOU
LOSE THE ONE
YOU LOVE**

1617

SIBONEY

B/W THE MAN WITH THE GOLDEN ARM
1644 TED HEATH

SPRING IN MONTMARTE

B/W CANDLELIGHT
1646 MANTOVANI

LOVELY LIES

B/W KILMANJARO
1610 MANHATTAN BROS.

LIGHTS OF VIENNA

B/W COCKLESHELL HEROES
1636 FRANK CHACKSFIELD

London
RECORDS



HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

 For survey week ending April 11

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Poor People of Paris (Jean's Song)	1	10	6. Why Do Fools Fall In Love?	6	9
By La Gaularite de Pauvre-Jean-Marguerite Mannot—Published by Reg Connelly Music (ASCAP) BEST SELLING RECORD: L. Baxter, Cap 3336. RECORDS AVAILABLE: W. Atwell, London 1628; L. Anthony, Tops 276; C. Atkins, Vic 20-6366; P. Clay, Col; L. Clinton, Bell 1122; R. Morgan, Dec 29835; R. Roger, M-G-M 12188; C. Powell, Groove 0144; J. Hansen, Remington 25035; P. Terrace, Tico 351; L. Welk, Coral 61592.			By 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, Dec 29832.		
2. Heartbreak Hotel	8	7	7. Rock and Roll Waltz	3	16
By Axton, Durden & Presley—Published by Tree (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6420. RECORD AVAILABLE: Cadets, Modern 985.			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.		
3. Hot Diggity	4	6	8. No, Not Much	4	13
By Al Hoffman & Dick Manning—Published by Roncom (ASCAP) BEST SELLING RECORD: P. Como, Vic 20-6427.			By Stillman & R. Allen—Published by Beaver Music (ASCAP) BEST SELLING RECORD: Four Lads, Col 40629.		
4. Lisbon Antigua	2	17	9. I'll Be Home	9	11
By Galhardo-Vale-Portela—Published by Southern (ASCAP) BEST SELLING RECORD: N. Riddle, Cap 3287. RECORDS AVAILABLE: A. Dale, Coral 61553; L. Diamond, Vic 20-6406; 1956 Jazz All Stars, Vic 20-6418; M. Miller, Col 40635; L. Welk, Coral 61595.			By Washington & Lewis—Published by Arc (BMI) BEST SELLING RECORD: P. Boone, Dot 15443. RECORD AVAILABLE: Flamingos, Checker 830.		
5. Blue Suede Shoes	7	7	10. Eddie My Love	10	7
By Carl Perkins—Published by Hi-Lo Music, Inc.-Hill and Range Songs, Inc. (BMI) BEST SELLING RECORD: C. Perkins, Sun 234. RECORDS AVAILABLE: B. Roubian, Cap 3373; B. Bennett, King 4903; R. Hall, Dec 29980; P. W. King, Vic 20-6450; S. King and the Five Strings, Col 21505; J. Lowe, Dot 15456; J. Mercer, Mercury 70805; S. Taylor, M-G-M 12197; L. Welk, Coral.			By Collins, Liff & Davis—Published by Modern-Roosevelt (BMI) BEST SELLING RECORDS: Fontane Sisters, Dot 15450; Teen Queens, RPM 453. RECORDS AVAILABLE: L. Briggs, Epic 9151; Chordettes, Cadence 1284.		

Second Ten

11. Theme From the Three Penny Opera (Moritat)	11	12	16. Rock Island Line	20	3
By Kurt Weill-Brecht—Published by Harms (ASCAP) BEST SELLING RECORD: D. Hyman, M-G-M 12149. RECORDS AVAILABLE: L. Armstrong, Col 40587; O. Bradley, Dec 29816; J. Gordy, Vic 20-6419; R. Hayman-J. August, Mercury 70781; T. Murphy, Col 40586; L. Paul, Cap 3329; C. Powell, Groove 0144; T. Puente, Vic 20-6417; R. Raeburn, Col 40657; E. Rodgers, London 1645; 1956 Jazz All Stars, Vic 20-6418; B. Vaughn, Dot 15444; L. Welk, Coral 61574.			By Lonnie Donegan—Published by Hollis Music (BMI) BEST SELLING RECORD: L. Donegan, London 1650. RECORDS AVAILABLE: D. Cornell, Coral 61613; B. Darin, Dec 29883; L. Dreslar, Mercury 29883; J. Gavin, Epic 9161; G. Jones, King 4918; R. McKuen, Liberty 55019; M. Moore, Cap 3397; J. Work, Dot 1279.		
12. Mr. Wonderful	12	8	17. Ivory Tower	22	3
By Buck Holofcener-Weiss—Published by Valando Music (ASCAP) BEST SELLING RECORD: P. Lee, Dec 29834. RECORDS AVAILABLE: D. Collins, Coral 61591; T. King, Vic 20-6392; S. Vaughan, Mercury 70777; Mello-Larks, Epic 9146; B. A. Steele, ABC-Paramount 9669.			By Jack Fulton and Lois Steele—Published by E. H. Morris (ASCAP) BEST SELLING RECORD: O. Williams, De Luxe 6093. RECORDS AVAILABLE: C. Carr, Fraternity 734; Four Hues, Coral 61617; G. Storm, Dot 15458.		
13. A Tear Fell	13	7	17. Juke Box Baby	15	6
By Dorian Burton & Eugene Randolph—Published by Progressive (BMI) BEST SELLING RECORD: T. Brewer, Coral 61590. RECORDS AVAILABLE: A. Carter, Vic 6482; I. J. Hunter, Atlantic 1086.			By Noel Sherman & Joe Sherman—Published by Winneton (BMI) BEST SELLING RECORD: P. Como, Vic 20-6427.		
14. Main Title Molly-O (Man With the Golden Arm)	17	4	19. Long Tall Sally	27	2
By Sylvia Fine and Elmer Bernstein—Published by Dena Music (ASCAP) BEST SELLING RECORDS: R. Malthy, Vik 0196; E. Bernstein, Dec 29869. RECORDS AVAILABLE: S. Davis Jr., Dec 29759; L. Elgart, Col 40664; Gaylords, Mercury 70778; T. Heath, London 1644; D. Kaye, Dec 29904; B. May, Cap 3372; Naturals, M-G-M 12158; D. Jacobs, Coral 61606; B. Morrow, Wing 90063.			By E. Johnson—Published by Denice (BMI) BEST SELLING RECORD: Little Richard, Specialty 572. RECORDS AVAILABLE: P. Boone, Dot 15457; M. Robbins, Col 40679.		
15. Magic Touch	19	3	20. Moonglow and Theme From Picnic	29	2
By Buck Ram—Published by Panther (ASCAP) BEST SELLING RECORD: Platters, Mercury 70819.			By Hudson, Delange & Mills (Dunning)—Published by Mills-Columbia Pictures Music Corp. (ASCAP) BEST SELLING RECORDS: M. Stoloff, Dec 29888; G. Cates, Coral 61618. RECORDS AVAILABLE: S. Allen, Coral 61620; B. Bregman, Vic 20-6471; R. Marterie, Mercury 70836; McGuire Sisters, Coral 61627.		

Third Ten

21. Great Pretender	14	19	25. See You Later, Alligator	21	14
By Buck Ram—Published by Southern (ASCAP) RECORDS AVAILABLE: S. Freberg, Cap 3396; Platters, Mercury 70753; J. Riggs, Media 1020.			By Robert Guldry—Published by Arc Music (BMI) RECORDS AVAILABLE: O. Bash, Vic 6426; B. Charles, Chess 1609; B. Haley, Dec 29791; R. Hall, Dec 29786.		
22. He	15	31	27. To You My Love	-	1
By Richard Mullian & Jack Richards—Published by Avas (BMI) RECORDS AVAILABLE: K. Armen, M-G-M 17078; A. Hibbler, Dec 29660; McGuire Sisters, Coral 61501; G. B. Shea, Vic 20-6292.			By Gaste-Lawrence—Published by Leeds (ASCAP) RECORDS AVAILABLE: B. Madigan, M-G-M 12156; N. Noble, Mercury 70821; G. Shaw, Dec 29839.		
23. Bo Weevil	22	6	28. Eleventh Hour Melody	17	9
By Antoine Domino & Dave Bartholomew—Published by Reeves (BMI) RECORDS AVAILABLE: T. Brewer, Coral 61590; F. Domino, Imperial 5375; B. Lou, King 4900.			By King Palmer-Carl Segman—Published by Paxton (ASCAP) RECORDS AVAILABLE: L. Busch, Cap 3349; A. Hibbler, Dec 29789; T. Mottola, M-G-M 11885; B. Snyder, Dec 29827.		
24. Innamorata	24	5	29. Memories Are Made of This	25	20
By Jack Brooks & Harry Warren—Published by Famous (ASCAP) RECORDS AVAILABLE: D. Martin, Cap 3352; J. Vale, Col 40634; F. Verna, Dec 29767.			By Gilkyson-Dehr-Miller—Published by Montclare (BMI) RECORDS AVAILABLE: M. Carson, Col 40573; D. Martin, Cap 3295; G. Storm, Dot 15436.		
25. I Was the One	27	5	29. R-O-C-K	-	1
By Schroeder, De Metruis, Blair and Peppers—Published by Ross Jungnickel (ASCAP) RECORD AVAILABLE: E. Presley, Vic 20-6420.			By Bill Haley-Arrett Keefer-Ruth Keefer—Published by Valley Brook (ASCAP) RECORD AVAILABLE: B. Haley, Dec 29870.		

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

from the publishers
of Les Baxter's hit
"THE POOR PEOPLE OF PARIS"

from the publishers
of Les Baxter's hit
"APRIL IN PORTUGAL"

tango
of the
drums

Sinner
man

a **DOUBLE** smash by



Les
Baxter

his chorus and orchestra

record no. 3404



• Best Sellers in Stores

For survey week ending April 11

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	Title	Label
1	2	7	HEARTBREAK HOTEL (BMI)— E. Presley	Vic 20-6420
			I WAS THE ONE (BMI)— Vic 20-6420	
2	3	7	HOT DIGGITY (ASCAP)—P. Como... JUKE BOX BABY (ASCAP)— Vic 20-6427	
3	1	10	POOR PEOPLE OF PARIS (ASCAP)— L. Baxter..... Theme From "Helen of Troy" (ASCAP)— Cap 3336	
4	4	7	BLUE SUEDE SHOES (BMI)— C. Perkins..... Honey, Don't (BMI)—Sun 234	
5	5	17	LISBON ANTIGUA (ASCAP)— N. Riddle..... Robin Hood (ASCAP)—Cap 3287	
6	6	10	WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers Please Be Mine (BMI)—Gee 1002	
7	7	11	I'LL BE HOME (BMI)—P. Boone..... Tutti Frutti (BMI)—Dot 15443	
8	11	4	ROCK ISLAND LINE (BMI)— L. Donegan..... John Henry (BMI)—London 1650	
9	10	8	A TEAR FELL (BMI)—T. Brewer..... BO WEEVIL (BMI)—Coral 61590	
10	9	13	NO, NOT MUCH (ASCAP)— Four Lads..... I'll Never Know (BMI)—Col 40629	
11	12	4	MAGIC TOUCH (ASCAP)—Platters... Winner Take All (ASCAP)—Mercury 70819	
12	13	3	LONG, TALL SALLY (BMI)— Little Richard..... Slippin' and Slidin' (BMI)—Specialty 572	
13	8	16	ROCK AND ROLL WALTZ (BMI)— K. Starr..... I've Changed My Mind a Thousand Times (ASCAP)—Vic 20-6359	
14	—	1	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff.... — 1 Theme From "Picnic" (ASCAP)—Dec 29888	
15	21	2	IVORY TOWER (ASCAP)— O. Williams..... In Paradise (BMI)—DeLuxe 6093	
16	—	2	IVORY TOWER (ASCAP)—C. Carr... — 2 Please Believe Me (ASCAP)—Fraternity 734	
17	17	4	MAIN TITLE (MAN WITH THE GOLDEN ARM)—R. Maltby..... 17 4 Heart of Paris (ASCAP)—Vic 0196	
18	23	3	SAINTS ROCK AND ROLL (ASCAP)— B. Haley..... R-O-C-K (ASCAP)—Dec 29870	
19	20	3	MAIN TITLE (MAN WITH THE GOLDEN ARM) (ASCAP)— E. Bernstein..... Clark Street (ASCAP)—Dec 29869	
20	16	4	EDDIE, MY LOVE (BMI)— Fontane Sisters..... Yum Yum (BMI)—Dot 15450	
21	14	13	THEME FROM "THE THREE PENNY OPERA" (MORITAT) (ASCAP)— D. Hyman..... Baubles, Bangles and Beads (ASCAP)— M-G-M 12149	
22	15	18	GREAT PRETENDER (ASCAP)— Platters I'm Just a Dancing Partner (ASCAP)— Mercury 70753	
22	—	1	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—G. Cates..... — 1 Rio Batucada (ASCAP)—Coral 61618	
24	22	5	WHY DO FOOLS FALL IN LOVE? (BMI)—G. Storm..... I Walk Alone (BMI)—Dot 15448	
25	19	6	WHY DO FOOLS FALL IN LOVE? Diamonds You, Baby, You (BMI)—Mercury 70790	

• Most Played in Juke Boxes

For survey week ending April 11

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

This Week	Last Week	Weeks on Chart	Title	Label
1	1	9	POOR PEOPLE OF PARIS (ASCAP)— L. Baxter..... Theme From "Helen of Troy" (ASCAP)—Cap 3336	
2	5	5	HOT DIGGITY (BMI)—P. Como..... 5 5 JUKE BOX BABY (BMI)—Vic 20-6427	
3	3	12	LISBON ANTIGUA (ASCAP)— N. Riddle..... Robin Hood (ASCAP)—Cap 3287	
4	2	15	ROCK AND ROLL WALTZ (BMI)— K. Starr..... I've Changed My Mind a Thousand Times (ASCAP)—Vic 20-6359	
5	4	10	I'LL BE HOME (BMI)—P. Boone..... 4 10 TUTTI FRUTTI (BMI)—Dot 15443	
5	8	5	BLUE SUEDE SHOES (BMI)— C. Perkins..... Honey, Don't (BMI)—Sun 234	
7	10	4	HEARTBREAK HOTEL (BMI)— E. Presley..... I WAS THE ONE (BMI)—Vic 20-6420	
8	5	5	A TEAR FELL (BMI)—T. Brewer.... 5 5 BO WEEVIL (BMI)—Coral 61590	
9	6	10	NO, NOT MUCH (ASCAP)—Four Lads 6 10 I'll Never Know (BMI)—Col 40629	
10	10	8	WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers Please Be Mine (BMI)—Gee 1002	
11	12	4	EDDIE, MY LOVE (BMI)— Fontane Sisters..... Yum, Yum (BMI)—Dot 15450	
12	8	16	GREAT PRETENDER (ASCAP)— Platters I'm Just a Dancing Partner (ASCAP)— Mercury 70753	
13	15	2	MAGIC TOUCH (ASCAP)—Platters... 15 2 Winner Take All (ASCAP)—Mercury 70819	
14	13	11	SEE YOU LATER, ALLIGATOR (BMI)—B. Haley..... Paper Boy (ASCAP)—Dec 29791	
15	14	7	WHY DO FOOLS FALL IN LOVE? (BMI)—G. Storm..... I Walk Alone (BMI)—Dot 15448	
16	20	2	EDDIE, MY LOVE (BMI)— Teen Queens..... Just Goofed (BMI)—RPM 453	
17	—	1	LONG TALL SALLY (BMI)— Little Richard..... Slippin' and Slidin' (BMI)—Specialty 572	
18	—	1	ROCK ISLAND LINE (BMI)— L. Donegan..... John Henry (BMI)—London 1650	
19	19	9	THEME FROM "THE THREE PENNY OPERA" (MORITAT) (ASCAP)— D. Hyman..... Baubles, Bangles and Beads (ASCAP)— M-G-M 12149	
19	16	14	BAND OF GOLD (BMI)—D. Cherry.. 16 14 Rumble Boogie (BMI)—Col 40597	

• 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	Title
1	2	9	Poor People of Paris (Connelly).....
2	1	14	Rock and Roll Waltz (Sheldon).....
3	3	14	Lisbon Antigua (Southern).....
4	5	6	Hot Diggity (Roncom).....
5	9	4	Mr. Wonderful (Laurel).....
6	8	9	Theme From "The Three Penny Opera" (Moritat) (Harms).....
7	12	2	Blue Suede Shoes (Hi-Lo).....
8	4	30	He (Avas).....
9	13	3	Eddie, My Love (Modern-Roosevelt).....
10	6	10	No, Not Much (Beaver).....
11	11	4	Why Do Fools Fall in Love? (Patricia).....
11	—	1	Heartbreak Hotel (Tras).....
13	7	10	Eleventh Hour Melody (Paxton).....
14	10	6	I'll Be Home (Arc).....
15	15	2	To You My Love (Lueds).....

• Most Played by Jockeys

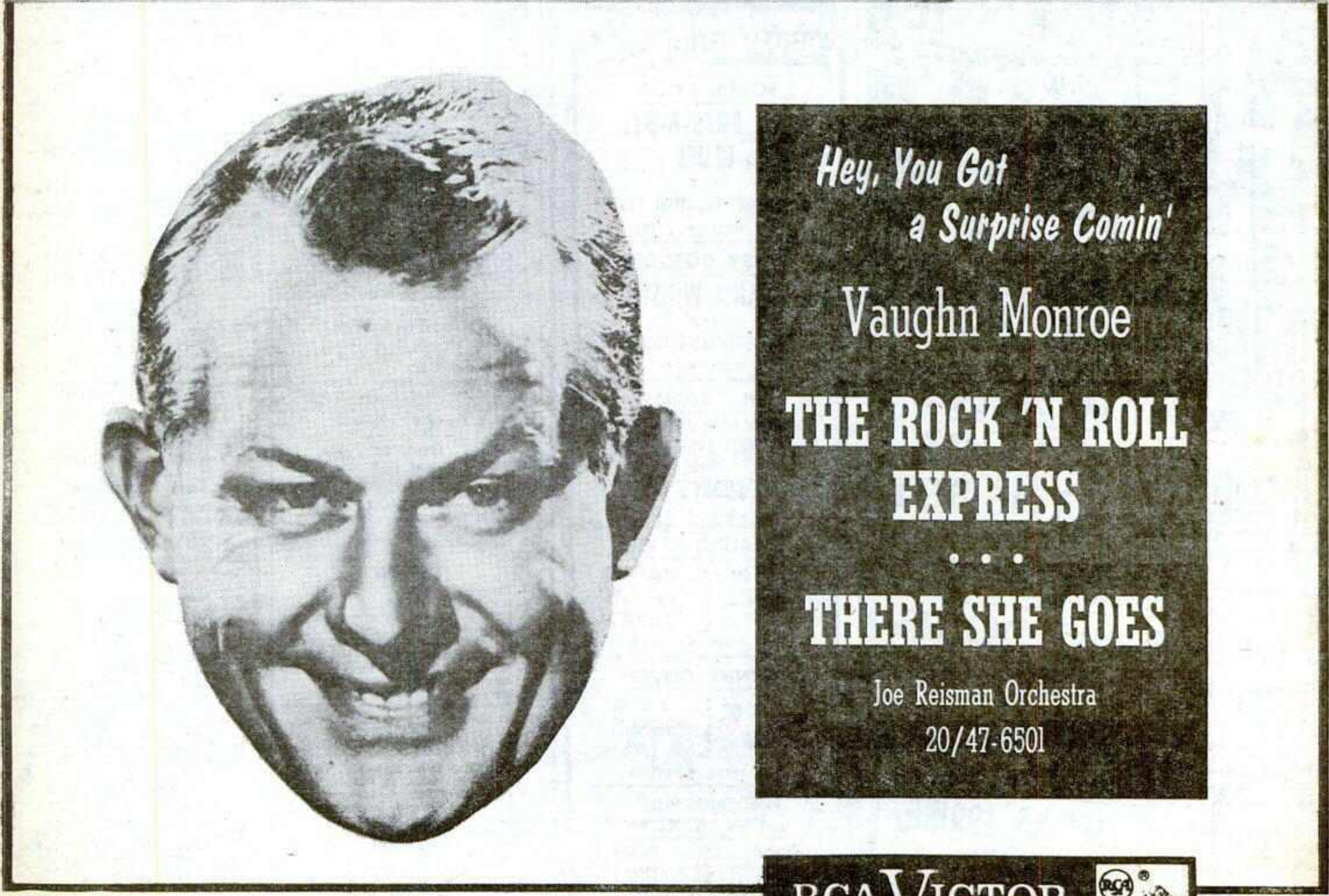
For survey week ending April 11

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout 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	Title	Label
1	2	10	POOR PEOPLE OF PARIS (ASCAP)—L. Baxter..... Theme From "Helen of Troy" (ASCAP)—Cap 3336	
2	4	6	HOT DIGGITY (ASCAP)—P. Como... 4 6 Juke Box Baby (BMI)—Vic 20-6427	
3	3	12	NO, NOT MUCH (ASCAP)—Four Lads 3 12 I'll Never Know (BMI)—Col 40629	
4	5	7	HEARTBREAK HOTEL (BMI)— E. Presley..... I Was the One (BMI)—Vic 20-6420	
5	1	16	LISBON ANTIGUA (ASCAP)— N. Riddle..... Robin Hood (ASCAP)—Cap 3287	
6	7	11	I'LL BE HOME (BMI)—P. Boone..... 7 11 Tutti Frutti (BMI)—Dot 15443	
7	8	5	BLUE SUEDE SHOES (BMI)— C. Perkins..... Honey, Don't (BMI)—Sun 234	
8	6	16	ROCK AND ROLL WALTZ (BMI)— K. Starr..... I've Changed My Mind a Thousand Times (ASCAP)—Vic 20-6359	
9	9	7	WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers Please Be Mine (BMI)—Gee 1002	
10	12	5	A TEAR FELL (BMI)—T. Brewer.... 12 5 Bo Weevil (BMI)—Coral 61590	
11	10	5	WHY DO FOOLS FALL IN LOVE? (BMI)—G. Storm..... I Walk Alone (BMI)—Dot 15448	
12	22	5	WHY DO FOOLS FALL IN LOVE? (BMI)—Diamonds You, Baby, You (BMI)—Mercury 70790	
13	17	2	MAGIC TOUCH (ASCAP)—Platters... 17 2 Winner Take All (ASCAP)—Mercury 70819	
14	11	6	JUKE BOX BABY (BMI)—P. Como.... 11 6 Hot Diggity (BMI)—Vic 20-6427	
15	19	2	ROCK ISLAND LINE (BMI)— L. Donegan..... John Henry (BMI)—London 1650	
16	13	5	EDDIE, MY LOVE (BMI)— Fontane Sisters..... Yum, Yum (BMI)—Dot 15450	
17	14	5	MR. WONDERFUL (ASCAP)—P. Lee. 14 5 Crazy in the Heart (BMI)—Dec 29834	
18	16	17	GREAT PRETENDER—Platters..... 16 17 I'm Just a Dancing Partner (ASCAP)— Mercury 70753	
19	21	7	MR. WONDERFUL (ASCAP)— S. Vaughan..... You Ought to Have a Wife (ASCAP)— Mercury 70777	
20	23	4	I WAS THE ONE (BMI)—E. Presley.. 23 4 Heartbreak Hotel (BMI)—Vic 20-6420	
21	—	1	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—G. Cates..... — 1 Rio Batucada (ASCAP)—Coral 61618	
22	—	1	MAIN TITLE AND MOLLY-O ("MAN WITH THE GOLDEN ARM") (ASCAP)—D. Jacobs..... — 1 Butternut (BMI)—Coral 61606	
23	15	5	EDDIE, MY LOVE (BMI)—Chordettes. 15 5 Whistling Willie (ASCAP)—Cadence 1084	
24	—	1	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff.... — 1 Theme From "Picnic" (ASCAP)—Dec 29888	
25	—	3	FLOWERS MEAN FORGIVENESS (ASCAP)—F. Sinatra..... — 3 You'll Get Yours (ASCAP)—Cap 3350	
25	—	1	TOO YOUNG TO GO STEADY (ASCAP)—Nat (King) Cole..... — 1 Never Let Me Go (ASCAP)—Cap 3390	



Watch it Go!
 Julius La Rosa
AUGUSTINE
 (OW-GOOSE-TINE)
 . . .
I'VE GOT LOVE
 Joe Reisman Orchestra
 20/47-6499



*Hey, You Got
 a Surprise Comin'*
 Vaughn Monroe
**THE ROCK 'N ROLL
 EXPRESS**
 . . .
THERE SHE GOES
 Joe Reisman Orchestra
 20/47-6501





M-G-M BATS OUT THE HITS

JONI JAMES
I WOKE UP CRYING **THE MAVERICK QUEEN**
 (From Republic film)
 MGM 12213 • K12213

ART MOONEY
TALLY-HO **YOU ARE THE ONE**
 (The Little Red Fox)
 MGM 12219 • K12219

DICK HYMAN TRIO
HI-LILI, HI-LO BREAKING BIG!
JUNGLERO
 (From MGM film "Lili")
 MGM 12207 • K12207

BETTY MADIGAN
SURPRISE **I MISS THE BOY**
 MGM 12214 • K12214

CHARLIE APPLEWHITE
I COULD HAVE DANCED ALL NIGHT **SHANGRI-LA**
 MGM 12220 • K12220

RAY CHARLES SINGERS
SPRING IS HERE **SPRING, SPRING, SPRING**
 MGM 12217 • K12217

SPECIAL
DAVID ROSE
 and His Orch.
THEME FROM "THE SWAN"
 (From the MGM Film)
AND
Forbidden Planet
 (Inspired by the MGM Film)
 MGM 12243 • K12243

NEW RELEASES

ROBBIN HOOD
THE ROCK-A-BYE BLUES
 AND
BEAUTIFUL, BEAUTIFUL LOVE
 MGM 12221 • K12221

BARRY GORDON
I CAN'T WHISTLE
 AND
THE MILKMAN'S POLKA
 MGM 12222 • K12222

RUSH ADAMS
 (THE SAME THING HAPPENS WITH)
THE BIRDS AND THE BEES
 AND
MY BUDDY'S GIRL
 MGM 12228 • K12228

ROSALIND PAIGE
LET ME BE THE FIRST ONE **HAVE FAITH AND HAVE PATIENCE**
 MGM 12229 • K12229

JOHNNY OLIVER
SIX FEET OF HEAVEN **A GOOD WOMAN'S LOVE**
 MGM 12230 • K12230

FRED NORMAN
 and his ORCHESTRA
CHERRY COKE **POST TIME**
 MGM 12231 • K12231

Territorial Best Sellers

For survey week ending April 11

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

- Atlanta**
 1. Poor People of Paris, L. Baxter, Cap.
 2. No, Not Much, Four Lads, Col.
 3. Heartbreak Hotel, E. Presley, Vic.
 4. Mr. Wonderful, P. Lee, Dec.
 5. Rock Island Line, L. Donegan, Lon.

- Baltimore**
 1. Heartbreak Hotel, E. Presley, Vic.
 2. Blue Suede Shoes, C. Perkins, Sun
 3. Saints Rock and Roll, B. Haley, Dec.
 4. Magic Touch, Platters, Mer.
 5. Moon Glow and Theme From "Picnic" M. Stoloff, Dec.
 6. Can You Find It in Your Heart T. Bennett, Col.
 7. Hot Diggity, P. Como, Vic.
 8. Poor People of Paris, L. Baxter, Cap.
 9. Ivory Tower, O. Williams, Del.
 10. Rock Island Line, L. Donegan, Lon.

- Boston**
 1. Moon Glow and Theme From "Picnic" M. Stoloff, Dec.
 2. Poor People of Paris, L. Baxter, Cap.
 3. Heartbreak Hotel, E. Presley, Vic.
 4. Lisbon Antigua, N. Riddle, Cap.
 5. Hot Diggity, P. Como, Vic.
 6. Rock Island Line, L. Donegan, Lon.
 7. Standing on the Corner, Four Lads, Col.
 8. Look Homeward, Angels, Esquires, Epi.
 9. Blue Suede Shoes, C. Perkins, Sun
 10. Magic Touch, Platters, Mer.

- Buffalo**
 1. Heartbreak Hotel, E. Presley, Vic.
 2. Moon Glow and Theme From "Picnic" M. Stoloff, Dec.
 3. Hot Diggity, P. Como, Vic.
 4. Lisbon Antigua, N. Riddle, Cap.
 5. Blue Suede Shoes, C. Perkins, Sun
 6. Great Pretender, Platters, Mer.

- Chicago**
 1. Blue Suede Shoes, C. Perkins, Sun
 2. Poor People of Paris, L. Baxter, Cap.
 3. Hot Diggity, P. Como, Vic.
 4. Heartbreak Hotel, E. Presley, Vic.
 5. Why Do Fools Fall in Love? Teen-Agers, Gee.
 6. I'll Be Home, P. Boone, Dot
 7. Main Title ("Man With the Golden Arm"), R. Maltby, Vik.
 8. Juke Box Baby, P. Como, Vic.
 9. Magic Touch, Platters, Mer.
 10. Lisbon Antigua, N. Riddle, Cap.

- Cincinnati**
 1. Poor People of Paris, L. Baxter, Cap.
 2. Heartbreak Hotel, E. Presley, Vic.
 3. Ivory Tower, O. Williams, Del.
 4. Hot Diggity, P. Como, Vic.
 5. I'll Be Home, P. Boone, Dot
 6. Moon Glow and Theme From "Picnic" M. Stoloff, Dec.
 7. Lisbon Antigua, N. Riddle, Cap.
 8. Blue Suede Shoes, C. Perkins, Sun
 9. Theme From "The Three Penny Opera" (Moritat), D. Hyman, M-G-M
 10. Main Title ("Man With the Golden Arm"), E. Bernstein, Dec.

- Cleveland**
 1. Moon Glow and Theme From "Picnic" G. Cates, Cor.
 2. Ivory Tower, O. Williams, Del.
 3. Blue Suede Shoes, C. Perkins, Sun
 4. I Was the One, E. Presley, Vic.
 5. Hot Diggity, P. Como, Vic.
 6. Heartbreak Hotel, E. Presley, Vic.
 7. Main Title & Molly-O ("Man With the Golden Arm"), D. Jacobs, Cor.
 8. Slippin' & Sliidin', Little Richard, Spe.
 9. Little Girl of Mine, Cletones, Gee.
 10. Lisbon Antigua, N. Riddle, Cap.

- Dallas-Fort Worth**
 1. Lisbon Antigua, N. Riddle, Cap.
 2. Moon Glow and Theme From "Picnic" M. Stoloff, Dec.
 3. Poor People of Paris, L. Baxter, Cap.
 4. Heartbreak Hotel, E. Presley, Vic.
 5. Blue Suede Shoes, C. Perkins, Sun
 6. Magic Touch, Platters, Mer.

- Denver**
 1. Heartbreak Hotel, E. Presley, Vic.
 2. No, Not Much, Four Lads, Col.
 3. Hot Diggity, P. Como, Col.
 4. Poor People of Paris, L. Baxter, Cap.
 5. Magic Touch, Platters, Mer.
 6. Eddle, My Love, Fontane Sisters, Dot
 7. Lisbon Antigua, N. Riddle, Cap.

- Detroit**
 1. Heartbreak Hotel, E. Presley, Vic.
 2. Hot Diggity, P. Como, Vic.
 3. Long Tall Sally, Little Richard, Spe.
 4. Magic Touch, Platters, Mer.
 5. Blue Suede Shoes, C. Perkins, Sun
 6. Rock Island Line, L. Donegan, Lon.
 7. Main Title ("Man With the Golden Arm"), R. Maltby, Vik.
 8. Ivory Tower, O. Williams, Del.
 9. Poor People of Paris, L. Baxter, Cap.
 10. Hi Lili Hi-Lo, D. Hyman, M-G-M.

- Kansas City**
 1. Heartbreak Hotel, E. Presley, Vic.
 2. Blue Suede Shoes, C. Perkins, Sun
 3. Rock Island Line, L. Donegan, Lon.
 4. Long Tall Sally, Little Richard, Spe.
 5. Lovely One, Four Voices, Col.
 6. Ivory Tower, O. Williams, Del.
 7. Juke Box Baby, P. Como, Vic.

- Los Angeles**
 1. Poor People of Paris, L. Baxter, Cap.
 2. Why Do Fools Fall in Love? Teen-Agers, Gee.
 3. Lisbon Antigua, N. Riddle, Cap.
 4. Heartbreak Hotel, E. Presley, Vic.

5. No, Not Much, Four Lads, Col.
 6. Rock Island Line, L. Donegan, Lon.
 7. Rock and Roll Wedding, S. Gale, Vic.
 8. Hot Diggity, P. Como, Vic.
 9. Juke Box Baby, P. Como, Vic.
 10. Main Title ("Man With the Golden Arm"), E. Bernstein, Dec.

- Milwaukee**
 1. Rock Island Line, L. Donegan, Lon.
 2. Heartbreak Hotel, E. Presley, Vic.
 3. Ivory Tower, O. Williams, Del.
 4. Hot Diggity, P. Como, Vic.
 5. Why Do Fools Fall in Love? Teen-Agers, Gee.
 6. A Tear Fell, T. Brewer, Cor.
 7. Mr. Wonderful, P. Lee, Dec.

- Minneapolis-St. Paul**
 1. Heartbreak Hotel, E. Presley, Vic.
 2. Rock Island Line, L. Donegan, Lon.
 3. Blue Suede Shoes, C. Perkins, Sun
 4. Hot Diggity, P. Como, Vic.
 5. Ivory Tower, O. Williams, Del.
 6. Why Do Fools Fall in Love? Diamonds, Mer.
 7. Poor People of Paris, L. Baxter, Cap.
 8. Ivory Tower, O. Williams, Del.
 9. Please, Tell Me Why, B. Johnson, Bly.
 10. Lisbon Antigua, N. Riddle, Cap.

- New Orleans**
 1. Poor People of Paris, L. Baxter, Cap.
 2. Magic Touch, Platters, Mer.
 3. Heartbreak Hotel, E. Presley, Vic.
 4. Juke Box Baby, P. Como, Vic.
 5. No, Not Much, Four Lads, Col.
 6. Crazy Little Palace, B. Williams, Cor.
 7. Hot Diggity, P. Como, Vic.
 8. Ivory Tower, O. Williams, Del.
 9. Bo Weevil, T. Brewer, Cor.
 10. Great Pretender, Platters, Mer.

- New York**
 1. Poor People of Paris, L. Baxter, Cap.
 2. Lisbon Antigua, N. Riddle, Cap.
 3. Hot Diggity, P. Como, Vic.
 4. No, Not Much, Four Lads, Col.
 5. Blue Suede Shoes, C. Perkins, Sun
 6. Heartbreak Hotel, E. Presley, Vic.
 7. Theme From "The Three Penny Opera" (Moritat), D. Hyman, M-G-M
 8. Why Do Fools Fall in Love? Teen-Agers, Gee.
 9. Rock and Roll Waltz, K. Starr, Vic.
 10. Bo Weevil, T. Brewer, Cor.

- Philadelphia**
 1. Poor People of Paris, L. Baxter, Cap.
 2. Hot Diggity, P. Como, Vic.
 3. Moon Glow and Theme From "Picnic" M. Stoloff, Dec.
 4. Magic Touch, Platters, Mer.
 5. Lisbon Antigua, N. Riddle, Cap.
 6. Blue Suede Shoes, C. Perkins, Sun
 7. Long Tall Sally, Little Richard, Spe.
 8. Juke Box Baby, P. Como, Vic.
 9. Mr. Wonderful, P. Lee, Dec.
 10. Why Do Fools Fall in Love? Teen-Agers, Gee.

- Pittsburgh**
 1. Hot Diggity, P. Como, Vic.
 2. Heartbreak Hotel, E. Presley, Vic.
 3. Magic Touch, Platters, Mer.
 4. Ivory Tower, O. Williams, Del.
 5. Main Title ("Man With the Golden Arm"), R. Maltby, Vik.
 6. Moon Glow and Theme From "Picnic" M. Stoloff, Dec.
 7. Rock Island Line, L. Donegan, Lon.
 8. Poor People of Paris, L. Baxter, Cap.
 9. I'm in Love Again, F. Domino, Imp.
 10. That's Your Mistake, O. Williams, Del.

- St. Louis**
 1. Blue Suede Shoes, C. Perkins, Sun
 2. Hot Diggity, P. Como, Vic.
 3. Heartbreak Hotel, E. Presley, Vic.
 4. Main Title ("Man With the Golden Arm"), R. Maltby, Vik.
 5. Why Do Fools Fall in Love? Teen-Agers, Gee.
 6. Lisbon Antigua, N. Riddle, Cap.
 7. Poor People of Paris, L. Baxter, Cap.
 8. Long Tall Sally, Little Richard, Spe.
 9. A Tear Fell, T. Brewer, Cor.

- San Francisco**
 1. Poor People of Paris, L. Baxter, Cap.
 2. Why Do Fools Fall in Love? Teen-Agers, Gee.
 3. Rock and Roll Waltz, K. Starr, Vic.
 4. Lisbon Antigua, N. Riddle, Cap.
 5. No, Not Much, Four Lads, Col.
 6. Hot Diggity, P. Como, Vic.
 7. Blue Suede Shoes, C. Perkins, Sun
 8. Heartbreak Hotel, E. Presley, Vic.
 9. Eddle, My Love, Fontane Sisters, RPM
 10. Mr. Wonderful, P. Lee, Dec.

- Seattle**
 1. Heartbreak Hotel, E. Presley, Vic.
 2. Poor People of Paris, L. Baxter, Cap.
 3. No, Not Much, Four Lads, Col.
 4. Why Do Fools Fall in Love? Teen-Agers, Gee.
 5. Hot Diggity, P. Como, Vic.
 6. Blue Suede Shoes, E. Presley, Vic.

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

**APRIL
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Vocal by
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**PRACTICE,
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**WHAT A
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NIGHT
FOR LOVE**

STEVE ALLEN



**PICNIC
and
(My Nita)
JUANITA**

61620

THE LANCERS



**JOEY,
JOEY,
JOEY**

61614

**WHEN
YOU'RE
IN
LOVE**

ALAN DALE

(The Same Thing Happens With)

**THE BIRDS &
THE BEES
and
I PROMISE**

61625



61628 *Swingin' Sam*
CORRINE CORRINA
The Dee Jays
TIN WHISTLE BLUES

61623 *Kenny Bass*
HIT DIGGITY POLKA
WATERLOO POLKA

61622 *Bill Carey & Geo. Barnes*
GOIN' TO CHICAGO BLUES
Geo. Barnes
BOSTON TOWN

61626 *Alan Freed*
RIGHT NOW
TINA'S CANTEEN

61624 *Johnny Long*
AROUND THE CORNER
BOOM BOOM (It's Great To Be Crazy)

61619 *The Dawn Breakers*
BOY WITH THE BE-BOP GLASSES
THE THINGS I LOVE

61615 *Frank York*
CAVAQUINHO
I CAN'T WIN

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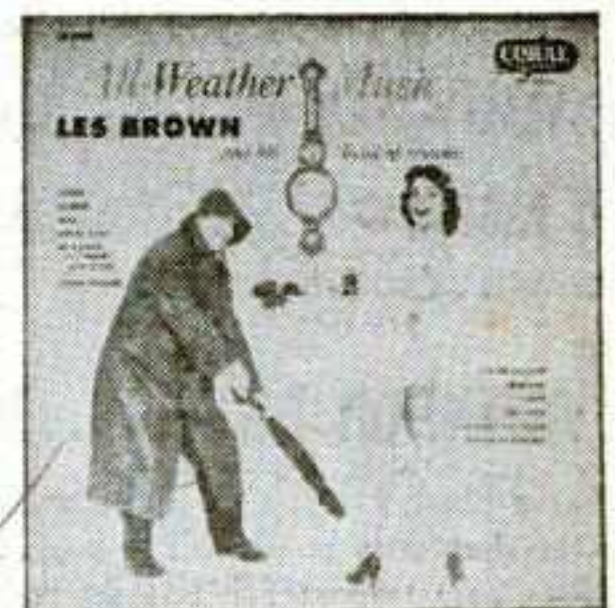
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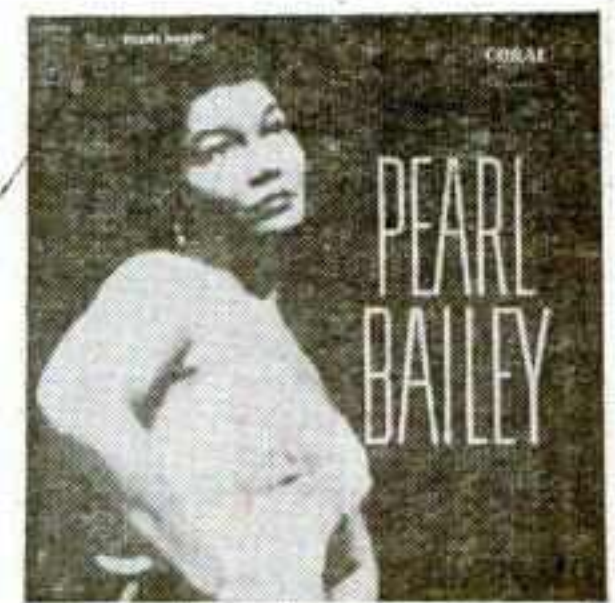


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• COMING UP STRONG

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

1. Main Title & Molly-O
(Themes From "Man With the Golden Arm") **Dick Jacobs**
(ASCAP) Coral 61606
2. Long Tall Sally **Pat Boone**
(BMI) Dot 15457
3. The Happy Whistler **Don Robertson**
(ASCAP) Capitol 3391
4. Too Young to Go Steady **Nat (King) Cole**
(ASCAP) Capitol 3390
5. Can You Find It in Your Heart?
. **Tony Bennett**
(ASCAP) Columbia 40667
6. Little Girl of Mine **The Clefones**
(BMI) Gee 1011
7. Standing on the Corner **The Four Lads**
(ASCAP) Columbia 40674
8. Without You
No Other One **Eddie Fisher**
(BMI); (BMI) RCA Victor 6470
9. To Love Again **The Four Aces**
(ASCAP) Decca 29889
10. Walk Hand in Hand **Tony Martin**
(BMI) RCA Victor 6493

• THIS WEEK'S BEST BUYS

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

THE HAPPY WHISTLER (Birchwood, ASCAP)—Don Robertson—Capitol 3391—Response to this novelty has been immediate in almost every part of the country. Excellent sales reports were returned from New York, Providence, Philadelphia, Baltimore, Cleveland, Milwaukee, Detroit, St. Louis, Atlanta, Durham and Los Angeles. Flip is "You're Free to Go" (Ross Jungnickel, ASCAP). A previous Billboard "Spotlight" pick.

I WANT YOU TO BE MY BEST GIRL (Kahl, BMI)—Frankie Lyman and the Teen-Agers—Gee 1012—See this week's Rhythm and Blues Best Buys.

'Ozark Jubilee' All for R&R

• Continued from page 28

noted, whenever Red Foley warbles one of his old Decca record hits that label reports an immediate sales reaction on the catalog items. "Ozark Jubilee" has sparked similar sales booms on new disks. For instance, following a TV performance of "Satisfied Mind" by Jean Shepard, Foley, and Porter Wagoner, the tune jumped on the best-selling c.&w. charts in two weeks.

More recently, Wagoner's waxing of "What Would You Do If Jesus Came to Your House?" made the charts after Wagoner warbled it twice on "Ozark Jubilee." Simon averred that Wagoner's prime jump on competitive versions of

this ditty was the fact that he was the only artist in the race with network TV exposure.

Simon and Crossroads TV Productions, Inc., are doing their part to spread the c.&w. gospel in TV. Simon proudly notes that Springfield, Mo., (broadcasting home-base for the "Ozark Jubilee") now originates more network programming than any other city but New York and Hollywood. In addition to the present hour and a half, "Ozark Jubilee," 7:30-9 p.m., Saturday, ABC-TV is readying plans to originate at least two more c.&w. musical shows from Springfield this summer, including a weekly seg with Eddy Arnold.

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b/w "His Gold Will Melt"
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"KISS ME ANOTHER"



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singing
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and
I THOUGHT I HAD YOU
#PO 4

America's Great "Cajun" Singer
with his first Pop Release



SAL (BAYOU BILL) VANCE
OLD MAN OF THE MARSHES
and
I'LL ALWAYS LOVE YOU DARLING
#PO 3

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WHAT A DIFFERENCE A DAY MADE
and
MOUSE'S HOUSE
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THE TOP 100

For survey week ending April 11

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	1
2.	HOT DIGGITY	P. Como	Victor	3
2.	HEARTBREAK HOTEL	E. Presley	Victor	6
4.	LISBON ANTIGUA	N. Riddle	Capitol	2
5.	BLUE SUEDE SHOES	C. Perkins	Sun	7
6.	I'LL BE HOME	P. Boone	Dot	8
6.	NO, NOT MUCH	Four Lads	Columbia	3
8.	ROCK AND ROLL WALTZ	K. Starr	Victor	3
9.	WHY DO FOOLS FALL IN LOVE?	Teen Agers	Gee	9
10.	A TEAR FELL	T. Brewer	Coral	11
11.	MAGIC TOUCH	Platters	Mercury	14
12.	JUKE BOX BABY	P. Como	Victor	10
13.	ROCK ISLAND LINE	L. Donegan	London	18
14.	EDDIE MY LOVE	Fontane Sisters	Dot	13
15.	WHY DO FOOLS FALL IN LOVE?	G. Storm	Dot	15
16.	GREAT PRETENDER	Platters	Mercury	12
17.	LONG TALL SALLY	Little Richard	Specialty	33
18.	WHY DO FOOLS FALL IN LOVE?	Diamonds	Mercury	21
19.	THEME FROM "THE THREE PENNY OPERA" (MORITAT)	D. Hyman	M-G-M	16
20.	BO WEEVIL	T. Brewer	Coral	19
21.	IVORY TOWER	O. Williams	De Luxe	31
22.	IVORY TOWER	C. Carr	Fraternity	25
23.	I WAS THE ONE	E. Presley	Victor	23
24.	MOONGLOW AND THEME FROM "PICNIC"	G. Cates	Coral	66
25.	SEE YOU LATER, ALLIGATOR	B. Haley	Decca	17
26.	MAIN TITLE "MOLLY-O" ("MAN WITH THE GOLDEN ARM")	D. Jacobs	Coral	26
27.	EDDIE MY LOVE	Teen Queens	RPM	23
28.	MAIN TITLE ("MAN WITH THE GOLDEN ARM")	R. Maltby	Vik	29
29.	R-O-C-K	B. Haley	Decca	40
30.	LOVELY ONE	Four Voices	Columbia	31
31.	TOO YOUNG TO GO STEADY	Nat (King) Cole	Capitol	62
32.	THEME FROM "THE THREE PENNY OPERA" (MORITAT)	R. Hayman	Mercury	22
33.	INNAMORATA	D. Martin	Capitol	27
33.	MR. WONDERFUL	P. Lee	Decca	42
35.	WILD CHERRY	D. Cherry	Columbia	39
36.	MOONGLOW AND THEME FROM "PICNIC"	M. Stoloff	Decca	60
37.	EDDIE, MY LOVE	Chordettes	Cadence	20
37.	PORT AU PRINCE	N. Riddle	Capitol	37
37.	TO YOU, MY LOVE	N. Noble	Mercury	28
40.	INNAMORATA	J. Vale	Columbia	42
41.	LITTLE MUSICIANS	H. Winterhalter	Victor	96
42.	SAINTS ROCK AND ROLL	B. Haley	Decca	49
43.	MAIN TITLE ("MAN WITH THE GOLDEN ARM")	E. Bernstein	Decca	52
44.	BAND OF GOLD	D. Cherry	Columbia	30
45.	MEMORIES ARE MADE OF THIS	D. Martin	Capitol	35
45.	POOR PEOPLE OF PARIS	L. Welk	Coral	47
45.	ROCK RIGHT	G. Gibbs	Mercury	36
48.	MR. WONDERFUL	S. Vaughan	Mercury	40
49.	IN A LITTLE SPANISH TOWN	Bing Crosby	Decca	53
50.	MAIN TITLE ("MAN WITH THE GOLDEN ARM")	B. May	Capitol	60
51.	HELD FOR QUESTIONING	R. Draper	Mercury	54
52.	LONG TALL SALLY	P. Boone	Dot	84
53.	CRAZY LITTLE PALACE	B. Williams	Coral	54
54.	BLUE SUEDE SHOES	F. Presley	Victor	57
55.	FLOWERS MEAN FORGIVENESS	F. Sinatra	Capitol	48
56.	DUNGAREE DOLL	E. Fisher	Victor	75
56.	MR. WONDERFUL	T. King	Victor	46
58.	WITHOUT YOU	E. Fisher	Victor	44
59.	TUTTI FRUTTI	P. Boone	Dot	34
60.	FOREVER DARLING	Ames Brothers	Victor	38
61.	THEME FROM "THE THREE PENNY OPERA" (MORITAT)	L. Welk	Coral	58
62.	CAN YOU FIND IT IN YOUR HEART?	T. Bennett	Columbia	79
63.	BLUE SUEDE SHOES	B. Bennett	—	—
64.	LIPSTICK, CANDY AND RUBBER-SOLED SHOES	J. La Rosa	King	68
65.	NO OTHER ONE	E. Fisher	Victor	76
66.	ROCK AND ROLL WEDDING	S. Gale	Victor	—
66.	WINNER TAKE ALL	Platters	Mercury	50
68.	BEYOND THE SEA	R. Williams	Kapp	64
69.	ELUISE	K. Thompson	Cadence	72
70.	TO YOU, MY LOVE	G. Shaw	Decca	—
71.	ELEVENTH HOUR MELODY	A. Hibbler	Decca	45
72.	I'M STILL A KING TO YOU	D. Cherry	Columbia	—
73.	TOO CLOSE FOR COMFORT	E. Gorme	ABC-Paramount	—
74.	ELEVENTH HOUR MELODY	L. Busch	Capitol	65
75.	BO WEEVIL	F. Domino	Imperial	74
75.	CHURCH BELLS MAY RING	Willows	Melba	81
75.	ROCK ISLAND LINE	D. Cornell	Coral	68
78.	ASK ME	Nat (King) Cole	Capitol	56
78.	MAIN TITLE ("MAN WITH THE GOLDEN ARM")	L. Elgart	Columbia	94
80.	THEME FROM "THE THREE PENNY OPERA" (MORITAT)	B. Vaughn	Dot	68
81.	SLIPPIN' AND SLIDIN'	Little Richard	Specialty	—
82.	ON THE STREET WHERE YOU LIVE	V. Damone	Mercury	—
83.	THEME FROM "THE THREE PENNY OPERA" ("MACK THE KNIFE")	L. Armstrong	Decca	82
84.	MAIN TITLE ("MAN WITH THE GOLDEN ARM")	B. Morrow	Wing	—
84.	OUR LOVE AFFAIR	T. Charles	Decca	66
86.	LISBON ANTIGUA	M. Miller	Columbia	59
87.	SPEEDOO	Cadillacs	Josie	—
88.	HI LILI HI LO	D. Hyman	M-G-M	—
89.	TOO YOUNG TO GO STEADY	P. Page	Mercury	97
90.	LOVELY LIES	Manhattan Brothers	London	73
91.	WALK HAND IN HAND	T. Martin	Victor	—
92.	CHURCH BELLS MAY RING	Diamonds	Mercury	—
92.	LULLABY OF BIRDLAND	Blue Stars	Mercury	77
94.	WE ALL NEED LOVE	P. Faith	Columbia	93
95.	THEME FROM "THE THREE PENNY OPERA" (MORITAT)	L. Paul & M. Ford	Capitol	63
96.	POOR PEOPLE OF PARIS (JEAN'S SONG)	C. Atkins	Victor	83
96.	WALK HAND IN HAND	A. Williams	Cadence	—
98.	NEVER LET ME GO	Nat (King) Cole	Capitol	—
98.	THAT'S YOUR MISTAKE	O. Williams	De Luxe	—
100.	MADERIA	M. Miller	Columbia	99

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.

The Fabulous



SARAH VAUGHAN

In A New Approach!

“HOT AND COLD RUNNING TEARS”

COUPLED WITH

“THAT’S NOT THE KIND OF LOVE I WANT”

MERCURY 70846





OTIS WILLIAMS AND HIS CHARMS
IVORY TOWER
 DeLuxe 6093
THAT'S YOUR MISTAKE
 DeLuxe 6091

BOYD BENNETT
LET ME LOVE YOU
THE GROOVY AGE
 King 4925
BLUE SUEDE SHOES
 King 4903

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

BILL DOGGETT
IN A SENTIMENTAL
MOOD
 King 4888

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

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

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

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

JIMMY NOLEN
WIPE YOUR TEARS
DON'T LEAVE ME
NO MORE
 Federal 12262

DON RENO and RED SMILEY
LIMEHOUSE BLUES
LET'S LIVE FOR TONIGHT
 King 4907



VOX JOX

By JUNE BUNDY

PALLAN'S PALS: The deejay field in Pittsburgh is highly competitive, which made it even more unusual that practically every jock in the city turned out last week for a testimonial dinner in honor of deejay Art Pallan, who recently moved from WWSW to the Westinghouse station KDKA. Among Pallan's spinner pals at the affair (held at the Copa Club by the record distributors of Allegheny County) were his direct competitors: Jay Michael, WCAE; Barry Kaye, WJAS; Al Kobel, KQV, and Jim Williams, WWSW. Highlight of the evening was a special, "This Is Your Life, Art Pallan" tape, featuring KDKA's witty morning man, Rege Cordic Company, Karl Hardman, Sterling Yates and Bob Trow.

Naturally the Copa Club was a mecca for songpluggers that night, but the payoff for Pallan came when manager Lenny Litman told him the nitery's chef wanted to see him. When the obliging Pallan went back to the kitchen, the chef handed him a box of records and said: "A friend of mine recorded this song. Would you pass this around to the boys at the station?"

THIS 'N' THAT: Bob Johnson, KICK, Springfield, Mo., has a "kick" of his own to register. "This," writes Johnson, "could be an open letter to Bill Randle, Fred Robbins, et al. It concerns recent statements made in print by them. True, the present-day deejay has a vast responsibility to his listening public, but I feel that the highly paid dispenser of recorded music could best serve his brother deejays by pointing out the good things they do, rather than knocking the profession that buys their bread and butter."

In reference to a recent Billboard feature on LP playing by deejays, Lonny Starr, WNEW, New York, writes: "The station does not maintain any separate library for me. I subscribe to Victor, Columbia and Decca LP services which I personally pay for. Each year I spend approximately \$400 for records—both singles and LP's—which I use on my show. I'm sure other deejays throught the country do likewise." . . . Chuck Thompson, WALA, Mobile, Ala., is still collecting and wearing ties of famous show business personalities on his "Necktie Party" show, and hopes artists will continue to send him their old neckwear.

JAZZ JOCKS: Lenny Sulik, WGBB, Freeport, N. Y., is Long Island's only jazz disk jockey. Altho he puts special emphasis on Long Island jazz artists—Sal Salvador, Tony Aless, Kai Winding, etc. — Sulik spins and interviews other top jazz stars as well. He recently devoted an entire Saturday show to the Boy's Club of America in a move to utilize jazz to "promote juvenile decency rather than juvenile delinquency." . . . John Mason, KELO, Sioux Falls, S. D., has started a jazz club in his area. He recently acquired another hour for his nightly show, which now runs two hours across the board, with four out of six shows devoted to jazz wax.

Ed McLeod, Raleigh, N. C., gripes that he took Vox Jox's advice recently and wrote to Sidney Gross at Urania Records and asked for help on acquiring some jazz LP's for his jazz jockey show. "My letter," says McLeod, "was returned unopened." Maybe you didn't enclose your call letters, McLeod? Your letter to us doesn't mention them. Jazz

deejay "Coll Bill" Davis, KTLN, Denver, Colo., has the top Pulse rating for his Saturday nighttime period.

Walt Harrell, new program director at WOCH, North Vernon, Ind., has started a new jazz show, "Jazz Classics," spotlighting platters of rare vintage by Bunk Johnson, Sidney Bechet, etc. . . . Ed Heffington, WHAP, Hopewell, Va., has another new daily show, tagged "Jazzland," in addition to

YESTERYEAR'S TOPS—

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

APRIL 20, 1946:

1. Oh! What It Seemed to Be
2. One-Zy, Two-Zy (I Love You-Zy)
3. You Won't Be Satisfied (Until You Break My Heart)
4. Personality
5. Day by Day
6. Shoo-Fly Pie and Apple Pan Dowdy
7. Laughing on the Outside (Crying on the Inside)
8. Doctor, Lawyer, Indian Chief
9. Sioux City Sue
10. Prisoner of Love
11. Seems Like Old Times
12. Atlanta
13. All Through the Day
14. I'm a Big Girl Now
15. I'm Always Chasing Rainbows

APRIL 21, 1951:

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

"Hit Kit," which spotlights The Billboard's top 10 best-selling listings. . . . Michael Whorf, WOGB, West Yarmouth, Mass., who spins jazz wax on a two-hour Saturday afternoon show, writes: "I found out how much I didn't know about the music by referring to Leonard Feather's 'Encyclopedia of Jazz.' Great book!"

Pat O'Nan, WINN, Louisville, Ky., writes: "I wish you had a most-played survey for jazz artists." . . . Tom Fisher now devotes a special segment of his late night show, "The Nitecap," to jazz recordings dating back to Bessie Smith and King Oliver. He sketches in a brief history of each artist before he plays their disk. "This educational policy," says Fisher, "has been well received by listeners, who, I find, are most interested in this kind of music, if the deejay makes an effort to explain what the musician is trying to do." . . . Gene Clay, KLWT, Lebanon, Mo., and Paul Wynn, "Jazzorama" emcee, WLBC, Laurens, S. C., are among the many jazz jocks who would like to receive more jazz wax for spinning.

S&S to Issue

Continued from page 28

published by the company's own music firm, Berry Music, which is affiliated with Broadcast Music, Inc. It was clefted by Alec Wilder and Fred Ebb.

This actually is the second pop tune from an S&S firm to be recorded. The first was "Second Ending," also based on a book title. That tune, cut by Jerry Vale on Columbia, is in the company's Walton Music, an affiliate of the American Society of Composers, Authors and Publishers.

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

- Birds and the Bees (R) (F)—Gomako—ASCAP
- Can You Find It in Your Heart? (R)—Witmark—ASCAP
- Flamenco Love (R)—Bregman, Vocco & Conn—ASCAP
- Forever Darling (R)—Miller—ASCAP
- Gal With the Yaller Shoes (R)—Miller—ASCAP
- Hot Diggity (R)—Roncom—ASCAP
- If You Can Dream (R)—Feist—ASCAP
- Innamorata (R)—Paramount—ASCAP
- It Only Hurts for a Little While (R)—Advanced—ASCAP
- I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP
- Ivory Tower (R)—E. H. Morris—ASCAP
- Joey, Joey, Joey (R) (M)—Frank—ASCAP
- Lisbon Antigua (R)—Southern—ASCAP
- Magic Touch (R)—Panther—ASCAP
- Main Title (Man With the Golden Arm Theme) (R) (M)—Dena—ASCAP
- Moonglow (R) (F)—Mills—ASCAP
- Mr. Wonderful (R) (M)—Laurel—ASCAP
- Never Let Me Go (R)—Famous—ASCAP
- No, Not Much (R)—Beaver—ASCAP
- Picnic (R) (F)—Shapiro-Bernstein—ASCAP
- Poor People of Paris (R) — Connelly—ASCAP
- Rock and Roll Waltz (R)—Sheldon—BMI
- Rock Island Line (R)—Hollis—BMI
- Serenade (R) (F)—Harms—ASCAP
- Somebody, Somewhere (R)—Frank—ASCAP
- Standing on the Corner (R) (M)—Frank—ASCAP
- Theme From "The Three Penny Opera" (Moritat) (R)—Harms—ASCAP
- To You, My Love (R)—Leeds—ASCAP
- We All Need Love (R)—Remick—ASCAP
- What a Heavenly Night for Love (R)—Tee Kaye—ASCAP
- Without You (R)—Broadcast—BMI

Television

- Band of Gold (R)—Ludlow—BMI
- Birds and the Bees (R) (F)—Gomako—ASCAP
- End of a Love Affair (R)—Duchess—BMI
- Flowers Mean Forgiveness (R)—Barton—ASCAP
- Get Up, Get Up (R)—Lowell—BMI
- Great Pretender (R)—Southern—ASCAP
- He's Got Time (R)—Valor—ASCAP
- Hot Diggity (R)—Roncom—ASCAP
- I Could Have Danced All Night (R) (M)—Chappell—ASCAP
- In a Little Spanish Town (R)—Feist—ASCAP
- Innamorata (R)—Paramount—ASCAP
- I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP
- Ivory Tower (R)—E. H. Morris—ASCAP
- Juke Box Baby (R)—Winneton—BMI
- Lisbon Antigua (R)—Southern—ASCAP
- Missing (R)—Mellin—BMI
- Mr. Wonderful (R) (M)—Laurel—ASCAP
- No, Not Much (R)—Beaver—ASCAP
- Our Melody (Phonograph Song) (R)—Jungnickel—ASCAP
- Poor People of Paris (R) — Connelly—ASCAP
- Practice, Practice What You Preach (R)—Mayfair—ASCAP
- Rock and Roll Waltz (R)—Sheldon—BMI
- Rock Right (R)—E. B. Marks—BMI
- See You Later, Alligator (R)—Arc—BMI
- Serenade (R) (F)—Harms—ASCAP
- Theme From "The Three Penny Opera" (Moritat) (R)—Harms—ASCAP
- To You, My Love (R)—Leeds—ASCAP
- Wayward Wind (R)—Warman—BMI
- Why Do Fools Fall in Love? (R)—Patricia—BMI
- Without You (R)—Broadcast—BMI

Best Selling Sheet Music in Britain

For Week Ending April 7

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

- It's Almost Tomorrow—Macmelodies (Northern)
- Memories Are Made of This—Montclare (Montclare)
- The Poor People of Paris—Berry (Connelly)
- Zambezi—Fields (Shapiro-Bernstein)
- Rock and Roll Waltz—Maddox (Sheldon)
- The Ballad of Davy Crockett—Disney (Disney)
- Young and Foolish—Chappell (Chappell)
- Willie Can—Frank (Acuff-Rose)
- Theme From "The Three Penny Opera"—Arcadia (Harms)
- My September Love—Bron
- Band of Gold—Essex (Ludlow)
- Jimmy Unknown—Bron (Jefferson)
- Robin Hood—New World (Official)
- Pickin' a Chicken—Berry (Connelly)
- The Dambusters March—Chappell (Chappell)
- The Great Pretender—Southern (Panther)
- With Your Love—Macmelodies
- Love Is the Tender Trap—Connelly (Barton)
- Only You—Sherwin (Wildwood)
- When You Lose the One You Love—Bradbury (Chappell)

Best Selling Pop Records in Britain

For Week Ending April 7

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

This Week	Last Week
1. POOR PEOPLE OF PARIS (POOR JOHN)—Winifred Atwell (Decca)	2
2. IT'S ALMOST TOMORROW—Dream Weavers (Brunswick)	1
3. ROCK AND ROLL WALTZ—Kay Starr (HMV)	3
4. ONLY YOU—Hilltoppers (London)	4
5. ZAMBEZI—Lou Busch (Capitol)	6
6. MEMORIES ARE MADE OF THIS—Dave King (Decca)	5
7. MEMORIES ARE MADE OF THIS—Dean Martin (Capitol)	8
8. SEE YOU LATER, ALLIGATOR—Bill Haley Comets (Brunswick)	7
9. THEME FROM "THE THREE PENNY OPERA"—Dick Hyman Trio (M-G-M)	11
10. GREAT PRETENDER—Jimmy Parkinson (Columbia)	9
11. MY SEPTEMBER LOVE—David Whitfield (Decca)	16
12. THEME FROM "THE THREE PENNY OPERA"—Billy Vaughn (London)	12
13. WILLIE CAN—Alma Cogan (HMV)	17
14. ZAMBEZI—Eddie Calvert (Columbia)	13
15. CHAIN GANG—Jimmy Young (Decca)	10
16. ROCK ISLAND LINE—Lonnie Donegan (Decca)	—
17. BAND OF GOLD—Don Cherry (Philips)	13
18. A TEAR FELL—Teresa Brewer (Vogue/Coral)	—
19. I'M A FOOL—Slim Whitman (London)	—
20. JIMMY UNKNOWN—Lita Roza (Decca)	15

Album Key to Affluence

Continued from page 28

merchandise, an increase that has also forced him to add personnel, in some cases IBM equipment, and adopt new inventory control systems.

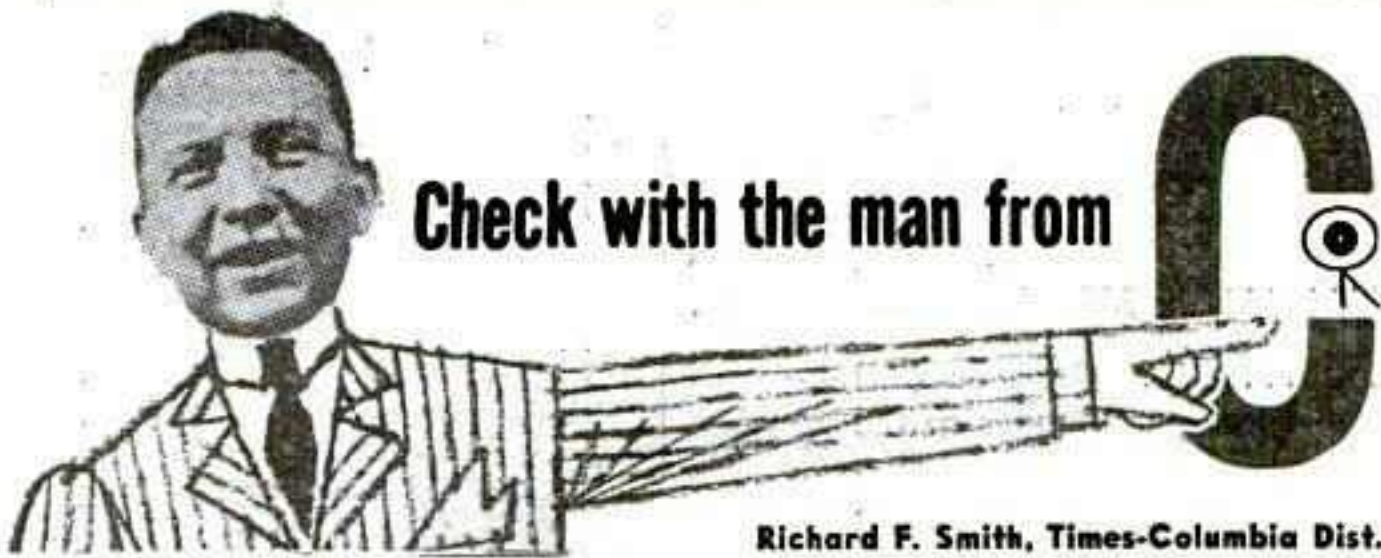
Long accused as one segment of the industry without financial honor, the indie distributor is literally in the driver's seat today, with labels seeking him out instead of him looking for a product to handle. Disk firms report fewer delinquencies and indicate that the distributor's position continues to gain strength.

End Net in Sight

The indie distributor's ability to handle package merchandise is expected to continue in months to come, with the announced programs of such firms as Dot, At-

lantic, Imperial, Modern, Bethlehem, Verve, Jubilee and others. Dot expects to have approximately 50 albums in its catalog by fall. Atlantic is currently in the midst of completing more than 30 packages, and Imperial recently bowed its album line and has disclosed plans for the release of at least four packages each month.

There apparently is no limit to the type of merchandise that can be sold. One Coast distributor reports his leading line to be the Enoch Light Grand Award label, with a volume exceeding \$5,000 per month in packages alone. Oddly enough, the distributors haven't been forced, to any great degree, to factor their accounts receivable to handle the increase in billing.



COLUMBIA

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BEST SELLING POP SINGLES

STANDING ON THE CORNER—
MY LITTLE ANGEL
The Four Lads... 40674... 4-40674

- 1. Can You Find It in Your Heart—Forget Her... Tony Bennett... 40667... 4-40667
- 2. Wild Cherry—I'm Still a King to You... Don Cherry... 40665... 4-40665
- 3. Lovely One—Geronimo... The Four Voices... 40643... 4-40643
- 4. Innamorata—Second Ending... Jerry Vale... 40634... 4-40634
- 5. On the Street Where You Live—We All Need Love... Vic Damone... 40654... 4-40654

BEST SELLING POP ALBUMS

MY FAIR LADY
Original Broadway Cast...
... OL 5090... A 5090

- 1. Songs of the West... Norman Luboff Choir... CL 657... B 506... B 2003
- 2. Bob Crosby Show... CL 766... B 766
- 3. Swing Low in Hi-Fi... Percy Faith... CL 796... B 7961... B 7962... B 7963
- 4. Today's Top Pops... Sammy Kaye... B 2571... B 2102
- 5. Jazz Spectacular... Frankie Laine and Buck Clayton... CL 808... B 8081... B 8082... B 8083... B 8084

BEST SELLING MASTERWORKS

GOLDBERG VARIATIONS
Glenn Gould... ML 5060

- 1. Shostakovitch: Violin Concerto... David Oistrakh... ML 5077
- 2. Brahms: Double Concerto... Walter, Stern and Rose... ML 5076
- 3. Vivaldi: Double Concerto... Ormandy, Oistrakh and Stern... ML 5087
- 4. Wagner: Parsifal... Ormandy and the Philadelphia Orchestra... ML 5080

BEST SELLING FOLK RECORDS

LONG, TALL SALLY—MR. TEARDROP
Marty Robbins... 40679... 4-40679

- 1. Honky-Tonk Man—I'm Ready If You're Willing... Johnny Horton... 21504... 4-21504
- 2. I Feel Like Crying—You're Free To Go... Carl Smith... 21462... 4-21462
- 3. Blue Suede Shoes—Let 'er Roll... Sid King & The Five Strings... 21505... 4-21505
- 4. Tennessee Toddy—Mean Mama Blues... Marty Robbins... 21477... 4-21477
- 5. Run Boy—You Never Will Be True... Ray Price... 21474... 4-21474

NEW POP RELEASES

A HEART TO CALL MY OWN—
A SMILE AND A RIBBON
Lisa Kirk... 40688... 4-40688

- 1. The I.O.U. Polka—The Flemish Polka... Frankie Yankovic... 40678... 4-40678
- 2. To Love Again—I Cried for You... Vic Damone... 40682... 4-40682
- 3. Nocturne No. 2 in E-Flat Major, Opus 9—Faith Unlocks the Door... 40686... 4-40686
- 4. Joey, Joey, Joey—Ginny... Merv Griffin... 40685... 4-40685
- 5. Love Is the \$64,000 Question—Do It Yourself... Hal March... 40684... 4-40684

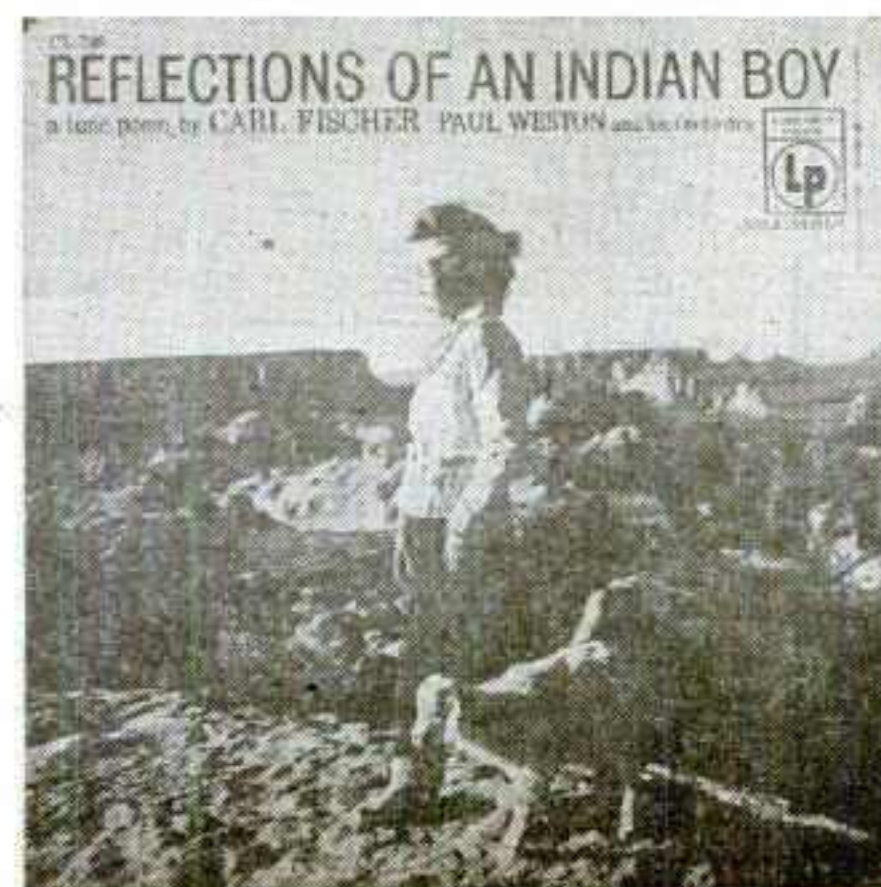
NEW FOLK RELEASES

CRAZY ARMS—
YOU DONE ME WRONG
Ray Price... 21510... 4-21510

- 1. I'm Glory Bound—I've Been With Jesus... The Chuck Wagon Gang... 21509... 4-21509
- 2. Dig, Boy, Dig—Two of a Kind... Freddie Hart... 21512... 4-21512
- 3. Away This Side of Heaven—It's a Dark, Dark Place...
The Maddox Brothers and Rose... 21513... 4-21513

SPECIAL RECORDINGS OF UNUSUAL INTEREST

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From Hollywood.
CL 788... B 788



Roger Williams

HI-LILI HI-LO
and
My Dream Sonata
Kapp #144



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singing

IVORY TOWER

b/w

I AIN'T GONNA WORRY

Dot 15458

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by ANDY WILLIAMS

b/w "Not Any More"

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Review Spotlight on . . .

RECORDS

THE McGUIRE SISTERS . . . Coral 61627 . . . PICNIC (Shapiro Bernstein)

DELILAH JONES . . . (Dena, ASCAP)
The McGuire sisters shine thru in their most appealing manner on the "Picnic" theme with a generous helping of their silken harmonies. It's the first vocal version of the tune and looks like a real winner. "Delilah" is the "Golden Arm" main title set to strong lyrics. The side rocks all the way and could be right up with the flip when the chips are counted.

DEAN MARTIN . . . Capitol 3414 . . . STANDING ON THE CORNER (Frank, ASCAP)

Martin has another powerful side as he waxes his way thru the swingy lilt from Frank Loesser's new hit, "The Most Happy Fella." The Four Lads' version is off to a big head start, but Martin's breezy, happy styling could catch up. Flip is "Watching the World Go By."

SARAH VAUGHAN . . . Mercury 70846 . . . HOT AND COLD RUNNING TEARS (Maggie, BMI)

THAT'S NOT THE KIND OF LOVE I WANT . . . (Midway, ASCAP)

The great thrush really wails on this pairing. On top is the finest swinging jazz side she has had in many a day. There's a great emotional message, too. The whole job sparkles with excitement. On the flip it's a torchy, soulful opus that gets the most meaningful kind of treatment. Two of the classiest paydirt sides the lady has turned out.

FRANK SINATRA . . . Capitol 3423 . . . 500 GUYS (Sherwin, ASCAP)

HOW LITTLE WE KNOW . . . (E. H. Morris, ASCAP)
The Voice has eyes for the loot with the top side. The jocular ditty tells of 500 guys with 1,000 eyes for the guy's lady. It has humor and a fine beat. On the flip there's warmth and tenderness in the best Sinatra tradition. Backing is tops. Both have solid hit potential.

ALAN FREED BAND . . . Coral 61626 . . . RIGHT NOW, RIGHT NOW (Bonita, BMI)

Freed makes an auspicious debut as a maestro. The side rocks all the way with an urgent, insistent, instrumental drive. Lots happening here, and the some jocks may turn the other way, the disciples will likely push it into the hit column. Flip is "Tina's Canteen," another rock and roller with potential.

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.

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

LEO SOURIS ORK
The Little Lost Dog . . . 82

DECCA 29898—This is one of the most ear-pleasing etchings to hit the market in some time. The pretty waltz tune is played with wonderful tonal blend by the large German ork. Disk jockeys should find it "must" program material, and the side could easily build into a strong loot contender. (Rayven, BMI)

La Chnouf . . . 76
Another fine import, this of a tune that has had some currency in other recent efforts. More good programming stuff, altho flip appears to have the edge. (Rayven, BMI)

ROGER WILLIAMS
Hi-Lili Hi-Lo . . . 80

KAPP 144—A lush, moving piano solo (with strings) of the delightfully wistful theme from a movie hit of a few seasons ago, "Lili." It's Williams at his best and should grab off plenty of play. (Robbins, ASCAP)

My Dream Sonata . . . 77
Another fine keyboard-job by Williams on a haunting theme. (United, ASCAP)

JULIUS LA ROSA
Augustine . . . 79

VICTOR 6499—Hymn to the beauteous maedchin is sung and played with much spirit. It makes for real good listening and deejays ought to hand it many spins. Could grab off sales, too. (Weiss & Barry, BMI)

I've Got Love . . . 77
This opus, a combination of declamation and soaring ballad, is delivered with solid impact by La Rosa. The chanter has a hunk of wax with strong potential here. It could take off. (Cragmoor, BMI)

BETTY JOHNSON
Honky Tonk Rock . . . 78

BALLY 1005—The gal, who's a regular on ABC's "Breakfast Club," sings up a storm on this rockin' rhythm job. It's a lusty vocal with some solid honky tonk piano tossed in. With exposure, this could break out. (Trinity, BMI)

Say It Ain't So, Joe . . . 77
Here's a "slow freight" type blues job which the gal handles with a convincingly weepy style. There's potential here but the flip has even more. (Pincus, ASCAP)

VIC DAMONE
To Love Again . . . 77

COLUMBIA 40682—Damone gets this over in warm, meaningful tones. It's the Chopin Nocturne theme featured in the upcoming "Eddy Duchin Story" flick. If the tune makes it, this version will account for a good share of the coin. (Columbia Pic, ASCAP)

I Cried for You . . . 74
Damone performs with polish on this upbeat revival of an oldie. Could develop its own separate steam. (Miller, ASCAP)

ALAN DALE
(The Same Thing Happens With)

The Birds and the Bees . . . 77
CORAL 61625—A charming piece of material, well done by Dale. Song is from the Paramount film, "The Birds and the Bees." A fine novelty for deejay programming. (Gomalco, ASCAP)

The Promise . . . 77
This side is a three-beat item, pleasantly arranged by Dick Jacobs and chanted by Dale. (Thorn, BMI)

BILLY REGIS ORK
Stop . . . 76
VICTOR 6495—Bright tooting by the band, but the gimmick is a sexy duet between trumpet and Charlita, a gal with husky pipes. Should get many spins and could get some action. (Sheldon, BMI)

I Love You Much Too Much . . . 71
The smart arrangement and sharp musicianship of the Regis aggregation show to good advantage in this happy-sounding effort. Good band wax. (Leeds, ASCAP)

ROSALIND PAIGE
Let Me Be the First One . . . 76

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

Have Faith and Have Patience . . . 70
Another convincing job on a country-style moralizer clefted by Miss Paige. (Acuff-Rose, BMI)

RALPH CURTIS
You Can Still Come to Me . . . 75

UNIQUE 334—Curtis uses his rich, legit-styled pipes to good advantage on a tender ballad. (Cherio, BMI)
Theme From "Alexander the Great" (The World Is Mine) . . . 72
A moody ballad sung with sincerity and authority. The movie, "Alexander the Great," is pulling up good reviews right now, and this side should grab off some plays as a result. However, Curtis is showcased better on the flip. (Global, ASCAP)

LIBERACE
Nocturne No. 2 in E

Flat Major, Op. 9 . . . 75
COLUMBIA 40686—With the Chopin Nocturne due for heavy pop revival via use in the upcoming flick, "The Eddie Duchin Story," this fairly straight version should attract play. It shows Liberace in a more serious mood, and the sound on the wax is tops.

Faith Unlocks the Door . . . 71
Liberace chants on this face, rendering the inspirational lyrics with warm sincerity. Good for the middle-aged fem market. (Duchess, BMI)

GLORIA WOOD
Honey Bee . . . 75

Diamond 3001—Gloria Wood sings this cutie with charm and style. Side will get good exposure, for it has a bright sound and a lift. (Blue River, BMI)

The Rock and the Roll . . . 67
This side, with its artificial lyric, does not quite come off. (Viking, ASCAP)

GEORGE BARNES ORK
Boston Town . . . 74

CORAL 61622—This stirring march-type ditty, with its sounds of life and drum and chorus is unusual deejay programming. (Tee-Kaye, ASCAP)
Goin' to Chicago Blues . . . 74
Bill Carey does the vocal on this old Basie blues, to a backing with a driving beat. Good blues feeling. (Bregman, Vocco & Conn, ASCAP)

PARIS SISTERS
I Love You Dear

Year-Round Love . . . 74
DECCA 29891—The ingredients for a good commercial disk are here: A simple, catchy melodic riff; r.a.b. flavored backing, and a beat solid as Gibraltar. The girls top it off with a vigorous reading of this rhythm item that ought to attract a lot of attention. (Roosevelt, BMI)

Mistaken . . . 73
In a more subdued vein is this slightly melancholy lilt, but also with a strong underlying beat. The style is reminiscent of the McGuire Sisters, which is to say, it is tasty and most agreeable on the ears. (Gale & Gayles, BMI)

DICK KUHN
Whistling the Blues . . . 74

MERCURY 70843—Side brings out an interesting blend. It has some hip whistling above a rhythm section that is right in the current rock and roll groove. Should get spins. (Broadway, ASCAP)
My Whistling Heart . . . 72
Over a modified rumba beat backing, the melody is whistled, sometimes in harmony. It's a relaxed side. (Marian, ASCAP)

BARRY GORDON
I Can't Whistle . . . 74

M-G-M 12222—He's got many talents, boasts the youthful chanter, but one ability still escapes him. He's got a cute waxing here, which youngsters are likely to go for. Pop potential seems limited, tho. (Hampshire, ASCAP)

The Milkman's Polka . . . 70
Here's another bright side, sung with uncanny professionalism by young Barry. (Hampshire, ASCAP)

THE FOUR COINS
Cherry Lips . . . 74

EPIC 9164—Another reading of the much-recorded ditty. Ecstatic voices in the background, plus the instrumentation and the vocal by the Coins, produce a disk with a melange of sound and confusion. (Atlantic, BMI)

All My Tomorrow . . . 70
The Coins chant a routine ballad competently. (Winstan, BMI)

(Continued on page 50)

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Reviews of New Jazz Records

JIMMY SMITH
The Preacher80
BLUE NOTE 1636—Organist Smith is a unique "find." His style, with traces of Erroll Garner and the late Charlie Parker, is down-to-earth funky and modern at the same time, and his appeal should be pop and r.&b. as well as jazz. This side, with an old-time hymn-type theme, stands the best commercial chance of the four sides issued.
Midnight Sun78
Lionel Hampton's modern mood ballad is only slightly less potent than the flip.

GEORGE SHEARING QUINTET
Spring Is Here78
M-G-M 12227—Here's some welcome wax for the jazz jocks. Shearing dresses up the beautiful standard in a tasteful jazz instrumental arrangement, highlighted by his own delicate, deft pianistic and standout vibes work. (Robbins, ASCAP)
Minor Trouble76
Same comment. (Bayes, BMI)

JIMMY SMITH
High and Mighty77
BLUE NOTE 1635 — Smith and colleagues turn in one here that's more for the jazz crowd. His forceful, sometimes abrupt single-line solo patterns show a definite Bird Parker inspiration successfully applied to the Hammond organ.
You Get'cha77
An original blues by Smith is pounded out in tantalizing fashion by the swingin' organist, guitarist Thorne! Schwartz and drummer Bay Perry.

Reviews of New Childrens Records

MISS FRANCES
(DR. FRANCES HORWICH)
Mother Goose Pts. 1 and 280
VICTOR WBY 39—The school marm of TV's "Ding Dong School" recites a flock of the best-known rhymes in her familiar, beloved manner, which has proven so right for pre-school tots. The name and the 49-cent price should sell this readily on all fronts.

Reviews of New Polka Records

FRANKIE YANKOVIC
The L.O.U. Polka76
COLUMBIA 40678 — The accordion paces the group in a sprightly reading of the cheerful polka. Novelty lyrics are pleasantly sung. (Zodiac, BMI)
The Flemish Polka75
More of the same good polka wax by the popular ork. (Zodiac, BMI)

Reviews of New Sacred Records

DICK MILLS
A Letter to My Lord76
DECCA 29867—This recitation—with organ accompaniment—has a true poetic fervor and a lyric simplicity. A fine sacred side. (Tannen, BMI)
Somewhere Beyond the Blue76
Another sacred side, with Mills singing this time. Like the flip, it is a powerful performance, simple, yet impressive. (Tannen, BMI)

Reviews of New Spiritual Records

PROFESSOR ALEX BRADFORD
If Mother Knew80
SPECIALTY 893 — Highly dramatic presentation, with thunder, etc., makes for a most unusual religious type side. The many Bradford fans will go for this in a big way. (Venice, BMI)
Somebody Touched Me79
A fervent, convincing spiritual by the popular Professor. Figures to sell nicely. (Bowles, BMI)

THE LILLIAN RANDOLPH SINGERS
Were You There?78
DOOTONE 392 — This performance by Lillian Randolph, sung with the utmost reverence, is something to treasure. The chorus backs her with great taste. (Williams, BMI)
Rocka My Soul74
Single taken from the group's album, "Spiritual Moments," will uplift many listeners via this hopeful and cheerful reading. Wonderful wax. (Williams, BMI)

CHRISTINE CLARK
Swing Low, Sweet Chariot75
SAVOY 4075—The wonderful spiritual is sung with impressive sincerity

Reviews of New Pop Records

Continued from page 48

RUSH ADAMS
(The Same Thing Happens With)
The Birds and the Bees73
M-G-M 12228—Title song from the flick is cute material with a folksy lilt. Loulie Jean Norman assists in a fine performance. Good programming stuff. (Famous, ASCAP)
My Buddy's Girl72
Adams forsakes the Buddy Clark idiom somewhat to hop on the rock and roll bandwagon. Tune is another of those heart-sick teen-ager ballads. Can draw attention to the warbler. (Thunder Bird, ASCAP)

LISA KIRK
A Heart to Call My Own73
COLUMBIA 40688—The song, from the CBS-TV show of the same name, is pretty in a stereotyped way and Miss Kirk does a warm and winning job. Potential is limited. (Blackwood, BMI)
A Smile and a Ribbon70
A gay, bouncy ditty this, with lyrics that tell a cute tale. (Frank, ASCAP)

ROBBIN HOOD
Beautiful, Beautiful Love73
M-G-M 12221—This has an intriguing beat. It's an appealing opus and the songstress handles it expressively. Could get spins. (Gil, BMI)
The Rock-a-Bye Blues68
There's more than a little resemblance to the old nursery standard. But it's got a slow rock and roll beat. The two don't fit, tho some may like it. Moderate potential. (Chappell, ASCAP)

DOLORES HAWKINS
I'll Be Seeing You72
EPIC 9159—The oldie is belted out in frantic style, with considerable jazz feeling. Makes an unusual deejay item. (Williamson, ASCAP)
I Gotta Right to Sing the Blues72
Dolores Hawkins' intense style of vocal gets plenty of production via a good instrumental backing. Another for deejays. (Harms, ASCAP)

ART AND DOTTY TODD
Button Up Your Overcoat72
DIAMOND 3002 — The great oldie still has a lot of charm and life. Art and Dotty Todd's reading is tasteful, and there's smart instrumental backing. (De Sylva, Brown & Henderson, ASCAP)
12th Street Rag72
Another great oldie gets a bright instrumental reading. Makes a good coupling with the flip. (Shapiro-Bernstein, ASCAP)

MERV GRIFFIN
Joey, Joey, Joey72
COLUMBIA 40685 — The former Freddy Martin singer covers the pretty ballad from "The Most Happy Felicia." It's a quality job but competition in the field will make things tough. (Frank, ASCAP)
Ginny70
Griffin lends a soft and touching treatment to a mighty appealing melody. Starry-eyed terpers will like it but the flip figures to get the action. (Bloom, ASCAP)

JOHNNY OLIVER
A Good Woman's Love70
M-G-M 12230 — Oliver continues to impress with his unusual folk style. Attractive number may win spins, but heavy counter sales are less likely. (Delmore, ASCAP)
Six Feet of Heaven
(Makes Us All the Same Size)65
Slim slice of material limits the

warbler's potential here. (Planetary, ASCAP)

THE VOICES OF DON RALKE
Come on Honey70
CROWN 161 — There's a lot of flavor to this ditty. It's arranged in happy gang-sing style, with banjo prominent in the backing. (Modern, BMI)
You'll Never Have to Stand Alone70
A sincere reading of this sacred song. (Mills, ASCAP)

FRANK VIRTUOSO
Rollin' an' a Rockin'69
RHYTHM 2009—Personable vocalizing on a bouncy rock and roll ditty with a strong, driving beat. (ASCAP)
Goodbye Mambo68
Same comment.

FRED NORMAN ORK
Post Time68
M-G-M 12231—Instrumental takes off from the traditional horse race fanfare. Good swing band side for dancers. (Laerteas, ASCAP)
Cherry Coke68
Moderately paced dance instrumental with a boppish tinge. (Laerteas, ASCAP)

CHANDLER TRIO
Forget66
FOCUS 1011—Two gals and a guy work out with okay harmonies on some medium-tempo dance fare. Mid-Landers ork backs up.
Time and Again62
Group could be strengthened by the addition of better material than this routine ballad. Arrangements could stand some brushing up, too.

ANN McCORMACK
Everlasting Love64
MERCURY 70845—Miss McCormack belts out this emotional ballad with force. Her voice is big and warm, with rich lower tones that are especially impressive. (Tee Pee, BMI)
I'm the World's Biggest Fool63
The rock and roll material given the singer here is more commercial than that on the reverse, but it is not particularly well suited to her voice and style. She gives it a spirited run for its money nonetheless. (Panther, ASCAP)

THE STORM TRIO
Loning63
RAINBOW 332—The group's lead is an unidentified female singer who can really bear down hard on a sultry torch song like this. Behind her is a subtly painted r.&b. type backing that is both appealing and commercially acceptable.
Take Me60
A rhythm side in which the same songstress holds the spotlight. She is forceful, as above, but has little material to work with, making only a so-so impression.

LALO GUERRERO
Take Me Out to the Bullfight58
REAL 1309—After a dramatic fanfare appropriate to the bullfight arena, Guerrero gives a Mexican version of "Take Me Out to the Ball Game" that is good for a few yocks. Appropriate bullfight music in the background. (Real-American, BMI)
Poor People of Jaurez55
The tune is a fair carbon copy of "Poor People of Paris"; to it, Guerrero sings a humorous complaint about the tourists that sashay into the border town. (Real-American, BMI)

Reviews and Ratings of New Classical Releases

Continued from page 34

scholarship, two qualities which are bound to pull sales from the market aimed at. Green silk binding, with cathedral window cutout, and a superior analysis by Kurt Stone, are attributes gilding the efforts of the organist in recreating works known largely only to the specialist fringe. Bulk of the set presents works by Johann Pachelbel, Johann Jakob Froberger and Georg Muffat. Five other regional composers of the 17th and 18th centuries are also briefly sampled. The organs used are of baroque construction and little altered during the years. Dealers can move this limited edition to educational accounts easily and should be able to realize added revenue among professional and connoisseur buyers.

HANDEL: THE WATER MUSIC (COMPLETE (1-12))—Philharmonic Promenade Orchestra; Sir Adrian Boult, Cond. Westminster WN 1811570
English orchestras are believed to have

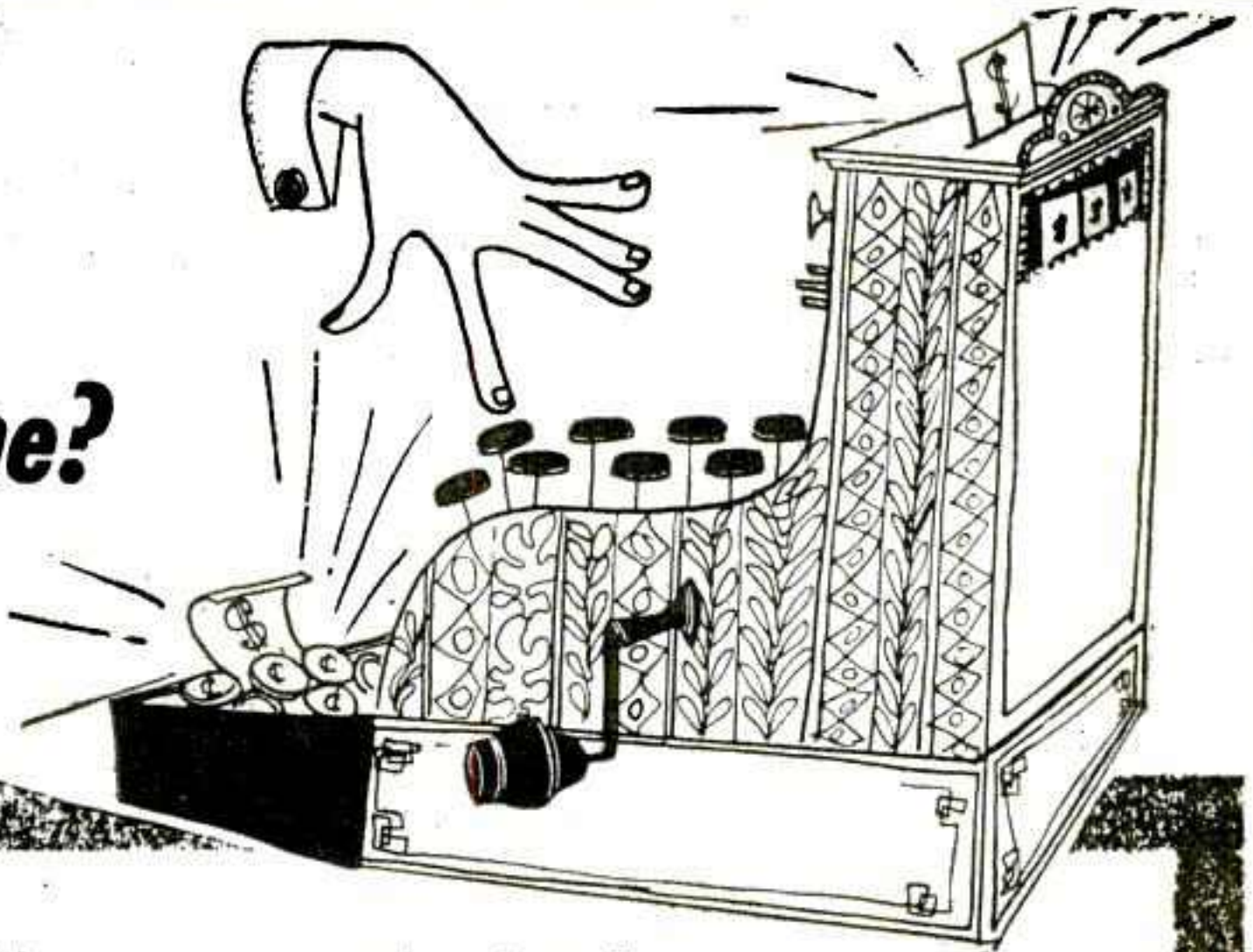
by the abundantly endowed Miss Clark.
Fear Not73
Inspirational hymn is also sung effectively. (Crossroads, BMI)

some special "touch" with Handel, and it is true that the best recordings of "The Water Music" to date have indeed issued from Britain. Sir Adrian Boult (and Westminster's classical a.&r. chief, who acted as editor) made a great effort to abide by the spirit and instrumentation of the original text. His reading is hearty and vigorous in its attack. The orchestral texture is coarse-grained, however, when compared to either the Boyd Neel or Hewitt orchestra recordings.

BRUCKNER: SYMPHONY NO. 3 IN D MINOR (1-12)—Vienna Symphony Orchestra; Volkmar Andreae, Cond. Epic LC 321864
Bruckner's Third Symphony, often tagged the "Wagner" symphony, is perhaps not one of his most important creations, but it is one of the more accessible ones. Andreae is one of the leading contemporary Bruckner specialists, and is conspicuously successful in ordering this massive orchestral material into the noble, expansive musical architecture that it is. The finished musicianship — and fine sound engineering — compare favorably with the recent much-admired Knappertsbusch reading on London.

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• This Week's Best Buys

IT'S YOU, ONLY YOU, THAT I LOVE (Trinity, BMI)—Hank Snow and Anita Carter—RCA Victor 6500—The combination of potent names and material has resulted in a strong commercial puller here. Early reports from leading Southern markets (Atlanta, Nashville, Birmingham, Richmond) and key Northern cities (Chicago, St. Louis, Cincinnati, Buffalo, Pittsburgh) reveal a typical fast take-off for Snow and his partner. Flip is "Keep Your Promise, Willie Thomas" (Pickwick, BMI). A previous Billboard "Spotlight" pick.

• Review Spotlight on . . . RECORDS

EDDY ARNOLD

You Don't Know Me (Hill & Range, BMI)

The Rockin' Mockin' Bird (Hill & Range, BMI)—RCA Victor 6502—Here's an interesting waxing by Arnold with considerable sales potential for both c.&w. and the pop market. "You Don't Know Me" is a lovely ballad sung with poignant sincerity and wrapped up in an attractive pop-flavored arrangement. "The Rockin' Mockin' Bird" is a bouncy novelty with a slight rock and roll beat and a humorous reading by Arnold, somewhat reminiscent of his yodel treatment of "Cattle Call."

JEAN SHEPARD

He Loved Me Once and He'll Love Me Again (Southern Belle, BMI)

You're Calling Me Sweetheart Again (Central, BMI)—Capitol 3401—The thrush has great material on this platter and does full vocal justice to both sides. "He Loved Me Once and He'll Love Me Again" is a strong weeper with excellent lyrics, while the flip is an appealing answer to the problem posed by the first tune. Miss Shepard sings both ditties with sock emotional impact.

PORTER WAGONER

How I've Tried (Barton, BMI)

Uncle Pen (Monroe, BMI)—RCA Victor 6494—Wagoner does a fine job on both sides of this disk, which ought to spark considerable juke box play and over-the-counter action. "How I've Tried" spotlights an appealing country-blues vocal on an attractive weeper, while the flip is a folksy-up-beat ditty with enthusiastic warbling and fine fiddling in the background.

WARREN SMITH

Rock 'n' Roll Ruby (Hi-Lo, BMI)

I'd Rather Be Safe Than Sorry (Hi-Lo, BMI)—Sun 239—Here's another Sun candidate for rock and roll-country and western style stardom. Smith sells "Rock 'n' Roll Ruby" with sock showmanship and a strong, driving beat. The flip gives him a chance to display an equally effective ballad style, with a moving vocal treatment of a pretty country ditty.

TALENT

WYNN STEWART

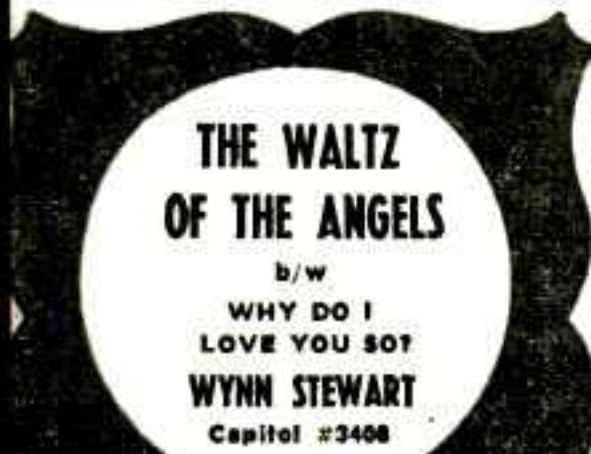
The Waltz of the Angels

Why Do I Love You So?—Capitol's new c.&w. artist hands a tender, warmly sincere vocal treatment to "The Waltz of the Angels," a beautiful ballad with a lilting waltz tempo. The flip is an attractive rhythm-ballad with lyrics penned in an amusing vein.

• Reviews of New C & W Records

BUDDY HOLLY

Love Me . . . 80 DECCA 29854—Cedarwood succumbs to rock and roll, too. If the public will take more than one Presley or



CENTRAL SONGS, INC. 6308 Sunset Blvd., Hollywood 28, Calif.

Perkins, as it well may, Holly stands a strong chance. (Cedarwood, BMI) Blue Days-Black Nights . . . 77 DECCA 29854—Warbler, tune, guitar, etc., are patterned very closely after Elvis Presley. Good material and production on both sides. Should do fine. (Copar, BMI)

WYNN STEWART

The Waltz of the Angels . . . 79 CAPITOL 3408—Hard as it is to write a "fresh" sounding waltz, it has been done here. It makes a beautiful piece of material for Stewart's Capitol debut. A tender, handsomely styled interpretation that ought to zoom the singer's stock up fast.

Why Do I Love You So? . . . 77 A rhythm ballad with an attractive, rather humorous lyric—in just the opposite vein from the tune on the flip. This also makes a strong vehicle for the newcomer; he proves in both that he is a talent to be reckoned with.

GENE DAVIS

Ride . . . 77 KING 4912—Brisk-paced ballad of the open road and a carefree truck jockey shows lots of originality. It's a Davis cleffing, and he sings it with great zest. This side could pull lots of repeat spins and more than a few sales. (Mar-Kay, BMI)

Satan's Daughter . . . 72 She's too much to handle, complains Davis in this happy-sounding waxing. Pleasant listening. (Mar-Kay, BMI)

THE DAVIS SISTERS

Lying Brown Eyes . . . 76 VICTOR 6490—The lyric is that of a weeper, but the flashy arrangement taken to a fast ranchero beat makes

a bright thing of the material. The girls are in fine form and contribute a good measure of excitement. (Tannen, BMI)

Lonely and Blue . . . 73 A more traditionally tear-jerker, in which the Davis Sisters blend prettily to a lilting three quarter beat. Two fine sides that fans of this team will like. (Reis, ASCAP)

WAYNE (RED) COBB

Shopping Around . . . 75 REJECT 1001—The new label makes an auspicious debut with this country rock and roll coupling. Rhythmic blues chanting is backed by some potent guitar. Has to get plenty of play and sales should result. (Reject, BMI)

Somehlin' Bad's Gonna Happen . . . 74 Blues with a beat is only slightly less promising. (Reject, BMI)

ROY DUKE

Be-Have, Be-Quit or Begone . . . 75 REJECT 1002—Duke is effective on a swingin' country blues with a trace of rock and roll beat. Material is catchy. Should come in for some profitable play. (Reject, BMI)

Honesty . . . 73 "Honesty has hurt me more than sin," laments the warbler in a fairly routine weeper, well sung here. (Reject, BMI)

MOON MULLICAN

I'm Mad With You . . . 74 KING 4915—Mulligan sings a jump blues, backed by rollicking instrumentation, featuring a honky-tonk piano. (Piano, BMI)

Rock and Roll Mr. Bullfrog . . . 74 Novelty rock and roll ditty, with gimmicked voice imitating sounds of the bullfrog. Side moves right along. (Cedarwood, BMI)

BENNY BARNES

No Fault of Mine . . . 74 STARDAY 236—The singer gives a strong warning against the attractions (and pitfalls) of the honky-tonk world. Musically in the sacred tradition, it is a lively, unusually potent hunk of material that ought to enjoy above-average commercial success. (Starrite, BMI)

Once Again . . . 73 The rich nasal voice of Barnes is well cast here, too. This is an affecting weeper in which the singer pulls out all the stops. He sells convincingly all the way. (Starrite, BMI)

JIMMY SWAN

Hey, Baby, Baby . . . 74 M-G-M 12226—Swan sings with verve and vitality on a bouncy ditty with a catchy beat. (Acuff-Rose, BMI)

Why Did You Change Your Mind? . . . 73 A warmly expressive reading of a plaintive weeper. (Acuff-Rose, BMI)

LINK DAVIS

Sixteen Chicks . . . 73 STARDAY 235—Here's another rock and roll-country and western style disk. Davis warbles with fine showmanship on a swingy tune with an enthusiastic tempo. (Starrite, BMI)

Deep in the Heart of a Fool . . . 71 A poignant vocal performance by Davis on an effective weeper. (Starrite, BMI)

ARTHUR SMITH

The Gal With the Yaller Shoes . . . 70 M-G-M 12224—This is a real "back country" rendition of the tune from "Meet Me in Las Vegas." The boys offer a vocal touch which could get some local support. (Miller, ASCAP)

Buzz-Saw . . . 69 Fast fingering on a "down" guitar spark this side by the Smith Cracker-jack crew. Performer shows his usual mastery of the instrument. (Lynn, BMI)

LESLIE YORK

I'll See It Happen to You . . . 70 KING 4914—The York Brothers do a conventional weeper. Okay chanting. (Lols, BMI)

Lightning Struck My Heart . . . 66 Thunderous sound effects are the featured gimmick. Item is a novelty weeper, but a weird one. Not too effective. (Mar-Kay, BMI)

FLOYD TILLMAN

Running Away . . . 68 DAFFAN 103—A lazy blues effort by Tillman goes nowhere special. Tonky piano with guitar and ukelele makes an interesting effect. (Hill & Range, BMI)

Heartaches for Gold . . . 68 Tillman sings in an easy-going style. It's all about a dream of trading heartaches for gold, but the relaxed feel has a lulling effect. (Hill & Range, BMI)

GEORGE VAUGHT

I've Learned What It Means to Be Blue . . . 65 FAN 102—Weeper shows Vaught off in a good light. His deep-voiced, dead-pan style will please many. (Kennedy, ASCAP)

Honky Tonk Waltz . . . 63 Another good effort, this on a familiar theme. (Kennedy, ASCAP)

• C & W Territorial Best Sellers

For survey week ending April 11

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. Blackboard of My Heart H. Thompson, Cap.
2. Heartbreak Hotel, E. Presley, Vic.
3. Blue Suede Shoes, C. Perkins, Sun
4. Yes, I Know Why, W. Pierce, Dec.
5. 'Cause I Love You, W. Pierce, Dec.
6. Tall Men, R. Maddox, Col.

Charlotte

- 1. Heartbreak Hotel, E. Presley, Vic.
2. I Was the One, E. Presley, Vic.
3. Baby, Let's Play House, E. Presley, Vic.
4. I Forgot to Remember to Forget E. Presley, Vic.-Sun
5. Blue Suede Shoes, C. Perkins, Sun
6. Yes, I Know Why, W. Pierce, Dec.
7. Blackboard of My Heart H. Thompson, Cap.
8. 'Cause I Love You, W. Pierce, Dec.
9. You and Me, R. & B. Foley, Dec.

Dallas-Fort Worth

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

Houston

- 1. Heartbreak Hotel, E. Presley, Vic.
2. Blue Suede Shoes, C. Perkins, Sun
3. For Rent, S. James, Cap.
4. I Was the One, E. Presley, Vic.
5. Seasons of My Heart, J. Newman, Dot
6. Good Woman's Love, H. Locklin, Vic.
7. What Would You Do If Jesus Came to Your House? P. Wagoner, Vic.
8. Yes, I Know Why, W. Pierce, Dec.
9. I'm Not Mad, Just Hurt H. Thompson, Cap.

Memphis

- 1. Blue Suede Shoes, C. Perkins, Sun
2. Heartbreak Hotel, E. Presley, Vic.
3. I've Got Five Dollars, F. Young, Cap.
4. I Was the One, E. Presley, Vic.
5. Yes, I Know Why, W. Pierce, Dec.
6. So Doggone Lonesome, J. Cash, Sun

Nashville

- 1. Blue Suede Shoes, C. Perkins, Sun
2. Heartbreak Hotel, E. Presley, Vic.
3. If You're Mine, J. Reeves, Vic.
4. You're Still Mine, F. Young, Cap.
5. I've Changed, C. Smith, Col.
6. I Don't Believe You've Met My Baby Louvin Brothers, Cap.
7. So Doggone Lonesome, J. Cash, Sun
8. Yes, I Know Why, W. Pierce, Dec.

New Orleans

- 1. Blue Suede Shoes, C. Perkins, Sun
2. Heartbreak Hotel, E. Presley, Vic.
3. Yes, I Know Why, W. Pierce, Dec.
4. So Doggone Lonesome, J. Cash, Sun
5. I've Changed, C. Smith, Col.

Richmond, Va.

- 1. Heartbreak Hotel, E. Presley, Vic.
2. Blue Suede Shoes, C. Perkins, Sun
3. For Rent, S. James, Cap.
4. Why, Baby, Why? R. Sovine-W. Pierce, Dec.
5. I've Got Five Dollars, F. Young, Cap.
6. Blackboard of My Heart H. Thompson, Cap.

St. Louis

- 1. Blue Suede Shoes, C. Perkins, Sun
2. Heartbreak Hotel, E. Presley, Vic.
3. That's All, T. Ernie, Cap.
4. I've Got Five Dollars, F. Young, Cap.
5. So Doggone Lonesome, J. Cash, Sun
6. What Would You Do If Jesus Came to Your House? P. Wagoner, Vic.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Ferlin Huskey, who last Sunday (15) concluded a trek thru the Dakotas, Iowa and Minnesota, is set as a feature at the Calgary Stampede, Calgary, Alta., July 10-15. He's the first c.&w. artist ever to be engaged as a feature for the Calgary annual. . . X. Cosse has Mac Wiseman skedded for a swing thru Kansas beginning next week. . . Martha Carson was in New York recently for a session for RCA Victor, with the release set for around May 1.

Jimmie Skinner, who operates the Music Center bearing his name in downtown Cincinnati, is staging his Fourth Annual Outdoor Jamboree at Verona Lake Ranch, 100-acre folk park at Verona, Ky., on Route 16, five miles west of Walton, Ky., April 29. Admission is free to the public. Verona Lake Ranch kicks off its regular season Decoration Day, with Ernest Tubb in as special feature. . . The Eskelin Family of gospel singers has transferred its activity from Detroit to Tampa, where the group is appearing on WFLA radio and television. They have a daily program on WFLA at 12:45 p.m., and appear on TV over the same station on Saturday nights at 11.

Carl Perkins is sufficiently recovered from injuries sustained in an auto crash in Maryland to permit him to make the "Big D Jamboree" tour opening at Beaumont, Tex., April 21 and following with Galveston, San Antonio, Wichita Falls and other Texas spots. Others injured in the same crash with Perkins are also reported on the mend. On May 5, Perkins returns to Dallas for an appearance with "Big D Jamboree" at the Sportatorium. Sid King and His Five Strings are set for "Big D" April 21, and again late in May. Johnny Cash is skedded for a "Big D" guest shot in June. Marty Robbins and his newly formed band, the Teardrops, are

touring for A. V. Bamford from April 20 thru May 13. Trek begins at the Armory, Louisville, and follows with Albany, Ga., April 22; Greenville, S. C., 24; Montgomery, Ala., 25; Memphis, 26; Birmingham, 27; Atlanta, 29; Miami, May 1; Orlando, Fla., 2; Tampa, 3; Savannah, Ga., 4; Charleston, S. C., 6; New Orleans, 8; Tallahassee, Fla., 9; Jacksonville, Fla., 10-11; Jackson, Miss., 12, winding up at Pensacola, Fla., 13. Comprising the Teardrops are Jimmie Farmer, steel guitar; Buddy Harmon, drums; Floyd Cramer, piano, Hillous Buttrum, bass, and Lee Emerson, rhythm guitar and vocals.

Jimmy Spellman (Viv Records), featured artist on "Arizona Hayride," Phoenix, joined the Faron Young unit for a single appearance in Roswell, N. M., April 9, and April 12 joined the Ernest Tubb "Grand Ole Opry" unit in Greenville, N. C., for a two-week tour thru the Carolinas and Florida for A. V. Bamford. Ray Odum, Spellman's manager, is tour manager. Spellman's latest Viv release is "It's You, You, You" b.w. "That's All I Need." . . . Wanda Jackson has just signed a personal management contract with Jack Halsey, who serves in a similar capacity for Hank Thompson.

A. E. Baynard, commercial manager at WTYC, Rock Hill, S. C., reports country and western activity booming in that area. Baynard is now promoting "Grand Ole Opry" shows in Rock Hill on a monthly basis, with the Louvin Brothers slated to head up on the 1st show there April 26. The Louvins will be augmented by several other groups, including the Country Cousins, with Cousin Arnold. . . Dick Witty and "Uncle George" Marks are new additions to Artists, Inc., talent-booking bureau at WFBM-TV, Indianapolis. Witty was formerly with KYTV, Springfield, Mo., and WLW-TV, Cincinnati, and Marks was at one time personal manager to Smiley Burnette.

(Continued on page 56)

• Best Sellers in Stores

For survey week ending April 11

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 throught 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
1.	HEARTBREAK HOTEL (BMI)—E. Presley.....	1	8
	I WAS THE ONE (BMI)—Vic 20-6420		
2.	BLUE SUEDE SHOES (BMI)—C. Perkins.....	2	10
	Honey, Don't (BMI)—Sun 234		
3.	I FORGOT TO REMEMBER TO FORGET (BMI)—		
	E. Presley.....	3	32
	MYSTERY TRAIN (BMI)—Vic 20-6357-Sun 223		
4.	YES, I KNOW WHY (BMI)—W. Pierce.....	4	7
	'CAUSE I LOVE YOU (BMI)—Dec 29805		
5.	WHY, BABY, WHY? (BMI)—R. Sovine & W. Pierce..	5	18
	Missing You (BMI)—Dec 29755		
6.	FOLSOM PRISON BLUES (BMI)—J. Cash.....	6	10
	SO DOGGONE LONESOME (BMI)—Sun 232		
7.	BLACKBOARD OF MY HEART (BMI)—		
	H. Thompson.....	12	3
	I'M NOT MAD, JUST HURT (BMI)—Cap 3347		
8.	YOU AND ME (BMI)—R. Foley & K. Wells.....	6	13
	No One But You (BMI)—Dec 29740		
9.	I DON'T BELIEVE YOU'VE MET MY BABY		
	(BMI)—Louvin Brothers.....	8	13
	In the Middle of Nowhere (BMI)—Cap 3300		
10.	WHAT WOULD YOU DO IF JESUS CAME TO		
	YOUR HOUSE? (BMI)—P. Wagoner.....	11	4
	How Can I Refuse Him Now? (BMI)—Vic 20-6421		
11.	I'VE GOT FIVE DOLLARS (BMI)—F. Young.....	9	3
	You're Still Mine (BMI)—Cap 3369		
12.	EAT, DRINK AND BE MERRY (BMI)—P. Wagoner..	14	21
	Let's Squiggle (BMI)—Vic 20-6289		
13.	LOVE, LOVE, LOVE (BMI)—W. Pierce.....	12	31
	If You Were Me (BMI)—Dec 29662		
14.	THAT'S ALL (BMI)—T. Ernie.....	15	4
	Bright Lights and Blond-Haired Women (BMI)—Cap 3343		
15.	I'VE CHANGED (BMI)—C. Smith.....	—	1
	If You Do, Dear (BMI)—Col 21493		

• Most Played in Juke Boxes

For survey week ending April 11

RECORDS are ranked in order of the greatest number of plays in juke boxes throught 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
1.	BLUE SUEDE SHOES (BMI)—C. Perkins.....	1	7
	Honey, Don't (BMI)—Sun 234		
2.	HEARTBREAK HOTEL (BMI)—E. Presley.....	2	6
	I Was the One (ASCAP)—Vic 20-6420		
3.	'CAUSE I LOVE YOU (BMI)—W. Pierce.....	4	5
	YES, I KNOW WHY (BMI)—Dec 29805		
4.	I FORGOT TO REMEMBER TO FORGET (BMI)—		
	E. Presley.....	3	23
	MYSTERY TRAIN (BMI)—Vic 20-6357-Sun 223		
5.	SO DOGGONE LONESOME (BMI)—J. Cash.....	5	6
	FOLSOM PRISON BLUES (BMI)—Sun 232		
6.	YOU AND ME (BMI)—R. & B. Foley.....	7	4
	No One But You (BMI)—Dec 29740		
7.	WHY, BABY, WHY? (BMI)—R. Sovine & W. Pierce..	10	15
	Missing You (BMI)—Dec 29755		
8.	I DON'T BELIEVE YOU'VE MET MY BABY		
	(BMI)—Louvin Brothers.....	6	6
	In the Middle of Nowhere (BMI)—Cap 3300		
9.	SEASONS OF MY HEART (BMI)—J. Newman.....	—	1
	Let's Stay Together (BMI)—Dot 1278		
10.	YOU'RE FREE TO GO (ASCAP)—C. Smith.....	8	11
	I Feel Like Cryin' (BMI)—Col 21462		

• Most Played by Jockeys

For survey week ending April 11

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

This Week		Last Week	Weeks on Chart
1.	HEARTBREAK HOTEL—E. Presley.....	1	8
	Vic 20-6420 (BMI)		
2.	BLUE SUEDE SHOES—C. Perkins.....	2	9
	Sun 234—BMI		
3.	YES, I KNOW WHY—W. Pierce.....	3	8
	Dec 29805—BMI		
4.	FOLSOM PRISON BLUES—J. Cash.....	7	11
	Sun 232—BMI		
5.	I DON'T BELIEVE YOU'VE MET MY BABY—		
	Louvin Brothers.....	5	15
	Cap 3300—BMI		
6.	YOU AND ME—R. & B. Foley.....	4	10
	Dec 29740—BMI		
7.	WHY, BABY, WHY?—R. Sovine & W. Pierce.....	8	19
	Dec 29739—BMI		
8.	SO DOGGONE LONESOME—J. Cash.....	6	9
	Sun 232—BMI		
9.	FOR RENT—S. James.....	8	2
	Cap 3357		
10.	I'VE GOT FIVE DOLLARS—F. Young.....	—	1
	Cap 3369—BMI		
11.	LITTLE ROSA—R. Sovine-W Pierce.....	—	1
	Dec 29876—BMI		
12.	BLACKBOARD OF MY HEART—H. Thompson....	10	3
	Cap 3347—BMI		
13.	'CAUSE I LOVE YOU—W. Pierce.....	13	4
	Dec 29805—BMI		
14.	WHAT WOULD YOU DO IF JESUS CAME TO		
	YOUR HOUSE?—P. Wagoner.....	1	1
	Vic 20-6421—BMI		
15.	YOU'RE STILL MINE—F. Young.....	—	1
	Cap 3369—BMI		



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R & B Territorial Best Sellers

For survey week ending April 11

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. Long Tall Sally, Little Richard, Spe. 2. Ivory Tower, O. Williams, Del. 3. Why Do Fools Fall in Love? Teen-Agers, Gee 4. Blue Suede Shoes, C. Perkins, Sun 5. Slippin' and Slidin', Little Richard, Spe. 6. Magic Touch, Platters, Mer. 7. Eddie, My Love, Teen Queens, RPM

- Charlotte 1. Long Tall Sally, Little Richard, Spe. 2. Ivory Tower, O. Williams, Del. 3. Why Do Fools Fall in Love? Teen-Agers, Gee 4. Blue Suede Shoes, C. Perkins, Sun 5. Slippin' and Slidin', Little Richard, Spe. 6. Magic Touch, Platters, Mer. 7. Eddie, My Love, Teen Queens, RPM

- Chicago 1. Blue Suede Shoes, C. Perkins, Sun 2. Why Do Fools Fall in Love? Teen-Agers, Gee 3. Heartbreak Hotel, E. Presley, Vic. 4. Slippin' and Slidin', Little Richard, Spe. 5. Down in Mexico, Coasters, Ato. 6. Eddie, My Love, Teen Queens, RPM

- Cincinnati 1. Why Do Fools Fall in Love? Teen-Agers, Gee 2. Please, Please, Please, J. Brown, Fed. 3. Long Tall Sally, Little Richard, Spe. 4. Heartbreak Hotel, E. Presley, Vic. 5. Eddie, My Love, Teen Queens, RPM 6. Lost Dreams, E. Freeman, Imp. 7. Ain't That Lovin' You, Baby? J. Reed, VJ

- Detroit 1. Why Do Fools Fall in Love? Teen-Agers, Gee 2. Blue Suede Shoes, C. Perkins, Sun 3. Down in Mexico, Coasters, Ato. 4. I'll Be Home, Flamingos, Che. 5. Who? Little Walter, Che. 6. Heartbreak Hotel, E. Presley, Vic. 7. Down in My Own Tears, R. Charles, Atl. 8. No Money Down, C. Berry, Chs. 9. Eddie, My Love, Teen Queens, RPM 10. Down in Mexico, Coasters, Ato.

- Los Angeles 1. Why Do Fools Fall in Love? Teen-Agers, Gee 2. Blue Suede Shoes, C. Perkins, Sun 3. Down in Mexico, Coasters, Ato. 4. I'm a Fool, Turks, Mon. 5. Eddie, My Love, Teen Queens, RPM 6. Long Tall Sally, Little Richard, Spe. 7. Great Pretender, Platters, Mer. 8. Need Your Love So Bad L. W. John, Kng. 9. Heartbreak Hotel, E. Presley, Vic. 10. Bo Weevil, F. Domino, Imp.

- New Orleans 1. Long Tall Sally, Little Richard, Spe. 2. Magic Touch, Platters, Mer. 3. Ivory Tower, O. Williams, Del. 4. Bo Weevil, F. Domino, Imp. 5. Slippin' and Slidin', Little Richard, Spe. 6. My Blue Heaven, F. Domino, Imp. 7. Down in Mexico, Coasters, Ato. 8. Try Rock and Roll, B. Mitchell, Imp. 9. I'm in Love Again, F. Domino, Imp. 10. Blue Suede Shoes, C. Perkins, Sun

- New York 1. Blue Suede Shoes, C. Perkins, Sun 2. Why Do Fools Fall in Love? Teen-Agers, Gee 3. Magic Touch, Platters, Mer. 4. Long Tall Sally, Little Richard, Spe. 5. Heartbreak Hotel, E. Presley, Vic. 6. Church Bells May Ring, Willows, Mba. 7. Corrine, Corrina, J. Turner, Atl. 8. I'll Be Home, Flamingos, Che. 9. Eddie, My Love, Teen Queens, RPM

- Philadelphia 1. Long Tall Sally, Little Richard, Spe. 2. Blue Suede Shoes, C. Perkins, Sun 3. Down in My Own Tears R. Charles, Atl. 4. Why Do Fools Fall in Love? Teen-Agers, Gee 5. Sister Sookee, Turbans, Her. 6. Church Bells May Ring, Willows, Mba. 7. Magic Touch, Platters, Mer. 8. I'll Be Home, Flamingos, Che. 9. Eddie, My Love, Teen Queens, RPM

- St. Louis 1. Blue Suede Shoes, C. Perkins, Sun 2. Long Tall Sally, Little Richard, Spe. 3. Need Your Love So Bad L. W. John, Kng. 4. Heartbreak Hotel, E. Presley, Vic. 5. Why Do Fools Fall in Love? Teen-Agers, Gee 6. Eddie, My Love, Teen Queens, RPM 7. Forty Days and Forty Nights M. Waters, Chs. 8. Down in Mexico, Coasters, Ato.

- Washington, D. C. 1. Blue Suede Shoes, C. Perkins, Sun 2. Long Tall Sally, Little Richard, Spe. 3. Magic Touch, Platters, Mer. 4. Why Do Fools Fall in Love? Teen-Agers, Gee 5. Down in My Own Tears, R. Charles, Atl. 6. Tear Fell, L. J. Hunter, Atl. 7. Eddie, My Love, Teen Queens, RPM 8. My Blue Heaven, F. Domino, Imp. 9. Ivory Tower, O. Williams, Del. 10. See You Later, Alligator B. Haley, Dec.

Reviews of New R & B Records

THE HARPTONES Gimme Some...82 ANDREA 100—The group drives at a frantic pace on an above-par hunk of material. Willie Winfield makes a solid impression in the lead spot. This one should spin and spin. (Roosevelt, BMI)

What Is Your Decision?...79 The lads ask the big soulful question in slow, emotional style. Winfield waits again, and the group is with him all the way. Equal potential on this side. (BMI)

THE JACKS Sugar Baby...81 RPM 458—Jump novelty makes use of many familiar rhymes and adds 'em up to an appealing, retentive item. This could be the side. (Modern, BMI)

Why Did I Fall in Love?...81 The lead singer's forceful clipped styling adds real weight to this ballad offering. A strong coupling by a powerful group. (Modern, BMI)

THE SOLITAIRES The Honeymoon...77 OLD TOWN 1019—Theme here is an extension of the teen-age trend—happy consummation in marriage. Good deejay programming. (Maureen, BMI)

Fine Little Girl...76 The lead singer does a fine job here with his shouting performance. Disk has a primitive Southern quality, but also contains some of the more modern danceable quality derived from a lively backing. (Maureen, BMI)

JOE TEX I Had to Come Back to You...77 KING 4911—Eighteen-year-old Tex sings with vitality and sock showmanship on a moving weeper with good lyrics. His gal kicked him around plenty, but he still "had to come back." (Jay & Cee, BMI)

She's Mine...75 Warbler sings at a breezy brisk pace on a bouncy ditty with a good beat. (Jay & Cee, BMI)

GEORGE SMITH Love Life...77 RPM 456—Smith and a wild harmonica team to punch over a solid blues. Drives all the way for a posi-

tive impression. (Modern, BMI) Cross-Eyed Suzie Lee...75 The blues pattern persists on this up-beat job. There's good selling here but flip gets the edge. (Modern, BMI)

THE TYRONES (She Wants) Candy and Flowers...75 WING 90072—A wild side, set up just right for the jitterbugs. Lead chanter handles the lyrics ably, and the band pushes the beat in exciting style. Could pull juke coin. (Broadway, ASCAP) The Campus Rock...75 More of the same exciting tootling and chanting. Another side aimed straight as a die at the teen-ager market. (Dennis, BMI)

ROBERT AND JOHNNY Train to Paradise...75 OLD TOWN 1021—A slow-tempo blues, with the rhythm and vocal style simulating the movement of a train. No horns, just strings and percussion. Impressive material and performance. (Maureen, BMI)

I Believe in You...71 This side is a ballad, slow in tempo, nicely done; but without the impact of the flip. (Maureen, BMI)

VIVIANE GREENE Thanks for Nothing...74 IMPERIAL 5385—The canary puts plenty of personality and kittenish appeal into her reading of a smart piece of material with an attractive beat. (Commodore, BMI)

Sugaboy (Lover Boy)...73 Personable thrashing on a pleasant calypso-styled tune with an infectious tempo and a catchy title. (Commodore, BMI)

THE SAVOYS You...74 SAVOY 1188—The boys carry the art of the interrupted cackle to new heights in this off-beat sounding ballad. Interesting enough to win repeat spins. (Savoy, BMI)

Say You're Mine...72 The label's house group turns in a rhythmic reading of the romantic pleader. Good listening. (Crossroads, BMI)

DEAN BARLOW Truthfully...74 DAVIS 446—Appealing singing with high notes aplenty in this emotional

This Week's Best Buys

I WANT YOU TO BE MY GIRL (Kahl, BMI)—Frankie Lymon and the Teen-Agers—Gee 1012—These youngsters are following up their pop and r.&b. smash, "Why Do Fools Fall in Love," with a record that is showing early signs of being just as big. New York, Philadelphia, Baltimore, Washington and New England sources reported very strong sales from the outset. This week Cleveland, St. Louis, Detroit and scattered Southern cities received shipments and sent back equally glowing reports. Activity is almost as strong pop-wise as r.&b. Flip is "I'm Not a Know-It-All" (Planetary, ASCAP). A previous Billboard "Spotlight" pick.

FORTY DAYS AND FORTY NIGHTS (Arch, BMI)—Muddy Waters—Chess 1620—Thruout the Mississippi Valley, roughly to include Chicago, St. Louis, Memphis, Nashville and New Orleans territories, every release of Muddy Waters' is awaited with impatience, to judge from sales pattern each shows. "Forty Days" has taken off, not only in that broad belt, but in Atlanta, the Carolinas, Detroit, Cleveland and Buffalo as well. Flip is "All Aboard" (Arc, BMI). A previous Billboard "Spotlight" pick.

RUBY BABY (Tiger, BMI)—YOUR PROMISE TO BE MINE (Progressive, BMI)—The Drifters—Atlantic 1089—In the past two weeks this disk has achieved a good spread of impressive sales reports in widely scattered areas. Southern returns stand out particularly: Atlanta, New Orleans, Durham, Nashville are typical. Farther north, Cleveland, Baltimore, New York, Philadelphia and St. Louis indicate excellent activity, and at an accelerating pace. Preference for side is still sharply divided, with both sparkling considerable interest.

Review Spotlight on . . . RECORDS

THE SIX TEENS Teen-Age Promise (Limax, BMI) A Casual Look (Limax, BMI)—Flip 315—The new, mixed vocal group has come thru here with a strong coupling. "Promise" is keyed right to the current rock and roll groove. It has a winning, lilting melody and an appealing, relaxed beat. On the flip there's an equally strong bit that has beautiful harmony and a salable teen-age love theme. With exposure these can be big.

TALENT

THE WHEELS My Heart's Desire (Premium, BMI) Let's Have a Ball (Premium, BMI)—Premium 405—The Wheels roll at a great pace on their first Premium disk. The lead singer shows a wild, enthusiastic style on the impressive topside r.&b. ballad as well as on the rocking flip. The group has high potential and the disk itself could break with proper exposure.

excursion. Has a driving windup. This one could draw programming interest. (Davis, ASCAP) My Life Is Empty Without You...71 Another hymn of praise for the lady sung in fervent tones. Barlow delivers the ballad with all stops out. Jockeys might like this, too. (Davis, ASCAP)

RUTH McFADDEN You for Me...73 OLD TOWN 1020—Ruth McFadden pours out a full measure of emotion in this ballad. (Maureen, BMI) Two in Love (With Only One Heart)...73 Another on the theme of teen-age love. Ruth McFadden gives a nice reading of the ballad, supported by voices and tasteful instrumentation. (Maureen, BMI)

THE CLIQUES I Wanna Know Why...73 MODERN 987—The Cliques wanna know why pretty baby runs around so. Good beat and sound. (Modern, BMI) The Girl in My Dreams...72 This side is a pop-ish item, in the refined groove. (Modern, BMI)

JIMMY NOLEN Wipe Your Tears...73 FEDERAL 12262—His erring gal wants to come back, but Nolen tells her no dice. A solid vocal job on a clever tune. (Armo, BMI) Don't Leave Me No More...71 A pleasantly plaintive reading by Nolen on a pretty blues-ballad. (Armo, BMI)

THE CHIMES Chop Chop...73 SPECIALTY 574—Good jump effort by the talented group. Lads are limited by their unoriginal material. (Venice, BMI) Pretty Little Girl...70 A completely unoriginal ballad here. Another good group job, however. (Venice, BMI)

CHARLES CALHOUN Jamboree...72 GROOVE 0149—This is in the vein of "Darktown Strutters Ball," but in swinging r.&b. style. Calhoun works up a fever pitch which the jucksters should dig. (Abbott, BMI) My Pigeon's Gone...71 Charlie's pet flapped her wings and flew. Play on words is effective and Calhoun gives it a good rhythmic whirl. Band swings well here. (Raleigh, BMI)

FREDDIE HALL Playin' Hard to Get...72 ABCO 103—Freddie starts slow on a down paced, insistent rhythm job, but he builds all thru to a shouted climax. Good blues, which could stir some action. (Lawn, BMI) Can't This Be Mine?...69 Hall half sings, half talks this one thru at a swinging pace. Lyric has a good edge if you can catch enough of it. (Lawn, BMI)

ARTHUR LEE MAYE Gloria...70 SPECIALTY 573—Okay job on a routine ballad plea. (Venice, BMI) Oh-Rooba-Lee...68 Another fair enough job on weak material. (Venice, BMI)

MR. BEAR Mr. Bear Comes to Town...70 GROOVE 0150—A happy, snappy swinger to which the raucous voice of Mr. Bear adds a sunny note. The singer does a good job, but the material is not overly commercial. (Monument, BMI) Radar...67 Mr. Bear gets caught speeding on the highway—and cheating on his wife—by radar. A mildly humorous stanza that the singer's fans will enjoy. (Lowell, BMI)

THE BLOCKBUSTERS Why, Baby, Why?...69 ALADDIN 3319—An unusual styling of the recent c.&w. hit tune. To a hard-hitting r.&b. type orchestral background, the vocal group gives a straight pop reading of the material. The final impression, while not un-

(Continued on page 56)

RED HOT IN BOSTON & DETROIT 10,000 sold 1 week BABY, I LOVE YOU SO JOE WEAVER AND THE DON JUANS NEW DIABLOS HIT! "YOU ARE" c/w YOU'RE THE GIRL, DOLORES FORTUNE 11629 Linwood Detroit 6, Mich.

• Best Sellers in Stores

For survey week ending April 11

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	Chart
1. LONG TALL SALLY (BMI)—Little Richard	3	3	3
SLIPPIN' AND SLIDIN' (BMI)—Specialty 572			
2. BLUE SUEDE SHOES (BMI)—C. Perkins	2	6	6
Honey Don't (BMI)—Sun 234			
3. WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers	1	10	10
Please Be Mine (BMI)—Gee 1002			
4. MAGIC TOUCH (ASCAP)—Platters	6	3	3
Winner Take All (ASCAP)—Mercury 70819			
5. DROWN IN MY OWN TEARS (BMI)—R. Charles	4	9	9
Mary Ann (BMI)—Atlantic 1085			
6. PLEASE, PLEASE, PLEASE (BMI)—J. Brown	—	1	1
Why Do You Do Me? (BMI)—Federal 12258			
7. EDDIE, MY LOVE (BMI)—Teen Queens	5	10	10
Just Goofed (BMI)—RPM 453			
8. HEARTBREAK HOTEL (BMI)—E. Presley	8	2	2
I Was the One (BMI)—Vic 20-6420			
9. DOWN IN MEXICO (BMI)—Coasters	9	4	4
Turtle Dovin' (BMI)—Atco 6064			
10. IVORY TOWER (ASCAP)—O. Williams	12	2	2
In Paradise (BMI)—DeLuxe 6093			
11. BO WEEVIL (BMI)—F. Domino	7	11	11
Don't Blame It on Me (BMI)—Imperial 5375			
12. GREAT PRETENDER (BMI)—Platters	9	19	19
I'm Just a Dancing Partner (ASCAP)—Mercury 70753			
12. NEED YOUR LOVE SO BAD (BMI)—Little Willie John	—	13	13
Home at Last (BMI)—King 4841			
14. MY BLUE HEAVEN (ASCAP)—F. Domino	—	1	1
I'm in Love Again (BMI)—Imperial 964			
15. NO MONEY DOWN (BMI)—C. Berry	—	5	5
Down Bound Train (BMI)—Chess 1615			

• Most Played in Juke Boxes

For survey week ending April 11

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	Chart
1. LONG TALL SALLY (BMI)—Little Richard	1	2	2
SLIPPIN' AND SLIDIN' (BMI)—Specialty 572			
2. DROWN IN MY OWN TEARS (BMI)—R. Charles	2	8	8
Mary Ann (BMI)—Atlantic 1085			
3. WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers	4	7	7
Please Be Mine (BMI)—Gee 1002			
4. BLUE SUEDE SHOES (BMI)—C. Perkins	3	6	6
Honey, Don't (BMI)—Sun 234			
5. EDDIE, MY LOVE (BMI)—Teen Queens	6	6	6
Just Goofed (BMI)—RPM 453			
6. GREAT PRETENDER (BMI)—Platters	5	14	14
I'm Just a Dancing Partner (ASCAP)—Mercury 70753			
6. BO WEEVIL (BMI)—F. Domino	8	3	3
DON'T BLAME IT ON ME (BMI)—Imperial 5375			
8. DEVIL OR ANGEL (BMI)—Clovers	9	9	9
Hey, Doll (BMI)—Atlantic 1083			
9. MAGIC TOUCH (ASCAP)—Platters	—	1	1
Winner Take All (ASCAP)—Mercury 70819			
10. JIVIN' AROUND—PARTS I & II (BMI)—E. Freeman	9	6	6
Cash 1017			
10. DOWN IN MEXICO (BMI)—Coasters	—	2	2
Turtle Dovin' (BMI)—Atco 6064			

• Most Played by Jockeys

For survey week ending April 11

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	Chart
1. LONG TALL SALLY—Little Richard	1	3	3
Specialty 572—BMI			
2. WHY DO FOOLS FALL IN LOVE?—Teen-Agers	2	8	8
Gee 1002—BMI			
3. EDDIE, MY LOVE—Teen Queens	4	8	8
RPM 453—BMI			
4. SLIPPIN' AND SLIDIN'—Little Richard	12	2	2
Specialty 572—BMI			
5. DROWN IN MY OWN TEARS—R. Charles	3	9	9
Atlantic 1085—BMI			
6. AIN'T THAT LOVIN' YOU, BABY?—J. Reed	11	11	11
Vee Jay 168—BMI			
7. BLUE SUEDE SHOES—C. Perkins	6	7	7
Sun 234—BMI			
8. PLEASE, PLEASE, PLEASE—J. Brown	—	1	1
Federal 12258—BMI			
9. DOWN IN MEXICO—Coasters	—	1	1
Atco 6064—BMI			
10. IVORY TOWER—O. Williams	9	2	2
De Luxe 6093—ASCAP			
11. I'M IN LOVE AGAIN—F. Domino	—	1	1
Imperial 964—BMI			
12. ONE NIGHT—S. Lewis	—	1	1
Imperial 5380—BMI			
13. HEARTBREAK HOTEL—E. Presley	8	4	4
Vic 20-6420—BMI			
14. MAGIC TOUCH—Platters	9	2	2
Mercury 70819—ASCAP			
14. CORRINE CORRINA—J. Turner	—	1	1
Atlantic 1088—ASCAP			

Rhythm & Blues Notes

By BILL SIMON

We're welcoming a new triple crown winner to the charts this week, and this one looks strong enough to stay up on top for a solid run. Naturally, we're referring to Little Richard's Specialty slicing of "Long, Tall Sally," the No. 1 record with dealers, ops and deejays. And we're not overlooking the fact that this coupling is getting some strong help from the flip side, "Slippin' and Slidin'." The latter, in fact, is the No. 4 most programmed r.&b. side in Jockeyville this term. This coupling, 'tis observed, is only in its third week on the charts, which means, neighbors, that this thing is rolling very, very fast. Undoubtedly, it's doing nicely in the pop and country markets, too.

Groove's Ray Clark and Bob Rolontz are very pleasantly surprised these days with the sales reports on three reissue platters. Back in the early '40's, Victor's Bluebird label had a pretty big portion of the r.&b. business, with a little competition from Decca and from Columbia's Okeh subsidiary. Groove has experimented with a few of the big early hits and has discovered that these would be big money-makers today, even if they hadn't amortized their cost many years ago. The payoff platters are the late Lil Green's "Romance in the Dark," Big Maceo's "Worried Life Blues" and Arthur (Big Boy) Crudup's "Mean Ol' Frisco Blues." Which all goes to show, this field has its great standards, too.

Chuck Willis cut his first Atlantic date Friday (13 1/2). . . The Dell-tones, those lovelies with Baton Records, are currently appearing at the Flamingo Club, Hamilton, Ontario. . . Screamin' Jay Hawkins, wing artist, goes into the Royal Peacock, Atlanta, this week for a double stanza. . . Ramon Bruce, the r.&b. deejay from WAAT, Newark, N. J., is moving into the personal appearance package promotion field. He just finished six theater dates in New Jersey headlining such acts as Valetta Dillard, Gloria Mann, the Heartbeats and his own "Rock and Sock" Ork.

Vik Records, the RCA Victor subsidiary, is branching into r.&b. and has signed the Baltimore rock and roller Frank Minion. This label, as you know, is already the disk home for two cats whom many of us consider the real originators of rock & roll as we know it today—the original high tenor balladeer, Billy Ke ny, and the ol' rhythm-novelty man, Lou Jordan. . . Joa Shaw, a versatile thrush who once recorded pop ballads for M-G-M, and more recently has been doing some wild r.&b. shouting for Jaguar, now has signed with ABC-Paramount—to do rock & roll!

Della Reese, jubilee thrush, starts cutting her first 12-inch LP this week. She's set to headline the bill at the Apollo Theater April 20, along with Illinois Jaquet's band. . . Ben deCosta is advance promotion man for the Lou Krefetz-Eli Weinberg "Big R.&B. Show of '56." . . . Lillian Randolph, known to radio and TV fans as "Birdie" on the "Great Gildersleeve" show, has signed with Dootone disks. She'll record gospel material with her own 14-voice group. It all began when Miss Randolph sang "Were You There?" on the show at Easter time, and NBC got flooded with mail as a result. . . Peacock cut a special date last week with the diskery's new artist, Louis Jones.

NOW . . . Another Hit for VARETTA DILLARD

singing

"CHERRY BLOSSOM"

b/w

"GONNA TELL MY BABY"

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"LOVE CALL"

b/w

"ROCK AND ROLL BALL"

G/4G-0151

WATCH THESE ON GROOVE

"I AIN'T NOBODY'S FOOL"

PIANO RED
G/4G-0145

"SWEET THING"

THE NITECAPS
G/4G-0147

"WAIT TILL NEXT WEEK, BABY"

BIG CONNIE
G/4G-0142

"RADAR"

MR. BEAR
G/4G-0150

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"NOW THAT YOU'VE GONE"

THE EL DORADOS
Vee-Jay #180

• Review Spotlight on . . . RECORDS

THE SWAN SILVERTONES

Jesus Remembers (Conrad, BMI)

My Soul Is a Witness (Conrad, BMI)—Vee-Jay 424—

Here are two excellent sides which should grab off considerable attention in the field. "Jesus Remembers" is distinguished by a particularly moving performance by the lead singer, while the flip spotlights fine production on unusual material.

VEE-JAY Records, Inc.

2129 S. Michigan Ave. Chicago

Phone: CA 1umet 5-6141

ANOTHER GREAT ONE ON CHESS!

• This Week's Best Buys

WE GO TOGETHER (Sunflower, BMI)—The Moonglows—Chess 1619— Another recent disk that is surging ahead with above-average force. A wide variety of territories reported strong activity. Among them were New York, Philadelphia, Buffalo, Baltimore, Detroit, Nashville, Atlanta, Durham, St. Louis, Chicago. Flip is "Chuckle Um Bah" (Arc, BMI). A previous Billboard "Spotlight" pick.

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Kaye Tapes Magic Into Hops

Continued from page 29

their material by the tape rental plan.

Puts by 5 Per Cent
Kaye himself is prudently putting aside 5 per cent of his gross take on the tapes for any emergency royalty payment demands that may arise. If ordered to stop his tape operation, Kaye plans to continue the assembly-line entertainment output by taping his own intros and sending out men with separate loads of platters to each dance. In that eventuality, he estimates he'll need about 200 copies of each disk.

In addition to doing five or six record hops (for fees and percentages) in person each week, Kaye tapes a special weekly three-hour record hop show, spotlighting his own intros and around 60 pop record sides. Then he makes duplicates of the tape in his elaborately equipped basement-studio and he rents them at \$20 per tape for playing at local dances. Kaye also tapes and rents special record shows for airing during Drive-In Theater intermissions, over department store p.a. systems and during industrial lunch hours. His tape operation, which employs six people, is tagged Personalized Music. Ultimately Kaye hopes to branch out into the pre-recorded tape field on a big scale.

Kaye's taped record hop operation adds up to big money on a quantity basis alone, but there's also plenty of loot for local jockeys in making live appearances at record hops. Pittsburgh's top-rated jockey, Jay Michael, of WCAE, for instance, "plays" a record hop "live" practically every night and has netted as much as \$650 (per dance) on hops he organized himself. A considerable amount of the record hop's phenomenal success in Pittsburgh, of course, is that most of the local jockeys are allowed to plug their hops on the air.

Alert for Gimmicks
Since the field is so competitive, local jocks are constantly on the lookout for gimmicks to give the record hop a new flavor. This fall, for instance, Art Pallan and Rege Cordic, of KDKA, plan to take a mobile broadcasting unit out to record hops so that they can alternate as live emcees. Cordic, who conducts an early-morning show, will serve as an "in person" emcee

UPA Pictures

Continued from page 29

standing. Stan Freberg has been engaged to do lyrics.

According to UPA, the films are being produced in three to six-minute segments, each one of which will be a special routine, with all being tied together into half-hour variety shows.

It's likely that UPA eventually will try to work out album deals with record companies using the sound track material.

for the first part of the hop, while Pallan's remarks will be on tape. Then Pallan will take over in person, and play Cordic's taped chatter, while the latter jock goes home to get some sleep.

In contrast to many areas, Pittsburgh hasn't had any teen-age riots in spite of the tremendous number of record hops each week. Kaye attributes this to the fact that each hop plays to a relatively small audience, thus cutting down on the possibilities of mob action. He also notes that many are sponsored by local church and school interests.

RPC Skeds

Continued from page 29

ciation of Radio and Television Broadcasters' convention.

Dr. Lee De Forest, guest of honor, will receive the Radio Pioneer's special citation on the occasion of the 50th anniversary of his invention of the audion tube. Presentation will be made by Raymond F. Guy, president of Radio Pioneers and director of Radio Frequency Engineering of NBC.

Honored with citations at the event will be Freeman Gosden and Charles Correll, creators of "Amos 'n' Andy," for pioneering in situation comedy; Judith C. Waller, public affairs representative of NBC, for her gifts to radio and TV, and Edward J. Nally, a former president of the Radio Corporation of America, as a pioneer for 75 years in the communications industry.

McGuires Click

Continued from page 29

"He," and had the nitery rocking with their clowning in "Sisters" and "Alabama Jubilee."

It's a punchy production, but maybe a little better spotting of numbers would let them blaze right to the finale. Their gold platter, "Sincerely," seemed pitched a trifle low as a wind-up, but overlooking this, there is little doubt that the McGuire gals' drawing power is sure-fire here even at the reportedly substantial boost over the \$16,000 they pocketed for their previous appearance.

Cameron Dewar.

'Patio' Disks

Continued from page 29

New York, from which national sales and promotion will be directed by Frank Sampson. The latter, who has been in the music business since purchasing Deep River Music from Willard Robison, already has signed 20 distributors for the line.

The first sessions have been produced in New Orleans by WDSU's Tom Hicks. Paul Gouma served as music director.

The WDSU outfit currently owns two radio stations as one TV outlet and is negotiating for several others.

Georgia Gibbs

Continued from page 29

"Tweedle-Dee-Dee," went over big with a sophisticated audience in this choice nitery.

Mopping her perspiring brow and shoulders with a Turkish towel, she tried to beg off after 40 minutes, but the crowd demanded "Kiss of Fire," which she did, towel slung over arm. She does a total of 15 songs and could stay on for many more.

Herb Kelly.

FOLK TALENT AND TUNES

Continued from page 52

Porter Wagoner and Trio last week embarked on a three-week safari that will take them into Arkansas, Louisiana, Texas, Michigan, Ohio and Canada. . . . The Armory, Akron, winds up its season of country shows Sunday (22) with a talent line-up including Hank Show, Porter Wagoner, Mitchell Torok, Arlie Duff and two supporting acts. The Armory resumes with c.&w. shows in September. Those interested in fall bookings in Akron may contact Cliff Rodgers at WHKK, that city. . . . Ludy Love has just had his latest tune, "I Love Everybody" vocaled on the Decca label by Tabby West.

The first Ozark Square Dance Jubilee will be held for the general public, June 14-15, at Marvel Cave, near Branson, Mo. Main cave room accommodates 320 dancers. Proceeds from the event will go to the expansion drive for Burge Hospital, Springfield, Mo. . . . Don Pierce, president of Starday Records, leaves May 1 on a five-week tour of the East and South. He plans to take in the MOA Convention in Chicago and will join Harold W. Daily, of the South-coast Amusement Company, co-owner of the Starday label, to make the Jimmie Rodgers celebration in Meridian, Miss., May 25. . . . It is reported that George Jones is coming out with a country rock 'n' roll release, using the moniker of Thumper Jones. His latest release on Starday is "I'm Ragged, But I'm Right."

Hank Snow was in New York last week to complete negotiations for the formation of his own music publishing firm, Hank Snow Music, Inc. Hank departed New York Wednesday (11) for Toronto, where on the following day he and his Rainbow Ranch Boys began a week's stand at the Casino Theater. Hank and the group follow Toronto with London, Ont., April 19; Lansing, Mich., 20; Grand Rapids, Mich., 21; Akron, 22; Kingston, Ont., 23; Ottawa, 24; North Bay, Ont., 25; Sault Ste. Marie, Ont., 26, and Toledo, 27.

Smokey Mac, who with his Yellowstone Valley Boys has been featured on KOOK, Billings, Mont., for more than a year, has just hit the music counters with his initial release on the ABC-Paramount label, "Second Chance" b.w. "Be Faithful." . . . After a promotional visit with Marty Roberts and Dick Williams at WCKY, Cincinnati, Paul Davis spent last week contacting the deejays in the Nashville area to plug his second M-G-M release, "I'm on the Loose" b.w. "That Ain't Hard to Take."

Elmer Yates, veteran of some 40 years in the circus and carnival fields, is now in his second season of booking "Grand Ole Opry" talent on promotional auspice dates thru the Southland. His next big promotion is at the Mosque, Richmond, Va., June 24, under the auspices of John Marshall Lodge No. 2, Fraternal Order of Police. Talent line-up will highlight Webb Pierce, Faron Young and His Country Deputies, Minnie Pearl, Whitey Ford (Duke of Paducah), Terry Gordon, and the North Carolina Cloggers, of Hendersonville, N. C. Yates broke into show business in 1911 as a cyclist with the Oscar Babcock's cycling dare-devils.

Reviews and Ratings of New Popular Albums

Continued from page 34

in derivation, with others tracing their musical descent from primitive Aztec and Mayan rhythms. Carmen Prieto sings this enchanting material with a voice of bell-like, lyric quality. Enid Gibson has written a set of informative liner notes, and there is also a series of translations of the songs. The recording quality is excellent, and the book-type packaging lends itself to display purposes. For class shops.

MUSIC FOR SLEEPWALKERS ONLY 70
Murray McEachern Ork (1-EP)
Key LP 511
Trombone man McEachern, erstwhile arranger and sideman with greats of the swing era, has etched a smooth little package of dreamy standards. Cover ties in cleverly with the theme via a simple color photo of some sleeping pills, and the music follows up with lush, melodic tromboning by the man in the spotlight. Drums, harp, guitar and bass help weave the spell on "Laura," "Black Magic," "Begin the Beguine" and "Why Shouldn't I?" Appealing and salable wax.

SONGS AND DANCES OF ANDALUCIA 69
Los Gitanos: s De Cadiz (1-12")
Elektra EKL 103
This album obviously has a limited appeal, but in its class it's an exciting and electric piece of work. The Flamenco group involved practices its art with great and compelling verve. The singing, guitar and the Spanish dancing of Conchita Aranda is all on a highly polished level and the recording itself, originally taped in Europe, captures much of the visual as well as aural excitement of a performance by an Amaya or a Greco. There's a strict limitation to the market, but the devotees of this colorful artform will rate this one high.

Reviews of New R & B Records

Continued from page 54

pleasant, is a little confusing. (Mercury, BMI)
In a Little Spanish Town 66
An instrumental side that is not readily classifiable either. With almost equal parts of the old-time big swing band and of the current r.&b. band, the boys belt home a groovy styling of the oldie that may appeal to a Warlock, ASCAP)

JOHNNY (GUITAR) WATSON
Three Hours Past Midnight 66
RPM 455—Watson wails the blues in moving style but that souped-up guitar is up front so much it gets in the way. (Modern, BMI)
Ruben 65
This side jumps with a big beat. Watson's guitar is mighty loud. (Modern, BMI)

ZONO SAGO'S MODERN SOUNDS
Jivin' at Random 66
ABCO 102—A swinging dance instrumental side to a moderate beat. Tenor sax and piano take good solos with solid ensemble work throughout. Fair to good juke box potential. (Lawn, BMI)
Short Order 63
The tenor man leads off here, but he is soon swallowed up in the Latin-styled rhythm section. Most interest here lies in the pyrotechnics of the percussion boys, who put on a flashy show. Latin dance aficionados may dig. (Lawn, BMI)

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La. Fair Launches 300G Plant Program

Expanded Cattle Facilities To Include Auxiliary Arena

SHREVEPORT, La.—The Louisiana State Fair has launched a plant improvement program that will cost well in excess of \$30,000 and will be the first phase of a four-year plan for up-dating the fairgrounds.

Biggest project under way is the construction of a new addition to the cattle barn, which will cost more than \$300,000 and will be completed by mid-August. The structure will cover 90,000 square feet and will make for a total floor space of 160,000 square feet. When completed it will accommo-

date upward of 2,500 head of cattle. The huge addition was made possible by the appropriation of \$280,000 by the State Legislature.

The building will have a pre-cast concrete roof, will be of all-steel construction and will have living quarters for 100 herdsmen. A unique feature of the building is an auxiliary judging arena with 1,200 permanent seats. The arena will measure 112 by 125 feet.

Improve Traffic

Street improvements will include narrowing of the neutral ground on Pershing Boulevard, main artery thru the grounds, to three feet. This will provide for better vehicular traffic movement.

Ten twin-arm expressway-type light standards will be installed along the road to improve illumination of the area. The street work is being done at a cost of approximately \$20,000 and will be completed within 60 days.

A hi-fidelity public address system is being installed in the new Hirsch Youth Center at a cost of \$9,000 and the area around the center will be landscaped at an estimated \$8,000. The football field is being re-sodded.

In addition to the physical improvements, the fair this year has increased its premium offerings to a total of \$80,000, up some 25 per cent over last year. New cattle divisions will include Charolaise, Red Polls and Santa Gertrudis.

Motorama Sets New High Mark

DETROIT—The fourth annual tour of General Motors' Motorama completed a record-breaking stand Sunday (2) at Civic Auditorium, San Francisco.

The Golden Gate City, with an attendance of 506,921, became the fourth stand to top last year's attendance figures, giving a total of 251,000 over 1955 at the same stage of the tour.

Closing day drew a high of 49,685 at San Francisco. From San Francisco the Motorama caravan of 150 vans is making its longest jump for the final stand, April 19-29, at Boston.

R-B Holds Firm in Face of Picketing

5 Performers Out; Business Slides But Attendance Drop Not Significant

NEW YORK—Business for the Ringling show was noticeably off but the show was proceeding on schedule this week, despite picketing by the two unions trying to organize its personnel: American Guild of Variety Artists, and the AFL Teamsters.

Despite the pickets and an unpredictable situation which saw several show people stay out of the Garden, then go back in, only five were among the missing thru-

last night. These are clowns Emmett Kelly, Otto Griebling and Felix Adler, baton twirler Billie Mahoney, and announcer-vocalist Preston Lambert.

Kelly has been in town but has not appeared at all, while Griebling and the others walked out since the opening. Both have several connections for work in and around New York in various phases of show business. Adler's wife Amelia, not an AGVA member, has been clowning regularly. Lambert has work connections in the Midwest and the announcing since his departure has been done by Doug Morris.

Both the unions and the circus were claiming success in their dispute, but no other labor organizations have given tangible support as yet. Local 802, the musicians' group, has expressed "sympathy" with AGVA but has not issued a call-out. Union show publicists were back at their Garden headquarters at mid-week after operating from the Hotel Paramount for one day.

On the business side the Big One has not drawn anything like a full house since last Saturday (7), the day after picketing began. On Saturday business was very good. Sunday drew a three-quarters matinee and one-quarter night show; Monday, half-house matinee and 2,900 for one-quarter at night; Tuesday, three-quarter matinee and one-third at night; Wednesday, one-third and three-quarters; Thursday, one-third and one-quarter; Friday, weak matinee.

Paid admissions are down several percentage points from last year, with the night shows being hit hardest, as adults have reacted differently by themselves when they reached the pickets than when accompanied by kiddies.

Indications are that both sides are sticking stubbornly by their guns. Picketing, while quiet and orderly, has knocked attendance off several percentage points but not as drastically as the unions had

Tom McLaughlin Buys Interest In Tex Carson

HUGO, Okla.—Tom McLaughlin, Western circus agent, has purchased an interest in the Tex Carson Circus and takes over the general agent's duties. Part-owner Jack Moore continues as manager of the show, which opened April 13 at Stonewall, Okla.

McLaughlin, formerly with Kelly-Miller, Cole & Walters and other shows, has been operating a penguin show in recent seasons.

Show has added three trucks and purchased a larger top, this one a

Memphis to Spend \$140,464 on Plant

County, City Split Improvement Cost; Board Mulls Arena Name Attractions

MEMPHIS—The fairgrounds of the Mid-South Fair, in preparation for this year's centennial run, will be refurbished to the tune of \$140,464. G. W. (Bill) Wynne, manager, announced.

The expenditure was recently authorized at a joint meeting with the City of Memphis to underwrite 60 per cent of the cost and Shelby County the remaining 40 per cent.

Major items on the program, which is to be completed in time

for the September 21-29 fair, include:

Forty-five street light standards with outdoor fluorescent lighting, \$22,500; 5,854 square feet of flat type concrete gutters, \$11,708; construction of two modern rest room buildings, \$19,000; addition of two drinking fountains, \$600.

Also repair and repainting of the Agriculture Building \$20,300; repair and repainting of the Shelby County Building, \$7,600; construction of a new 16,000-square-foot addition to the cattle barn, which will include a herdsmen's dormitory complete with showers and rest rooms, \$55,000. Architect fees will total \$3,756.

Big Paint Program

In addition, the fair plans to spend an additional \$50,000 on painting, decorating and construction of special features that will tie in with the 100th birthday.

Wynne disclosed that the fair had not yet signed attractions for its indoor arena show for matinee and night performances on September 28-29. Plans are to have several name acts head up the program.

IMPORTS ON RISE

Animals to Take Over U. S., the Whole World

Continued from page 1

price in some cases has contributed to their rarity in this country. A whopping \$25,000 was shelled out recently by the St. Louis Zoo to the Louis Ruhe organization for the first pair of white rhinos to be shown in America. Altho the appeal of these animals was recognized by America's largest circuses, the tab was considered a bit out of reach.

While competition has created spirited action on the animal mar-

ket, New York's Henry Trefflich has eased away a bit from the zoo-circus scene and taken advantage of the tremendous consumption of monkeys by laboratory research organizations. Trefflich, who still deals in a wide range of animals, has managed to acquire a large part of the monkey market thereby. The organization has become increasingly known as a harbinger of springtime, for a Trefflich animal makes an annual, almost predictable, break for freedom, to be chased all over the midtown district by police and newspaper photographers. Larger animals he brings in for circuses and zoos are usually kept at Bob Deitch's Zoo in New Jersey or, as in the case of eight elephants due here in June on speculation, in the Central Park Zoo, while awaiting sale.

The Ruhe firm, not concerned with obtaining storage space in this country, falls back on its family mode of operation, consisting of two zoos in Europe and an African acclimatization preserve. Larger animals are brought in when purchased, while birds and smaller species are kept under the eye of Heinz Ruhe in New York. Most of the firm's 106-year-old business is conducted among foreign nations.

Big Species Hardier

Insurance of animal shipments has become liberalized with increasing experience of newer firms in the importing business. An old-

(Continued on page 62)

R. R. Rates Boosted 6%

CHICAGO—Railroad rates for circus and carnival trains were increased 6 per cent recently, when other freight rates were boosted the same amount.

Rates for a 15-car show now are \$710 for 50 miles or less; \$1,064 for 91 to 100 miles; \$1,597 for 181 to 200 miles. Rates for an 80-car show are \$1,859 for 50 miles or less; \$2,681 for 91 to 100 miles, and \$4,021 for 181 to 200 miles.

The above rates are quoted by one railroad. Rates on other lines would be about the same, it is believed.

Maley's King Bros. Opens; Business Fair

THOMASTON, Ga.—Co-owner Arnold Maley's unit of King Bros. Circus opened here Saturday (7) to a good matinee house and evening business that added up to a fair day, grossing a reported \$2,500.

La Grange, Ga., on Monday (9) gave very good business. Tuesday in Newnan was mediocre because of heavy weather. Roanoke, Ala., on Wednesday (10), was poor. Next was to be Anniston, Ala., where Maley's King show was a day behind Cristiani Bros. Both shows had big advance sales there. King Bros. had a downtown lot.

Each of the King units is owned by the partnership, with Floyd King in charge of the Eastern and Maley in charge of the West-

ern. Both are about the same size. The Eastern unit has 30 trucks on the show and three ahead, whereas the Western has 28 trucks on the show and three ahead. Two trucks, a bandwagon and some other surplus equipment were left in quarters at Central City park. The Eastern unit has a parade and the Western unit has a free show of feeding the animals on the lot.

See Financial Success

Both units have cut personnel and equipment to the minimum and are geared to make money. A few weeks under normal conditions will overcome the financial strains, King and Maley said. They have requested city council to permit both units to winter in the

(Continued on page 62)

MONTH-LONG RUN

St. Louis Jubilee Plans Rides, Spec

ST. LOUIS—Amusement plans for the Mid-American Jubilee, to be held here during September, will include a fun zone with upward of 16 rides; a musical, pageant-type show on an outdoor stage; concessions, and commercial and agricultural exhibits, Alfred Stern, managing director, announced last week.

The Jubilee, which will be held on the banks of the Mississippi River in downtown St. Louis, recently signed a lease with the National Park Service for the site, with an option for 1957 and 1958.

Midway attractions, according to tentative plans, call for a Merry-Go-Round, one or two Ferris Wheels, live ponies, a kiddie railroad and approximately eight kiddie rides. The rides will be booked independently. Only contract signed thus far are for live ponies to be brought in by E. J. Noerper.

About a dozen concessions are planned, in addition to a combination restaurant-beer garden. Four will handle hamburgers, hot dogs and soft drinks. Two others will be dairy bars, two for popcorn, peanuts and cigarettes, and two souvenir and novelty stands. The management is also mulling the addition of a Penny Arcade and photo booths.

All concession stands will be built by the Jubilee and rented to operators on the basis of \$5 per square foot against a percentage of the gross. The souvenir and novelty stands will handle only officially licensed merchandise that will carry the official emblem of the Jubilee. Commercial exhibitors will be prohibited from selling or taking orders for any merchandise.

Major eating spot on the grounds will be the beer garden and res-

(Continued on page 62)

NEW! KIDDIE RIDES

- ★ Merry-Go-Rounds
- ★ Choo Choo Ride
- ★ Speed Boat Ride
- ★ Kiddie Auto Ride
- ★ Rocket Ride
- ★ Pony Cart Ride
- ★ Army Tank Ride
- ★ Miniature Trains
- ★ Roller Coasters

SHOOTING GALLERIES
KING AMUSEMENT CO.
 Mt. Clemens, Mich.

King Big First Day, Mires in Mud on 3d

MACON, Ga.—Eastern unit of King Bros. Circus, with Floyd King in charge, opened to profitable business here Saturday (7). It did very well in Athens on Monday (9).

But Elberton, Ga., on Tuesday (10) the show was rocked by heavy rain and wind, bogging it down. The show was unable to get off the lot until 4 p.m. Wednesday. It arrived in Winder, Ga., the Wednesday stand, at 6 p.m. that day, losing both shows, but staying over.

This put the show behind its paper and it wasn't learned immediately how it was planning to catch up. The other towns last week were Marietta (12), Rome (13) and Cleveland, Tenn. (14).

Macon Wind Damages
 At Macon, winds were high and inflicted damage on the canvas and other equipment. Cold weather hit in the afternoon, holding night business to something over half of capacity. The afternoon house was near full.

This attendance was less than that of former years, but the show has cut daily operating expenses greatly and Co-Owners Arnold Maley and King were pleased. The day's gross was reported at \$4,000, which is \$2,000 less than last year, but the nut has dropped from \$5,800 at the start of 1955 to about \$2,500 for the Eastern unit this year.

It was also believed that the show's widespread local publicity on financial difficulties had an adverse effect on receipts. All of the pressing financial troubles were overcome and the Eastern unit had a comparatively normal opening of the season on the same day the Western unit had an uneventful opening at Thomaston, Ga.

Program Details
 Eastern unit acts include the Alberto Zoppe Troupe (6), with Cucciola, the riding midget; Great Rocketto, cannon act; Truzzi, juggler; Eddie Hendricks, wire; Helene Hendricks, trapeze; Lolita Perez, wire; Sacchano Sisters (3), bounding rope and trapeze; Liberty horses worked by Capt. John Smith; pony drills, jockey races, chariot races, Hodgini comedy auto, Aero Trio, with motorcycle on high wire; elephants (8), Mendes Brothers (3), acrobats; Miller's trained horses; Jerry Pressly, wire.

East Staff Named
 Eastern unit staff: Floyd King, general manager; Al Moss, manager; Eddie Keck, secretary-treasurer; Robert E. (Bobby) Miller, legal adjuster; Warren Wilson, general press agent; Clark Queer, director of personnel; Col. Calvin (Curley) Miller, equestrian director; Vicki King, superintendent front door; Slats Beason, purchasing agent; J. H. (Doc) Simpson, 24-hour agent; Eddie Johnson, contracting press agent; Frank Hinton, press with show; Shaky Legs Murphy, lot superintendent; Russell Ferguson, transportation; Joe Rossi, big show band leader; Bozo Ward, producing clown; Dave Murphy, superintendent inside tickets; Pete March, big show boss canvasser; Kellar Pressly, Side Show boss canvasser; Carl Tyler and Curley Miller, parade marshals; Norman Anderson, superintendent of concessions; J. C. Rosenheim and Cash Wiltse, contracting agents; Steve Kuzmiec, advertising car manager; Harry Rooks, chief electrician; Charles Luckey, boss carpenter; George Brown, blacksmith; Napoleon Reed, cookhouse.

Side Show: Carl Tyler, manager; Charles Harris, punch, magic and inside lecturer; Sylvia Smith and fighting lion; Don James, glass blower; Fred West, Hawaiian show, featuring Sandra O'Hara, dancer;

Jelly Roll Rogers, band leader, with minstrel show; Jo-Ann, half and half, and two-headed baby in annex; Howard King, Side Show doors.

Roy Smith is in charge of Wild Life No. 2 Side Show. This show's top and sidewall suffered heavy wind damage and it was not operated after the first hour at the opening here.

The big top is the same used on the King-Cole show last year, and was ripped in several places by the afternoon winds.

King is routing both the Eastern and Western units and the promotional staff, which is interchangeable between the units, remains as announced recently in The Billboard.

Opening day visitors included R. E. McAfee, formerly on the show's staff, now framing a new animal show; Paul Stevenson, Atlanta; Johnny Weikle, Lexington, Ky.; Kelly Abbott, insurance agent of St. Petersburg, Fla., and W. J. Bailey, Macon businessman, a new financial backer for the two units.

Name Villanti Hunt Leader

NEW YORK—Joe Villanti has been named to lead the Mickey Sullivan band unit on Hunt Bros. Circus this year, according to a joint announcement by Sullivan and Harry Hunt, circus manager.

A New Yorker, Villanti has played a number of Broadway shows, on circuses and at fairs. He plays the trumpet.

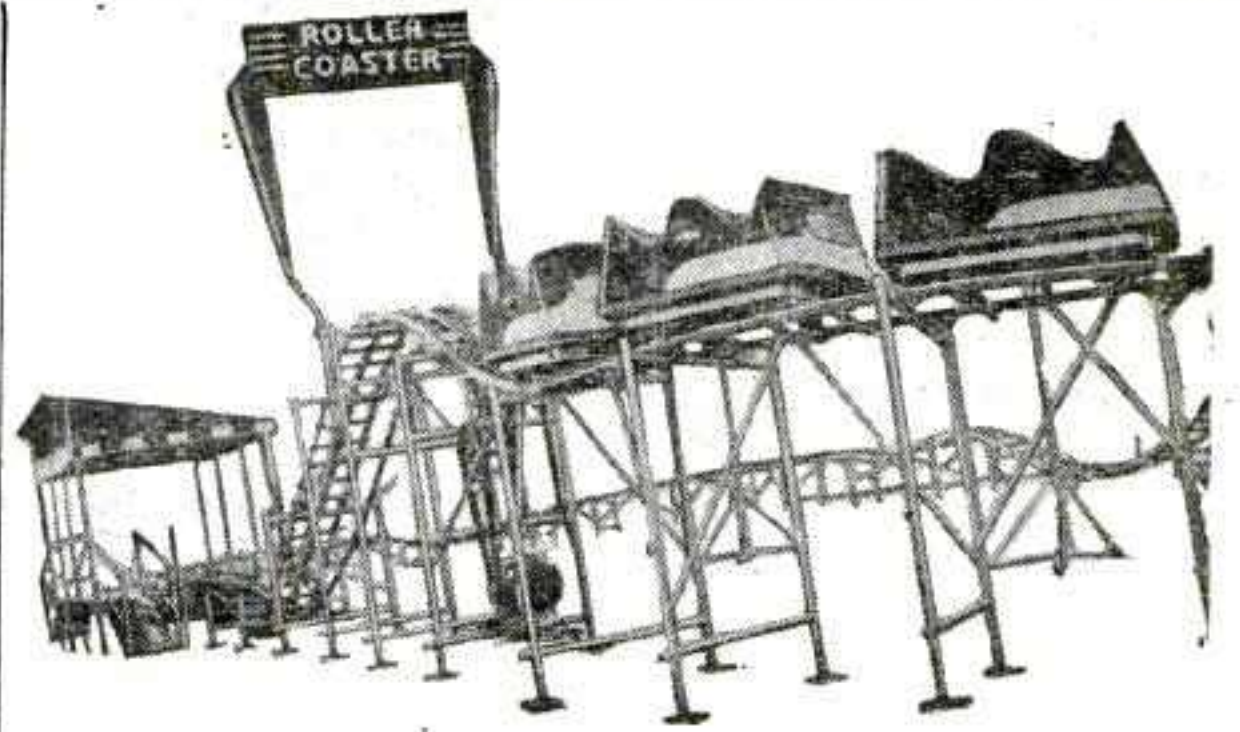
Sullivan said that practically all of the music had been arranged for the show, which opens at its winter quarters, Florence, N. J., April 21.

Cristianis Forming Two Corporations

MACON, Ga.—A corporation charter has been granted here to the American Circus Company on application of Lucio Cristianis, Oscar A. Cristianis and Mogador E. Cristianis for the operation of a circus. Capitalization is \$5,000.

The American Circus Company is operating the Cristianis Bros. Circus.

Application for a corporation charter for Palm Circus Equipment Corporation is pending. This corporation will have a maximum capitalization of \$100,000. Applicants for charter include Belmonte Cristianis, Daviso Cristianis and Ernesto Cristianis. This corporation will be engaged in buying, selling and renting circus and show property of all kinds. Paul M. Conaway, attorney, is handling the legal details.



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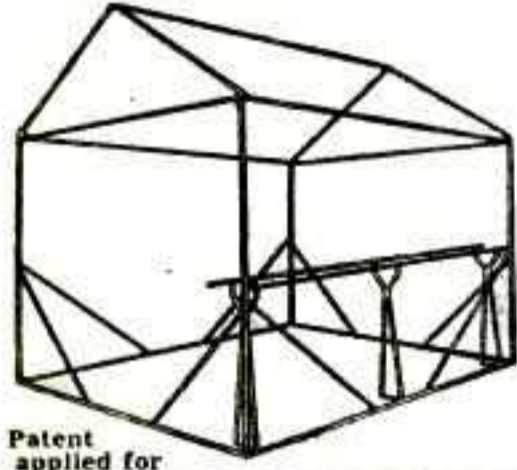
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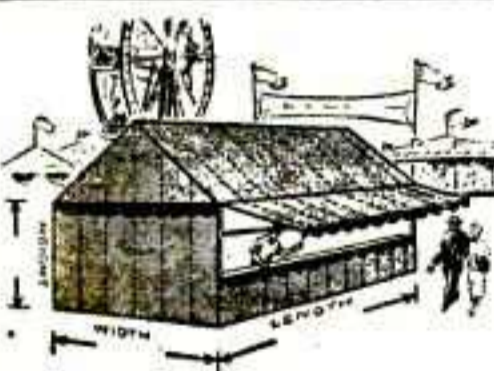
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CONEY ISLAND

Ward Renamed; Boardwalk And Parking Work Advances

By UNO

NEW YORK—The Coney Island Chamber of Commerce held annual pre-season installation of officers Thursday (12) at the Seven Seas restaurant on Surf Avenue, a combination affair that wound up with a buffet supper to which were invited many civic and police officials. Another pre-season celebration will follow on April 17, in the nature of a dinner, entertainment and dance at Ben Maksie's Town and Country Club in Flatbush at \$12 a plate, with absolutely no free list. This will be the Chamber's 33d event.

Local district leader and Councilman Edward Vogel officiated in the induction ceremonies. Re-elected for a second term as prexy was John G. Ward. Most of the rest of the officers are the same as last year. These include Murray Handwerker, Vincent J. Tesauro, Ralph W. Fouse, Alfred Garms and John W. Murphy, as vice-presidents; treasurer, Leonard F. Tria, and assistant, Leo Stein. Albert C. Myers is secretary. The 1936 nominating committee consisted of George F. Kister, chairman; I. H. Klein, C. I. Hilbert, George C. McCullough, Thomas H. Tesauro, Walter H. Jeffords Jr., and Moe S. Silberman.

Directors for three-year terms are Phillip Ross, Louis Gargiuola, Arthur Cavitalo, Joseph Bonsignore, Harry Novins, George C. Tilyou, Sam Holtzman, Michael Marlo, William G. Meinch, Sol Levv, Chris G. Feucht, Joseph H. Goldstein, Lester Wildman and Fred Moran. For the unexpired term expiring in 1937, are James McCullough, I. Kraus, I. H. Klein, C. J. Hilbert, Thomas F. Tesauro,

Thomas H. Tesauro, Mrs. Helen S. Steers, Harold Kirsch, Jacob Reiben, Nathan Faber, Allan F. Kramer, George F. Kister, Fred Sindell and A. H. Weiss. For the unexpired term expiring in 1936, Arthur C. Fox, Moe S. Silberman, Thomas Bovilacque, I. Rubenstein, William F. Mangels, Walter H. Jeffords Jr., Charles A. Feltman, Pat Auletta, David Finkelstein, Victor A. Bonomo, Harry C. Meinch, Nathan Handwerker, Dr. Phillip J. Nash and George C. McCullough.

Discussed by chairmen of the various committees were the repairing of the Steeplechase Pier to restore its availability for the landing of excursion boats and providing of off-street municipal parking for vehicular visitors.

The overhead ramp on West 8th Street, leading from the B. M. T. railroad station to the opposite side of Surf Avenue, has been nearly completed. Another span for another exit to the Boardwalk will finish that job. . . . The Boardwalk from Stillwell Avenue to the Ocean Parkway is under repair and expected to be restored to use by the end of May. . . . James Onerata, manager of Steeplechase Park, is busy with a force of men getting the park painted and overhauled in time for the grand opening on May 19. . . . George F. Kister, partner with Chris Feucht in the operation of the Cyclone ride, has been ill at his Brooklyn home the last four weeks. . . . Louis Rifkin's Pokeno and penny pitch on Surf Avenue have been taken over by Don Hayes. . . . Lane's Irish House on the Boverly is being converted into a small theater for a variety show by Frank Carto and Murray Kaufman.

Biloxi Park Starts Okay

BILOXI, Miss.—Gulfport Amusement Park, owned and operated by Ken Davis, switched from weekends-only to full-weeks, operated on March 10 and reports indications of a strong season. Advertising consists of two spot announcements on Biloxi and Gulfport radio stations daily, painted signs on sides of city busses, and space in a publication that is circulated among hotels, motels and service stations between New Orleans and Mobile.

Spot has 10 rides and 10 concessions. It fronts on busy Highway 90 and has access to the beach.

Visitors have included the Alva Marriam family, of Marriam's Midway Shows; Frank Pepper, of Pepper's All-State Shows, and Floyd Shannon, Paul Deuissler and Frank Peckett, of Edmonton Beach Park, Edmonton, Alta.

Student Sale Looms Big at Denver Icer

DENVER—Students from nearly 150 high schools will help to swell attendance during the stand of "Ice Capades" at the Denver Arena this year, Horace Nash, manager, announced. Icer opens here Wednesday (24) for a five-day appearance.

Three years ago, Nash contacted 50 high schools, inviting the senior classes to spend their annual "sneak day" at the ice show. Since then, the turnouts have grown steadily and this year is expected to be the biggest yet.

The area covered has expanded to New Mexico, Kansas, Nebraska and Wyoming, and a total of 20,000 teen-agers are expected to come to Denver this year. Railroads and bus lines are running specials to carry the students to the Mile-High City.

Alabama Assn. Elects Summers

BIRMINGHAM—Christie W. Summers, Jasper, was elected secretary-treasurer of the Association of Alabama Fairs at its recent annual meeting of the organization in the Tutwiler Hotel here. He succeeds Marie Dickson, Huntsville, who refused re-election after serving three years in the job. Other new officers of the association, now numbering 24 accredited fairs, are J. D. Warren, Chil'ersburg, who succeeds Riley L. Hamby, Attalla, as president, and Mike Meaney, who takes over Warren's vice-presidency.

Convention speakers included R. H. McIntosh, manager of Alabama State Fair, Birmingham; Mrs. Lilly M. Alexander, State home demonstration agent, "Relationship of Fairs and Home Demonstration Agents"; D. S. Loyd, president, Alabama County Agricultural Agents, "Value of Fairs to Agriculture and Livestock Interest in the State"; C. H. Jackson, manager, North Alabama State Fair, Florence, "State Aid to Fairs," and Joe S. Foster, State Board Department of Agriculture and Industries.

Troy Hills Office Moved to Grounds

TROY HILLS, N. J.—Full-time offices have been opened for the first time by the Morris County Fair Association on its own grounds, South Beverwyck Road, Parsippany-Troy Hills, N. J. This is the first time that the fair association has not maintained offices in adjacent Morristown.

A planned principal feature will be an expanded horse show. The fair dates are August 20-25.

Forte, Joseph Gain Control Of Belle Vue in Manchester

LONDON—A major financial deal has both Belle Vue, the Manchester showgrounds, and Festival Gardens here, linked with a considerable amount of interests and voting rights being involved.

Sir Leslie Joseph, restaurant magnate Charles Forte and their associates, including those in Festival Gardens, gained control of Belle Vue for 220,000 pounds. Sir Leslie becomes board manager of Belle Vue, Ltd., in place of R. M. Dixon, who has retired, and Forte becomes deputy chairman. H. F. B. Iles remains as chairman.

Belle Vue in return gains "cer-

tain interests" of its new controllers.

Sir Leslie said there will be no immediate changes in Belle Vue, but that the first season's business will be studied with an eye toward improvement. The 68-acre location contains a major zoo, 30,000-capacity stadium, 7,000-seat King's Hall, which is used for circuses; amusement park, 600-foot-long exhibition hall, dance hall, and restaurants.

Forte's food businesses are capitalized at more than \$10,000,000. Sir Leslie became managing director of Festival Gardens in 1931, and was knighted in 1932.

BOOK REVIEW

Toledo Shows Highlighted By New Book

CHICAGO — "A Minstrel Town," by Toledo clubwoman Marion S. Revett, is first of all a salute to John H. Haverley, minstrel showman and theater owner, who got his start in her hometown.

From that starting point, she recalls Toledo's other roles in producing shows and showmen. The volume is divided into four sections: minstrels, theater, circus and local music.

Mrs. Revett makes no effort to compile a full-dress biography or formal history. Instead, many of the show people she calls to mind are treated only in briefest style.

The minstrel section makes mention of Barlow, West, Primrose, Field and other greats in the business, but only in passing. Haverley gets the most attention. The theater section similarly covers the Toledo stage history by telling of Joseph Jefferson's appearance and the stage successes of Toledo native sons.

Davenport, Suns

The circus section opens with an eight-page resume of national circus history that also includes mention of the earliest circus appearances in Toledo. The pages devoted to local people with circus connections mention William R. Ashe and William J. Ashe, Sam Roemer, John L. Davenport and John L. Davenport Jr., Thomas H. Hollis, Orrin Hollis, the McCree family, the Four Waltons; George, Gus and Peter Sun and a dozen more.

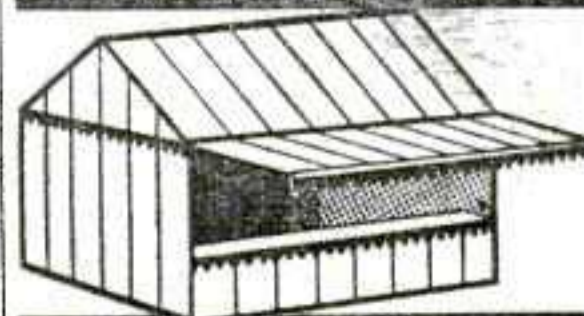
The Davenports, Hollises and McCrees could be a book-sized story by themselves, and the same is true of several in the minstrel section. But this book is the story of Toledo's shows and showmen and in that it does well.

Mrs. Revett would have written more about several of the people she has learned of, but she notes that apart from mere names in route books and payrolls there is no record of them. Names of acts are recorded, but there is almost nothing about the individuals who comprised many of these acts, she complains. Along with many others who have written about circuses, Mrs. Revett notes that while an abundance of material has been recorded and written about theater, music, literature and similar fields, little has been preserved about circuses or circus people.

"A Minstrel Town" is published by Pageant Press, New York, at \$4.50.—Tom Parkinson.

UNITY, Sask.—Charles Harrigan was elected president of the Unity Agricultural Society, succeeding O. B. Michael. Alvin Sword and John Coid are vice-presidents and Mrs. C. G. Carothers, secretary-treasurer. Annual fair will be July 18.

ANCHOR



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Regina Gives 'Opry' Unit Light Crowd

REGINA, Sask.—A Grand Ole Opry unit that played two performances in Exhibition Auditorium here Friday (6) drew a weak turnout of 620 customers for a gross of \$966. Prices were \$1.75 and \$1.50.

Date was a spur-of-the-moment one with practically no advance publicity. With side roads blocked by snow and mud, there were no rural customers.

Show was a strong one, promoted by J. B. Skarming, of Minneapolis, and featuring Ferlin Huskey, Red Sovine, the Carlisles, Cowboy Copas, Van Howard and the Hush Puppies. Unit made the date the hard way, driving up from Rapid City, S. D., and returning to Aberdeen, S. D., without a layoff.

Frog Jubilee Adds One Day

ANGELS CAMP, Calif. — The Calaveras County Fair and Jumping Frog Jubilee will run four instead of three days, with the event opening May 17, Carl T. Mills, secretary-manager, announced.

Mills said that Hilo Hattie and Her Hawaiian Troupe were signed and will appear in a two-hour show on Sunday, May 20. To accommodate the large crowd expected, four units of 1,000 seats are being installed. The seats are being placed on the hillside in front of the new stage. No charge will be made for seating, which will be on a first come, first served basis.

The Saturday night program will again feature a variety show, Mills added.

West Coast Shows are signed for the midway. This organization played the fair for three years and is returning after missing 1955, when Fair Time Shows, Inc., were featured. Also booked for the fair is Jim's Concessions, headed by Jim Omohundro, a well-known food concessionaire.

WINCHESTER, Va. — Bert Parks, TV personality, and Cyd Charisse, motion picture actress-dancer, will be featured in the annual Shenandoah Apple Blossom Festival here April 26-27.

More than 200,000 people are expected to attend the two-day celebration.

Display Order Listed for Ringling Show

NEW YORK — Twenty-six displays comprise the program offered by Ringling at its opening night show in Madison Square Garden. There were only two clown bits—female horse and Jung's G.I.'s—and less walkaround than in recent years.

The program follows:
1. Cage acts, with Trevor Bale working 10 tigers in the central ring, flanked by Paul Kritz with seven lions, and Albert Rix with six mixed bears. Each had props of a different color.

2. Clown walkaround.
3. Four aerial acts: Logano, contortionist; Rixos, unsupported ladder and featured; Delia Canestrelli, rolling globe aloft, and Antoinette (Bisbini), trapeze. All costumed in white and silver sequins.

4. Liberty horses: Charles Moroski with 13 in white livery in center ring, Gena Lipowski in outside ring with 10 in red livery. Moroski also does separate routines with a white, black and palomino, finishing with three-horse finale.

5. Short Clown walkaround.
6. Tonito in center ring on low tight and slack wire, flanked by Attalini, tight wire, and Naukos, unicycle.

7. "Mexicanorama" spectacle.
8. Three chimp acts, worked by Alphonse De Jonghe in the center ring, flanked by Ed Williams' and Victor De Jonghe's groups.

9. Clown soldier gag.
10. Alfred Burton, block balancing on ladder.

11. Clown fem horse gag.
12. Riding acts, with Justino Loyal troupe in center ring, flanked by Ilonka and Evy Karoly.
13. Takeo Usi, climb and slide on angled tight wire to balcony.

14. High school riding featuring Roberto de Vasconcellos. Also Miss Erika, Marion Seifert, Ilonka Karoly, and Nadia Houcke.

15. Hildalys, upside down unicycle and iron jaw.
16. "Say It With Flowers" spectacle.

Intermission
17. Miss Mara, heel catch, in center ring, flanked by the Sabre-Jets and the Falcons, flying return acts.

18. Clown walkaround.
19. Acrobats, including the Abbott Sisters, Whirlwinds, Fredonias, Rebertes, and Seguras (teeter-board).

20. Oliveras, bar act; Marilex Duo, plate spinning; and Bisbinis, Della Chiesas, and Adanos, jugglers.

21. Cordons, whip cracking and rope spinning.
22. "Ringling Rock 'n' Roll" spectacle.

23. Alzanas, high wire.
24. Dschapur and Rutha, balancing; Les Arturos, high ladder balancing; Three Canestrellis, foot balancing; Five Verdus, balancing on rolling globe, and Titos, bounce on head.

25. Four Nocks, swappole.
26. "Hoop De Doo" spectacle, finale.

Labor Day Cele Set at Casper, Wyo.

CASPER, Wyo. — This Wyoming city, long looked upon as the hub of a ranching area, this year will hold its first Labor Day celebration that will include amusement rides and other forms of entertainment. Card-carrying union members and their families now constitute half of the population of Casper.

Tom Packs Details West Unit Line-Up

ST. LOUIS—Tom Packs' Western circus unit will open in Texas City, Tex., April 27, under Shrine auspices. Date is to be followed by similar engagements in Galveston, Port Arthur and Beaumont, after which the show is scheduled for Northern territory.

New equipment has been purchased by Packs and building has been in progress at Gainesville, Tex. New equipment includes a 50-k.w. light plant.

Line-up of acts will include Captain Eddy Kuhn's mixed animal group, with lions, panthers and bears; Don Armando and Juan Guiterrez, wire; Portis Sims' Dogs and Ponies; Allen's Bears; Karrell and Kreisland troupes, Roman ladders; Tom Packs' Elephants with the Madisons; Duke family, juggling; the Coronados, rola-rola; Great Ricardo, aerial head balance; Gaona Troupe, comedy bars; the Samsons, aerial balance; an all-girl aerial ballet; Les Sylphides, iron-jaw with illuminated costumes; the Flying Hartzells; Walenda Family (9), high-wire act; and Rieta, sway pole with slide-for-life finale.

Hot Rods Set For American, Canadian Spots

NEW YORK — Hot Rod units are set for a number of American spots and Belmont Park in Montreal, Morgan (Mickey) Hughes announced this week.

A new 12-car unit will open at Belmont Park on April 27. The flashiest and most complete unit, which will be operated by Hughes and his partners, is scheduled for Seaside Heights, N. J. This unit will have 10 cars operating on 500 feet of paved track. An elaborate station, blinking traffic lights and animated figures, including traffic policemen, plus extensive landscaping, will build it into a top attraction, the operators feels.

A 10-car unit operating on a hard-top track has been installed at Ocean Park, Santa Monica, Calif. The Gardo Bros. will be operating a Junior Hot Rod unit on Surf Avenue at Coney Island, N. Y. Eight cars were delivered to Ed Carroll, Riverside Park at Agawam, Mass., last week. A new track is under construction there.

Jr. Unit for Nunley's
A junior unit is now ready at Nunley's Kiddieland, Bethpage, L. I. A six-car unit is slated for Olympic Park, Irvington, N. J. A unit has also been delivered to the new Kiddieland unit being built by Patty Conklin in Toronto.

Hughes and his associates will operate a Hot Rod unit at Rocky Glenn Park, Moosic, Pa. Hughes will also operate units for the Conklins at the Canadian National Exhibition and London (Ont.) Fair.

Joplin Kidspot Wins Over Rain

JOPLIN, Mo. — Threatening skies and sprinkles of rain failed to keep the Easter paraders from being on hand for the opening of Tinker Town in Schifferdecker Park here.

One little shower caused parents to take Easter-garbed tykes under protection, but many waited in cars until the sun shone again. Crowds held on until about 8 p.m. All tops and canvas have been kept in the barn for protection against high winds. A tornado slashed thru the district April 2 and did considerable damage in Joplin, but Tinker Town got past the blow without damage.

Clown alley will include Bozo Harrell, who'll also perform his specialty act; Chas Ed Lewis, Jeff Murphree, Brownie Gudath and others.

Christiansen Animals Open
Captain Jorgen Christiansen, with his "Storybook" mixed animal act and high-school horse, will open with the show and remain until June 1, when Kuhn joins.

C. W. (Bud) Hoeber, general manager of the Packs Enterprises, will be with the new unit, with Tom Packs and Jack Leontini making frequent visits.

Plans call for general representative Bob Stevens to be ahead of the show. Assisting Stevens with booking is Al Kayda. Bill Tumber has been signed as press representative and Frank Yaegel is billposter.

With Hoeber on the show will be Harry Hammond, as manager of show-owned concessions and auditor.

John Manko Starts
Karl Wallenda is equestrian director and with him will be John Manko with crew of prop men and riggers. Manko will remain with the new unit for the first few weeks and then join Packs' Eastern. Arthur Grotefent will be in charge of electrical equipment.

Show will carry organ, trumpet and drums, with trio augmented on big dates.

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Animals to Take Over World

• Continued from page 57

timer in the coverage of animal shipments is Bleichroeder, Bing & Company, whose Tom Hertzfeld has been familiar for many years with European suppliers. If you want to bring in some big-size beasts like elephants, rhinos or carnivores, it won't cost so much, but if you want small monkeys like the rhesus strain, the premium will run as high as 20 per cent of your valuation of the shipment, including the original purchase price and freight costs. If there are no losses en route you get a partial refund. Hertzfeld, who has nothing other than a paper knowledge of the shipment, may be at the docks at unloading time, just to see what condition the animals are in, which may affect future premiums on coverage you desire.

Generally speaking, the large animals, particularly the adults, are good insurance risks as they survive well and are not as affected as small animals by changes in handling, feeding and surroundings. Birds are as fragile as monkeys, which sometimes die off like flies during trans-ocean travel, it is noted, while snakes join the large animals in hardiness. Most flagrant cause of on-ship deaths in the past was shipping animals without experienced attendants, leaving the care of the shipment to ships' crews. Sudden air freight of animals also sometimes proved fa-

tal for they had no chance to adjust to changes. Both causes have become minimized over the years.

Altho competition among importers and better handling have cut costs and increased the supply of marketable animals, the lowering prices have been surprising in light of greater shipping expenses. Last year it cost \$360 to ship a baby Indian elephant from Calcutta, India, to New York, Handelaar observes. This year it costs \$500. Air freight is reportedly 10-20 per cent higher. Union regulations have sometimes forced importers to pay passage of an experienced attendant to accompany animals to America, rather than lay out required costs for required but inexperienced ships' crewmen.

Over-riding the cost of transportation has been a major triumph for dealers in zoo and circus inhabitants. While the appeal of the animal world has always been recognized by municipalities and showmen, there is a greater usage of animals now than in almost two generations. Prices have gone down and purchases up, which, the suppliers hold, makes for a welcome and stable market. End result is that the American public this year will see more numerous and varied animal collections in local zoos, and, if there is no local zoo, the public will not have to wait so long for a traveling collection to come to town.

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ARENAS & AUDITORIUMS

Feld Promotions Pack Halls, Fill Southeast Show Needs

By TOM PARKINSON

WHEN Nat (King) Cole resumes his Dixie tour, it will be for Super Attractions dates at Winston-Salem, Richmond, Norfolk and elsewhere. When Bill Haley and his Comets, rock and roll outfit, opens a string of 48 one-nighters April 20 at Hershey, Pa., it will be as a package framed and promoted by Super Attractions.

Headquartered in Washington, D. C., Super Attractions is a promotion office with some extra ideas. In operation for eight years, the organization of Irvin and Israel Feld has arrangements with approximately six major auditoriums and arenas by which the promotion outfit gets first refusal on any attraction coming to the buildings.

THUS, THE FELD BROTHERS provide a building with a full program of events—opera, wrestling, recording artists, package shows, ballet, musicals, legit, ice shows. Altho each agreement varies from the others, the Felds supply and promote the basic entertainment events. If another show is offered for a building in this half-dozen, the Felds have first claim on it. They may or may not take it, and if they don't the building is free to book it thru another promotion organization.

Most all-inclusive of these arrangements is that with the new arena at Winston-Salem, N. C. In that case, Super Attractions even operates the concessions and has virtually full authority about attractions playing the building. They okay all attractions but don't do the promotion on some.

Super deals with many additional buildings, of course. About 20 have some type of understanding with the Felds for booking attractions. When they decided on the Haley's Comets tour, for example, they knew at the outset that 20 dates were as simple as a phone call.

In some of these additional cases, Super Attractions deals with an auditorium board, sometimes it is with a building manager, and often it is with a local promotion man.

LOOKING AT IT FROM the other direction, the Felds go to show owners and producers with a ready-made route of six, 20 or more buildings in key spots in the East and Southeast.

The Felds have an exclusive for most of the East with Paul Gregory for his shows. They deal with "Ice Capades," buying from four to six weeks of that show's time each year. When Gene Autry comes into the territory, Super promotes about five dates. Lawrence Welk decided on a couple of Eastern appearances, contacted the Felds and the combination scored a sellout in Washington four hours after the first and only newspaper ad appeared.

Often the Felds book acts and build them into their own package shows. These units have featured most of the big names in record business—a field the brothers know well thru operation of the four Super Music Stores in Washington. These packages and some other Feld shows often have been booked thru close co-operation with the Arena Managers' Association.

The Feld operations, including Super Attractions and their operation for the government of Carter Barron Coliseum in Washington add up to a "fabulous" annual gross, in the words of Israel Feld. They expect to gross a million dollars with the Haley unit.

And the operation is likely to get bigger. Their taking responsibility for attractions has appeal for many auditorium boards and a number have asked Super Attractions to expand. Some requests are from cities that expect to build arenas in the next five years. And the Felds expect to take up the opportunities.

Arena Recap

NEW YORK SCHEDULES REVIVAL OF AUTO SHOW

NEW YORK—New York's annual auto show will be revived December 8-16 at the new Coliseum, it has been announced by William J. Cronin, managing director of the automobile manufacturers' association. Show last was held in New York in 1940.

GREEN BAY VOTES BONDS FOR NEW OPEN STADIUM

GREEN BAY, Wis.—Citizens voted to approve a \$960,000 bond issue here to build a new athletic stadium in order to keep the Green Bay Packers, pro football team, in town.

WALTER MABEE TAKES LA CROSSE BUILDING

LA CROSSE, Wis.—Walter P. Mabee, formerly at the Municipal Auditorium, Minot, N. D., has been named manager of the Mary E. Sawyer Auditorium at La Crosse. He succeeds Joe Givens, who has been manager of the Sawyer Auditorium since its opening about a year ago.

SPORTS SHOW UNDER NEW MANAGEMENT, TRIMS NAME

CLEVELAND—Annual Cleveland Sportsman's Show, formerly called the Mid-States Sports, Vacation and Boat Show, now is owned by Ohio Boystown and will be held

April 20-29 at the Cleveland Arena. Producer is Pat Patterson. Show will include Monte Blue; Ernie and Dot Lind, sharpshooters; Fabulous Marstons, archers; Johnny Risk, horseshoe pitcher; Sandy the Seal; Joan Salvato, casting champ; Zippy the Chimp, and retrievers.

Maley King Bros.

Continued from page 57
city park here again. The King show has wintered in Macon for nine years.

Western show moves on 28 trucks, with three more ahead. Top is a 110 with three 40s with a row of quarter poles. There is a combination side show and menagerie with hippo, polar bear, two lions, a bear, two hyenas and two elephants. Bert Pettus is to rejoin shortly with the other five elephants, which are making winter dates. A penguin walk-thru also is on the midway.

Trucks include the two ticket wagons from last year's King show, the former Rogers Bros. pole truck, and a canvas spool. One King show has the spool bought for King originally, while the other has the spool formerly with Wallace & Clark Circus. A number of the King Western trucks have been repainted.

Indian Point Prepares for May 19 Bow

NEW YORK — Indian Point Park will start its new season Saturday, May 19. The opening of the Hudson River shore spot, 40 miles north of here, is timed to coincide with the operations of the Hudson River Day Line, whose excursion boats make regular, daily stops at the funspot.

Operator E. D. Kelmans said that operations may be somewhat limited on weekdays, depending on the weather and other factors, until the weekend preceding Decoration Day when all park units will go into full operation.

An extensive booking program has been under way for several weeks and the results, measured in terms of boat charters and bus groups, are reported well ahead of the same period a year ago. Heavy mailings of promotional literature have stimulated interest in new quarters, Kelmans said.

Tom McLaughlin

Continued from page 57

70 with three 30's. Other tops are a Side Show and two pits.

Personnel includes Mrs. Angel Moore, treasurer; George Bell, superintendent of concessions; Me Hougen, concessions manager; Dorothy Turner, office, mail and The Billboard; John J. (Shorty) Lynn, general superintendent; Marie Loter, music; Wanda Moore, front door; Ted Wilson, Side Show manager; J. L. (Jockey) Foster, brigade agent, with two men.

Other staffers are John D. Foss, press; Kelley Swim, canvas; Dick Loter, Side Show canvas; William Rawls, painter; Mike Moore, purchasing agent; Doc Sherwin, 24-hour man; Jack Turner, legal adjuster; Blondin Ward, equestrian director; Jack McClaskey, banners; Alice Wilson, pony ride; Happy Hanks, Snake Show; Newman Noah, ring stock; Sabu Cherro, elephants; Donald Nelson, transport and lights; Dianne Allen, aerial ballet; Shorty Lynn, reserves; Mrs. Blondin Ward, wardrobe, and E. Seibert, Paul Bejano, Happy Hank and Kelly Monroe, clowns.

St. Louis Jubilee

Continued from page 57

restaurant, which will accommodate 500 at tables and 200 at a bar. German-type band will play for dancing.

Major attraction on the grounds will be the spectacle show to be offered on an outdoor stage. The pageant, which will deal with the history and growth of the St. Louis area, may be headed up by a name attraction and will include a large cast of singers, actors and dancers in addition to local talent, Stern said. The show will be produced by James V. Russo, and written by playwright Norman Zeno.

In addition to buildings to house commercial exhibits, a model farm typical of the Midwest area, will be built to form the nucleus of the agricultural and livestock exhibit. Daily judging of livestock and farm products is scheduled.

Signing of the contract with the National Park Service clears the way for construction. Contract will be awarded soon for six major buildings, roadways, landscaping, sanitary facilities, front gate, decorative pylons and alteration of an existing warehouse to house non-revenue-producing institutional exhibits.

THE FINAL CURTAIN

ALSOBROOK—Mrs. Laura, 67, mother of Robert Alsobrook, secretary of Mound City Shows, April 6 in Pacific Mo. Death came as the result of injuries sustained in an auto crash.

ANDERSON—Charles E., 41, veteran concessionaire, recently in Mobile (Ala.) City Hospital of a kidney ailment. During the past 10 years he worked with Wallace Bros., Raney and Sunset shows. Survived by his widow, Margaret, a son, Peter; his parents; seven brothers and three sisters. Burial in Maple Hill Cemetery, Hibbing, Minn.

CASS—Walter Ray, one-time tent show operator, recently in Veterans' Hospital, Iowa City, Ia. Since his retirement from show business several years ago, he had been employed in training race horses at stables in various parts of the country, most recently in Florida. Burial in La Harpe, Ill.

During his own many years in show business he had worked with Wallace Bros., J. J. Page, Gold Medal, World of Pleasure, Majestic Greater and various other shows. Survivors include three other sons and a daughter, all of Cincinnati. Burial in Spring Grove Cemetery, Cincinnati.

RETTINGER—Cecelia, circus fan, at Long Lake, Minn., February 22. Surviving are her husband, J. H. Rettinger, and five children.

TAPPAN—Frank Harvey, 70, veteran showman, April 4 in San Antonio. During his many years in show business he had trouped with many mud shows, med shows and various carnivals.

TRACY—Glen, 72, painter of circus pictures, April 11 of pneumonia and a heart ailment in Sarasota, Fla., winter quarters of Ringling Bros. and Barnum & Bailey Circus. (Details in Circus section.)

WEINTRAUB—Samuel B., veteran concessionaire, April 5 in Memorial Hospital, Corpus Christie, Tex., of a cerebral hemorrhage. For more than 45 years, he had worked on Rubin & Cherry, Cetlin & Wilson, Don Franklin and various other shows. Survived by his widow, Hazel, Richmond, Va., and three brothers, Rabbid Abraham Weintraub and Joseph Weintraub, both of Brooklyn, and Max Weintraub, Washington. Burial in Scarsdale Memorial Park, Corpus Christi.

IN MEMORY OF
Harold Clippard
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SADIE EMSWILER

GAUTSMIT—Jules (Desvall), 86, former animal trainer and member of an old performing family, April 11 at his home in New York City, 223 West 52d Street. He had small animal groups on the Ringling circus, at fairs and at the New York Hippodrome. A native of Tilberg, Holland, he produced pantomime shows in Sweden for several years before coming to America. After retiring 15 years ago he operated a riding academy in Islip, N. Y. Survivors include his widow and three sons: Joe Novelle, who has a bookle act; Max, a New York pooler, and Nolly Tate, who also has a dog act. Burial in Pinelawn Cemetery, Farmingdale, N. Y.

HARDY—Jack, widely known outdoor showman, March 29 in St. Anthony's Hospital, St. Petersburg, Fla., of a heart ailment. Survived by his widow, Kathryn.

ISSER—Mrs. Phil, wife of the general manager of I. T. Shows, Eastern carnival, at their Brooklyn home April 8. (Details in Carnival section.)

JOHNSON—Mrs. Mary L., 79, who trouped for a number of years with her daughter and son-in-law, Mr. and Mrs. Johnny Green, on Majestic, Prell's Broadway, Lawrence Greater and other carnivals, April 10 at her home in Etowah, Tenn., after a lengthy illness. Surviving are two daughters, four sons, 16 grandchildren and 12 great grandchildren. Burial in Etowah, April 12.

LOBB—Walter Harry, carnival concessionaire and advance man known as Happy, recently in Portland, Ore. Survived by his widow, Effie Mae; five stepchildren, Mary, Helen, Eva, Alfred and David; 14 grandchildren, one great-grandchild, and a brother, William Bradshaw.

POOLE—R. G., 89, former concessionaire and father of Forrest O. Poole, owner and manager of Gladstone Exposition Shows, April 8 in Good Samaritan Hospital, Cincinnati.

Carnival Routes

Send to
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- Amusements of America: Lexington Park, Md.
- Beam's Attractions: Franklinton, N. C., 19-28.
- Becht, Lee: (Liberty & John) Cincinnati, O.
- Belle City: (N. Trenton & Capitol) Milwaukee, 20-29.
- Big City: Etowah, Tenn.
- Borderland: Copperas Cove, Tex.
- Burke, Harry: (Fair) Litcher, La., 19-23.
- Burkhart: Poplar Bluff, Mo.
- Byers Bros.: Trumann, Ark., 20-21.
- Capell, Doc: Hope, Ark., 19-21; Gardon 23-25.
- Capital City: Dawson, Ga.
- Central States: Great Bend, Kan., 23-28.
- Continental: Kingston, N. Y., 26-May 5.
- Crafts Expo.: Ventura, Calif.
- Drago Amusements: Kokomo, Ind., 26-May 5.
- Drew, James H.: Marmet, W. Va.
- Dumont, Gainesville, Ga.
- Dyer's Greater: Jacksonville, Ark., 17-May 5.
- Empire State: Taft, Tex.
- Frame's Greater: Wesleyville) Erie, Pa., 20-28.
- Franklin, Don: San Antonio, Tex.; Corpus Christi 21-29.
- G. & B. Rides & Shows: Ravenswood, W. Va.
- Gentsch, J. A.: Pascagoula, Miss.
- Gladstone Expo.: Escalante, W. Va.; Holly Springs 23-28.
- Gold Medal: Beckley, W. Va.; Asheville, N. C., 23-28.
- Hale's Shows of Tomorrow: Kansas City, Mo.
- Happy Attractions: Newark, O., 22-28.
- Heller's Acme: Little Ferry, N. J.; New Milford 23-28.
- Hill's Greater: Albuquerque, N. M.
- Hottel, Buff, No. 1: Alexandria, La., 16-22.
- Ken-Penn Amusement Co.: McKeesport, Pa., 23-28.
- Majestic Greater: Murfreesboro, Tenn., 17-26.
- Marion Greater: East Spencer, N. C.; Sparta 23-28.
- M. D. Amusement: Hazleton, Pa., 25-28.
- Midway of Mirth: Blytheville, Ark.
- Midwest: Yerington, Nev.
- Mighty Interstate: Marietta, Ga.
- Moore's Modern: Silsbee, Tex.
- Nolan Amusement Co.: Zanesville, O.; Springfield 23-28.
- Norton's Rides: Elk City, Okla.
- Oklahoma Expo.: Atoka, Okla.
- Page Combined: Wadsworth, N. C.
- Pan American: Lake Charles, La.; Monroe 23-28.
- Penn Premier: Danville, Va.
- Perry, Jack J.: Chester, Pa.; Clifton Heights 23-28.
- Raley Bros.: Charleston, S. C.
- Reithoffer, Uley: Berwick, Pa., 20-28.
- Rocky Mountain Empire: Grand Junction, Colo.
- Royal's Jack. Amusements: Vidalia, Ga.
- Schafer's Just for Fun: Liberty, Tex.
- Siebrand: Clifton, Ariz.
- Southwest Amusements: Belen, N. M.; Duranes-Albuquerque 23-28.
- Star Am.: Kensett, Ark.
- Stephens, C. A.: Aragon, Tex.
- Strates, James E.: Washington, D. C., 19-28.
- Sunset Amusement Co.: Excelsior Springs, Mo., 26-May 5.
- Sugar State: Raceland, La.
- Sylvester: Gastonia, N. C.
- Tatham Bros.: Clinton, Ill., 21-28.
- Thomas Joyland: Williamson, W. Va.
- Tidwell, T. J.: Lampassas, Tex.
- Tinsley, Johnny T.: Greenville, S. C.
- Tivoli Expo.: Joplin, Mo., 21-28.
- Tropical Midway: Maxton, N. C.
- 20th Century: Whitney, Tex.
- United Expo.: Metropolis, Ill.
- United States: Morganton, N. C.; Lenoir 23-28.
- Virginia Greater: Suffolk, Va., 18-28.
- West Coast No. 1: Merced, Calif.
- Wolfe Am.: Woodruff, S. C.

Ice Shows

Holiday on Ice: New Orleans, La., 17-22; Lafayette 23-27; Baton Rouge 28-May 1.
Holiday on Ice (European): Hamburg, Germany, 17-29.
Ice Capades of 1956: Kansas City, Mo., 17-22; Denver, Colo., 24-29.
Ice Capades International: Marlon, O., 17-22; Rochester, Minn., 24-30; Lubbock, Tex., May 3-11.
Shipstads & Johnson's Ice Follies of 1956: Milwaukee, Wis., 18-22; Winnipeg, Man., 24-28; Spokane, Wash., May 1-7.

Miscellaneous

Hiller's Personal Armored Car, Jack W. Burke, Mgr.: Coatesville, Pa., 17; Trenton, N. J., 18-21; Newark 22-25; Paterson 26-28.

Customs Delay Wallenda Props

SARASOTA, Fla.—Baggage of the Great Wallendas has arrived here after being delayed in leaving Colombia, South America, where the troupe appeared with Circo Royal Dumar some weeks ago.

Change of administration in Colombia delayed the customs office. When the equipment was cleared Sunday of last week (8), Pan American Airways dispatched a special plane to carry it to Miami, where a custom house remained open after hours to process the luggage, rigging and other equipment.

Carl Wallenda said that Al Velasco, show owner, not only carried out all parts of his contract, but also aided in getting clearance for the equipment.

Orlo Rahn, Davenport, Ia., writes that Paul Kelly had three elephants there recently to play a supermarket's opening. Ads for the store claimed they had everything for sale, even elephants. The bulls were priced at \$3,499.95 and \$3,999.95 for the stunt.

BIRTHS

BELL—A daughter, Barbara Ann, to Mr. and Mrs. Louis A. Bell April 3 in Miami. Father is concessionaire on the World of Pleasure Shows.

Reed Stunter Tours Mexico

MONTERREY, Mexico—Bill Reed's Jimmie Lynch. Death Dodgers opened a two-month tour of Mexico here recently with an estimated 8,000 people out for the bow.

The jaunt will cover much of the country with two weekend stands in Mexico City, Reed announced. The tour is being sponsored by Goodyear Tire & Rubber Company and the Dodge Motor Company.

Despite advance preparations, the troupe was held up for five hours at the border and was a half hour late in arriving at the Stadium here.

Paramount Fires First Atom Bombs At Texas Events

TULSA—Paramount Fireworks Tulsa last week introduced its feature for the 1956 season—simulated atom bomb explosions—at the Brownwood (Tex.) Diamond Jubilee Celebration in Abilene, Tex. Both events ran April 9-14.

Fred Herrin, pyro and general manager of the pyro firm, reported the bomb stunt was enthusiastically received by spectators at both events. A. D. Hefley supervised the firing in Brownwood, with Wallace Turner handling the show at Abilene.

Circus Routes

- Beatty, Clyde: Anaheim, Calif., 17; Hemet 18; Riverside 19; Redondo Beach 20; Santa Monica 21-22.
- Carson Tex: Meeker, Okla., 17; Blanchard 18; Alex 19; Cement 20; Binger 21; Hinton (mat) 22; Watonga 23.
- Cristiani Bros.: Huntsville, Ala., 17; Fayetteville, Tenn., 18; Murfreesboro 19; Lebanon 20; Springfield 21; Hopkinsville, Ky., 23.
- Davenport, Orrin: Duluth, Minn., 17-21; Grand Forks, N. D., 23-28; Winnipeg, Man., May 5-12.
- Hagen Bros.: Stillwater, Okla., 23; Drumright 24; Pawnee 25; Bartlesville 26; Vinita 27; Webb City, Mo., 28; Baxter Springs, Kan., 30; Coffeyville May 1.
- Hamid-Morton: Pittsburgh, Pa., 17-21; Altoona 23-28; Montreal, Que., May 5-12.
- Kelly-Miller: Hugo, Okla., 22; Paris, Tex., 23; Greenville 24; Garland 25; Grand Prairie 26; Waxahatchie 27; Terrell 28; Mineola 29; Gladewater 30; Mt. Pleasant May 1; Clarksville 2.
- King Bros. Eastern: Newport, Tenn., 17; Erwin 18; Abingdon, Va., 19; Marion 20; Pulaski 21; Staunton 23.
- King Bros. Western: Athens, Ala., 17; Columbia, Tenn., 18; Gallatin 19; Glasgow, Ky., 20; Campbellsville 21; Danville 22.
- Mills Bros.: Jefferson, O., 21; Hubbard 23; Alliance 24; Midvale 25; Canton 26; Ravenna 27; Bedford 28; Lorain 30; Wooster May 1; Ashland 2; Mount Vernon 3; Zanesville 4; Westerville 5.
- Tom Packer Western: Texas City, Tex., 27; Beaumont 28; Galveston 30-May 1; Port Arthur May 1.
- Polack Bros. Eastern: Akron, O., 17-21; Austin, Tex., 25-28; Phoenix, Ariz., May 4-5.
- Polack Bros. Western: Tacoma, Wash., 19-21; Sacramento, Calif., 26-May 6; Santa Rosa 7-8.
- Ringling Bros. and Barnum & Bailey: New York, 17-May 13.

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APRIL 21, 1956

CONVENTION TOPICS

Picnics, Rock-Roll Discussed in N.E.

BOSTON—Rock and roll music and booking of industrial outings were two of the major topics discussed before the recent annual convention of the New England Association of Parks and Beaches, at the Parker House. Of noticeable interest were the reflections of A. M. Brown, operator of Buckeye Lake (O.) Park, where company picnics run as high as 25,000-30,000 in attendance.

"You don't have to have a large park to do this," Brown pointed out in his talk on new angles in booking picnics. The keys, he stressed, are heavy solicitation of both unions and management groups, and a firm price policy. If the park makes any concessions, he said, it can price itself right out of business.

Buckeye Lake's most successful gimmick has been the courtesy card, of which some 350,000 were given out last season. Brown has the cards printed with a chosen firm's name before even making a sales approach. Report was that many firms were impressed with the scheme and went for it on the strength of the special cards.

Each card bears a jackpot drawing number, plus a combination ride rate. Sponsoring companies come up with suitable award prizes.

Hourly Dodgem Rate

Brown gets an hourly rate from groups for use of Dodgem or Scooter-type cars. This runs \$3 per car per hour, with a minimum of five hours and a maximum of seven. He manages to clear the park of picnickers to allow the night crowds to enjoy themselves by announcing all rides must be closed for inspection after seven

hours running time. This not only does the job, but impresses patrons with the park's safety.

Buckeye Lake encourages patrons to bring their own lunches and provides large picnic groves for their convenience. Park sells coffee at cost, and all drinking fountains have ice water. Other items stressed by Brown include use of the best possible free acts, in belief that a large segment of the public comes to see the acts, also keeping customers occupied by offering constant promotions such as beauty and drum majorette contests.

The park men also heard from disk jockey Bob Clayton of WHDH and John Dineen of Hampton Beach, on rock and roll music and its effects. Dineen said ballroom operators are forced to take stock of the situation as regards this type of music. If adopted at the sacrifice of traditional dance styles, he noted, it might cost twice as much to operate, since stricter supervision would be necessary over teenagers, and the probable need of two bands.

Urge Limited Use

The consensus was that rock and roll element cannot be ignored completely or part of the younger set would take their business elsewhere. A suggestion was that operators adopt a limited usage of rock and roll, with the hope of gradually introducing the younger element to traditional styles.

Otto Weber, secretary of the National Association of Ballroom Operators, reported growing use of name bands in the Midwest, and said a rebirth of concentrated name band activity was likely to occur in New England.

Activity Gets Under Way at Ocean Beach

NEW LONDON, Conn.—Weekend operation at Ocean Beach Park, municipally owned funspot, got under way Sunday (15). The part-time operation will continue until Friday, May 25, when daily operations will commence.

Ride units owned and operated by the C&F Amusement Corporation are the Tilt-a-Whirl, Octopus, Ferris Wheel, Rolloplane, Little Dipper, Sky Fighter, Kiddie Auto, Merry-Go-Round, Boat and Airplane. The group also operates the boat concession, which includes rowboats, canoes and watercycles. The rides are operated under the direction of Everett Richardson.

The ride operating group recently was awarded a new three-year contract by the city. Richard Coleman, a partner in the operation, predicted a good season.

Park Slated For Spot Near Schenectady

SCHENECTADY, N. Y.—Alton H. Durfee this week outlined plans for his new venture, Tawasentha Park, being readied for an early opening midway between Schenectady and Albany on 55 acres. For the first season, 25 acres will be in use, with the remainder in reserve for future development.

Three hundred feet of frontage on Normanskill Creek will provide swimming facilities. Three picnic groves are laid out, each with tables and fireplaces. Patrons will pay a nominal parking fee; there will be a free gate.

Durfee expects to operate one all-inclusive food and refreshment concession rather than a number of small ones. He is booking a large Ferris Wheel, kiddie Merry-Go-Round, miniature train, pony ride and other units suitable to this type of operation. Concessions will include shooting gallery, archery, and others.

Disney Buys Swiss Ski-Lift

SUN VALLEY, Idaho—Fred A. Picard, member of the resort staff here, has revealed that Walt Disney is buying a ski-lift for use at Disneyland.

Picard represents the chair lift division of Von Roll and Iron Works of Switzerland, maker of the device. For Disneyland each chair, seating two people, will be enclosed in a plastic bubble. It will be called a Sky Ride and will be installed at a cost of about \$250,000, according to Picard.

Paducah Kid Spot Opens; Adds Train

PADUCAH, Ky.—Carlton Watkins opened his Kiddieland to excellent crowds despite cool weather March 31. Spot, called Funland, has added an MT miniature train this year. Other rides are a Ferris Wheel, two airplane rides, Auto Ride and Merry-Go-Round.

Watkins also operates a roller rink at the park.

DICK GEIST:

Constant Modernization Is Two-Way Park Proposition

By RICHARD GEIST
Rockaways' (N. Y.) Playland

A KNOWN fact is that store fronts and interiors are point-of-sales elements of importance: They attract, they stop, they sell. With this in mind, Playland has created attractive and modern stands to help concessionaires sell their wares and games, thus creating profitable businesses and satisfied patronage.

Ocean-front real estate is unquestionably among the most valuable in the world, and the successful amusement center can



GEIST

take advantage of this if the ultimate in improvements is offered. The public now demands healthful, clean and attractive parks, and still not tolerate slums or poorly developed areas. Lean-to's, penciled signs, and debris-littered beaches have gone the way of the nickel frankfurter and beer. During the Gay 90's, amusement parks were far ahead of the architectural atrocities of their time, and today it is so easy to rest on our laurels in deceptive complacency.

We think our modern offerings but scratch the surface. We have replaced our poorly-designed-and-executed structures with stone, steel, Formica, splendid cabinetry and modern electric installation, under direction of a central Art Department. Herman Huseby, our art director, is versed in many fields of art schooling and theatrical work, and is given free reign in usages of paint, ribbons, feathers—the full range of materials, including lumber and concrete.

RESULTING FROM THIS artistic outpouring is a panorama of delightful midway features, all backed by top quality construction elements. Going along with this is the elimination from the public mind of any distasteful stigma surrounding an amusement park operation. We find that the materials available today, while relatively expensive to buy and apply, have their virtues. They need never be painted, are always clean and fresh in appearance and have almost limitless life.

Amusement parks, in our policy, have become a specialty business with public acceptance. We need only recall our own large amusement areas which undersold and degenerated, were declared a menace, and were lost to us thru public condemnation and turned by the city into beautiful beaches, parks, highways and playgrounds.

THIS EXPERIENCE, WE realized, was our own fault for failing to modernize. It opened our eyes and led us into a vast improvement program.

Playland is certain that the error of the past will not be repeated. Our modern and sleek structures have been envied not only by the public, but by others in our industry as well. This constant spending of improvement money works two ways for all amusement parks. It avoids municipal criticism, and it keeps the customers coming back year after year. It works best, however, if there is a continuing effort to improve. While we realize that we are far from perfect, we have an objective at Playland and we feel that every season finds us drawing closer to it.

Small Business Admin. Refuses Bowen Appeal

FITCHBURG, Mass.—There is no change contemplated to make Small Business Administration loans available for financing recreational or business facilities, it has been learned from Washington. The disclosure came about in an exchange of notes between Henry Bowen, president of the National Association of Parks, Pools and Beaches, and Wendel B. Barnes, administrator of the SBA's loan policy board.

Bowen, operator of Whalom Park here, had appealed for a relaxation or modification of the SBA's policies in order that the park business and other forms of amusements be included for loans.

Barnes replied, in part, as follows:

"Please be advised that our loan policy was established pursuant to the requirements of the Small Business Act of 1953, as amended, and that all of the provisions thereof were formulated after very serious study of all of the many problems

presented to us. I can assure you that your suggestion has heretofore been made by many other operators of recreational and amusement facilities. The recommended exception has been given very careful consideration by our Loan Policy Board on several occasions; but it has been consistently determined that the questioned prohibition should not be eliminated or modified. Under the circumstances, I do not believe that your proposed visit to Washington would serve any useful purpose.

"Please rest assured that I am very sorry this agency cannot be of assistance to the members of your association."

Bowen had written emphasizing the important place that outdoor facilities hold in recreational activities of young and old alike. He stressed the many 100-year-old amusement businesses in operation and the high character of the industry in general.

"Many parks," he wrote, "are financially strong, but others just starting require financial assistance, the same as any other legitimate enterprise. It is rather startling to find out they cannot qualify for assistance under your administration. I urge you to give serious consideration to change this regulation as to make members of our industry eligible for these loans."

The appeal closed with Bowen's offer to go to Washington for any necessary conferences on the matter.

Philly Toboggan Cars at Riverside

NEW YORK—An article in the March 31 issue wrongly stated that Riverside Park in Agawam, Mass., is taking delivery of two new coaster trains from National Amusement Device Company. The trains will come from the Philadelphia Toboggan Company.

Detroit's Edgewater Adds Coaster Trains

DETROIT — Edgewater Park reopened for the season on Friday (13), following extensive reconstruction after the New Years fire which destroyed the Arcade building, Dodgem ride, and part of the Roller Coaster. The park will operate nightly for the remainder of the season, rather than just weekends, Manager Milton Wagner said.

Important new attractions include a Twister, installed by Earl Ingalls, of Goldwater, Mich., and a Roundup, installed by Harry Stahl, who has several other rides in the park. Stahl also has replaced equipment on his Hot Rod Race Track, importing 12 new cars from Germany to take the place of those which burned in December.

Jack Dickstein, past president of the Michigan Showmen's Association, has taken over as lessee of games concessions in the park, a post he held several seasons back. No new construction in this department was undertaken this year, Wagner said.

A new animal grind show will be an attraction at the park this season, operating from a semi-trailer.

The Roller Coaster loading platform and brake area have been reconstructed since the fire, and an elaborate new front installed. Work on the Coaster is still in progress, scheduled for completion in about two weeks.

Two complete new Coaster trains are being installed, each having four cars with three seats to a car, by National Amusement Devices Company. This is understood to be an innovation in Coaster operation, with special noise-reduction wheels, and enclosed noise-reduction tops. Quietness is important in view of the park's location close to a residential area. Cost of rebuilding is estimated at \$35,000.

ROLLER RUMBLINGS

Chi Skate Co. Awards Go to Greeley School

GREELEY, Colo. — Tuitions valued at \$1,275 and a cash prize of \$100 have been put up by the Chicago Roller Skate Company and its vice-president, Joseph Shevelson, for a contest to be held in conjunction with this year's American Skating Institute to be held August 7-18 at Warnoco Roller Rink here. Both amateur and professional skaters and rink operators will be eligible to compete in the contest, which has been broken down into three categories: (1) the best idea for promoting and selling roller skating in a community, (2) the best idea for building larger and better roller skating instruction classes, and (3) the best photograph showing roller rink skating as clean, wholesome fun. In categories 1 and 2, three tuitions will be given for first place, two for second place and one for third place. In cate-

gory 3, two tuitions will be given for the best photograph and one will go to the second place winner. The \$100 cash prize and two tuitions will go to the contestant submitting the best ideas in all three categories.

Three men who are well known in skating circles have been chosen as judges. They are Victor J. Brown, Newark, N. J.; Fred A. Martin, Fort Lauderdale, Fla., who has done much for roller skating's progress in the last 20 years, and J. W. Norcross Sr., Warnoco owner.

Field Narrowed in J-A Queen Contest . . .

BROOKLYN—Despite a day-long downpour that turned into snow, 130 of 400 entrants turned out Saturday night (7) for the 16th annual New York Journal-American skate queen contest at Mike and Sonny Durante's Empire Roller-drome. The field was pared to 70 for Saturday night (14) finals at the same rolly by judges Hillie Merritt, Miss Rheingold of 1956; Vi Koch, publisher of Skating Reporter, and J.-A. sports scribe Bill Love.

Altogether, 21 rinks and two New York high schools, Theodore Roosevelt in the Bronx and Brooklyn Tech, sent standard-bearers. A bus from Shore Roller-drome, Neptune, N. J., was canceled due to the weather, but nine Shore girls made it via private cars.

Skate queen awards are an all-expense Furness Line luxury cruise to Bermuda, set of Chicago Gold Medalist precision skates, Bulova wrist watch and Durante trophy for the winner, plus Chicago-Hyde shoe skate outfits or Bulova watches for lovelies picked down to 12th place.

New Operating Policy At Fordham, Bronx . . .

BRONX, N. Y.—Public skating on three evenings and two afternoons, plus private Catholic Youth Organization sessions at other times, is the new policy at Fordham Palace here where Frank Singleton is new manager. According to Singleton, regular public periods are set for Wednesday, Friday and Saturday evenings and the matinees for Saturdays and Sundays.

CYO sessions will be under parish auspices, with parents admitted free as spectators. The sked calls for grammar school youngsters to have exclusive use of the rink Tuesdays, 3 p.m. until 6, and to skate along with teen-agers on Wednesdays, 3 p.m. to 6, and Thursdays during the same hours. Grammar schoolers are also being admitted on Saturday morning from 10 until 12:30. Adults get in on Tuesday evenings by themselves, on Thursday nights with the teens and on Sunday night, which is reserved for family groups. According to CYO spokesmen, youngsters under 18 must be accompanied by parish leaders over 21 at all evening sessions. Churches and parochial schools in Manhattan, the Bronx, lower Westchester and Staten Island are co-operating.

Babb's Opens April 20 At Southwick, Mass. . . .

SOUTHWICK, Mass. — Roller skating tees off April 20 at Babb's

Amusement Park here. Skating sessions have been set for Friday, Saturday and Sunday nights and Saturday and Sunday afternoons.

Sholes' Lakeside Starts 19th Season . . .

SOUTH COVENTRY, Conn.—Sholes' Lakeside Casino has started its 19th season of roller skating. Schedule calls for public skating on Wednesday, Friday and Sunday nights thru the summer.

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FAIRS-EXPOSITIONS

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THE BILLBOARD

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APRIL 21, 1956

Mineola Returning To September Run

NEW YORK — The Mineola Fair is going back to September operation, having operated for the last few years in October with the resultant loss of some attendance due to late-season evening coldness. Hours of the event will remain at 1-11 p.m. daily, but gate prices will be modified.

The old fairgrounds in Mineola held a September operation for decades until they were left in favor of the Roosevelt Raceway grounds. Harness racing in recent seasons forced the fair to hold off until after racing meets, pushing it back a month. A successful amalgamation of racetrack and fair dates this season allowed for the change in dates, manager Charley Bochert said this week.

New dates are September 8-16, Saturday thru the following Sunday, as usual. Last year's dates were October 9-17. Another change will be made in admission prices, which last year were 50 cents alike for young and old. This year the fair will get a quarter for kids under 12 years of age. Adult admission has not been decided yet but there will likely be an increase.

Children of Nassau and Suffolk public and parochial schools will be admitted free on Friday, education day.

Contract to Be Let

The midway contract will be awarded shortly, Bochert said, at a special meeting of the directors. As in 1956, when a collection of Hamid acts performed before the grandstand, there will be no charge for that phase of the entertainment.

The earlier dates, Bochert noted, will allow a greater range of agricultural exhibits since the October event came too late for many exhibitors to show their best products. It is expected that attendance will also go up due to the warmer weather.

A new layout will be used at the track this year since the south end will be barricaded during construction of a new racing plant. Layout will be arranged shortly on study of engineers' plans of available ground. In 1957 there will be a new grandstand containing two floors designed with fair exhibit space in mind. The first floor will contain 24,000 square feet of rentable area and the upper deck, 18,000 square feet, it was reported. The present grandstand offers some 15,000 square feet.

Construction of the new racing plant will begin any day, as soon as Governor Harriman signs the enabling bill.

Old Locomotive Exhibit Set For Pomona Run

POMONA, Calif.—The Los Angeles County Fair, to be held here for 17 days starting September 14, will be under the banner of "A Pageant of Progress," and feature under its broad scope a collection of antique railroad locomotives, C. B. (Jack) Afflerbaugh, president and general manager, revealed.

The locomotives to be shown will be antiquated pioneer types as well as the large freight haulers. The engines will weigh from 55 to 325 tons.

Five on Grounds

Five of the locomotives are now on the grounds with the sixth to be added. Among them are a geared contraption used in early day logging in Northern California, a narrow gauge unit, made in 1903 and used in the New Mexico mines, a historic switch engine which helped to build the Santa Fe lines in 1880, a high-wheeled passenger train engine and a huge Southern Pacific freighter with a third cylinder beneath the boiler. Union Pacific will supply the final engine to the collection.

The display is being arranged by the Railway and Locomotive Historical Society organized in 1921. The association has about 1,500 members today and headquarters are in the Baker Library of Harvard Business School. A Southern California chapter was formed two years ago and has 50 members.

The problem of a suitable location for the locomotives was solved when Afflerbaugh proffered the use of a section of suitable sidetracks in the fairgrounds. The site is easily accessible and is expected to serve as an outstanding attraction for the more than 1,000,000 visitors to the fair.

Summersville, W. Va., Names School Head Prez

SUMMERSVILLE, W. Va.—Thomas Dotson, local school principal, has been named president of the Nicholas County Fair. Dennis Dorsey was named vice-president and Mrs. Jessie Hume was re-elected secretary-treasurer.

ED SCHULTZ:

Tight Gate, Grandstand Manned by Pros Pays Off

By ED SCHULTZ

Secretary, Nebraska State Fair, Lincoln

A TIGHT gate and grandstand operation manned by trained professionals has proved profitable in more ways than one at the Nebraska State Fair.

First, and most important, it substantially increased grosses at all points supervised. Secondly, it eliminated any concern by management over the traffic flow, and in addition did away with minor arguments that occur anytime an admission is charged and tickets are handled.

In 1950, the first year we used a professional service—in our case the Pinkerton organization—the grosses from the outside gate showed a \$22,125 increase over the previous year and auto parking receipts jumped \$2,627.

True, attendance both at the fair and the grandstand was bigger than in '49 but not that much bigger.

In the following six years we had from 23 to 27 agents working the fair and we believe they played an important part in increasing our outside gate revenue a sizable 5 per cent and our grandstand receipts by 10 per cent.



SCHULTZ

THE SERVICE SOLVED A PROBLEM that had been bothering us for several years prior to 1950. The fair, in the years directly after World War II, had steadily increased its attendance both at the front gate and grandstand. Yet, receipts did not show a proportionate increase.

Before taking the step, we wondered what the reaction would be when our patrons encountered the staff of uniformed attendants. The reaction was good and the results even better.

CRITICISM JUST DIDN'T DEVELOP. The majority of the people attending a fair expect to pay their way. Minor arguments became so infrequent, they no longer presented a problem.

We now use the service at the outside gate, the grandstand, the horse show and wherever attendance warrants it. The use varies with the program.

To sum up, the increased efficiency has cut down gripes and squawks and has upped the take over the entire operation.

We wouldn't think of going back to the old system.

COMPLETES STATES' AVE.

Rhode Island Okays Eastern States Bldg.

SPRINGFIELD, Mass.—Governor Roberts of Rhode Island has signed a bill passed by the State Legislature approving the allotment of funds for the construction of a State building on the grounds of the Eastern States Exposition here.

Completion of the structure, planned in time for this year's event, September 15-23, will complete the fair's famed Avenue of States with each of the six New England States being represented.

The Avenue of States building program was started in 1918 when the Massachusetts Legislature passed a bill authorizing the construction of a building. Similar action was adopted by Maine in 1923, Vermont in 1927, New Hampshire in 1930 and Connecticut in 1939.

An artist's conception of the proposed building indicates that the structure will stick to the colonial architectural pattern which identifies each of the other five State buildings. The sketch indicates that the building will have two floors and approximate the others in over-all size.

Efforts to secure the participation of Rhode Island, smallest of the New England States, on this plane had been made for a number of years and bills similar to the one that was passed were introduced on several occasions.

Jack Reynolds, general manager, also announced that contracts had been let for the construction of new food and beer concession stands. A number of old structures, lacking uniformity and somewhat haphazard, were torn down after last year's fair as part of this refurbishing and rebuilding plan. A new grandstand entrance, which will be flanked by some of the eating concessions, is included in the plan.

North Battleford, Sask., Sets Plant Improvements

NORTH BATTLEFORD, Sask.—Projects planned by the North Battleford Agricultural Society this year include a new piggery at the fairgrounds, improved toilet facilities, addition of washing facilities for cattle entries, a new house for the grounds caretaker, a new entrance to the grounds and considerable painting.

Kentucky Names Reeves Mgr. Of New Plant

LOUISVILLE—Clyde Reeves, 43, assistant to the president of Stephens College, Columbia, Mo., this week was appointed executive director of the new \$15 million plant of the Kentucky State Fair here. J. Dan Baldwin, fair manager, will continue in that position under Reeves and both will operate under the fair board.

Reeves headed the Kentucky Revenue Commission from 1939-'41 and 1948-'52. In 1952 he left to become a vice-president of Bankers Life & Casualty Company in Chicago and from there moved to Stephens College.

Reeves was also an administrator of UNESCO in Paris, director of revenue survey for Guam, budget consultant for the Legislature of Alaska, fiscal consultant for the Virgin Islands, president of the National Tax Association, president of the Association of Tax Administrators and for a time was general manager of the Louisville Transit Company. During World War I he saw service with the Coast Guard.

47 New York Annuals Set 1956 Dates

ALBANY, N. Y.—Forty-six fairs will operate in New York this year and be attended by approximately 2,000,000 persons, according to an announcement by the New York State Department of Agriculture and Markets.

The season will get under way July 18 with the Yates County Fair, Penn. Yann. The circuit will be in full swing without a break until September 22, the closing date of the Dundee Fair. The State Fair, Syracuse, will operate September 1-8.

The third full week in August again provides the most popular dates for fair managements. Nine county and town fairs have been selected this week. The preceding week is almost as much of a favorite, with eight fairs scheduled. Seven are taking the last week of that month.

A growing desire to cash in on Labor Day attendance is seen in the scheduling of six fairs to include that holiday.

Camp Back As Napa Mgr.

NAPA, Calif.—After an absence of 21 years, Tom Camp has returned to the fair business as secretary-manager of the Napa District Fair here. He was appointed to the post to fill the vacancy created by the resignation of Lowell Edington.

Camp was the first secretary-manager of 25th District Agricultural Association when it was formed in 1935. Appointment of Camp, a past Exalted Ruler of the local Elks, former member of the city advisory board, and one-time manager of the Napa Fruit Company, was announced by George Moskowitz, president of the association.

Tenn. Events To Vie for Assn. Awards

MEMPHIS—The Association of Tennessee Fairs this year will adopt a program of awards for fairs in the State, it was announced at a recent meeting here of officers, directors and representatives of the State Department of Agriculture.

Three awards will be given, standard, superior and champion. They will be awarded in four classifications, community, county, district and divisional. In order to qualify for any particular prize, the fair must make application and show that it had achieved certain goals. Final judging will be done at the association's annual meeting early next year.

Those at the meetings included Jack Vinson, Newport, president of the association; P. G. Crooks, Jamestown; N. C. (Newt) Myers, Nashville; G. W. (Bill) Wynne, this city; Kenneth Larkey, attorney; D. B. Carter, Dyersburg; Oscar Farris, Nashville; Mrs. Maude Atwood, Chattanooga; Buford Ellington, commissioner of agriculture and his assistant, W. F. (Red) Moss; Mrs. Frank Stallings, Trenton; Roy McPeak, Decaturville, and W. J. Huddleston, Cookeville.

GAC-H Talent Line-Ups Set For 17 Annuals in West

NEW YORK—Talent programs for 17 fairs stretching from Ohio to the West Coast have been set by GAC-Hamid. While revue productions, plus acts, will be used by several of the events, names backed by several of the firm's newly devised package shows will be featured at most.

The fairs and their talent, as announced by Joe Higgins, GAC-Hamid exec, are: Wellington (O.) Fair, August 22, Four Freshmen, Buddy Morrow and his orchestra, plus three supporting acts. August 23, Midwestern Hayride.

West Union (Ia.) Fair, August 23, Kiddie Kapers. Sioux Falls (S. D.) Fair, August 20-26, revue with 18-girl line; Sanger, Ross and Andre; Jackie Jay, Yokoi Troupe, the Great Veno and specialties.

Mariners at Dayton Dayton (O.) Fair, September 1-5, the Mariners on Sunday, Midwestern Hayride on Tuesday, and Hollywood Sky Rockets, Hibbert, Byrd and LaRue, Mellino and Hollis, and Bradford's Border Collies.

Morrison (Ill.) Fair, August 16, TV Discoveries. Seymour (Wis.) Fair, August 3-5, the Mariners, Terry Sisters, Scampi with Jinx the Chimp. Pogo the Boxing Kangaroo, Two Luvas, Dieter Tasso, Elsa and Waldo and the Goetschi Brothers.

Nashville (Tenn.) Fair, September 17-22, revue with Sanger, Ross and Andre; Jackie Jay, Yokoi Troupe and the Great Veno. Superior (Wis.) Fair will use the same revue and acts August 14-18 with the Midwestern Hayride on August 19.

Hayride Bookings

Oscalosa (Ia.) Fair will have the Midwestern Hayride on August 6-7. Fairmont (Minn.) Fair gets the same package on August 10.

Dallas Lists 83G Premiums

DALLAS.—State Fair of Texas will award \$83,150 in premiums in the livestock department for the 1956 exposition, October 6-21, and \$8,778 in the women's department.

Biggest piece of the livestock premium total goes to beef cattle classes, \$24,000 for Aberdeen-Angus, Brahman, Hereford, Santa Gertrudis and Shorthorn cattle.

Dairy cattle, Guernsey, Holstein-Friesian, Jersey and Milking Shorthorn breeds, will get \$17,000.

Premiums totaling \$12,140 are allocated for horse shows, including quarter horses, Palominos, Shetland ponies and the open cutting-horse contest.

Swine Get \$7,020

Swine get \$7,020, sheep \$5,029 and Angora goats \$1,324. There will be a special herdsman award of \$550.

This gives the fair's Pan-American Livestock Exposition a total of \$67,763 in premiums.

Remainder of the livestock money goes to the Junior Livestock Show for dairy animals, steers, pigs and lambs, a total of \$15,387.

The Dallas fair dropped its open barrow show for 1956 in favor of expanded classes for breeding swine.

The premium book for the Women's Department lists 760 classifications in nine divisions, with premiums broken down as follows: Needlework, \$3,187; art, \$930; designer-craftsman, \$832; hand-painted china, \$504; miscellaneous arts, \$944; foods, \$400; home frozen foods, \$350; antiques, \$726; hobby collections, \$535. The Rose Show offers an additional \$380.

West Union (Ia.) Fair will have the Kiddie Kapers unit on August 23.

Del Mar (Calif.) Fair will have TV Discoveries, featuring Russell Arms and Eydie Gorme, plus four additional acts and a name band, July 4-8. The same package is set for the Spokane (Wash.) Fair, August 22-26; Yakima (Wash.) Fair, September 26-30 and Fresno (Calif.) Fair, October 6-11.

Set for the Indiana State Fair, Indianapolis, August 30-31 are Pat Boone, the Mills Bros., McGuire Sisters and other acts. September 1-2, Tennessee Ernie, the McGuire Sisters and the Mills Brothers, plus other acts. Jan Garber and his orchestra will play both shows.

Du Quoin (Ill.) Fair will have Pat Boone, plus acts, on August 27-29; Dorothy Collins, plus acts, August 30-September 2, and Tennessee Ernie, plus acts, September 3.

Del Mar, Calif., Inks Circus, Stage Program

DEL MAR, Calif.—Hollywood Theatrical Agency, headed by Jo and Newton (Carolina) Brunson, will produce both the Don Diego Super Circus and five days of the grandstand shows at the Southern California Exposition, which opens here June 29 for 10 days, Paul T. Mannen, secretary-manager, announced.

The circus attraction will run for the full 10 days. Brunson said the line-up is not yet complete. Signed, however, are the Black Brothers, comedy; Pinky Jackson and chimps; the Silhouettes, high act, and the Bounding Barretts, trampoline.

The afternoon and evening grandstand shows to be produced by this theatrical office, which has had the contract for the past five years, will feature Jerry Fielding and orchestra; George Wong Troupe; the Brux Cellos, balancing, and the Frank Wheeler Marimba Trio, June 29-30. Doye O'Dell and His Western Varieties are set for July 1 and Lawrence Welk and entertainers for two days starting July 2.

The GAC-Hamid office will supply acts for the remaining grandstand shows, which will be July 4 thru 8, inclusive.

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LEONARD BROS. IN GET-READY RUSH

LONDON, O.—Leonard Bros. Circus is taking final shape in quarters here in preparation for opening April 21. Acts have been signed and staff personnel is on hand. A delegation of performers and staffers is scheduled to come from Sarasota this week.

Acts with the new show are to include Hugo Schmitt with a mixed animal act comprised of an elephant, zebra and guanaco; Roy Bible, chimps and dogs; George and Marguerite Barton, Liberty and menage horses; Dolores Wieks, dogs and ponies; Wenester and Pricilla, juggling and slack wire; Mauricio and Julie Droggett, juggling and trampoline; Josef Herrman Duo, hanging perch and Riskey; Theresa Morales, heel and toe catches; Sanchez Sisters, bounding rope, single trapeze, foot revolve and acrobatic novelty; the Nationales, trampoline; Cal and Torchy Townsend, cradle trapeze and revolving ladder, and clowns Archie Silverlake, Zeke LaMont, Emma Duke and Chico. There will be a concert.

Love Has Wagon

Arthur (Hard Times) Leonard is owner and manager. Wallace Love has the office wagon, while Raymond Duke and George Cole are in advance. George Griffin has the bill car, for which paper is on order with Central Show Print and dates

CFA to Meet On Mills Show

JEFFERSON, O.—Ohio members of CFA will hold their State convention in conjunction with the opening of Mills Bros. Circus at the Ashtabula County Fairgrounds in Jefferson Saturday (21).

More acts are arriving daily. The big top will go up Monday (16), so practices can be held in the tent.

John Creamer, of Ashtabula, is honorary chairman of the dinner to be held after the opening performance. Circus fans, the press and circus officials will attend. The Rev. Robert George, of Ashtabula, will give the opening performance benediction.

Clevelander Jack Cort, a newcomer, and George Hodgdon, with the show in 1953 and '54, have joined the press staff.

Rink Wright Names Acts For Omaha Shrine Show

OMAHA—Make-up of the performance for the Shrine Circus, to be held April 18-22 at City Auditorium, was announced last week by producer Rink Wright.

Major acts include Jules Jacot's cats, Tom Packs' elephants; Jack Joyce's camels, llamas and zebra; Wallenda Troupe, high-wire, and the Flying Deislars.

Wright's program shows:

Grand entry; Tony Ridola and Bozo Harrell, clowns; Jules Jacot, lions and tiger; Acro-Stylites and Craighton and Juanita; clowns; Six Carlindas, iron jaw; Allen's Bears, Antonucci's Chimps and Mary's Dogs and Ponies; the Roberts and the Selons, trampolines; clowns; Les Bons, the Karrells and the Valentine Sisters, balancing.

The Rudynoff Ballerina Horses;

are coming from Neal Walters Corporation. William Maack is 24-hour man and purchasing agent.

Roy Bible will have the Side Show. Cy Murray presides at the cookhouse. Boss canvasman is John Lewis. Cal Townsend will be the announcer and equestrian director. Props will be handled by Richard (Red) Vigo, and Curly McNeil will be electrician. George Riddle is to have the front door. Ray Haddix is the mechanic.

Show is being built around the former Fred J. Mack Circus equipment, which includes a nearly new top, 70 with one 40 and two 30's. Rolling stock has been replaced and augmented, and among the new trucks is the office wagon. The light plants have been replaced. Cookhouse is feeding 15 people in quarters, where Townsend has been directing construction.

APRIL MEANS OPENINGS

Canvas Shows Start; Season in High Gear

CHICAGO—Under-canvas circus season comes to life this week, as most of the middle-ranking shows get under way. While a few shows opened earlier and a couple will wait until later, almost all American circuses are going into action some time this month.

Ringling-Barnum kicked off April 4. Both King Bros. Western and King Eastern got started April 7. George W. Cole Circus opened April 11, followed by Tex Carson Circus on April 13. The National Circus Museum opened that day, too.

Ring Bros. opens April 15. Three shows—Hunt Bros., Mills Bros. and Leonard Bros.—launch their tours on April 21. Kelly-Miller starts on April 22. Hagen Bros. opens April 23. Tom Packs Western starts on April 27, and on that day Clyde Bros. starts its first major stand of a new season. Beers-Barnes Circus opens on April 30.

Such shows as the two Polack units, Orrin Davenport and Hamid-Morton have been operating since mid-winter. Clyde Beatty Circus, Cristiani Bros., Rudy Bros. and Benson Bros. have been in action

clowns; the St. Leon Troupe, teeterboard; Portis Sims' Liberty ponies; the Luvass Sisters, aerial, with 12 web girls; Packs elephants, worked by James and Jo Madison; clowns; Johnson and Owens, Noble Trio and Two Voleras, bar acts.

Jack Joyce's camels, zebra and llamas; the Wallenda Troupe (9), high-wire; clowns, and the Flying Deislars (3).

Clowns are George LaSalle, Joe Coyle, Lew Christensen, Percy Rademacher, Tony Ridola, Jim Snell, the Two Bakers, Bozo Harrell and Clyde Evans.

Wright is producer and director. Jimmy Lee is announcer. James Hayes has the props department. Shriner Keith P. Lately has the band.

Ringling Route Set to Philly; Agents Inactive

NEW YORK—Ringling Bros. and Barnum & Bailey Circus still has not contracted for its route beyond Philadelphia, and despite this the show's contracting agents are being held inactive in New York.

Normally, the show has contracted stands many weeks ahead by now. George Smith and Leon Pickett, contracting men, are here. General Agent Paul Eagles also is in New York.

The show offered William J. Lester his former post as contractor this week. However, it is understood that he was turning down the offer. He is one of the most experience contracting agents in the business but has been off the road since leaving R-B a couple of seasons ago.

for several weeks. Other shows are yet to be heard from.

Cristiani Wins In Ga. Houses

AMERICUS, Ga.—Cristiani Bros. Circus has come out of a stretch of weak towns to score big business again. The show had capacity business at West Palm Beach, Key West and Bainbridge, Ga., earlier.

At Moultrie on Wednesday (4) the afternoon show was half filled and at night there was a three-quarters house. One of the best recent days came at Americus on Friday (6), when the afternoon crowd was near-capacity and the night house was near-full. Rain continued until afternoon and worse weather was predicted but didn't develop that night.

Show is winning abnormally good comments from newspapers and others along the route.

At Anniston, Ala., Cristiani Bros. was coming Wednesday (11) and King Bros. Western was due Thursday (12). Billing by both shows was heavy.

Glen Tracy, Circus Artist, Succumbs

SARASOTA, Fla.—Glen Tracy, noted painter of circus pictures, died here Wednesday (11) at the age of 72 in winter quarters of Ringling Bros. and Barnum & Bailey Circus. Death was caused by pneumonia and a heart ailment.

A resident of Cincinnati since boyhood and a student of the Cincinnati Art Academy's Frank Duveneck, Tracy and his wife sold their New Richmond, O., home in December, 1951, and moved to Sarasota. Since then he and Mrs. Tracy had traveled with most of the major circuses. During the winters he painted from the sketches he made on the circus lots. It is said he once refused \$2,500 for his painting, "Clown Alley."

Surviving is his widow, Mimi. Burial took place in Sarasota.

Beatty Business Better; Cisco to Stay to May 23

SAN DIEGO—Duncan (Cisco Kid) Renaldo has extended his tour with the Clyde Beatty Circus for another month. And the show's business perked up on its trek here for four days which ended Sunday (15).

Renaldo will leave the Beatty show, where he is co-starred with Clyde Beatty himself, May 23 in Sacramento. Renaldo said that by that time the circus will have played its California engagements. He had planned to leave Monday (16).

Business for the show was poor in the Los Angeles area, where the second matinee in Hawthorne Friday (6) was canceled. In East Los Angeles for two days the show pulled a quarter house matinee and about a 20 per cent crowd at the evening performance Saturday (7). Sunday's shows on the same lot were not even that good.

Santa Ana Scores

The spurt in attendance started Monday (9) when the show had a quarter house matinee and built to a three-quarter evening show. Santa Ana the following day gave the circus what an official said was the largest crowd since Los Angeles, where it closed a 12-day stand April 1. For this date the show had near capacity for matinee and a strong three-quarter night performance. The matinee in Escondido on Wednesday (11) ran about a 60 per cent house.

As the circus train pulled into Downey from East Los Angeles, a flat car carrying the office wagon and cookhouse was side-swiped by a switch engine. The circus equip-

Emmett Kelly Booking Dates

CHICAGO—Emmett Kelly, apparently giving up plans to appear with Ringling-Barnum circus this season, is dickering for other engagements.

National Circus Museum, which opened Friday (13) at Charleston, S. C., reports that it has signed Kelly as a feature attraction.

Aut Swenson, Thrill Show operator, said in Springfield, Mo., that he planned to sign Kelly for fair dates in August. Kelly also is slated for TV appearances and club dates.

Out of the Ringling show at AGVA's insistence, Kelly had planned to stay only thru the first several stands anyway, according to reports.

Hamid-Morton Contracts Charlotte; Buffalo Up

HARRISBURG, Pa.—Hamid-Morton Circus has added to its route a three-day stand for the Shrine at Charlotte, N. C., May 24-26.

At Buffalo (2-7) Hamid-Morton grossed about \$17,000 more than last year's producer, according to Col. Bob Morton, and the Shrine there has decided to continue the annual.

The Buffalo business was hurt by a blizzard which struck while a full house was watching the Saturday afternoon show (7). Night business consequently was nothing. Other days, however, brought business that totaled about \$90,000. Morton said the Shrine's figures showed that the advance sale was \$60,000 last year and \$50,000 this time, but that the door sale was

ment was not damaged and there were no injuries. There was no delay in the train's arrival.

May Cut Price

Renaldo's reconsideration and decision to remain with the show gave indication that Beatty will not add a rodeo concert at least until late May. Both Beatty and Renaldo announced in Los Angeles that the Cisco Kid would leave the show because his TV sponsor objected to his participation in a paid concert.

It was also reported that a reduction in matinee prices is being considered. In Los Angeles, tariff was \$1.50 for adults and 75 cents for children for general admission. Reserve seats were \$1.35 with no cut for kids.

Harrington's Puerto Rico Show Closing

PONCE, Puerto Rico—James Harrington's Gran Circo Panamericano closed its Puerto Rican season here April 12, and performers were returning to the U. S. this week.

Show included the Therons, cycles; Dede Dawn, contortion; George Lerch, wire; Jimmy O'Neil, barrels; Gautier's Dogs and Ponies; Bob Top and Lorine, perch skating; Slivers Johnson, comedy car; Flying LaMars; Tex Allen, impalement; Mendez Troupe, high-wire; and Charles and Mamie Baker, Marvin Eck and Slivers Johnson, clowns.

At San Juan, March 1-22, the show opened to strong houses, drew lighter business at mid-run and then returned to turnaway for the wind-up. A week at Arecibo was hampered by rain, but business remained good. Show played Ramey Air Force Base two days and Maya Guez six days before coming to Ponce.

Marvin Eck was hit by a bullet while walking on his high stilt downtown and sustained a broken arm. At the air base, canvas was loaded with help from Air Force tractors and cranes. Troupers took up skin diving while in the island. Anthony Kasmar, who doubled as an announcer, was slightly injured when his cloud-swing cable broke. Frances Butler was organist. Ted Allen nicked his knife-act partner with a blade, but the injury was superficial.

\$13,000 in 1955 and \$40,000 in 1956. On Thursday (5) the afternoon show packed 14,000 into the 10,500-seat auditorium, Morton said.

Mary Atterbury was injured and out of the Marilee flying act, but she continued with the show. Meanwhile Searl Simmons, of the Simru Duo, is substituting in the act.

The Flying Hartzells and Iral Watkins' Chimps have been added to the program.

Morton said that Harrisburg, Pa., was even with last year on its advance sale but that the membership sale was running ahead. From Pittsburg the advance sale was reported at \$83,000. The show has signed to return to Washington in 1957.

BE A
Gagster
SEE PAGE 82

UNDER THE MARQUEE

By TOM PARKINSON

From the Cristiani show, Barbara Fairchild writes that Nick Bengor and Pete Floyd are getting the top up by 11 o'clock most mornings. . . . Billy McCabe was rushed to a hospital for an emergency appendectomy. Pneumonia followed, but he is doing okay now. . . . A live snake was found in Harry Dann's serpentina trunk. . . . Edson White is drummer in the band again this season. . . . Nick and Kenny Newton flew to Canton, O., to get the first group of Diano animals for the show. Others will be sent when weather is warmer. . . . Paul M. Conaway visited. . . . Pat and Tom Walker visited, and the Oscar Cristianis returned to Maco., Ga., with them for a visit. . . . Lucio and Belmonte Cristianis visited Arnold Malley's King Bros. Circus. . . . Visiting Cristianis Bros. were Mrs. Malley, Mrs. Lee Hinkleley, Carlos, Don McIntosh and Butch Cohen, all of King Bros., and Benny Fowler. . . . A new CFA tent at Shreveport, La., has been named for the Cristianis Family.

The J. L. Flinchpaugh, St. Joseph, Mo., snake farm and pet shop operators, have purchased the site of the Pony Express Reptile Gardens there and have moved into the new quarters. . . . Phil D. Phillips Jr., Spencer, W. Va., visited Ringling in Sarasota. . . . The rich find of jewels found in the effects of the late Dolly Varden turned out to be worthless.

Raymond Aguilar, band leader with the Gran Circo Americano in Costa Rica, writes that he is using 10 musicians. Business is good.

Roxy Engesser, who again is ahead of the Jungle Rat Exhibit, visited the Gil Gray Circus several days to see her sister, Gee Gee, and her new Alaskan Husky act. A new lead dog was flown in from Alaska, giving the act nine.

Rays' Circus Revue, with the Reuben Ray Family, has been playing industrial shows around Canton, O., and expects to be at Bill Green's bird and animal farm again this summer.

Christian Pageants, film promotion unit, is playing Paducah and Mayfield, Ky., and Dyersburg and Union City, Tenn., this week. Charles Cuthbert, agent, is leaving to rejoin the Kelly-Miller Circus. James Crabtree also is leaving to go with Kelly-Miller. E. J. Floyd, producer has Chutney A. Farrington replacing Cuthbert. Ahead of the show are W. G. Phillips, Paul Reynolds, Mrs. E. J. Floyd, and others.

Justus Edwards prepared a new edition of the Polack Western program, which is in use at West Coast stands. . . . Three Goetschies will be on Ed Sullivan's TV show April 22, and the Luvus Sisters will be there April 29. Both were set by A' Dobritch.

Fritz Dude completed a year's run with a theater unit and now will free lance clown at fairs. . . . John M. Kelley, former Ringling attorney, appeared on TV in Milwaukee for an hour to discuss the plans for a World Circus Museum at Baraboo.

A Rodeo Road show grounds at Los Angeles may be lost to circuses in the future. Company which owns it announced it would not be rented any more. Ringling-Barnum has used the lot.

Acts at the Richmond (Va.) Grotto circus thru April 8 were: Gardens' Dogs and Ponies, Irma's Dogs, Captain Eddy Kuhn's wild animals; Buck Leahy and Miss Bedell, contortionists; Torriellis, Lib-

erty horses; Billy Barton, cloud swing; Happy Holmes, table rock; Bedell Troupe, teeterboard; Miss Fetchon, neck loop; Betty Pasco, traps; Arlene Duo, perch; the Spar-tonettes, ladders; Kuda Bux; Frank Cook, high wire; Laflotte Duo, skates; Spatron Trio, wire; Wilfred Mae Trio, and Jimmy Cole's Elephants. Harry Cooke was manager.

The Paul Conaway family, Maco, Ga., is vacationing at Miami, Havana and the Bahamas.

Clyde Beatty Circus is circulating a new program booklet which has stories about Clyde Beatty, Duncan Renaldo and others. Photos show most of the acts.

Ballet girls on the Ringling show in New York are: Renate Bleckette, Lynne Brent Mildred Chambot, Lea Cohen, Joyce Evans, Adel Graham, Ruth Haurilla, Jeanne Harris, Anna Hermesen, Alberta Hines, Patricia Hines, Marjory Hill, Inge Hoppe, Frances Kubick, Evelyn Kent, Charlotte Kora, Jean and Joyce Kuhn, Isabel Logano, Encarnacion Llaguno, Ann Mace, Ursel Muller, Madeline Parcell, Gladys Rimmer, Margaret Smith, Audrey Smith, Jere Stevens, Stephanie Thompson, Jackie Toliver, the Nine Uyeno girls, Christa Haupt, Margo Margas, Rosa Wong, and Josephine Wirtz. . . . Juggling

MOST IN YEARS

17 Acts Crowd Side Show's Stage in N. Y.

NEW YORK — The Ringling Side Show has its largest array of attractions in recent seasons, with 17 on hand for the Madison Square Garden date. The unit is again managed by Bobby Hasson, aided by Charles Christian, and the admission price on the road will stay at a straight 50 cents for young and old.

Several attractions are returning to the R-B midway this season, in addition to a half-dozen who have not been on the show before. Latter group is given as William Whiteman, fire worshipper; Great Keno, magic; Paul Beckley, lighting scenic artist; Ella Mills, fat girl, and Felix Silla, Italy's smallest man.

Remaining from 1955 are Sadie Anderson, piano girl; Glenn Pulley, thin man; Frieda Pushnik, armless-legless girl, Harold Smith, musical glasses; Kurt Schneider, small man; Doll Family, midjet group, and Senorita Josephine (Carmen), snakes. Returnees from previous years include Joe Allen, human corkscrew; Betty Broadbent, tattooed woman; Alex Linton, sword swallower, and Gilbert Reichert, giant.

David Naeole heads the following Hawaiian group: Ilima Sylva, Janet Hirshman, Marie Alazeer, Aloa Naeole, Gene Falkenburg, Arthur Burghardt, and Elizabeth Burghardt.

Hasson's staff includes Walter Paul, inside manager; George K. Dunn, lecturer; Thomas Lamascus and Robert Milbauer, ticket takers; Donald Smith, bally expediter; Robert Brazil, sound technician, and five ticket-sellers: Charles Christian, Norman Roberson, Roy Wilson, Ted Poole, and Selwyn Savage.

New Ringling program booklet has a gray, green and red cover painted by Vertes, designer of this year's production.

clown Dave Malcolm has been working with the Peggy Bridge Marionettes and Le Roy the Magician around New York for the second season.

Joe Basile has rejoined Hamid-Morton Circus as bandmaster and will be on hand for the remainder of the season. . . . Harold J. Conn, with circuses for 36 years, is now superintendent of Jack Davis Amusement and Show Properties at Bay City, Mich.

Hugo, Okla., auto dealers have had a field day as Kelly-Miller people prepare for the season. Among those buying new cars, trucks or station wagons have been the Obert Millers, the Kelly Millers, the D. R. Millers, Guy Schmuck, the Freddie Logans, the John Longs, the Mocks, Sid Stevenson, Pete Smith, the Alphonse Loyals, Frank Ellis, and Art Miller. Pete Smith's car is air-conditioned. The Longs bought both a car and truck, and the D. R. Millers also have a new trailer.

Frank (Dutch) Luley has completed 10 weeks of sports shows and will open in May for his fifth season at Steeplechase Park, Coney Island.

The Flying Siegrist will end a six-month tour of South America April 16 at San Jose, Costa Rica. They will play parks and fairs for Harry Cooke, of Cooke & Rose. Helen Siegrist has earned much publicity in South America as the only woman doing a double somersault blindfolded.

Show musicians around the country are wondering what will happen when the stringed instruments used in this season's Ringling band are exposed to rain and ruddy lots.

Johnny Fulghum, car manager for the National Circus Museum, and Allyn Pierson, biller, visited Nick Bozini on a unit from the James E. Strates Shows at Savannah.

Acts at the Dallas Sports and Vacation Show included the Ash-ton, Risley; Whiz Kids, unicvles; Winston's Seals; Rudy Cardena, juggler, and Leon Smith's Great Dames.

Working Paul Jung's soldier gag in Madison Square Garden are Saluto, Prince Paul, Freddie Freeman, Red Conkola, Myron Orton, Harry Nelson, Walter Geist, and Al Schwartz.

MILLER BROS.' CIRCUS WANTS

Capable Phone People for all season's work—30% to 35% paid daily—Towns set—phones in. JC's police, Lions, Firemen, Shrine, Circus acts, contact us as per Billboard routes.

PHONEMEN
Must be able to sell Banners. I want these 2 Men to stay with me 50 weeks out of the year. You will have a good job. You must be able to sell Banners and Programs.
ELMER YATES
ROOM 511, MUTUAL BLDG. RICHMOND, VA.
P.S.: This is a Country and Western type show, sponsored by the police. We use very top talent available, through the one and only source in the United States. No collect calls.

BENSON BROS.' CIRCUS
NEED PROMOTIONAL DIRECTORS
If you can't stay sober, stay where you are. WANT FOR BIG SHOW — Boss Canvasman, Working Men, Mechanic. Address: Daytona Beach, Fla., 17; Palatka, 18; Keystone Heights, 19; Valdosta, Ga., 20; Blackshear, 21; Jesup, 23; Savannah, 24; Beaufort, S. C., 25; Charleston, 26; Marion, 28; Fayetteville, N. C., 30.

*** Wanted for ***
MILLS BROS.' CIRCUS
3 PROMOTIONAL MEN
With Telephone Crews
Must be ready to start work NOW and stay all season. If you are broke, cannot use you. Write or wire full details, stating when you can be reached by phone.
NOW Telephone JACK MILLS
Jefferson, Ohio, Ashtabula County.
After April 21 per route in Billboard.

PHONEMEN
Radio-TV Programs
M. KAPLAN—"KAPPY"
A. H. FISH
Phones open in Warren and 304 Youngstown Terminal Bldg., Youngstown, Ohio

WANTED—A CARNIVAL
FOR
AMERICAN LEGION
4TH OF JULY CELEBRATION
AMERICAN LEGION POST 76
French Lick, Ind.

(2) PHONEMEN (2)
Circus Deal, Fire Dept. Sponsor, 2nd Annual. U.P.C.'s and Banners. If you can sell and conduct yourself as a gentleman, call 42514, Lancaster, Pa.
SHELLEY "BUD" SNYDER
Full season's work for right men.

3—PHONEMEN—3
V.F.W. Encampment Program. Male or female. Pay daily. Deal just starting. If you drink, stay away. Call
JACK SIMPSON
Between 9 and 12 A.M. or 1 and 4 P.M. daily, Clay 1280, Louisville, Ky.
No collect, please.

TELEPHONE SALESMAN
25% Commission.
Tickets, Banners and Program. National organization working all counties in New Jersey all year round.
Call NORMAN
81getow 3-7400

HUNT BROS.' CIRCUS
OPENING BURLINGTON, APRIL 21st
WANT AT ONCE
3 combination Billers who drive. Boss Canvasman for Big Top. George Foster wants Banner Man (Jack Wilson, contact). Can also place other useful People.
Phone: Florence, N. J. 7-0492

PHONEMEN
Must be sober and experienced. Draw if qualified. Year round work, plenty leads.
Phone: Vernon 2-1267
St. Louis, Missouri
(No Collects Accepted)

PHONEMEN
24 spots in N. C. State-wide deal.
The Red Menace Show.
Phone: Hickory, N. C., 39882

PHONEMAN WANTED
Strong sponsor. UPC's and banners.
Call BOB MANN
98-5559, Richmond, Va.
P.S.: Dick Boyes, coll.

GIVE TO DAMON RUNYON CANCER FUND

(6) PHONEMEN (6)
KEDAR KAHN GROTTO CIRCUS
Syracuse, New York
UPC's—Banners—Block Tickets. We open on the 23rd. Past two years taps will be divided equally. Call person to person, Baker 5585, Rochester, N. Y. Operator will be given the Syracuse number or wire Syracuse, c/o Western Union, where to call you Thursday or Friday.
J. F. SHAFER
c/o Western Union Syracuse, N. Y.
No collect.

WANTED
20 WEEKS IN CANADA
Acts of all description: Family Acts; Ground, Aerial and small Elephant Act (to rent, buy or book); Drummer and Organist with own equipment. All sponsored dates. POP WILLARD, CONTACT. Send full details first letter—photos, lowest salary. Also will buy 1,000 Circus Blues and 300 ft. of 10 ft. Side Wall, good condition and reasonable. GARDEN BROS.' CIRCUS, Box 82, Station J, Toronto, Ontario.

ATTENTION PROMOTERS!!!
Want Men, Women or Couples that know how to get money. Shrine—Jaycees—Kiwanis—Police, World Championship All Girls!
—RODEO—
No matter what kind of deal you are on now—we can positively top it. Softest touch you have ever dialed. Call at once
DR. PERRY
Capital 33571
510 Houston Bldg., San Antonio, Tex.

PHONEMEN
Deal just starting. Bob Ford, call me. Tix, banners, the works. More booked. No collect, no drunks.
PROMOTIONAL MGR.
Phone 3-3797
319 Church St. Rockford, Ill.

WANTED
3 TELEPHONE MEN
Advertising space and tickets. No idle time between sponsors—year round work.
Call Elmhurst, Illinois.
Telephone: Terrace 4-8945.

2—PHONEMEN—2
Preferably with labor experience for OMAHA BUILDERS' DIRECTORY. "Bill" Hemp, answer. Contact PAT LEY or CHAS. JACOBSEN.
HARNEY 9477 or HARNEY 8030
Hollywood Attractions
304 Merchants Natl. Bank Bldg. Omaha, Neb.

PHONEMEN
Boys, this is it! Grotto Circus time. Pay every night. Paul Reynolds, Bud Mahon, Jim Stover, Harold Fraser, Joe Wright and Johnny and all who worked for me before, come on in. Steady work. Call Watertown, N. Y., 2448 or wire care Western Union.
W. G. PHILLIPS
You pay yours, I pay mine.

CIRCUS MUSICIANS
All instruments for HUNT BROS.' CIRCUS opening Burlington, N. J., April 21. Apply:
MICKEY SULLIVAN
33 Wellington Street, Worcester, Mass.
Pleasant 6-2126

(4) PHONEMEN (4)
Block Tickets, Circus Banners and UPC's. Have Shrine Temple to follow. Pay your own. I pay mine.
SCOTT CRAIG
80 Chestnut St. Rochester, N. Y.
Phone: Baker 5585
Barney Long, Bart Cramer, Charley Phillips, come in.

6—PHONEMEN—6
Police Yearbook and Firemen's Yearbook for two States. Must be clean worker—no drunks.
C. H. DAWSON
Telephone: Columbia, S. C., 2-1241
No collect.

Increased Earnings Foreseen by Coleman

MIDDLETOWN, Conn. — A season at least as good, and likely better than last year, was predicted this week by Dick Coleman as he prepared to open his Coleman Shows here Thursday (26) for a 10-day stand that will include Saturday and Sunday operation.

Coleman, noting that last year was very successful for his operation, said that 1956 loomed even better. With a break in the weather the earnings during the early seasons are expected to increase, for the reasons that economic conditions are good and employment full and the public appears to be in a spending mood. The fairs will at least hold their own, if not improve, and if this is so the personnel will have no complaints.

A factor favoring the Coleman organization this year is the booking of the 150th-year celebration staged by Meriden, Conn., the week of June 17. Coleman will have all of the shows, rides and concessions. Two city parks have been made available for this purpose and two units will be necessary. The date is expected to be of bonanza proportions since no carnival has shown the city in some 50 years.

Good Fair Route

The show has a solid route of fairs starting late in July. These are Boonville, Norwich, Afton, Altamont, Ballston Spa and Fonda, N. Y.; Greenfield, Mass.; Rochester, N. H.; Stafford Springs, Conn.; Belchertown, Mass., and Farmington, Me. The Maine date is the first that Coleman has routed in many years.

The show will open here on Coleman's own lot. Staging plans call for 15 rides, 10 shows and about 40 concessions. No decision has yet been made on the use of free acts, a crowd-attracting feature used regularly by the organization in recent years.

A new attention-getting feature, a calliope, has been acquired and is now being renovated to operate on Merry-Go-Round music rolls. It

Passing of Mrs. P. Isser Is Mourned

NEW YORK—Eastern show people this week were saddened by the death Sunday (8) of Mrs. Phil Isser, wife of the general manager of the I. T. Shows and long-time active member in Ladies' Auxiliary affairs of the National Showmen's Association, of which Isser is a past president.

Mrs. Isser had been under doctor's care at home, 1916 Avenue K, Brooklyn, since sudden illness recently cut short the Isser's vacation in Miami and forced their return to New York. Funeral services were held at Riverside Chapel in Brooklyn by Rabbi Joseph Weiss, and burial was in Acadian Cemetery, Brooklyn. A eulogy was delivered by Ann Brown, president of the Auxiliary.

Among the relatives and show world friends attending were Charles and Bertha Davenport, Morris and Ann Brown, Ike Weinberg, Gerald Snellens, NSA president; Jim McHugh, Al Howard, Mort Messias, Charles Bochert, manager of the Mineola Fair, Ethel Weinberg, Mary Hymes, Ethel Stillman, Florence Van Raalte, and

can also be operated manually. Coleman acquired the unit more or less accidentally last fall when it was discovered in an upstate New York barn. He will use it in the marquee.

Show Lineup

Mike Donahue will return to handle the Motordrome after an absence of about five years. He previously trouped with the show for about seven years. Frank Hurt will have two shows, including The Thing; Baby Harris and Stanley Zurich will have girl shows. Other show units will include Little's Side Show, a wild life, illusion and snake show.

Most of the concessionaires will be repeaters. These include Bill Stony, Dorothy Miller, Ed Horowitz, Tim Coleman and Harry Sissen. Butch Rizutto will have the cookhouse. Gene O'Donnell will operate a Jones Bingo unit and the custard. Emil Dyer has the jewelry; Charles Hurley, novelties; Blackie Weiner, popcorn and apples; Candy Woods, candy floss, and glass pitches.

Vivonas Move to Openers; Sign Two Dates in Sumter

SUMTER, S. C. — Combined forces of the Amusements of America left quarters here Tuesday (10), with the main unit carrying that title to its Saturday (14) opening date in Lexington Park, Md., and the No. 2 unit heading for Newark, N. J. This show will bear the Vivona Bros.' show's name and will open at a church bazaar April 18 under management of Sebastian (Babe) Vivona.

The main show will again be managed by John Vivona, with Morris Vivona agenting for both units. They will operate independently and then combine in late summer for the fair season, when they will present 23 rides, 12 shows and three sets of Diesel plants, promotion chief Harry Wilson reports.

The Vivonas report signing both the Sumter County Fair, for the second year, and the Sumter County Colored Fair. Tony (Masiello) Mason's "Stars of Tomorrow" revue will open in Leipersville, Pa.

New arrivals in quarters were Marie LeDoux and some of the side show performers, including Andy Briskey, Mr. and Mrs. Art Price, Joe and Aggie Ross, Glen Maynard, Steve Russell, Barkoot Frank, Bobby McGregor, Mr. and Mrs. Ralph Ryan, Mr. and Mrs. Roy Delawter, and Bob Delawter.

Jean Torres. Respects were paid earlier by Bess Hamid, Dolly McCormick, Dorothy Packman Goldberg and husband, and Al Crane.

Attending the services were four of the Issers' five daughters, Miss Rachele Isser of Chicago; Mrs. Milton Geller of Belle Harbor, N. Y.; Mrs. Morton Weiss of Kingston, Pa., and Miss Dorothy Isser, at home. Mrs. Floyd Warner of Chicago was ill and could not attend. Other survivors include two sisters, Mrs. A. Messias of Brooklyn and Mrs. Jack Vesely of Miami Beach, and a brother, David Pimentel, of Boston.

Ben Allen, Posters, Inc., reports shipping paper to such distant places as Alaska and Honolulu and Bogota, Colombia, S. A.

NSA New Home Announcement Is Expected

NEW YORK—One of the year's better turnouts attended this week's closing meeting of the National Showmen's Association, at which President Gerald Snellens appealed for help in the coming season's campaign for funds.

Discussions revealed that the purchase of a permanent and impressive building for club quarters is imminent. Completion of arrangements is expected to be announced as soon as the building's present tenants, also a club seeking larger quarters, close for a home of their own.

On the dais with Snellens were Morris Batalsky, first vice-president; Harry Rosen, treasurer, and Dr. Jacob Cohen, club physician.

Snellens noted that whereas all award prizes had been donated in past seasons, the No. 1 item this year, a four-door Chevrolet, is being bought by the NSA at cost, giving the awards a larger nut to overcome than previously.

John Vivona and Harry Wilson, aided by the women on the fairgrounds here, gave the youngsters an Easter party including the traditional egg hunt, and games for the kids, each of whom got an Easter basket. Mary Crown, Marie Vivona and Dolly Vivona gave out chocolate bunnies. Youngsters taking part included Karen and Anthony Vivona, Claudia Crown, Lynn Crown, Norma Jean Couccio, Sandra LeDoux, Sandra Horton, Elsa Lee Delawter, Cary M. Grosso, and Little Mike.

King Skeds April 26 Bow

DENVER — King Bros.' Shows are making ready here for the opening which is scheduled for April 26 in Derby, Colo. Show will play a route that includes 20 fairs and celebrations, Mary King announced.

Already on hand at winter quarters here are Mr. and Mrs. L. Greer and Mr. and Mrs. R. Macy. Due to arrive soon are Mr. and Mrs. Charles Klousen, who will have the popcorn; Mr. and Mrs. Clarence Nordby, mechanical show; C. E. Armstrong, two concessions; Mr. and Mrs. A. Parnell, three concessions, and M. Wilson, one. Manager King recently returned here from a fishing trip.

Kellogg Contracts Three Major Dates

STILLWATER, N. Y.—Major dates booked by Robert D. Kellogg Shows this year include the Connecticut Valley Exposition, Bradford, Vt.; Warren County Fair, Warrensburg, N. Y., and the Washington County Fair, Greenwich, N. Y., Robert Kellogg, owner-manager, announced.

Show will not go out until late this season to avoid weak still dates and the usual inclement weather conditions.

GOODING SAYS RUMORS UNTRUE

COLUMBUS, O. — Floyd E. Gooding, president of Gooding Amusement Company, this week issued a statement that he had not purchased, nor has he any plans to purchase a railroad carnival.

Gooding said rumors have been circulated that he had bought or was planning to buy one of two railroad shows. "I don't even know if the shows are for sale. The rumors are definitely unfounded," he said.

Krekos Pacts Jaycee Cele At San Jose

SAN JOSE, Calif.—Mike Krekos' West Coast Shows will be featured at the annual Spring Festival sponsored by the Junior Chamber of Commerce and to be held here at the Santa Clara County Fairgrounds for six days starting May 1.

While the Jaycees hope that the show will eventually revive the Fiesta des las Rosas, an event of historical importance, some of the features, including a street parade, will be delayed until next year. This year's festival, however, will see the selection of this city's entry in the Miss America contest. She will reign thruout the show. Additional features will be a sports car gymkana, truck rodeo, fashion show, and the county finals of the Junior Safe Driving Rodeo, an annual event sponsored by an insurance company.

George Offerjost, Spring Festival executive-director, said that the tent used last year to house the commercial displays will be supplanted by the new 48,000-square foot Exposition Hall on the fairgrounds. More than 115 commercial and industrial exhibits have already been contracted.

The promotional campaign was started early with a local baking firm distributing approximately 300,000 special reduced-price ride coupons thru 600 grocery stores and markets it serves. Admission to the grounds and parking will be free.

Bobby Cohn, West Coast Shows general agent, said that local civic and service organizations will handle some 25 concessions which will augment the regular concessions with the show. The midway will include 40 concessions and a lineup of 18 rides and shows.

Valdosta Lot Produces for Keef's Capital City Opener

BAINBRIDGE, Ga.—The Capital City Shows enjoyed a good opening stand stretched to include two Saturdays, in a downtown location in Valdosta. Show is carrying 8 major and 3 kiddie rides, and 6 shows. Included are a new Tilt and a newly equipped Minstrel Show. The Capt. Billie Shaffer free act is featured.

The staff is headed by J. L. Keef, owner-manager. Evelyn Keef is secretary-treasurer; V. L. Collier, business manager; Dick Copeland, billposter, and Don Marconi, ride superintendent and electrician. Shows are operated by Eddie Greeno, Rex Miller, Irens Miller, Carl Alzora and Ray Allen.

Keef's 1956 route will cover Georgia, Tennessee, Kentucky, Indiana, Alabama and Florida. The Dawson (Ga.) Centennial (April

Rain Hampers Va. Greater's Quarters Work

SUFFOLK, Va. — Virginia Greater Shows will be decked out in red, orange and blue this season, with the new colors now being applied by Bob Millikin and his winter quarters crew. Heavy rainfall in recent weeks has severely crimped the refurbishing activities.

Many of the show's people have arrived recently and others have written about arriving shortly. George and Pat Rector have checked in and are working over their concession equipment, and other arrivals are Leo Rains and his wife, from Tampa, who will operate the two girl shows.

Bill Hoxie is due in from Fairmont, W. Va., to ready his Jungland and side show equipment. John (Pete) Keritzer and John Croggin will come in to operate office-owned hanky panks.

Rides are being overhauled, with brothers Leo (Midget) and Ike Matina doing the kiddie train and whip, and Buddie Munroe working on his new roller coaster. Munroe has bought a new top for his popcorn and candy apple stand from Bill Sanders of American Tent, and manager Rocco Masucci has ordered new canvas for two girl shows, side show, and jungland show.

The eight office-owned hanky panks are getting new paint jobs. Bob Millikin has repaired and rebuilt new ferris wheel seats.

Quarters, cookhouse and dining hall is the mecca for local friends of the show, at Masucci's Sunday spaghetti dinners.

Paul Buchanan Buys Twister

BINGHAMTON, N. Y. — Paul Buchanan, former ride operator, who has been in the vending business the past five years, will be back with it this season, having purchased a new Twister from Allan Herschell Company. He will operate the ride on the James E. Strates Shows, which opens its season April 21 in Washington.

Buchanan had an Allan Herschell Boat Ride on Penn Premier Shows in 1949-'50, but left the midway business to operate candy vending machines.

16-21 and the July 4 week at Stearns, Ky., are expected to be strong producers, and 15 fairs are also inked.

Keef will promote a series of Kiddie Matinees, Ladies' Nights and Pal Nights thruout the regular season.

Among the principal concessionaires are V. L. Collier, C. C. Wills, Pat and Mac McMinn, Bob Moran, Fred Phelps, Whitie Hoaland, Mrs. Lottie Roberts and William Shaffer. Also Willard Barnett, Jean Marconi, James King, Slim Rice, Ted Lewis, Jack Elam, Dot Earl, Ruth Bayless and Frank Crawford.

HUMBOLDT, Sask. — Royal Canadian Shows has been signed for the Humboldt Agricultural Society Fair, July 9-11. Grandstand attractions will be provided by Bob Di Paolo's KBD Enterprises.

MIDWAY CONFAB

Jimmy Fay and his daughter, Jo Ann, recently closed their Charleston, S. C., chicken farm to join Le-Ola's Side Show on Ross Manning Shows. Also set to join the unit are Chief White Cloud, Princess Morning Star and Jada Lynn, who have been working the New York area. Jerry Yorski is also expected to come on soon.

Harry Bartell, owner of Harry's Greater Shows, posts that the show opened in Newark, N. J., with five rides and 10 concessions. Chris Demovich is lot superintendent; Harry Bartell, agent, and Mitsie Demovich, girl show operator. . . . Bobby Kork will be with Whitey Sutton's unit on John H. Marks Shows.

Jean Jo-An Rendelle reports she'll have the annex and two-headed baby on King Bros.' Side Show this season. . . . Carl and Frances Lauther, Side Show ops, recently returned to their Miller's Tavern, Va., farm following a Florida vacation, which included visits to their children and the Florida State Fair. At winter quarters to greet them were Lee Hayford, D. D. (Tex) Blake and Maurice (Maury) Wykle, all members of the unit that is scheduled to open May 28 on the Hap-lyland Shows.

Etta Kotarakos, secretary of Crafts Exposition Shows, recently lost her parents, her father, Benjamin, who passed away March 20, and her mother, Annie Lena, who died two days later.

W. L. Borrer, cookhouse operator, reports from his West Monroe, La., winter base that he recently made the Delhi, La., stock show to fair business.

Dick Dillon recently wound up his indoor tour of sports shows at Milwaukee and is now readying his kiddieland near East Liverpool, O., for an early bow. Dillon also plans to make a route of fairs with his mechanical city. . . . Milton Powers posts that he's joined the Cecil Hendrix Shows.

Mrs. Jackie Cady, wife of H. L. (Jim) Cady, is currently in Mercy Hospital, Tulsa, Okla., where she's recuperating from injuries received in a bus crash. Her address is Box 613, Tulsa. . . . Frank W. Peppers reports that his rides and shows did fair business at Leakesville, Miss., after a Pascagoula, Miss., opener that was hurt by bad weather. Visitors at the opener included Bill Lambert, Bobbie Sicks, Johnnie Adam and Chief and Mrs. Whitefeather.

Mr. and Mrs. James Reed, for years on Wallace Bros. Shows, recently left their Whistler, Ala., winter home to join Byers Bros. Shows at Truman, Ark. Reed will serve as ride foreman and his wife will have popcorn.

New quarters personnel with the Virginia Greater Shows in Suffolk, Va., include Lester Willitts, Allen Lamm, and Paul Lane. Paul and Stella Lowser have checked in, as has Mrs. Rocco Masucci. Hap Arnold will arrive soon to handle mail and The Billboard. Recent visitors included Harry Taylor and Postmaster Sam Stallings of the local Elks, sponsoring the opening date, also Bill Sanders and G. C. Mitchell of American Tent Company.

John Vivona and John Dempsey have joined the Elks in Sumter, S. C., where Amusements of America is wintering. Dropping in recently were Johnny Hobbs of the B&H Shows.

Novelty man A. Hymes has arranged to make nine fairs with the Conklin Shows this season, including London, Ont.

John T. Hutchens, vet Side Show

operator, has signed to tour with Tivoli Exposition Shows this year, opening April 30 in Miami, Okla. Hutchens said that he and his wife have fully recovered from recent illnesses and have moved their house trailer to Tivoli's, Joplin, Mo., quarters. He has ordered banners from O. Henry Tent & Awning Company and will have new canvas by July 1.

Betty Coe, of West Coast Shows, recently lost her mother who died in Florida. Funeral services were held there April 2. . . . Ernest and Flossie Fitzgerald, of Foley & Burk Combined Shows, are expected back at their San Francisco home soon from a New York jaunt. Fitzgerald, who is president of the San Francisco chapter of Show Folks of America, will name a chairman of the club's banquet and ball upon his return.

Elsie Cornell, who spent the winter working in a Chicago restaurant, will head next month for the West Coast, where she will again work the rabbit race for Jack Ray at Belmont Park, Mission Beach, San Diego, Calif.

Johnny Fulghum, billposter for the John H. Marks Shows last year, and now with the National Circus Museum, recently stopped off at Savannah, Ga., where he cut up jackpots with Guy Dodson, former show owner who now operates a cafe and tourist court there. . . . Jean Nadja recently played host to Bobby Kork and Belle Barnett. Jean, who remained off the road last season due to illness, will be back with the warmer weather.

Bill Harris, manager of the Roxie Harris Shows, recently visited friends on Tennessee Valley Shows at West Point, Ky. He reports that Bud Birchman will be with the Harris organization as ride superintendent and electrician. . . . George V. Ice reports he'll be with Colonel Jeffery's Side Show on the Penn Premier midway this year. Ice was out with Gold Medal Shows in 1955.

Sheri Lane Thames, after a year's absence from the road, has joined her foster parents, Clarence and Madge Thames, and will be with their Girl Show on 20th Century Shows. Others set for the unit are Lee Cauwan, talker; Pat Kelly, Louis Johnson, Nina Whally, Connie King and Kay Davis, dancers; A. T. Thames, David Bailey, Henry Griffiths and James Simmons, tickets.

Elmer and Dobby Cohn, veteran troupers with Greater United Shows and other organizations, are currently residing at Sea Breeze Trailer Park, Huntington Beach, Calif., where their house trailer is the meeting place for area show-folk. . . . Lewis and Babe Gaskill recently marked their 19th wedding anniversary with a party in Hill Crest Lodge, Mount Vernon, Wash. Food was plentiful and gifts were many. Among the guests were Mr. and Mrs. L. T. Sanford, Mr. and Mrs. Lee Sanford, Mr. and Mrs. Ed Nelson, Mr. and Mrs. Ted Elliott, Mr. and Mrs. Carl Ehrick, Lew Brock, Buell Jones, Merle Passwater, Mr. and Mrs. E. Miller, Lillian and Eddie Gibson, Mr. and Mrs. W. Small, Bab McNeal, Mr. and Mrs. Baughton, Mr. and Mrs. R. Fritsch, Mr. and Mrs. J. Wellman, Mr. and Mrs. M. Christoffer, Mr. and Mrs. G. Gifford, Mr. and Mrs. Andy Kickinko, Mr. and Mrs. C. Villwock, Mr. and Mrs. K. Kramlick and Mr. and Mrs. Les Melby.

Buddy Heaton, show producer, has completed the line-up of both his units, which will be with Marks this season. Gal show personnel will include Max Torrez, manager; Avanelle Martin, dance director and wardrobe mistress; Dick Das-

(Continued on page 76)



Made for TROUPERS
...by TROUPERS who know YOUR PROBLEMS!

Marathon
MOBILE HOMES

"No longer with it-- Still for it."

- Styled to Stand Out
- Price Right
- Compact Convenience
- Gleaming Streamlined Beauty
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It's really luxurious living in the MARATHON . . . a Mobile Home with a multitude of quality features . . . features you'd expect in a much higher priced unit. There's streamlined beauty, too, in the 33 ft. model with single bedroom or two bedroom arrangement and 37 ft. model with two bedrooms (seven sleeper)—a choice of aqua, turquoise or coral two-toned with shell beige or charcoal—7 foot ceilings thruout. The MARATHON is quality and looks quality—every inch of it, to make it a standout among all others . . . you have the best—in everything for luxurious living. The surprise comes when you learn the price, for indeed you expect to pay more. See your MARATHON Mobile Home dealer today or ask us for his name and address.

Let us send you our latest MARATHON Mobile Home booklet . . . it's FREE. Write for it today.

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Stratford, Wisconsin

PRELL'S BROADWAY SHOWS INC.
50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

LAST CALL LAST CALL LAST CALL

Opening April 28-May 5, Columbia, S. C., and balance of season to follow including: Harrington, Del.; Bedford, Pa.; Carlisle, Pa.; Cumberland, Md.; Fairfax Fair, Alexandria, Va.; Goldsboro, N. C.; Salisbury, N. C.; Frederick, Md.; Wilson, N. C.; South Boston, Va.; Lauren, S. C., Colored State Fair, Columbia, S. C.

WANT WANT WANT

CONCESSIONS—Photo, Age & Scale, Derby Racer, all kinds of Hanky Panks.

RIDES—Will book Scooter, Fly-O-Plane, Scrambler or any ride that does not conflict.

SHOWS—WANT Acts for sideshow. Teddy Barro wants Girl and Man Drome Rider. Doc Wilson, get in touch. Want high class Snake Show, want Manager for Monkey Show. Bob Johnson, get in touch. Want Wild Life or Animal Show.

HELP—Want Ride Foreman for Caterpillar and Rock-O-Plane. Also Second Men on all rides. Semi drivers preferred.

HAVE FOR SALE—Five Semi Trailers, Rack Bodies in perfect shape. Also Octopus and Trailer for \$2,500. Needs repairs.

All answer PRELL'S BROADWAY SHOWS
c/o Fairgrounds, Greenwood, S. C. Telephone: 6340

ATTENTION CONCESSION AGENTS

ALL PEOPLE WHO WORKED FOR ME BEFORE—I AM OPENING NEAR WASHINGTON, D. C., APRIL 30.

PATTY FINNERTY
79th Street Hotel, 279 N. E. 79th St. Miami, Fla.
(Phone: Plaza 8-5516)

2-35 KVA GASOLINE POWERED AC GENERATORS

Complete Switchboard. With or without trailer. Make offer.

GADSDEN MILL WORKS
Alabama City, Ala.
Phone: 6-9631—or nite 6-2588

GRAND AMERICAN SHOWS

Opening Keokuk, Iowa, April 26, Rees Park, S. 7th St., for 9 days. All first in spots to follow thru May. Celebrations in June.

Want Grind Shows, will furnish wagon front, stage and top for good Bally Show. Want Cookhouse and Grab, Want Photo, Glass Pitch, Novelties, Hanky Panks of all kinds, come on. We will place you. No gift. Want Merry-Go-Round and Wheel Foremen. Frank Allegretti, come on, I have Wheel for you. Second Help on all Rides who drive semi trucks.

Queen City, Mo., Winter Quarters now till April 25.

L. O. WEAVER, Mgr.

STOCK TICKETS

1 Roll\$ 1.50
5 Rolls 4.50
10 Rolls 8.25
25 Rolls 18.75
50 Rolls 24.00
100 Rolls 44.00

ROLLS 2,000 EACH

Double Coupons
Double Prices
No C.O.D. Orders
Size: Single Tkt., 1x3

TICKETS
of every description
Wheel tickets carried in stock for immediate shipment.

THE TOLEDO TICKET CO.
Toledo 12, Ohio

SPECIAL PRINTED Cash With Order. Prices

2,000\$ 6.90
4,000 7.80
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8,000 9.60
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30,000 15.30
100,000 33.00
500,000 133.00
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Roll or Machine
Double coupon, double price

Morris Hannum Shows

One of the Great Eastern Shows

OPENING DOWNTOWN SCRANTON, PA., TRANSIT CO. LOT

Busses direct to the grounds. Everybody working. 2 big weekends, starting April 27-May 5. Followed by Wilkes-Barre, Pa., first show in years, May 7-12.

CONCESSIONS

CONCESSIONS

Ball Game, Cigarette Block, Coke Bottles, Goldfish Bowl, Milk Bottle Ball Game, Bear Pitch, Duck Pond, Cork Gallery, String Game, High Striker, Balloon Darts, African Dip, Scales and Age, Basket Ball, Fishpond, Hoopla, Pitch-Till-You-Win, Short and Long Range, Photos, Hats, Jewelry. Jeff Gorski wants Wheel Agents to call him at Scranton, Pa., Diamond 7-16-5. Ben Herman can place Blower, Pin Store, 2 Wheels and 2 Grind Stores. Telephone Ben Herman, York, Pa., 38209.

SHOWS

Can place 2 Girl Shows with own equipment for Pennsylvania's best Girl Show route. We have a complete new outfit for Sideshow Operator with people and some inside equipment. Want Man with animals for new Monkey Village. Good proposition for Monkey Drome or Motordrome, Glass House, Snake, Mechanical and all other Bally and Grind Shows with own equipment.

RIDES

Flying Scooter, Comet, Caterpillar and Roundup.

HELP

Octopus and Chairplane Foremen with drivers' licenses. Second Men for all Rides. Prefer drivers. Can place Semi Drivers for Light Towers and Marquee. Want Man and Wife who drive to handle Funhouse.

Our show has 2 open dates in July and August. Convention or celebration committees within 200 miles, call or wire immediately. Not interested in still dates. Agents protected.

All help contracted, come to Reading, Pa., Fairgrounds now.

All replies to MORRIS HANNUM, 934 Murdoch Road, Philadelphia, Pa.

Phone: Chestnut Hill 7-8176. After April 23, Casey Hotel, Scranton, Pa.

CANADA • CANADA • CANADA



WORLD'S FINEST SHOWS

WALLACE BROS.



20 FAIRS

20 FAIRS

OPENING HAMILTON, ONTARIO, APRIL 28

FAIRS START June 18 at St. Vital Greater Winnipeg Exhibition—followed by the Class "B" Western Canada Fairs starting Weyburn, Sask., July 2, ending Prince Albert, Sask., August 11—then our Eastern Exhibitions, Three Rivers, Sherbrooke, Quebec City, Renfrew, Lindsay, Simcoe, Ontario—season ends October 6.

WANT

CONCESSIONS: Photos, Scales, Age, Novelties, Big Balloon, Ball Game, Hanky Panks or any other Concessions not conflicting.

SHOWS

Monkey Speedway, Fun House, other money making features. Talker to manage Midget Show. L. B. Malott wants Freaks—Features.

Foreman for Scrambler, Moon Rocket, Scooter Ride, Asst. Electrician—Diesel plants.

RIDES

HELP for North America's biggest travelling Kiddieland—12 Kiddie Rides.

ALL REPLIES TO: J. P. "JIMMY" SULLIVAN, P. O. BOX 442, TORONTO, CANADA

BAKER UNITED Shows

"A Clean Modern Midway"

TWO SATURDAYS

OPENING APRIL 28 THRU MAY 5, TERRE HAUTE, INDIANA

AUSPICES COUNTY POLICE PATROL, INC.

FIRST SHOW IN FOUR YEARS—LOCATION: EAST POPLAR ST.

ALL CONCESSIONS AND RIDE HELP ACKNOWLEDGE CALL

TWO SATURDAYS

CONCESSIONS

Will sell "ox" on Novelties. Good proposition for custard for season. Especially want Jewelry, Glass Pitch or any clean, legitimate Concessions. No gypsies or flats. (Florence Bolt, wire me.)

RIDE HELP

Can place Foremen, also Second Men, on all Rides. Must be licensed and drive semis. Charles Carpenter wants Kid Ride Help. Foreman for new Coaster. Must drive semi and be licensed. Due to disappointment will place electrician at once. Have transformers. Chick Carpenter, come on. Al Merida, get in touch.

SHOWS

Will place Fat Show, Illusion, Snake, 10-in-1. (Art Converse, wire.)

All replies to ERNIE ALLEN, Mgr., 669 Swan Street, Terre Haute, Indiana

Heth Springs At Ala. U.

TUSCALOOSA, Ala.—The ride unit of L. J. Heth Shows opened its season here Friday (13) at the University of Alabama's "Bama Days," a traditional celebration for the students. Following the stand here the show will play an additional six weeks in the State before heading for its fairs and celebrations.

All rides were rebuilt and painted for the bow and a special trailer was constructed for the new Scrambler. Recent visitors at North Birmingham, Ala., quarters included Paul Olson, manager of the show bearing his name, and Vigil Pierson, publicity director of the Alabama State Fair.

Davis Amusement To Open in Wash.

PORTLAND, Ore.—Davis Amusement Company, which heretofore has limited its operations to Oregon, this year will open its season at the Camas, Wash., Spring Anniversary Celebration, April 25-May 9.

During the seven months at winter quarters here, the personnel, supervised by E. J., Martha and Mammie Davis, have whipped the equipment into condition for the bow.

Reithoffer Set For Early Kickoff

HUGHESVILLE, Pa.—Uley Reithoffer Shows will open the season in Berwick, Pa., with 5 rides, 2 shows and upward of 15 concessions. J. Reithoffer announced this week. Show will play celebrations, conventions and five fairs.

Set to rejoin this year are John and Carrie Maurer, with four concessions; Louis Folk, ball game; Milliard and Ida Bowman, French fries, and Peck Martz, popcorn. Ray Hasbrook is already in quarters with five concessions.

W. E. Hobbs Skeds Mid-May Opening

SUMTER, N. C.—B. & H. Shows will open its '56 season in mid-May. W. E. Hobbs, manager, announced here in winter quarters. Scotty Johnson, business agent, left here for a two-week fishing trip recently. Earl Brown, who will handle mail and The Billboard, is expected soon from his Miami winter spot. Ralph Fulmer visited en route to join Penn Premier Shows in Richmond, Va.

Mullins Preps For May 10 Bow

BANGOR, Me.—Mullins Royal Pine Shows will bow here May 10. Clifford W. Mullins, owner-manager, announced. Mullins was here in winter quarters supervising the make-ready of rides, shows and equipment. Trailers are being painted in the regular colors of yellow and blue. New to the midway is a Kiddie Tractor Ride.

Winter Tour Okay For Catlett Show

BONNER SPRINGS, Kan.—Catlett Greater Shows are back in quarters here after racking up good business in the Rio Grande Valley. Mrs. Betty Catlett announced.

Show will have a new Roller coaster in its line-up this season, Mrs. Catlett said. Among those returning will be George Leopold and Walter Whittmer.

TENTS

* CONCESSION * CIRCUS * CARNIVAL * THEATRICAL * MOVIE * SKATING *

AMERICAN TENT CORPORATION

* America's Largest Builder of Fine Show-Tents! *

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BILL SANDERS

ON THE WEST COAST CRAFTS HAS FOR SALE

One Twenty-Car Lusse Auto Scooter
One 8-Car Whip \$3,500.00
One Allan Werschell Auto Ride 1,950.00
One Auto Racer 1,250.00
One Dark Ride (Fretzel) 3,500.00

All equipment in A-1 condition. Will demonstrate for bona fide purchasers at our winter quarters in North Hollywood. Phone—Write—or Wire

CRAFTS 20 Big Shows

7283 Bellaire Avenue
North Hollywood, Calif.
Phone: Poplar 60909 or Poplar 20328

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 9-5210

SOUTHERN STATES SHOWS WANT AT ONCE

For long pleasant season. Ride Help in all departments; those who drive trucks and have license given preference. Need Help for office owned Concessions. Can place few Hanky Panks. Spend the summer with us at one of the world's most beautiful beaches, finishing the season with a string of the South's best County Fairs. All answer to
JOHN B. DAVIS, Manager
Rt. 3, Box 107B Tampa, Florida
Phone: 426353 Tampa. No collect calls.

CANDY MAN

To pitch candy in two large sit-down Girl Shows. Must be sober, reliable and well dressed. 50/50 after cost and helpers. No H.O. artists tolerated. Dance, set in touch. Open Great Bend, Kansas, April 23 to 28.
MIKE MILLER
Box 380, Hazelton, Kansas.
No collect wires or calls.

FOR SALE TWO ELI WHEELS

Prices \$3,000.00 and \$3,500.00; both good. Will lease at \$75.00 per week; 20 weeks' guarantee. Deposit required. Have Parker style Merry-Go-Round Horses, cast aluminum, \$100.00 each; new. King Ref. Trailer, \$350.00. 7x10-ft. shop-built Car Ride, \$400.00.
C. A. GOREE
Box 27 (Phone: 167) Azle, Texas

Catlett Greater Shows

WANT Ride Help, Concessions and Shows for opening of season April 24. Call 469 or write
WM. CATLETT
R #2, Box 246B, Bonner Springs, Kansas.
Good route, long season.

WANT TO BUY

Concession Trailer for Grab either with or without furnishings; open on three sides; size about 20' in length. Concession Trailer for Popcorn and Ice Cream combination with or without furnishings. Give details and lowest cash price first letter. Will trade Loop-o-Plane or 10 Merry-Go-Round Horses for either.
ROSA RAINES, RAINES AMUSEMENTS
Mena, Arkansas

CARNIVAL MANAGERS ATTENTION

On account of disappointment have for lease for season 1956—75 k.v.a. G.M. Diesel Light Plant with Cable and Junction Boxes; perfect condition. Go anywhere. Also modern and beautiful Sound Truck, the very latest; also have Hanky Panks. All replies to
J. A. MILLIKEN
Beaufort, So. Carolina

AMUSEMENT CORPORATION OF AMERICA
presents the

OLSON SHOWS

"THE WORLD'S GREATEST MIDWAY"

THE WORLD'S GREATEST MIDWAY OFFERS OPPORTUNITY FOR HIGH QUALITY CONCESSIONS AND ATTRACTIONS

RIDES

CAN PLACE FOR SEASON
Twister, Looper, Fly-o-Plane, Spineroo, or any Major Ride not conflicting.

SHOWS

HAVE OPENINGS FOR
2 or more Grind Shows of merit
—POSITIVELY NO DING.

CONCESSIONS

CONCESSIONS BOOKING NOW ASSURED A FULL SEASON—
Hanky Panks, Pitch-Till-You-Win, Cork Shooting Gallery, Dart Game, Long Range Gallery, Short Range Gallery, 1 Frozen Custard. All must be science and skill.

HELP

WANT TALKERS FOR COLORED JAMBOREE AND OFFICE OWNED REVUE
Can use Second Painter who can spray. Also Boss Canvasmen for Office Owned Shows. Need good Searchlight Man for added lights. (Johnny Payne, contact immediately.)

NOTICE—CHOICE LOCATIONS STILL AVAILABLE ON INDEPENDENT MIDWAY, ALABAMA STATE FAIR. THIS IS OUR FIRST AND LAST CALL — THOSE JOINING NOW GIVEN PREFERENCE AT FAIRS

Contact: PAUL OLSON, Gen. Mgr. P. O. BOX 414, HOT SPRINGS, ARK., NOW, IF YOU WANT TO WORK WITH THE NATION'S BEST

WANTED FOR LIONS CLUB FUN-O-RAMA & FESTIVAL
8 Mile & Gratiot Ave., East Detroit, Mich.
APRIL 20 thru MAY 6. 17 Days & Nites.

Legitimate Concessions and Demonstrators, Photo Gallery, Bozo, Short Range, High Striker, Jewelry, Custard, Cigarette Shooting Gallery, Novelties.

Shows: Glass House, Unborn, Wildlife, Monkey Show, Snake Show; Harry Fink and Tracey, contact.

Ride Help: Tilt Foreman, Wheel Foreman, Little Dipper Foreman, Roll-o-Plane Foreman; must be semi drivers.

WADE GREATER SHOWS
WRITE OR WIRE Cameron D. Murray, Manager
18931 Prest, Detroit 35, Mich. Phone: VE 8-0708

APPLE BLOSSOM FESTIVAL
Winchester, Virginia
April 26th and 27th

Straight sales only

ABE LEVEN
Workingman Store

O.C. BUCK SHOWS

Opening April 27, Schenectady, N. Y. Still Dates and Celebrations until August 4, followed by 12 Outstanding Fairs.

Want Drome operator due to disappointment. Have complete outfit. Wildlife, mechanical or any Grind Show not conflicting.

I will book Custard.

Can place Ride Help who can drive semis. A few Foreman jobs open. Help in all departments, also Tower Man. All people contracted take notice. All address

O. C. BUCK SHOWS
Winterquarters, Troy, N. Y.

COLEMAN SHOWS
OPENING APRIL 26 - MAY 5

Ten days, including 2 Saturdays and Sundays, Middletown, Conn.

WANT PENNY ARCADE AND FUNHOUSE
Want Ride Help, Second Men who can drive tractor trailers.

DICK COLEMAN, COLEMAN SHOWS
P. O. BOX 886 MIDDLETOWN, CONN.

FOR SALE

30' Parker Merry-Go-Round, comes complete with new top, stainless steel scenery, 20 aluminum jumping horses and two chariots, and a 24' Low Boy Van for transportation. All equipment in first-class condition. Priced at \$5,000.00 cash. All replies to

MR. JOHN R. LEWIS
Perry Highway, R.D. 1, Zellenople, Pa.
Phone: Zellenople 461R11

WONDERFUL OPPORTUNITY! HELP WANTED

Can you fill these requirements? Need two reliable, sober and industrious Ride Men. Prefer married men who have responsibility. Must be neat in appearance and have pleasing personality. Can use Wife for Ticket Seller. Need Second Man on brand-new Allan Herschell 3-Abreast and Foreman on new Teeter-Copter; will instruct on set-up. Good treatment, good pay, guaranteed 24 weeks' work, excellent working conditions. Must drive semi. Uniforms furnished. Opportunity for winterquarters work if satisfactory. Possibility for advancement to manager. Must be bondable. Work in Greater Cincinnati area on parking lots of large supermarkets. No jumps over 30 miles. Address letter with details and references and enclose recent photo to

BOX D-206, c/o THE BILLBOARD, CINCINNATI 22, OHIO.

MOTOR STATE SHOWS

OPENING APRIL 24, DETROIT SUBURBS. WANT FOR LONG SEASON OF FAIRS AND CELEBRATIONS IN MICHIGAN, OHIO, INDIANA, TENNESSEE, MISSISSIPPI AND LOUISIANA

Hanky Panks, Novelties, Hi-Striker. Will give Ex to Glass Pitch and Pottery. Ride Foremen for Wheel, Coaster and Kid Rides. Second Men who drive. No lusers or chasers tolerated. "Duke" Dennison wants Talkers and Grinders on Side Shows; "Heavy," call at once. All replies to

JOE FREDERICK
2263 NEWTON, DETROIT 11, MICH.

FOR SALE BINGO

20x40 ft., A-1 shape. Chevrolet Tractor. 2-speed rear end, 2 ton, 17,000 actual miles, good tires. Nabors 20-Ft. Van, waterproof. Reasonable.

CHARLES CHANEY
c/o Mound City Shows
Gravois & Hampton Aves., St. Louis, Mo.

WILSON FAMOUS SHOWS
Opening May 19

Want Concessions. No Flats, no Mitt Camps. Grind Shows with own equipment. Foreman and Second Men on all Rides. Electrician for Diesel; all must drive and have license. Can use one more Handy Man in quarters now. Blackie from St. Louis, who I talked to at the Dallas Fair, contact me at once. Address:

BUSTER WILSON
ASTORIA, ILL.

GOLDEN GATE SHOWS

SEASON OF 1956 OPENING IN LINCOLN, CALIFORNIA, MAY 1 TO 6

Want Foremen and Second Men for all Rides—Merry-Go-Round, Tilt, Fly-o-Plane, Wheel and Kid Rides. Also Agents for office owned Concessions. Write, phone or wire

C. F. ALBRIGHT, Mgr.
57 Ray Street, Pleasanton, California Phone: 5430

Charles Travers Wants

Pin Store and general type Agent. George Tribble wants to hear from Chuck Napper, Jimmy O'Day, Andy, Hoppy. Reply: c/o King Reid Shows, Glens Falls, N. Y. Opening April 30.

VENDITTO BROS.' SHOWS
OPENING APRIL 26 TO MAY 5 AT HOPKINS PARK, PROVIDENCE, RHODE ISLAND

Want for the season—Ball Games, Cookhouse, Glass Pitch, Jewelry, Shooting Gallery, Duck Pond or any Hanky Panks. All replies to

JOHN VENDITTO
75 TIFFAY ST., PROVIDENCE, R. I. TEL: ELMHURST 1-1050

WANTED

RELIABLE ROCK-O-PLANE FOREMAN

To join at once. \$75.00 a week and bonus. Must drive truck.

Contact **HARRY MAMAS**, Texas Hotel, Waco, Texas

1952 CHEV. C.O.E. TRACTORS

Excellent condition. 2-speed, 825/20 tires. \$549.00, full price.

"Save Money With Johnny" JOHNNY CANOLE
Phone 89-0206
8861 N.W. 18th Ave. Miami, Fla.

WHITEY WEISS WANTS

CAPABLE GRIND STORE AGENTS FOR BLUE GRASS SHOWS, OPENING APRIL 19, OWENSBORO, KENTUCKY.

Contact **WHITEY WEISS**
OWENSBORO HOTEL OWENSBORO, KENTUCKY

MOXIE SPEEDWAY
Moxahala Park, Zanesville, Ohio, on State Routes 22 and 75

For Lease by Owner—Auto Race Track on percentage or flat rental. Southeast Ohio's fastest 1/4-mile asphalt track. Been in continuous operation for seven years. Seating 2,000, plenty of parking. Best lighted track in Ohio. Reason for this ad, other interests. Have real proposition for live-wire promoter. Contact

TIM NOLAN, Owner, Moxahala Park, Zanesville, Ohio. Phone: Gladstone 2-8252.

WANTED DECORATORS AND JOBBERS

For the Cumberland Valley Volunteer Firemen's Association Convention, August 23, 24 and 25, 1956, at Martinsburg, West Virginia.

Write or see Secretary, Firemen's Convention Committee, E. Burke St., Martinsburg, West Virginia.

FIDLER SHOWS
OPENING MAY 12

Want Ride Help for Merry-Go-Round, Tilt, Wheel, Octopus and Kid Rides. Electrician to handle Caterpillar Light Plant. All help must drive. Want legitimate Concessions of all kinds for Street Fairs and Annivals in Illinois. Want Man to handle Bingo Top and Stock. Winterquarters now open. Write

AIRPORT BRANCH, MALDEN, MISSOURI.

PENN PREMIER SHOWS

worlds * cleanest * midway

LYNCHBURG, VA., April 23-28 inclusive; followed by GIGANTIC MOTORAMIC FAIR AND SHOW COMBINED, ROANOKE, VA., April 30-May 5. This is a Spring Fair, with all automobile dealers in the county participating.

CONCESSIONS

Can place all kinds of Hanky Panks, Custard, French Fries, Short Range, Glass Pitcher, Bear Pitch, Derby Racers and any other legitimate Concessions. (Tracy, contact Buster Westbrook immediately.)

SHOWS

Can place any good Shows with own equipment that don't conflict. Johnny Cambino wants Girls who worked for him before to contact him immediately. Kenzie "Blackie" White, contact.

RIDES

Can place SCOOTER, Fly-o-Plane, Rock-o-Plane or any Major Rides not conflicting. Also place Live Pony Ride.

HELP

Can place sober, reliable Secretary who understands payroll and can handle office. References required unless I know you. Can also place Man for season who can handle a 60x300-ft. Bale Ring Top for Motoramic Fairs. Also Man who is a Flag Decorator. Must be experienced. Would like to purchase Bunting Flags in quantity.

RIDE HELP

Can always place good, sober, reliable Ride Help. Must drive semis. Some Foremen's jobs open. Join immediately.

Address all mail and wires to **Lloyd D. Serfass, Mgr.** PENN PREMIER SHOWS, DANVILLE, VA. All phone calls to **Harry "Buster" Westbrook, Bus. Mgr.** HOWARD JOHNSON MOTEL, DANVILLE, VA.

JOHNNY'S UNITED SHOWS

A FAMILY TRADITION

Opening May 12 at Opp, Ala., with choice Alabama still dates following; all mill towns

First call for Ride Help, Concessioners and Show People connected with this show that wish to join for this season, please contact. Concessions wanted: Photo, Glass Pitch, Long Range, Novelties, Short Range, Ball Games, Bear Pitch, Buckets, Six Cats, Parakeet Pitch, Rat Game, Cork Gallery, Pitch Till U Win, High Striker, Basket Ball, Coke Bottle, Balloon Darts, Bumper, Hanky Panks only, no grift. Agents wanted: Kelley Pool, Scale and Age and Footlong Hot Dog Shows: Starting June 4 can place Drome, Geek Show, Fun House or any good Grind Show. Have wagon-type Girl Show. Am interested in first-class Operator. Ray Murray, Doc Jones, Jimmy Johnson, please contact. Ride Help: Want experienced Kiddie Ride Foreman for new Allan Herschell Auto and Skyfighter, also Train and Airplane. Foreman for Wheel, Second Men for Tilt, Caterpillar and Octopus. All Ride Men are paid top salaries, bonuses, best of treatment and pay every week. All Ride Men must be licensed drivers. For Sale: 1948 Spitfire with transportation. Will book on show for season. Very good proposition.

All replies **JOHN PORTEMONT - Phone 23 Gantt, Alabama**

NEW TERRIFIC - OUTSTANDING ANCHOR TENT FRAMES
for CONCESSION and 4-WAY TENTS

Engineered For 2 Years to Assure the BEST for SHOWMEN
THE SHOWMEN'S CHOICE
Best Delivery—Write Today—Low Prices.

DESIGNED OF LIGHT WEIGHT — RUST PROOF ALUMINUM (1 1/2"x2") • HINGED LEGS, SLIP JOINTS • NO SCREWS, BOLTS, PINS OR KEYS.

Made to the Quality Standards of
ANCHOR SUPPLY CO., INC.
EVANSVILLE, INDIANA PHONE HA 3-8103

MFRS. OF CANVAS TENTS FOR ALL PURPOSES

CUSTARD TRAILER FOR SALE

Stainless Steel Body, Electro Freeze and accessories.

BOX 29
The Billboard,
1564 Broadway,
New York 36, N. Y.

TIVOLI EXPOSITION SHOWS
WANT FOR OPENING APRIL 21

Can place first-class Girl Revue with own equipment to join at once. Also want Mechanical, Monkey, Fun House or any other worth-while Show. J. T. Hutchins wants Attractions to join at once. Good opening for Annex Attraction. Also want two Girls. Want Foremen for Ferris Wheel and Merry-Go-Round to join at once. Can place Hanky Panks of all kinds. All Food Concessions filled.

Wire or Call **H. V. PETERSEN, Mgr.**
P. O. BOX 742, JOPLIN, MO. (Phone: Mayfair 4-1272 or Mayfair 3-7040)

DESBRO SHOWS
OPENING IN MAY

Concessions — Will book all Stock Concessions. Ride Help wanted on all rides.

A. R. DESIDERIO
650 Norton Street, Rochester, New York
Congress 4270

FLOYD O. KYLE SHOWS

CAN PLACE AT ONCE: RIDE HELP—Foremen for Ell. Spitfire, Roll-o-Plane. (Chuck Barnett, holding your ride, call me collect; Earl Cooper, Bill Schaffer, phone or write me.) A-1 Ride Supt. for the season, must have reference.

CONCESSIONS—Stock Concessions of all kinds, Bingo, Novelties, Ball Games, etc.

SHOWS—Grind Shows of all kinds; good route, all Fairs & Celebrations.

Concessions and Shows opening early June, closing November. All replies:

FLOYD O. KYLE, Clinton, Louisiana (Phone 478), Fair Grounds

FOR SALE

Cookhouse, 22x24, seats 40. Complete kitchen in low semi-trailer, 1949 Tractor K-5, 1945 International 1 1/2 ton straight job hauls outfit. Cost over \$5000 to frame; \$2500 takes all.

MRS. FRY
Tel.: 8-1373
918 1st Ave. So. Texas City, Texas

WANTED FOR WANTED ROYAL AMERICAN SHOWS

Combination Fry Cook-Steam Table Man, Pastry Man, Bus Boys, Dish Washers, Yard Man.

W. T. BLACKWELL
975 Boulder Crest Dr., S. E. Atlanta, Ga.

AGENTS

For Grind Stores, Roll Down, Razzle and Pins. Also general Concession Help. Opening April 20, Trumann, Ark., then North. Apply to:

DUTCH WILSON
c/o Byers Bros.' Shows, Trumann, Ark.

RIDE FOREMEN WANTED

For Wheel, Screw-Ball, Merry-Go-Round and Kiddie Ride. Also Second Men on all rides. Top wages for sober, reliable Help. Foremen wages \$50.00 on up depending on what you can do. Second Men, \$40.00. We pay every week.

A. J. SUNNY AMUSEMENTS
3006 East 130th St. Cleveland 30, Ohio
Phone Washington 1-4679

FOR QUICK SALE

Complete Cookhouse, kitchen mounted in semi, seats 58 people; can send picture; \$2,500.00 cash. Can be contacted on Buff Hottie Shows #1, per route.

WHITEY ELAM

Want GOLD MEDAL SHOWS Want DANCERS

For best Still Dates and Seventeen Fairs and Six Celebrations. Good salary and percentage. Trailer furnished. Doty, Tina, Beatrice, Tittle and others, get in on part of the money when it shows. We work everywhere. George Christiansen, have you placed? Contact

DALE PARRISH, Gold Medal Shows, c/o Western Union, Beckley, W. Va.

SAVE MORE MONEY—MAKE MORE MONEY

Subscribe to The Billboard TODAY!

CLUB ACTIVITIES

Showmen's League of America

CHICAGO—President Maurice Ohren called the Thursday (12) meeting to order with upwards of 50 members present. Assisting him were Bernie Mendelson, treasurer, and Homer Briant, executive secretary. Past presidents on the platform included Ned Torti and Fred H. Kressmann.

Major discussion of the evening was devoted to the purchase of the new building which has not been finalized. All necessary signatures from the trustees, except one, have been received, but the search for a clear title to the property is still under way.

Chick Schiess reported that Robert Mauther was in the Veterans' Hospital at 820 South Damen, Chicago.

Present after absences were Jess Jordan, Charles Levine, Willy Glickman, Tom Sharkey, Frank Winklev and Hadji Delgarian.

Ladies' Auxiliary

The April 5 meeting, held in the regular meeting rooms in the Hotel Sherman, was well attended. Officers on hand included Carmelita Hcran, president; Mrs. Frieda Rosen and Mrs. Dorothy Kennedy, first and second vice-presidents respectively; Evelyn Hock, treasurer, and Mrs. Robert H. Miller, secretary. Margaret Filograsso delivered the invocation.

Frieda Rosen and Phoebe Carsky will serve as chairmen of the summer award books. Phoebe Carsky and daughter, Lynn, are still in Miami Beach. Letters read from Nan Rankine, Myrtle Hutt Morris, Ann Doolan, Clara F. Zieger and Phoebe Carsky.

Dorothy Kennedy reported that Myrtle Hutt Morris, Mae Smith Sentinel and Veronica Potenza were recuperating. Edith Streibich was in town from Delavan, Wis., to visit her sister.

Mrs. Ann Belden, chairman of the fall bazaar reported she had received a number of articles.

New members are Roberta Markfield, Catherine N. Lynch and Geraldine C. Padden. Re-instated

were Alvira Shoemaker and Mrs. Sidney Thomas.

Final meeting of the season will be held May 3 at the Hotel Sherman.

Show Folks of America

SAN FRANCISCO — Monday (9) meeting was called to order by President E. S. Fitzgerald, who recently returned from a New York vacation. Also present were Oscar Mattlev, third vice-president; Charlotte Porter, treasurer; Lola Cox, financial secretary, and Bonnie Townsend, recording secretary. On the platform were Dan Dix and Jim Redder.

Josephine Blome was reported ill, and Harry Low was expected to be released from the San Francisco Hospital. Membership was saddened by the death of Blackie King Rheinhardt, who passed away at Stockton, Calif.

Jim Redder was named chairman of the annual banquet and ball, and will organize a committee soon.

Visitors included Harry Martin and C. K. Self.

Pacific Coast Showmen's Association

LOS ANGELES — Vice-president Bob Downie conducted the regular Monday (9) meeting. On the rostrum were Harry Phillips, treasurer, and Bob Matthews, secretary. Following the Pledge of Allegiance, Lou Dufour was invited to the rostrum. He joined the club that night.

Wally Yee and Philip Voto of Honolulu, were visitors at the session.

The welfare committee reported that Bill Swanson had been discharged from the hospital. Bert Fisher was up and around but still wearing a cast while his fractured hip is mending. George Surtees, who underwent surgery in a Long Beach hospital, was present as were Harry Merkel and Harry LaMack, previously reported ill. It was announced that Louis Leos, West Coast Shows auditor, had been taken suddenly ill.

OPENING APRIL 23
At Douglas Park, Indianapolis, Indiana

CIVIL DEFENSE EXPOSITION

With Three Parks to Follow, Then the Indianapolis 500-Mile Speedway Event.

Can place Shows with own equipment, also Catering and Stock Concessions. These dates are some of the best spring dates in the country.

PAUL MILLER
1006 Fletcher Avenue Indianapolis, Indiana

TENNESSEE VALLEY AMUSEMENTS

FT. KNOX, KY. Payday week and Kentucky Derby week, April 30-May 10. TEN BIG DAYS.

Want flashy Bingo, P.C. or Flat, Long or Short Range Gallery, Ball Games, Photos, Six Cats, Buckets, Swingers, any Stock Concessions, reasonable privilege. Want Foremen and Second Men on Wheel, Merry-Go-Round, Tilt and Roll-o-Plane. Shows all kinds, low percentage. Wire or come on.

THEODORE MEADOWS, Shepardsville, Ky.

Think You're Clever? TURN TO PAGE 82

Bulk Soft Drinks Grow In Popularity

CHICAGO - Jumbo-sized soft drinks, ranging from 20 to 24 ounces, are expected to be more popular than ever in 1956, particularly at drive-in theaters. This opinion was voiced at the regional sales and merchandising conference held here Wednesday (4) by the Popcorn & Concessions Association.

Pink lemonade, a comparatively new beverage, is one of the latest to become popular in the big-sized portions, altho other popular flavors and brand names are also being dispensed in bulk form to consumers.

Methods of selling more popcorn came up for much discussion at an afternoon-long session, which featured "Popcorn Sell-O-Rama," staged by the Popcorn Institute.

Other topics included were candy, ice cream, concession equipment and food service problems, most of the discussion pertaining to drive-in theaters.

Bill Ruesskamp writes he recently visited the Cape Girardeau, Mo., quarters of Rose City Rides and found H. L. Schrader hard at work supervising a maintenance crew Rides and foremen will be: Octopus, Ted Sullinger; Ferris Wheel, Joe Garvin; Merry-Go-Round, Cy Darling, and Swing, Harry Jordan. New to the line-up will be kiddie Boats and a Fire Truck. John Rogenbuck will handle the front end, which will have Mr. and Mrs. R. Lambeth operating the photos. Cecil Woods is recovering from injuries received in an auto crash and expected to be back with floss and novelties.

GEM CITY SHOWS

PROUDLY ANNOUNCE THE FINEST ROUTE OF FAIRS, CELEBRATIONS AND STILL DATES EVER PUT TOGETHER BY A MOBILE CARNIVAL COMPANY

OPENING APRIL 27

LOT WILL BE LAID OUT THE 25th

10 BIG DAYS—2 SATURDAYS, 1 SUNDAY—WASHINGTON PARK, EAST ST. LOUIS, ILLINOIS. FIRST IN. FORMERLY PLAYED BY RAILROAD SHOWS. FOLLOWED BY CHAMPAIGN, ILL.; AURORA, ILL., AND FIVE OTHER MAJOR ILLINOIS AND INDIANA CITIES.

15 FAIRS - - - 3 CELEBRATIONS

JUNE CELEBRATIONS: MUNCIE, IND., FAIR AND HORSE MEET, JUNE 11-15; ANNUAL CELEBRATION AND FAIR, V. F. W., LOWELL, IND.; THEN TUSCOLA, ILL., ANNUAL HOMECOMING CELEBRATION. FOLLOWED BY SUCH OUTSTANDING FAIRS AS—

- | | | |
|--------------------------------------|------------------------|-----------------------------------|
| MACON COUNTY FAIR, DECATUR, ILL. | DAVENPORT, IOWA, FAIR | SOUTHWEST STATE FAIR, ALBANY, GA. |
| KANKAKEE COUNTY FAIR, KANKAKEE, ILL. | ROME, GA., FAIR | GADSDEN, ALA., FAIR |
| DU QUOIN STATE FAIR, DU QUOIN, ILL. | TUSCALOOSA, ALA., FAIR | J. C. FAIR, MOBILE, ALA. |

INCLUDING 6 OTHERS—FAIRS UNTIL NOVEMBER 15

FOLLOWING PEOPLE GET IN TOUCH:

James Coulter, Frank Rupp, J. J. Jones Jr., "Motordrome Murray," Fred Miller, Ed Hart (Painter). Also anyone we have talked to concerning Concessions, Shows or Rides.

★ WANT ★ WANT ★ WANT ★ WANT ★

- **SHOWS** Want Manager with Riders for office-owned MOTORDROME. Walter Katz and Herschell Cox, get in touch. Want SIDE SHOW Operator with own equipment. Terrific proposition to right party.
- **CONCESSIONS** All legitimate 10¢ to 25¢ Concessions open, such as WATER GAMES—BALLOON DARTS—BREAK THE DISHES—SHORT AND LONG RANGE—JEWELRY—ACE AND WEIGHT—NOVELTIES. Will also book PHOTOS.
- **RIDES** Have great opportunity for high Rides that do not conflict, such as ROLL-O-PLANE, ROCK-O-PLANE, SPIT-FIRE, ROCKET, FLY-O-PLANE. Bill Cannedy, of Meridian, Miss., get in touch. Will book another FERRIS WHEEL, or what have you? Get in touch with us. We can work out a deal.
- **HELP** Winterquarters now open. Foreman and Second Men and other useful help who have been with us before, get in touch. Skooter Foreman wanted at once. Very good proposition to right party. ("Skooter Bill," contact us immediately.)

GEM CITY SHOWS

809 JEFFERSON STREET QUINCY, ILL.

CONTACT THE FOLLOWING:

- THOMAS D. HICKEY, Gen. Mgr.—Phone Baldwin 2-7090, Quincy, Illinois
- SAM GRECO, Concession Mgr.—Phone 3-2215, Springfield, Illinois
- DON GRECO, Bus. Mgr.—1228 So. 8th St., Phone 2-6761, Springfield, Illinois

WOLFE AMUSEMENT CO.

Woodruff, S. C., all this week. Then heading North to industrial territory with strong route including four Street Celebrations, Mammoth Fourth of July and eleven Fairs. Closing in November.

Want Concessions of all kinds. Long Range, Custard, Fish Pond, Bowling Alley, Mitt Camp, Pitch-Tilt-U-Win, Photos, Jewelry, Ball Games. All Hanky Panks open. Give exclusive on Bingo. Dave Fineman, call me. Will place Percentage if you have Hanky Panks. Kirk Decker wants Agents for Skillo, Razzle and Pin Store; only three Stores on the Show.

Girls for newly framed Girl Show or Operator with two or more Girls. Bobby McBride wants Cookhouse Help. Man and Wife to operate Popcorn Concession. Agent for Pea Pool and Bear Pitch. Will book set of Kiddie Rides, very low percentage. Want Foreman for Ferris Wheel, Second Men on all Rides. Must drive semis and have driver's license. Want General Agent who knows the Carolinas, Virginia and Maryland. All replies to

BEN WOLFE, Woodruff, S. C.

WIRE BIRD CAGES

50¢ each in case lots of 200 cages, F.O.B. Houston, Texas. Less than case lots, 60¢ each, shipped from Oklahoma City. General line of Carnival Supplies, Novelties, Balloons, etc. 25% deposit on all C.O.D. orders. New Catalog out soon, state business.

M-G NOVELTY COMPANY
17 SO. WALKER STREET OKLAHOMA CITY, OKLAHOMA

GOLD BOND SHOWS

WANT WANT WANT

CONCESSIONS: All types of Hanky Panks, Jewelry Sales, Jewelry Spindle, Novelties, Ball Games, Records, Roman Targets, Pitch Games, Bumper, Cigarette Shooting Gallery, Duck and Fish Pond, Glass Pitch.

SHOWS: Want Mechanical, Wildlife, Monkey, Mickey Mouse and Motordrome. Want Operators for Fun House, Snake Show, Glass Show and Peep Show.

RIDE HELP: For Merry-Go-Round, Tilt and Octopus. Must drive. Winter Quarters at Fairgrounds.

Contact **MICKEY STARK, Mgr.**
P. O. BOX 229 MT. STERLING, ILL.

SUNSET AMUSEMENT COMPANY

OPENING EXCELSIOR SPRINGS, MO., THURSDAY, APRIL 26

Can place Arcade, Motordrome, Side Show, Mechanical. Have openings for Short Range, Ball Games and Hanky Panks. Also Percentage, Rat or Mouse, Pan, etc. Exclusives open on Photos, Long Range Custard, Age and Weight.

Address: 701 N. MAIN ST., EXCELSIOR SPRINGS, MISSOURI

WANTED TO BUY FOR CASH

ONE OF THESE RIDES
ROCK-O-PLANE—FLY-O-PLANE—FLYING SCOOTER
LOOPER—ROLL-O-PLANE—DODGEM OR SCRAMBLER

Must be in A-1 shape. Have the cash. Wire or call Civil Defense Shows, State and Washington, Indianapolis, Indiana, or write
PAUL DRAGO, 1711 E. Markland Ave., Kokomo, Ind.

FOR SALE—BARGAIN

WILD LIFE SHOW EQUIPMENT

- 1 G.M.C. Truck, special bed
- 1 Anchor Tent, 30x60, complete 8 1/2' side walls
- 13 Cages, 23"x42"x26"
- 13 Cages, 28"x52"x30"
- 3 Cages, 16"x24"x12"
- 26 pair Jacks for same
- 1 Knockdown Display Cage, 4'x8'x5', with top
- 1 Donation Table, elec. wire, lights
- 1 Eureka Tent, 25'x40', complete, ready to set up with cages

Write, don't phone.

W. D. LEAVENGOOD
401 East Francis Ave., Pittsburgh 27, Pa.
P.S.: Walter Stoffel, get in touch with me.

AGENTS

For Pin Store and Roll-down.

Opening April 20, Jeffersonville, Ind. Frank Benesch, Charles Lehman and Kenny Van Ness, get in touch. Also Men to up and down concessions. Only two Stores on Show. Contact

CHARLES LAMKIN
Hoosier State Shows, Jeffersonville, Ind.
(Nothing collect.)

BOSS CANVAS MAN WANTED

Good pay, good living quarters goes with the job. Reply by mail earliest convenience.

PLAYHOUSE IN THE PARK
Fairmount Park, Phila. 31, Pa.

WANTED

CONCESSIONS FOR LIVINGSTON COUNTY FIREMEN'S CONVENTION
JULY 17-21

Write
F. J. LOPEZ, Sec.
Mt. Morris, N. Y.

GIVE TO DAMON RUNYON CANCER FUND

WANTED

From May 1 to end of season: MERRY-GO-ROUND.
From June 8 to end of season: Ferris Wheel, Caterpillar, Fly-o-Plane, Scooter, Kid Rides, Pony Rides, any new or novel ride. Also Fun House, Ball Games, Short Range, etc.

Much interested in Shows of all sorts: Animal Shows, Wildlife, Snake, Monkey, Unborn, Wax, Motordrome, Mechanical, etc.

No wheels or gambling. No gypsy or girl show.
Will accept any good Attraction not conflicting.

The new ARTISTIC CARROUSEL
(In the suburbs of Montreal) 3439 St. Denis St., Montreal, Canada
Phone Don Lambert—Montreal MA-5616 (no collect calls).



OPENING APRIL 23—ST. CLAIR, MO.

Can place Foremen and Second Men for Merry-Go-Round, Tilt, Fly-o-Plane and Coaster. Will book a few more Concessions. No flats or gypsies. Can place three Agents for Coke Bottles and Stock Concessions. Jerry Cottrell wants Agent for High Striker. Buck Smith wants to buy Long Range Gallery.

Address **E. L. WINROD, Mgr.**
Box 177, Pacific, Mo. Phone: Clearwater 7-2228

12 RIDES FRAME'S GREATER SHOWS 5 SHOWS

OPENING APRIL 20 THRU APRIL 28—ERIE, PA.

Ride Help—Experienced, sober Ride Help who drive. If you drink, don't bother me. That is the reason for this ad.

Concessions Wanted—Short Range, Hi-Striker, Cork Guns, Match Game, Basketball, String, Pitch Win, Novelties, other Hanky Panks prize every time. Have enough Ball Games and Water Games. No flats at any time. No gate. Want Geek and Talker—have everything for show.

WANTED EXPERIENCED BINGO CALLER

To work 50-50 after nut. Must be semi driver. AGENT FOR LONG RANGE SHOOTING GALLERY—to work the same way. Would like to hear from anyone who has worked for me before. Will open in Illinois, May 7.

WIRE OR PHONE: ANNA TILLEY
c/o Trailer City, Hot Springs, Ark. Phone: NA 3-0411
P.S.: Ross Houghton, if at liberty, call me.

HOWARD BROS.' SHOWS

OPENING SECOR AND DORR STS., TOLEDO, OHIO, MAY 5

Want Mug Outfit, Guess Age and Weight, Bumper, Ball Games, Basketball, Cig Gallery. Help on Tilt-a-Whirl who drives. On account disappointment want Merry-Go-Round Foreman, other Ride Help who drive.

RAY S. HOWARD, 1354 Agner St., Ottawa, Ohio

GOLD MEDAL Shows

CAN PLACE FOR DOWNTOWN LOCATION—ASHEVILLE, N. C., APRIL 23-28
FIRST SHOW DOWNTOWN IN 5 YEARS—A REAL BIG ONE

Gigantic Tennessee-Carolina 7-County Spring Celebration, Newport, Tenn.; Cocke County Fairgrounds, April 30-May 5, sponsored by Fair Association, dedicating new race track. Advertised and promoted over a 100-mile area; horse racing, auto racing, special celebration features. Special days with governors of three States attending. Schools in 7 counties participating in tremendous kids' days.

Can place all types Hanky Panks. Space limited in Newport, so those joining at Asheville given preference. Can use Long Range, Short Range, Photo, Derby, Ball Games, Water Games. Will book or buy Funhouse and Glass House. Place Monkey Show, Snake Show, Motordrome, Illusion Show and Grind Shows of merit.

Contact **JOHNNY J. DENTON, GOLD MEDAL SHOWS**
BECKLEY, WEST VA., APRIL 16-21.

UNITED STATES SHOWS

Want legitimate Concessions such as Bumper, Cigarette Block, Basketball, Bear Pitch, Cork Gallery, Coke Bottles, Balloon Darts, Buckets and Six-Cat, Frozen Custard, Hoop-La, Photos, String Game. Also want Monkey Show or 5-in-1 or any Grind Shows. Jonas Mabe and Norman Cottle, get in touch. Morganton, N. C., April 16-21; North Wilkesboro, 23-28; Lenoir, April 30-May 5; Abingdon, Va., May 13-18; RICHLANDS FAIR AND STOCK SHOW, RICHLANDS, VA., May 13-18. Then Grundy, Va., and other dates that we've played in the past.

CENTRAL STATES SHOWS

LAST CALL

Preview showing Hazelton, Kansas, now; Great Bond, Kansas, April 23-28; then Dodge City, Kansas, Celebration, April 30-May 4

Want Grind Shows. Can furnish couple of 20x40 tops for good attractions.

Want Concessions, Long and Short Range, Novelties and Hanky Panks. Want Agents for Age & Scale, Bear Pitch, Dog Pitch, etc. Can place couple of more Ride Men.

Wire **W. W. MOSER, Hazelton, Kan., Winterquarters**

GEORGE CLYDE SMITH SHOWS

OPEN MAY 21

WANTED—Ball Games, Pitch-Till-U-Win, Cork Gallery, Buckets, Swinger, Penny Pitch, Slum Spindle, Age and Scales, Photos, Basketball, Glass Pitch, Hoop-La. WANTED—Side Show, Snake Show, Girl Show, Monkey Show, Wildlife, Truck Mechanic at once, Chair-o-Plane Foreman, general Ride Help, Truck and Tractor Drivers, Agents for office Hanky Panks. All replies

GEORGE CLYDE SMITH SHOWS

P. O. BOX 521, CUMBERLAND, MARYLAND

PHONE: PA 43608

BUCKEYE STATE SHOWS

CARRYING SIX TO NINE OFFICE-OWNED RIDES

Playing Ohio, Kentucky and West Virginia, all sponsored events. Opening Zanesville, Ohio, May 10-19.

Want Concessions: Lunch, Bingo, Popcorn, French Fries and Custard. Want legitimate Games of all kinds working for stock. No Grift or Mitt Camps. Want experienced First and Second Ride Men, must drive, for Wheel, Merry-Go-Round, Octopus, Loop, Chairplane and Kid Rides. Good salaries, treatment and bonus. Want experienced Man to take complete charge of Live Pony Ride. Want Working Ride Superintendent. Curley, call or write. Winterquarters now open.

MANAGER TIM NOLAN

MOXHALA PARK, ZANESVILLE, OHIO. Phone: GL 3-8252.

TROPICAL MIDWAY SHOWS

AMERICAN LEGION SPRING FESTIVAL, April 16-21, Maxton, N. C.

Wanted—Cookhouse, Bingo, Popcorn and Candy Floss. Hankies, Agents for Skillo, Pin Store and Razzle. McHogg, Burel Owens, Harry Hartog, answer. Louie Duchene wants Girls for Girl Show. Will book Broad Joint. Ride Help wanted. This is a five-ride show. Everything new.

BUCK DENBY

P.S.: Will sell ex on Mitt Camp. Can place Advance Man.

WANTED—AGENTS—WANTED

FOR APRIL 30 OPENING WITH TIVOLI EXPOSITION SHOWS

Agents for Peek Stores and Count Stores. (Phil Hunter call me.) Also want Agents for Buckets, Six Cats and Swinger. Can use Help to up and down Concessions. (Sailor Pete, come on.) Will book Nail Joint. We have openings for a few more Hanky Panks. All Agents contacted by me at Winterquarters, Joplin, Mo., by April 26. All others phone, wire or write

FRANK SPINA P. O. BOX 742 (Phone: Mayfair 4-1272), JOPLIN, MO.

ROXIE HARRIS SHOWS

Opening Ashland City, Tenn., Centennial Celebration, April 30-May 5, on Court House Square and streets.

Can place Fishpond, Darts, Ball Games, Long and Short Range, Cork Gallery, Pitch-Till-U-Win, Jewelry, High Striker, Custard, Fronto Pups, Grab, Eats, Novelties, Bumper and Coke Bottles, Age and Weight, Concessions of all kinds. Want Shows with own equipment. Small percentage. Also Manager for Snake Show, Ride Help on all Rides.

BILL HARRIS, Vanburen, Ohio

HELLER'S ACME SHOWS

New Milford, N. J., April 23-28. You all know this spot.

Want all kinds of Skill Games, French Fries, Doughnuts, Pizza Pie. Want Ride Help on all Rides. John Lucas, Pat Manning, Gossett, "Merry-Go-Round Joe," Bouker (the painter and Ferris Wheel man), contact. Cliff Carter and all other help with me before, get in touch. Top salaries.

This week, Moonichee Road, Little Ferry, N. J.

Write, wire or phone: 9 Virginia Ave., West Orange, N. J., or phone Orange 4-8447.

FOOD DEVELOPMENTS:

Automatic Frank Broiler Has Warm-Bun Dispenser

MINNEAPOLIS—A redesigned conveyor-type hot-dog broiler that incorporates an automatic warm-bun dispenser, has been developed here. Designed for lunch counters and drive-ins, the unit is said to automatically load, broil and serve up to 300 hot dogs an hour without the operator handling the frankfurters or piercing the skin of the wieners. The broiler, which is called the Convey-O-Mat, picks up the dogs from an automatic loading chute.

According to the manufacturer, the franks are evenly broiled by infra-red heat and all natural meat juices are retained. A thermostatically controlled element permits broiling time to be varied at will for rush hours or slow periods of business. The broiler is chrome plated with enameled panels and is 26¼ inches high. It takes only 11 by 13 inches of counter space.—Médalie Manufacturing Company, 213 First Avenue North, Minneapolis.

Wooden Spoons, Forks . . .

TUPPER LAKE, N. Y.—Packages of wooden spoons or forks in cartons of 100 each are now available here. The manufacturer claims the new package is unusually compact and sturdy. Designed especially for the big food service operator, the firm also offers the spoons and forks in smaller unit packages.—Oval Wood Dish Company, Demars Boulevard, Tupper Lake, N. Y.

Cabinet Drink Dispenser . . .

ST. LOUIS—A self-contained stainless steel cabinet soft drink dispenser that is said to be able to dispense 800 cold six-ounce drinks in one hour, is being manufactured here. Manufacturer says the unit draws both iced creamy root beer and solid root beer from one faucet; a sweet carbonated drink from another faucet, and both cold carbonated water and a free flowing grape or orange drink from a third faucet. Features include mechanical refrigeration, automatic carbonator, condensing unit, flexible connection to the water line and a plug-in cord.—Multiplex Faucet Company, 1400 Ferguson, St. Louis 14, Mo.

Twin Unit Broiler-Griddle . . .

QUAKERTOWN, Pa.—A new combination broiler-griddle, which is said to be the first unit on the market that has separately controlled broiler and thermostatically controlled top griddle, will be introduced here in the near future. Called the "Twin-Jet" broiler-griddle, the unit is easily taken down for cleaning or servicing with just a screw driver.—MagiKitchen Equipment Corporation, 23 North Fourth Street, Quakertown, Pa.

Attendance Up At Joplin Expo

JOPLIN, Mo.—The largest attendance in the 17 years of the Joplin Better Homes Show loomed as a distinct possibility after the first three nights (thru Wednesday, April 4) of the five-day attraction in Joplin Memorial Hall.

In spite of cool weather that followed tornadoes that hit nearby towns and did extensive damage in Joplin, attendance hit 12,000 thru the first three days, according to Warren Coglizer, show director. The gate was growing each night, with the final two days expected to be the largest.

Dancing Waters was the principal stage attraction, playing the Home Show for the second straight year. Coglizer said a large percentage of the crowd was persons who witnessed the water spectacle last year and wanted to see it again.

Snapp's Greater Shows had three major rides and a string of concessions outside and all were doing a good business. Outside rides and attractions were slashed more than half this year because of a new lawn around Memorial Hall where several of them generally sit.

WOODVILLE, O.—The 14th annual July 4 celebration will be held here July 3-7 under joint auspices of the American Legion and the Fire Department. Gooding Amusement Company will provide the rides. Other attractions will be fireworks, a cash award and a car giveaway, Henry Herker, general chairman, announced.

COMING EVENTS

Alabama

Birmingham—Better Homes Exposition, May 15-20 Patrick J. O'Toole, Chamber of Commerce Bldg.

Arizona

Phoenix—Spring Horse Show, April 21-22.

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 2. Mrs. Judy Disongh, 206a Louisiana.
Little Rock—Little Rock Horse Show, May 10-12. Jack Rice, 7201 Asher.
Little Rock—Arkansas State Horse Show, May 10-12. Mrs. James M. Wren, 4304 Kenyon St.

California

Clovis—Clovis Rodeo, April 27-29. Slim Beaver.
Hollister—San Benito Co. Saddle Horse Show, Rodeo & Fair, June 22-24. J. M. Leonard.

Los Angeles—Sportsmen's Vacation, Boat & Trailer Show, April 12-22.
Napa—Napa Valley Horse Show, May 6. Mrs. Wilhelmina Glancy, P. O. Box 728.
Oakland—California International Home & Garden Show, April 21-29. John I. Hennessy, 277 West MacArthur.
Red Bluff—Red Bluff Rodeo, April 21-22. Camille Hart.
Sacramento—Horse Show, June 9-10. Irma Wiles, 3859 Woodcrest Road.
San Diego—Spring Fair of Modern Home Ideas, April 24-29.

Connecticut

Bridgeport—Barnum Festival, June 28-July 7.

Florida

Ruskin—Fla. Tomato Festival, April 28-28. W. D. Miller.

Georgia

Dawson—Terrell Co. Centennial, April 18-21. L. J. Ferguson.
Sylvania—Sylvania Rodeo, April 24-25. A. L. Blaylock.

(Continued on page 82)

Popcorn Assn. Annual Meet Set for N. Y.

CHICAGO—The Popcorn and Concessions Association will hold its annual convention and trade show in the New York Coliseum, September 20-24, Thomas J. Sullivan, executive vice-president of the organization, announced.

The trade show, to be called "Popcorn-Candy and Concession Hall," will occupy 180 booths on the third floor of the new building, with Lester Grand, Chicago, as exhibit chairman.

"This year's show will have everything for use in the popcorn, theater, concession and vending industries," declared Grand, "and all conveniently located on one floor."

Theme of the convention will be "Sell More at a Profit." The association anticipates a combined attendance of at least 8,000 buyers from the popcorn, theater, concession and vending industry.

The PCA group is again holding its convention and trade show in conjunction with the Theater Owners of America, Theater Equipment and Supply Manufacturers Association, and the Theater Equipment Dealers' Association.

Edgerton, Minn., Sets July Cele

EDGERTON, Minn.—The seventh annual Edgerton Dutch Festival will be held here July 18-19, Clifford H. Peterson, general chairman, announced this week. Klein Amusement Company will include the midway attractions for the seventh straight year, Peterson said. Other amusements will include parades, ball games, races, water fights, band contests, drill teams and native dancing.

MIDWAY CONFAB

• Continued from page 71

nell, talker; Charile Stern and Mike Tchen, comics; Ming Toye, featured; Pepper Donna, Joan Gordon, Roberta Buskirk, Helen Matthews, Sharon Lee, Ruth Tchen, Ellen Darnell, dancers; Art Cruner, organist and vocals; Johnnie O'Brian, canvasman; Rudy Jones and Ray Hale, tickets; Ted Hart, electrician and candy pitch. On the Posing Show are Bernie Goldman, talker and artist; Gay Carroll, Loree Smith, Lavinia Baker, Rita Fayne, models; Eddie Clark and Sam Rio, tickets and canvas.

Jeane Schafer, daughter of Mr. and Mrs. W. A. Schafer, owners of Schafer's Just for Fun Shows, was one of the two students at Spence Junior High School, Dallas, chosen for the National Junior Honor Society. . . . Mr. and Mrs. John McKee, veteran concession ops on Greater Dixieland Shows, will play fairs with three new stands built by McKee this winter. They also recently sold three new ones to Jimmie Henson, who will have them on his Dixieland midway.

ADVANCE MAN WANTED

Must be experienced. Also want Black-face Comedians. Write or wire

Broadway Minstrels

c/o Billboard Pub. Co.
390 Arcade Bldg. St. Louis 1, Mo.
(Do Not Phone)

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. 37 years in business

over **67,000 ACTIVE BUYERS** read
The Billboard Classified columns each week

AMUSEMENTS OF AMERICA

Lelperville (Crum Lynno), Pa., April 23 thru May 5

2 Kiddie Days — 2 Ladies' Nights — 2 Family Matinees.

Can place Hanky Panks of all kinds • Grind Shows with own equipment • Side Show Operator with people. We have complete outfit. Also want Side Show Acts, Ticket Sellers and Talker for Geek Show.

Address **JOHN VIVONA**
LEXINGTON PARK, MD., THIS WEEK.

MERCHANDISE

APRIL 21, 1956

Communications to 2160 Patterson St., Cincinnati 22, O.

THE BILLBOARD

77

OFFICIAL BALLOON OF THE MICKEY MOUSE CLUB



WITH NEW BLACK EARS

NO. 12HMC

OAK'S BIG FLASH

1956 STREET SPECIAL

\$

PRE-SOLD TO \$ MILLIONS OF KIDS \$

TIE-IN-CASH IN TODAY

See Your Jobber



The OAK RUBBER CO.
RAVENNA, OHIO

MERCHANDISE TOPICS

Bel-Aire Products Company, 10 North Clark Street, Chicago, offers the trade a handsome, personalized pocket money clip which also serves as a lucky charm and conversational piece. Made of tempered chrome steel, it is heavily gold plated and measures two and an eighth inches long. A one-inch medallion set in the center bears the words, "Enjoy yourself, it's later than you think," in English and Chinese. Personalizing is accomplished via a two-toned gold initial, one-half inch high, of the owner, with black background and black line decorations to give the letter prominence. Price, including one initial personalizing and lucite box, is \$4.95 postpaid.

Alliance Sales Company, 4220 Roosevelt Road, Chicago, predicts fast sales for the Empire multi-use reversible window fan. The unit is adjustable to fit any window. Direct drafts are prevented by adjustments which direct air up, down and straight forward from four eight-inch blades. Packed one to a carton, the fan carries a price tag of \$39.95, but your cost is only \$9 in lots of three or more. A sample is \$10. A portable steel stand accompanies the fan. Alliance also reports a good sales volume for its #101 top-grain cowhide zippered saddle wallet. Available in black and brown, it sells for \$8.50 per dozen.

M. K. Brody, 1116 South Halsted Street, Chicago, recently introduced a new line of plush toys aimed at the carnival trade. Mike Brody said that he believes the #1C Tramp Clown and #23 Jacko the Monk will rank among top-selling plush items this year. The clown is 40 inches tall and attractively colored. Straps on the feet enable children to dance with it. Price is \$3 per sample or \$33 a dozen. The dancing chimp is 20 inches tall, has shaggy, flexible arms and sells for \$24 a dozen. A sample is \$2.25. The firm offers

a free 84-page catalog featuring a huge array of fast-selling items.

Star Sales, 1391 Milwaukee Avenue, Chicago, reports fast sales of the new Fedders air-conditioning unit. No special wiring is required. The unit needs only seven and a half amperes and uses less electricity than a clock radio. Star also reports excellent demand for skillets and fryers. The firm urges visitors to Chicago to stop in at company showrooms to see a complete line of nationally advertised products.

As per the usual policy of low-priced merchandise to volume users, Cook Bros., 916 South Halsted Street, Chicago, offers a three-piece adjustable angle wrench set in 4, 6 and 8-inch sizes for only 97½ cents per set.

New England Jewelry Buyers, 124 Empire Street, Providence, R. I., is mailing its new catalog and urges that readers write for one so that they can see the prices on new lines of earrings, pins, bracelets, men's jewelry, watch sets and other boxed items. Besides specializing in low-priced closeouts of costume jewelry and factory surpluses, the firm has developed a line of pins and earrings for the capsule vending machine trade. Various styles are included in every order. The firm prides itself on prompt shipments and quality merchandise.

An outdoor item made for the hunter, woodsman, fisherman or Boy Scout is the Handy Dandy Tomahawk, a 12½-inch long combination hammer, hatchet, ax, box opener and nail puller. Drop forged, the hatchet head is ground and polished out of hardened tempered steel. The single piece metal body extends full length of the tomahawk so that the head can't fly off. The handle is of lacquered wood. Gift boxed, the tomahawk is offered by David Freedman Enterprises, 1848 Merrimack Road, Philadelphia 31, for \$3 postpaid.

PIPES FOR PITCHMEN

By BILL BAKER

FROM . . . Petersburg, Va., Jack (Bottles) Stover posts that he, Cotton Turley and Freda Van Meter are making the big South Branch Valley. Jack expresses the hope that, "All the folks down yonder are batting a thousand."

WE ARE INDEBTED . . . to Dale Wimbo for the following bit of sage poetic counsel: The Guy in the Glass When you get what you want in your struggle for pelf And the world makes you king for a day Then go to the mirror and look at yourself And see what that guy has to say. For it isn't your father, or mother, or wife Who judgment upon you must pass. The fellow whose verdict counts most in your life Is the guy staring back from the glass.

He's the feller to please, never mind all the rest, For he's with you clear up to the end. And you've passed your most dangerous, difficult test If the guy in the glass is your friend.

You may be like Jack Horner and "chisel" a plum And think you're a wonderful guy But the man in the glass says you're only a bum If you can't look him straight in the eye.

You can fool the whole world down the pathway of years And get pats on the back as you pass But your final reward will be heart-aches and tears If you've cheated the guy in the glass.

LETTERING FROM . . . Little Rock, Ark., R. J. (Bob) Grammer reports the passing of that veteran member of the paper brigade, Newt J. Grammer Jr. According to R. J., himself an old troupier, Newt bowed out Easter Sunday in a Little Rock Hospital. Newt had a host of friends among the trouperers and papermen and at the time of his death he was with the Farm and Ranch Publishing Company of Nashville. He was a resident of Mablevale, Ark. Among his survivors are his parents, Mr. and Mrs. Newt J. Grammer Sr., Mablevale; a brother, Ward W. Grammer, Little Rock, and his maternal grandmother, Mrs. W. W. Hooper, also of Mablevale.

"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, Anso, Bissel, Pepperell, 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.

HERE'S ALL YOU DO:
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!

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H. B. DAVIS CORP.
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New York 11, N. Y.

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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 _____
Please Print
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PITCH TILL YOU WIN OPERATORS

Here Is Something New in **BIG** Values

18 Item Assortment for Big Blocks . \$30.35

30 Item Assortment for Big Blocks . \$51.90

These assortments are designed to freshen up "tired" flash. Each item is outstanding value and can be reordered separately.

NEW PRICE LIST IS READY.

SEND FOR YOUR COPY. IT'S FREE FOR THE ASKING

25% with order, please. Balance C.O.D.

If you have not dealt with us in the past, ask those who have.

BERNY NOVELTY CO.
114 WEST 14TH STREET Phone: ALgonquin 5-8290 NEW YORK 11, N. Y.

Attention, Pitchmen, Concessionaires, Dealers, Agents, Anyone Interested in Extra Profits!

FIRST TIME OFFERED!

Send \$5 for sample package of 10 items.

You may re-order any of the individual numbers you desire.

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Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Mats, Cans, Ball Gum Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ACME PREMIUM SUPPLY CORP.
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GIVE TO DAMON RUNYON CANCER FUND

\$139.50 VALUE ONLY \$69.75

10 ASS'T Men's and Ladies' WATCHES

With Expansion Band
Sample Watch, \$9.95
Sample Band, 50c
Reconditioned and Guaranteed Like NEW!

BENRUS BULOVA GRUEN ELGIN WALTHAM

DISPLAY GIFT BOXES, 50c

Write for FREE 1956 Wholesale CATALOG "M"—Terrific Values!

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!

MIDWEST WATCH CO.
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CASTING ROD

Full 5' long, sturdy glass construction. Cork & aluminum handle. \$1.15 ea.

6½' Spin 2.00 ea. 7½' Fly Glass Rod 2.15 ea.

In 1 dozen lots

138-PC. BAIT CASTING SET with Glass Rod and Ocean City Reel . . . \$2.75 ea.

Nylon Line for Casting or Spinning, 6-lb. test, 100 yards . . . \$2.75 per dz.

Assorted Lures, 1 doz. to box . . . \$3.60 per dz.

25% dep. with order, bal. C.O.D., F.O.B. Chicago.

Open Sundays
Write for FREE Listing

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TI PLANT LOG

Best Quality—Lowest Prices ORCHIDS OF HAWAII, INC.

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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, Sport Conventions, Sports Shows, Fairs.

EVERY 100% PROFIT! Every housewife wants the Kleen-Rite household size, Janitors, Institutions buy jumbo size. Sensational flick-of-finger action automatically rolls out dirt.

DAYLESS MFG. CO., INC. 3257 N. Western Ave., Chicago, Ill. Dept. B-10 MAIL COUPON NOW!



THEY FLUTTER AND WIGGLE! -STRIP PENNANTS- 36 plastic strips, 2" by 18", alternating colors, sewed to tough tape, 25 ft., \$1.00.

MANUAL INDUSTRIES, INC. 3513 Hovey St. Indianapolis 18, Ind.

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A 10% DISCOUNT WITH THIS AD. NEW "Comedy Digest." Sock gagfile; perfect for emcees, D.V.s, comics, etc., \$3; free info. on request.

ALIMONY—RIOT LAFF ACT, 12 MINUTES. Parody, Love and Marriage, plus Gag Sheet 5. All three \$8.50; singles, emcees.

CHALK TALK SUPPLIES, RAG PICTURES, books on entertaining, Black Light Novelties. Set \$10 for catalog.

SCREAMINGLY FUNNY! RIOTOUSLY racy! Over 1,000 "clever remarks," \$1; satisfaction guaranteed! Order Today!

23,000 PROFESSIONAL GAGS, ROUTINES, adlib. doubled! 1,600 pages! For free comedy catalog write Robert Orben, 73-11 Bell Boulevard, Flushing 64, N. Y.

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A BEST SELLER—FOR EXTRA PROFITS—Make fast dollars. Brand new 5 colors Silk Screened Novelty T-Shirts and never before offered novelty Gob Hats.

AGENTS—BIG PROFITS SELLING COSTUME Jewelry. Write Pickcraft, 41 John Attleboro, Mass.

AGENTS, FAST SELLING, NEW METALLIC Ironing Board Cover, sells on demonstration. Free sample. Quality Products, Box 749, Passaic, N. J.

ATTENTION—HOSIERY; LOW PRICES FOR Jobbers, pitchmen and salesmen; complete line Ladies' and Men's, Children's Hosiery.

BRACELETS, NECKLACES, PINS AND Earrings. Production overruns; \$95 to \$1 retailers. Limited quantity; \$24 gross; 6 dozen, \$14; postage extra.

BREATH-TAKING UNUSUAL IMPORTED hand made gift item; also unusual Religious Item. Sight sellers, free brochures, samples, 25¢. Economy Distributing Co., 3622-1/2 G Lankershim, N. Hollywood, Calif.

BABY DUCKLINGS

Thousands available weekly for carnivals and prizes. Immediate shipment prepaid anywhere for \$28.00 per 100. Order from this ad.

TULIP CITY DUCK FARM

Phone: 67433, Holland, Mich.

CASH IN ON THE FAIR-CARNIVAL SEASON with our line of quality Costume Jewelry, men's Jewelry, Pearl Sets, Religious Goods. Catalog free.

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product is the best advertisement.

FREE SAMPLES—ASSORTED STONED AND tailored \$6 per gross plus postage, c.o.d. Gross lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I.

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.

FAMOUS MFR. CLOSEOUTS Summer Earrings, Assorted, \$1.50 dz. Stoned or tailored Earrings, 2.00 dz.

Samuel Silverman & Co., Inc. 1820 Westminster St., Providence, R. I.

GLAMOROUS AQUA SNOWSTORM AND Jewel Bowls, proven carnival and souvenir sellers; shipped dry, you add water.

IMMEDIATE DELIVERY New Assortment of Mr. Close-Outs Tailored Earrings & Pins, \$1.50 dz.

EXTRA SPECIAL! 1 gross 200 Assortment every piece different Stoned, Plastic Sets, Boxed, Necklaces, Bracelets, Earrings, Kiddie Sets, Bibs, Chokers, Pearls.

KAREN ORIGINALS IMPORTED CIGARETTE LIGHTERS OF TOP QUALITY TEN DIFFERENT MODELS

These lighters are not second grade, but are top quality merchandise. \$12.75 per doz. Write for quantity prices. We do not accept C.O.D.'s.

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JOKERS FUN SHOPS—FULL CREDIT ALLOWED on items returned. Jobbers offer same terms to dealers.

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NATIONAL NAME PLATE WILL BEAUTIFUL and identify your front door. You send no money, we bill you later.

NEW CITRUS FRUIT PEELER. WONDERFUL addition to any line, \$1 seller; with dozen prices starting at \$6.

NEW FAMOUS KLIK-IT BEAD, NECK AND Earring sets, all colors, \$7 ver dozen plus postage. Deposit, 20 percent, balance c.o.d. New England Jewelry, 124 Empire Street, Providence, R. I.

NEW FLASHY "XII" SIGNS; LIGHT Reflecting, illustrated, color blended, 2,000 varieties. Sample, 10¢; 12, \$1; 100 best sellers, \$6 postpaid U. S. only.

NEW GENERAL, RELIGIOUS, COMEDY 7"x11" Signs; cost 7¢, sell 50¢. 2,000 different slogans. Sample free! Lowy, 812 Broadway, Dept. 922, New York 3, ap28-ch

PAPER MEN—FOR PREMIUMS OR OUT-right sale, get your 2-sheet Maps, 28x36, 4 pages, from Map Headquarters.

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A LEADING MANUFACTURER SHELL JEWELRY

gifts and novelties seeks wholesalers, jobbers, agents. Territories open thruout U. S.

"SEVEN SEAS," Box 8157, Tampa 4, Fla.

NOTICE: LADIES NYLONS, \$3 DOZEN; sheerest, fancy pack, light & dark brown shades; one bargain store sold over 3,000 doz. last year.

REAL DIAMOND RINGS—SELL DIRECT. Make big middleman's profit. No investment. Experience unnecessary.

SELL 71,000 ADVERTISING NOVELTIES; 41% to 2% commissions (or discounts), send \$1 (refundable) for 10 samples, catalogs, etc.

TOOLS AND DIES FOR JOKE STORE Items, Liar Medals, Spiders and assorted metal and plastic Dies for sale at fraction of cost.

We'll Start You in Your Own STAMPING BUSINESS Big year round business; steady income; big profits; stamping Social Security Plates.

GENERAL PRODUCTS 188 State St., Dept. BB-10, Albany, N. Y.

YOUR ADVERTISEMENT DISPLAYED

in a Space This Size will attract more attention and secure greater results.

Cost of this two-inch space \$28 PER INSERTION

Rule Border permitted on ads of two inches or more.

ANIMALS, BIRDS, PETS

A-1 FRESH CAUGHT LARGE DIAMOND-Back Rattlesnakes, Cobras, Pythons, etc.; our central location saves you transportation.

INDIAN ROCK PYTHON—PERFECT, FAT, Feeder, 15 feet, \$475; pair adult Java Monkeys, \$50.

LARGE DIAMOND BACK RATTLESNAKES, fresh caught, 75 cts. lb., lots of 50 lbs. or more; Bobcats, \$20, good and healthy; Lions, \$150; bred female Rheas, \$35, male, \$20.

MR. SHOWMAN: CONTACT US FOR THE most unusual show attraction. We have extra large choice South American Redtailed Boas in all sizes; Anacondas, Alligators, Alligator Turtles, Giant Tortoises, Iguanas, Tegues, Six varieties of Cobras, including Giant Black African Cobras and one pair of choice White Indian Cobras; Puff Adders, Russell Vipers, Giant Mixed Den, 12 varieties Reptiles; hand-reared Bear Cubs, \$150 each; Capybara, Pacas, Agouti, Monkeys, Birds, baby Turtles, Chameleons. Catalog free. Mowers, Phone 8-7323, Box 2126, Springfield, Mo.

ONE ADULT PAIR STRIPED INDIAN Hyenas in top shape, first \$500 takes the pair. Mono Trading Co., Inc., P. O. Box 312, Miami 46, Fla.

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, 8 for \$49 With Expansion Bands

Special Close-Out! Men's Elgin, Waltham WATCHES \$6.95 WHILE THEY LAST

Completely reconditioned. Complete with bands. Guaranteed.

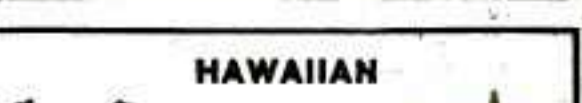
Wholesale only. 25% with order, balance C.O.D. 3-day money-back guarantee! Send money order or certified check with order to avoid delay in shipment.

You Always GET A BETTER DEAL AT WEINMAN'S

182 S. Main St., Memphis, Tenn.

HAWAIIAN TI PLANT LOG

Place the Log in Water and Watch the Green Leaves Grow.



PITCHMEN SOLD OVER 1,000,000 LAST YEAR!

Buy for 7¢, sell for 49¢ to 69¢ each! Ideal for demonstrations. Strip off a leaf or two and you have a table place mat, leafy canoe center piece or juicy wrapping for certain foods!

"TI" logs grow—by themselves—into beautiful tropical plants. Flash, 15 plants \$4.50 per doz.; boxed Necklaces-Earrings Sets, \$7.20 doz.; boxed Miracle Prayer Crosses, boxed, \$4.25 doz.; adjustable snap-apart Necklaces, \$5.25 bulk.

FIVE NEW FAST SELLING NECKLACE, BRACELET, EARRING SETS! All in beautiful gift boxes.

1. All Rhinestone Chain Sets. Per doz. \$24.00

2. Gold plated with Rhinestones. Per doz. \$24.00

3. Gold plated in Mirror-Pocket Book box. Per doz. \$21.00

4. Iridescent Pearl with Rhinestone Clasp. Per doz. \$24.00

5. Lustrous Pearl Sets. Per doz. \$24.00

150 other sensational jewelry items. SEND FOR CATALOGUE! 25% deposit on all C.O.D. orders.

PACKARD JEWELRY CO. 48 West 25th Street N. Y. C. CH-else 3-0863

Free Wholesale Catalog

CONTAINING Expansion & Photo Idents Heart & Disc Pendants Aluminum Chain Idents Rings Pins Pearls Closeouts, Etc.

SEND FOR YOUR COPY TODAY Please state your business.

FRISCO PETE 226 S. Wells St. Chicago 6, Ill. All Phones: Franklin 2-2567

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1 Type or print your copy in this space: 2 Check the heading under which you want your ad placed: 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.

The Billboard 2160 Patterson St. Cincinnati 22, Ohio Please insert the above ad in... Issue. I enclose remittance of \$... Name... Address... City... State...

LITTLE ATOM

World's Smallest Pistol

COMPLETE WITH HAMMOCK AND YOUR CHOICE OF LEATHER MOLDED OR BLANK



Dealer's Cost... \$12.00
List... \$1.95 ea.

Actually shoots blanks with terrific report... only as light as a boog!

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SEE ADVERTISEMENT UNDER PARKS section in this issue. Bill Green's Rare Bird and Animal Farm, Fairlee, Vt. my5

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MISCELLANEOUS

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PERSONAL

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Forms Close Thursdays for the Following Week's Issue

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MISCELLANEOUS

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MUSICIANS

AFRO-CUBAN PROFESSIONAL BONGO Drummer, song stylist for fashionable nightclub, resorts, radio, TV, Box C-407, c/o Billboard, Cincinnati 22, Ohio. ap21

AVAILABLE NOW—DRUMMER (38), SHOW-man, play or work in. Join novelty or joint unit, western, the travel. Have Hammond double good trumpet with me, no split. Wire or phone, time element, not money important. Bill Stearns, Tallmadge Hotel, Minneapolis, Minn.

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DRUMMER, CUT ANY GROUP, READ, shows, play any style. Recently Eddy Howard. Wire, phone Jack Kilmer, Box 792, Rochester, Minn. ap21

DRUMMER, EXPERIENCED COMEDY group, solos, cut shows, all rhythms; young, neat, clean, drums; prefer combo Detroit local. Currently General Delivery, Fort Walton, Fla. ap21

ELECTRIC GUITAR—LEAD OR RHYTHM, double piano, fake or read chord symbols and treble clef only; well experienced, pops, Latin, etc.; good voice, male, white, union; small combos and location jobs preferred. Musician, Box C-415, c/o Billboard, Cincinnati 22, Ohio. my5

ELECTRIC SPANISH GUITAR MAN, AGE 27, experienced, hillbilly, modern; single, sober, travel. Mr. Augustus Bommert, 600 Wood St., Bristol, Pa. Phone Stillwell 8-3963.

LOMBARD STYLE LEAD ALTO SAX, CLARINET full tone like Carmen Lombardo. Good reader, plenty of experience; age 34, prefer location, union. Joe Ciaarella, 750 Walnut Street, Long Beach, Calif. ap21

NEED A DEPENDABLE, EXPERIENCED Drummer? Locations only, references, require two week notice. Box C-409, c/o Billboard, Cincinnati 22, Ohio. ap21

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THE HOWARD KENNY BAND AVAILABLE for summer location job; resort, hotel, club, etc. Music for dancing and entertainment; nine pieces; girl vocalist; male vocalist within band; experienced, union, consider any location. Contact Howard K. Bramstedt, 629 W. Johnson St., Madison, Wis. Phone Alpine 6-1140. ap21

TROMBONE—COMMERCIAL OR COMBO. Prefer locations; will travel & have car. Write Paul Wireman, c/o Larry Elliotts Orch., Colonial Beach, Va. ap21

TROMBONE—DIXIE OR JAZZ BAND: NO mouse deal. Fiddle doubles for combo. Pete Brouleau, 415 South 6th Ave., Washington, Iowa.

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MAIL ON HAND AT CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.

Parcel Post
Care, Lester (2 magazines), 129

Adams, Red & Mrs. Lambert, Connie
Albertson, Chas. Lamorris, W. F.
Allen, Leslie F. Lancaster, Billy
Allen, Mildred Land, Lucky
Allen, Blankenship Lang, Paul
Allen, Robt. (Red) Wentworth
Allen, Tex Lankford, Harold & Eileen
Ames, Edw. A. Lassow, Dieter
Angel, Julie Marie Lauber, Fritz
Armstrong, Mrs. Matt Lee, Shawnee
Armstrong, Matt
Asher, Chas.
Atkins, T. E.
Backer, Mrs. E. D.
Bagdonas, Tony
Baretteu, Mrs. Sally
Barr, C. E.
Baylee, Edw.
Beamer, Robt.
Beckwith, Gerard
Belows, Al
Bennet, Chris
Bisace, Ernie
Bisakely, Benton H.
Bloom, Bob
Blue, James
Borror, W. L.
Bradley, Henry S.
Bradley, Lee
Bridgeman, Everette E.

MAIL ON HAND AT NEW YORK OFFICE
1564 Broadway
New York 36, N. Y.

Bragdon, Jack P.
Calvert, E.
Cantone, Conrad
Cotter, Frank J.
Daisey, George
Dower, Roy
Farrington, James
Gorden, Lee
Goude, Murray
Graff, E.
Haeger, Phyllis
Jones, Billy
Johnson, William
Lang, Paul
Wentworth
Maxwell, Charles D.
O'Connell, Tom

MAIL ON HAND AT CHICAGO OFFICE
188 W. Randolph St.
Chicago 1, Ill.

Bierbaum, Vincent
Barfield, Johnnie & Willie
Duane, Clyde
Friedenheim, Mrs. Isabella
Gasso, Mrs. Mike
Hill, Mrs. Thelma
King, Clifton R.
Meyers, Mrs. Robert
Littlejohn, Mr. & Mrs. Frank

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Allen, H. S.
Anthony, Korine
Baez, John
Baine, Mrs. Alvin
Bice, Larry Dean
Blackman, James B.
Blankenship, Bob
Bowman, Roscoe
Brown, Mr. & Mrs. Fred
Brown, Meredith
Brown, Toots
Burge, Lloyd
Carr, Jimmy
Campbell, Herbert
Carl, Robert E.
Carpenter, E. W.
Carpenter, Keith L.
Chapman, Mary
Cherry, Jack
Coleman, Leonard W.
Colvin, Buss
Crowe, Mrs. Leona
Crownell, H. W.
Cotton, Odell
Dann, Harry (Clown)
DeBauk, Cy
Dodson, Troy Leon
Doty, Mr. & Mrs.
Duffy, Roy T. Robert
Edwards, G. A.
Edwards, Jack
Festor, Charles G.
Floyd, Don & Heidi
Foss, John D.
Fryer, Russel
Friend, Don
Gibbs, Mrs. John L.
Gill, Tom
Good, Oran S.
Graves, F. A.
Grubb, M. E.
Grutel, Jim
Hammond, Walter
Harris, Sidney
Hampton, Dudley
Hatfield, Mrs. Dale
Hopkins, Johnny
Holston, J. F.
Hyland, Dick
Jones, Carl B.
Karr, Kitty
Kelly, Pat
Kennedy, Charles B.
King, Larry
Lamb, Lloyd R.
Larson, Orvin R.
Lemons, Charles
Liles, E. Paul
McDonald, K.
McFadden, Ben

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Metzger, Gladys
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Morgan, Katherine S.
Morton, (Tiger) L. B.
Moser, L. C.
Neison, L. M.
Neely, Bob
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Olender, Harvey
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Price, Tom
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Rendell, Jo Ann
Richard, J. T.
Rowe, Jack
Ruscitto, Emil B.
Sakobie, George S.
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Schantz, R. D.
Sellers, Jack
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Stahler, H. E.
Star, Hedy Jo
Stearns, Edw.
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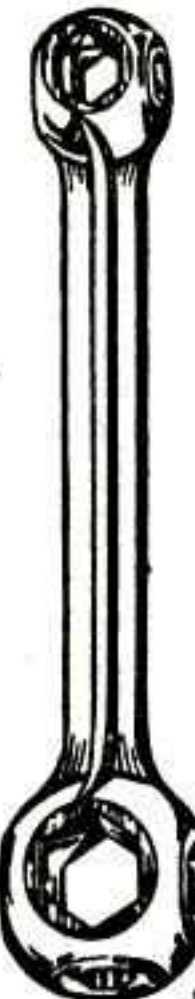
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F. H. C. Distributing Co.
1824 Venus Drive, Sacramento 21, Calif.

COMING EVENTS

Continued from page 76

Illinois
Alton—Spring Celebration, May 21-24.
Springfield—National Home Show, May 2-6. E. J. Smith.

Indiana
Indianapolis—Custom Auto & Boat Show, May 25-30. B. A. Disney, Max Adams.
Osceola—Centennial, June 18-23.

Iowa
Tonganoxie—Spring Festival, April 26-28.

Kansas
Cherokee—Centennial, June 2-5.
West Bend—Centennial, May 31-June 1.

Louisiana
Gonzales—East Ascension Strawberry Festival, April 21-22. Samuel B. LaBlanc.
Shreveport—Holiday in Dixie Spring Festival, April 25-29. Able C. Goldberg.
New Orleans—La. Boat Festival—Pan American Regatta, June 8-10. Leonard Rosman, 62 Egret St.
New Roads—Baton Rouge-Pointe Coupe Boat Festival, May 26-27. Cal J. Calliouet, 605 Pierce St., Baton Rouge.
Shreveport—Horse Show, June 6-9. Mrs. E. D. Holcomb Jr.

Maryland
Baltimore—Celebration, June 11-16. Big 4 Veterans of Pimlico, Inc., 4637 Park Heights Ave.

Massachusetts
Boston—GM Motorama, April 19-20.
Fall River—National Home Show, May 1-6. John W. Daly.

Gloucester—St. Peter's Fiesta, June 26-July 1.
Springfield—Home Show, June 18-23. Sam Wasserman.

Missouri
Ava—Kiwanis Jr. Livestock Show, April 28-29. Phil H. Pettit.
St. Joseph—Buchanan Co. Dairy Show, May 19. Webb Embrey.
St. Joseph—Interstate Jr. Dairy Show, May 26. Webb Embrey.

Nebraska
Decatur—Centennial, May 2-6.

New Jersey
Westfield—Union Co. House, Garden & Hobby Show, April 28-May 5.

New Mexico
Albuquerque—350th Anniversary Celebration, June 17-23. Franciscan Hotel.

New York
Fredonia—Annual Gala Week, Aug. 21-26. Fredonia Fire Dept.
Jamaica—Long Island Home Show, May 1-6. Vincent C. Rotkamp, Catholic War Veterans, Whitman Hotel.
Mattydale—VFW and Men's Club Celebration, May 28-June 2. Geo. Mundy, 103 Breman Ave.
Mattydale—Firemen's Field Days, June 21-23. Geo. Mundy, 103 Breman Ave.
New York—International Home Building Expo., May 12-20.

New York—International Housewares Show, June 25-29.
New York—International Antiques Exhibition & Sale, May 26-June 2.
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.
Valatie—Centennial, June 30-July 4.

North Carolina
Franklinton—Jr. Order Celebration, April 19-20.
Winston-Salem—National Home Show, April 22-27. Lloyd A. Goodin.

Ohio
Montpelier—National Threshers' Assn. Reunion, June 28-30.
New Richmond—American Legion Carnival, June 1-3.
Springfield—Central O. Sports Car Show, May 11-13.

Oklahoma
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.
Pawhuska—Quarterhorse Futurity Race Meet, May 6 and 13.
Pawhuska—Osage Co. Cattlemen's Association Convention, June 22-23.
Pawhuska—Ben Johnson Memorial Steer Roping, June 24.
Pawhuska—International Round-Up Clubs Cavalcade, July 27-29.

Oregon
Bend—Tri Co. Fat Stock Show & Sale, June 1-2.
Burns—Harney Co. Pioneer Day, June 3.
Corvallis—Men's Garden Club Rose Show, June 9-10.
The Dalles—Ore. Wheat Growers' League 4-H FFA Stock Show & Sale, June 5-7.
Dufur—Farmers' Union Picnic, June 2.
Eugene—Lions Home Show, May 10-13.
Lebanon—Strawberry Festival, June 15-16.
Milton-Freewater—Pea Festival, May 18-20.
North Bend—Pageant of Progress Home and Motor Show, April 26-29.
Portland—Rose Festival, June 4-10.
Salem—Salem Rose Show, June 15-19.
Salem—Home and Garden Show, April 27-29. Lions Club.
Union—Eastern Ore. Livestock Show, June 7-9.

Pennsylvania
Bedford—Jr. Chamber of Commerce Celebration, May 21-26.

South Dakota
Aberdeen—Diamond Jubilee, June 18-23.
Brookings—Shorthorn Breeders' State Show & Sale, May 24-25.
Clark—75th Anniversary Celebration, June 24-26.
Cresbard—50th Jubilee Anniversary, June 8-9.
De Smet—Old Settlers' Day, June 11.
Garden City—Gala Days, June 8-10.
Gary—Derby Days, June 18-19.
Groton—75th Anniversary Celebration, June 10-12.
Hill City—Heart of Hills Celebration, June 23-24.
Miller—Miller Legion Rodeo, June 10-11.
Miller—75th Anniversary Celebration, June 11-13.
Mitchell—75th Anniversary Celebration, June 7-9.
Murdo—Golden Jubilee Celebration, June 30.
Pierre—Days of '81, June 15-17.
Plankinton—Tulip Festival, May 11-13.
Redfield—Redfield Powder River Days, April 20-21.
Sioux Falls—Centennial Celebration, June 15-23.
Sioux Falls—Sports Show, April 30-May 2.
Sioux Falls—Antique Show, May 10-13.
Tabor—Czech Days, June 25-26.
Watertown—Tulip Festival, May 11-13.
Webster—Webster Diamond Jubilee, June 10-12.

Tennessee
Ashland City—Cheatham Co. Centennial, April 30-May 5.
Ashland City—Legion Centennial, May 2-5. Bud Hallums.
Gallatin—Davies Co. Jr. Lamb Show, June 6. George H. Schmitt.
Lawrenceburg—Lawrence Co. Strawberry Festival, May 13-14. G. H. Lehnert.
Memphis—Memphis Cotton Carnival, May 12-19.
Newport—Tennessee-Carolina Spring Festival, May 1-5. Jack Vinson.

Texas
Corpus Christi—Bucaneer Days, April 21-25. Jack Lindsey, Route 4, Box 694, Dallas.
Dallas—Nat'l Home Show, April 22-29. Grover Godfrey, 102 Walnut Hill Village.
Kerrville—Kerr Co. Centennial, April 26-28.
Kerrville—Kerr County Centennial, April 26-28.
Liberty—Bi-Centennial Celebration, April 18-21. Bill Daniels.
San Antonio—Fiesta San Jacinto, April 15-21.
San Antonio—San Antonio Home Show, May 20-27. Irving Wayne, 103 D Paradise Lane.
Uvalde—Uvalde County Centennial, May 10-13. Bob Wellborn.
Uvalde—Uvalde Co. Centennial, May 10-13. Bob Wellborn.
Waco—National Home Show, May 2-6. Horace Black.
Whitney—Lake Whitney Sport Show, April 13-22. P. O. Box 922.

Utah
Delta—Millard Co. Jr. Livestock Show, May 24-25.
Ephraim—San Pete Rambouillet & Livestock Show, May 25-26.
Richmond—Black & White Days, May 18-19.
Salt Lake City—Intermountain Jr. Fat Stock Show, June 6-7.
Salt Lake City—National Home Show, May 20-27. Brounlow R. Hall.
Spanish Fork—Utah State Jr. Livestock Show, May 9-12.
Vernal—Basin Livestock Show, June 1-2.

Virginia
Martinsville—Firemen's Celebration, April 30-May 5.
Winchester—VFW Celebration, May 14-19.
Winchester—Shenandoah Apple Blossom Festival, April 26-27. Thomas G. Scully.
Woodstock—Am. Legion Community Week, May 7-12.

Washington
Spokane—Jr. Livestock Show, May 1-4. P. R. Gladhart, Box 2184, Old Union Stockyards.

West Virginia
Piedmont—Centennial, May 21-26. T. R. Combs, Tri-Town Fire Co. No. 1.

Wisconsin
Fond du Lac—Water Regatta, June 23-24.
Manitowoc—Eagles State Convention, June 7-10.
Oconto Falls—Jaycee Celebration, May 30-June 3.

Wyoming
Afton—Dairy Day, June 15.
Afton—Field Day, June 22.
Casper—Casper Trade Show, May 4-6.
Pinedale—Intermountain Horse Races & Chariot Races, June 3.

CANADA

Alberta

Edmonton—National Home Show, April 13-21. Arthur Gilbert.
Edmonton—Spring Horse Show, May 23-26.

British Columbia

Vancouver—National Home Show, April 25-May 3. John W. Daly.

Ontario

Kitchener—Sportsmen's Show, April 19-21.

Saskatchewan

Saskatoon—Light Horse Show, May 16-19. S. N. MacEachern.

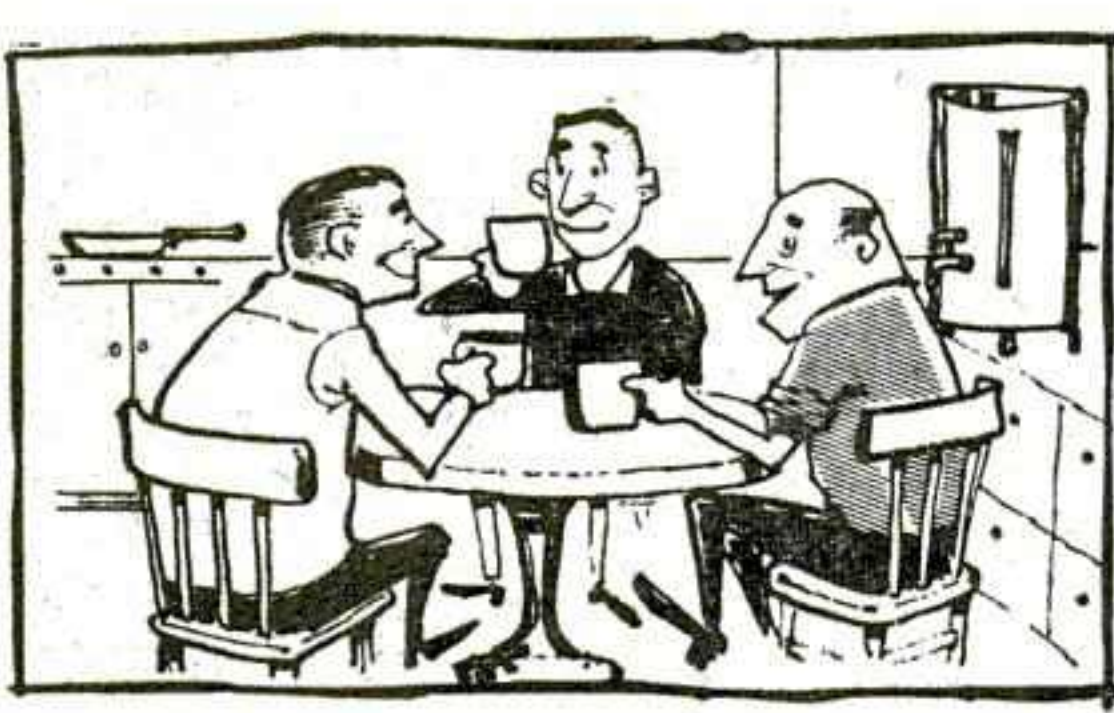
LET'S HAVE FUN!

Join the GAGSTER Ranks . . . Every Winner gets a handsome certificate ready for hanging on the wall, making him an official GAGSTER member, plus an official wallet-size membership card.

No. 1



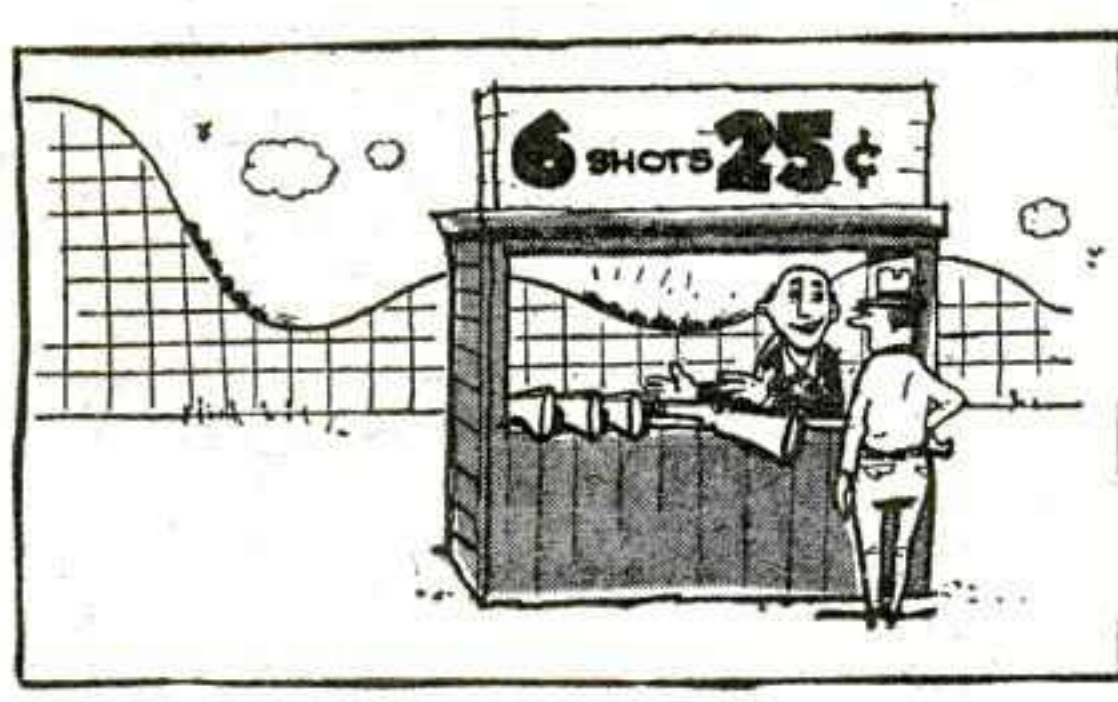
No. 3



No. 2



No. 4



IT'S SIMPLE! HERE'S ALL YOU DO:

1. Write a gag line in 20 words or less to fit either (or all) of the cartoons above. Use the coupon or your own stationery.
2. All gags become the property of The Billboard Publishing Company. No entries will be returned. Send in as many as you wish.
3. Name, occupation and address of sender must accompany all entries.
4. Gags received by Wednesday noon in Chicago will be judged for the contest ending that current week. Those received after that time will be held over until the following week.

Contest Editor, The Billboard
188 W. Randolph St., Chicago 1, Ill.

4/21/56

My Caption for Cartoon No. 1: _____

My Caption for Cartoon No. 2: _____

My Caption for Cartoon No. 3: _____

My Caption for Cartoon No. 4: _____

Name _____ Occupation _____

Address _____

City _____ State _____

EDITORIAL

Allen's 'Confidential'

There must be a darn good explanation why so many people with such little justification point their finger at the juke box industry. The most recent dig appears in the May issue of *Cosmopolitan*. The writer is Steve Allen, the affable TV merrymaker, who is now also a columnist for that publication.

Allen writes (confidentially to the reader): "You might be interested to learn that the juke box at the corner malt shop may be a mob operation." He mentions the grand jury investigation in Chicago and lets it go at that.

In fact, nowhere in the article is there any documentation to support the charges against the industry. Possibly, the reasons for lack of facts can be blamed on lack of space. Allen's picture appears four times on the page which contains the "expose," while the entire facing page is devoted to additional shots of the TV star clowning around.

Surely, by simply these remarks, Allen is no prime offender in the sniping department. But it does appear that there is virtually no limit to the number of people who can't resist taking potshots at the industry. Why is this?

Our own view is simple: The juke box, like the hot dog and the corner drugstore, is an American institution. And a slap at something that's part and parcel of the American way of life (as in the case of even one hoodlum in the juke box business) calls for a fight by any red-blooded American. It is unfortunate, however, that the fight is attempted by so many that don't have the facts.

HURVICH CELEBRATION

Guests From 5 States Attend 25-Year Fete

BIRMINGHAM — More than 140 operators, their wives and employees from Alabama, Georgia, Tennessee, Mississippi and Florida were on hand last Sunday (8) to help Harry and Max Hurvich celebrate the 25th Anniversary of the

Birmingham Vending Company.

It was a "Hi-Harry-Hi-Joe-Hi-Frank" affair with a family reunion atmosphere. In the reception line along with the Hurvich brothers were their wives, Rosalie and Rebecca, who are also partners in the business; Al Toranto, son-in-law of Max Hurvich; and Mrs. Lois Ellis, and Mayone Thomas, the secretarial arm of the firm.

Despite the social nature of the gathering, there was an unusual interest in new equipment in the display rooms.

"Do I think it reflects an attitude?" asked Harry. "In a way, yes. Most everyone seemed to have a calm conviction that business would continue to be good."

Mrs. Take Part

Manufacturers who serve Birmingham Vending Company had made a special effort to get their latest equipment in the company showrooms in time for the celebration.

And on hand to take part in the festivities were: manufacturers' representative John Casola, United Manufacturing Company; Ed Levin, sales manager of Chicago Coin Machine Company and his wife; Ralph Sheffield, Genco Manufacturing Company of Chicago. (Continued on page 86)

FREE PLAY

Phono Aids Movie Mood In Memphis

MEMPHIS — The Sammons-Pennington Company, local Seeburg distributor, placed a 200-selection phonograph in the lobby of the Malco Theater here in a public relations tie-in with the Memphis Music Association.

The phonograph is being used in connection with the two-week showing of the movie, "Rock Around the Clock," about rock and roll music, featuring Bill Haley and his band.

The phonograph had all of Haley's records on it and was set for continuous play. Robert Adams, manager of the theater, welcomed the arrangement.

Name New So. Service Rep At Wurlitzer

NORTH TONAWANDA, N. Y. — Appointment of Karel H. Johnson as factory field service engineer of the Rudolph Wurlitzer Company was announced here Monday (9) by Joseph F. Hrdlicka, factory service manager. Johnson replaces H. C. Mac McKenzie, who resigned to operate a music route in Henderson, Tex.

Johnson will cover a territory encompassing 10 Wurlitzer distributorships in the South. Presently located in Los Angeles, he plans to make permanent headquarters in Dallas in the near future.

Johnson, who entered the coin machine business in 1945, joined the service department of the Wurlitzer distributor in California. He was promoted to service manager in the San Francisco area shortly after joining. He went to work for the Paul A. Laymon Company in 1954 as service manager, a post he held until his appointment last week.

In making the announcement, Hrdlicka said: "We know that our distributors and the operators in that territory will be pleased that we have secured a man with such practical service experience and thorough knowledge of Wurlitzer phonographs. Karel will soon be available to conduct service schools in his territory."

Associated Moves to New Office in May

BOSTON — Ed Ravreby's Associated Amusements, Inc., will move to new quarters at 8 Rugg Road. Plans call for an opening the first week of May to key with the Music Operators of America convention.

Associated, which handles Rock-Ola and United's lines, will have more than three times its old floor space—about 7,500 square feet—at the new location. The firm will occupy the entire building, which (Continued on page 86)

SEEBURG TRUST SUIT TO OPEN SEPTEMBER 24

CHICAGO — The J. P. Seeburg Corporation will lock horns with the federal government on September 24, when antitrust charges against Seeburg will be brought to trial. Seeburg has already entered a plea of not guilty.

A civil suit against Seeburg and its distributor organization, charging the same antitrust violations as the federal action and returned at the same time, has been continued pending results from the federal case.

Seeburg is represented by the law firm of Kirkland, Fleming, Green, Martin & Ellis.

Meanwhile, Earl Jinkinson, chief of the local antitrust division, said that the federal grand jury which returned the indictment against Seeburg, was continuing its investigation in other phases of the juke box business.

POSITIVE SELLING

Service, Not Costs, Paves 10c Changes

BOSTON — "If a music operator believes his juke box service is good enough to warrant dime play, he'll have little trouble getting it."

So say James C. Geracos, head of Geracos National Music Company, who has fought many verbal battles concerning dime play and won most because he believes he is giving service deserving of it.



GERACOS

Geracos has a six-point plan for selling and keeping dime play on a juke box route. However, he feels that no plan can work until the operator has laid the ground work necessary to switch to dime play.

Geracos believes that operators should "survey each location individually, giving proper attention to the location owner, his employees and customers."

6-Point Plan

"When this is done," he says, "a plan can help." Geracos' plan works along these lines:

1. All new records.
2. Owner and employee participation in programming.
3. Customer participation by request cards.
4. Check and improve sound system.
5. Rotate equipment.
6. Advertise within the location.

Geracos feels that too many operators go about the business of conversion in a negative way. He said: "The operator should avoid explaining technical details and higher costs. He should concentrate on service, be proud that he's of-

(Continued on page 86)

Air Dime Play, Copyr't Battle At Wis. Meet

MADISON, Wis. — Recent developments on the legislative front concerning music copyright fees, and a discussion on the progress of dime play thruout the State keyed the monthly meeting of the Wisconsin Music Merchants' Association here Monday (9) at Leske's Steak House.

Ten-cent play came in for the heaviest discussion. A number of operators reported conversions on their routes nearing the 100 per cent mark. Ed Dowe, Beaver Dam, expressed complete confidence in the future of dime play.

Dowe said: "I don't care how many operators in the State stay on (Continued on page 84)

Langer Intros Anti-Tax Bill

• Continued from page 28

efforts to help UHF television. But the Langer bill is the first to suggest a clean sweep of excise removal for all entertainment and recreational equipment, including both phonographs and records, radio and television.

The bill, which was referred to the Senate Finance Committee, reflects the increasing restiveness of the entertainment industries under taxes they believe discriminatory. Feeling has run particularly high against the admissions tax hiked to 20 per cent during the war emergency and only partially reduced to 10 per cent since. Rep. Thomas M. Pelly (R., Wash.) pointed out in January that Treasury was losing more than it was gaining by prohibitive admissions taxes which closed hotel dining rooms to live entertainment. Senator Wiley (R., Wis.) recently quoted concert managers' complaints that high taxes on legitimate admissions were discriminatory. Bills by Representatives Thompson (D., N. J.) and Celler (D., N. Y.) would repeal admissions taxes.

Langer is co-sponsor of a bill to end the juke box exemption from the payment of performance royalties—S. 590, to amend the Copyright Act of 1909. The bill was introduced by Sen. Harley Kilgore (D., W. Va.), chairman of the Senate Judiciary Committee until his recent death and replacement by Sen. James O. Eastland (D., Miss.). (The *Billboard*, March 10.) The Kilgore bill is presently being studied by Sen. Joseph C. O'Mahoney (D., Wyo.), chairman of the subcommittee on Patents and Copyrights, with a view to possible hearings before Congress adjourns.

UMO to Operate Route To Support Teen Shows

DETROIT — The United Music Operators of Michigan announced plans to set up and operate its own juke box route for the purpose of supporting a continuous public service program.

UMO's entry into the operating end of the business marks the first such association move ever taken. In explaining the move, Roy Small, conciliator, pointed out: "This step had been contemplated when the association was formed. Its charter, unlike others, which are set up as nonprofit organizations, provides for UMO to operate as a company."

All proceeds from UMO's route are currently earmarked for a special fund to finance weekly teen-age shows this summer.

Six members have already volunteered to turn over about 10

locations to UMO. Service on the machines will be handled by the Union Coin Machine Service Company, operated by Van Koughnet. Route collections will be made on a volunteer basis by UMO members.

Elmer Treloar was elected route manager. He will also be in charge of soliciting new locations for UMO.

Small said that the operation would also service some 30 juke boxes which have been donated to charitable organizations.

Levin Named By RMSA Ops For 2d Term

CHICAGO — Phil Levin, head of Caryl Music, Inc., was re-elected president of the Recorded Music Service Association for a second term Tuesday (10) at the organization's annual meeting at the Bismarck Hotel.

Other officers re-elected were Carl Green, head of Tower Music Company, vice-president and secretary; Earl Kies, manager of Apex Music Company, vice-president and treasurer, and Dan Gaines, Gaines Music Company, vice-president.

Directors named were Levin, Green, Kies, Gaines, Julius Mohill, Joe Filitti, Julius Groner, Louis Arpaia and Andy Oomens. Mohill was the only newly elected director.

Over 100 operators attended the business meeting and elections.

Teen-Agers Disk MOA Juke Pick

NEW YORK — "Why Do Fools Fall in Love," with the Teen-Agers on Gee Records, was selected as the nation's top juke box disk Saturday (14) on "National Juke Box," the ABC radio program prepared by the Music Operators of New York.

Other favorites played on the program were "Blue Suede Shoes," with Carl Perkins on Sun; "Heart-break Hotel," with Elvis Presley on Victor, and "Long, Tall Sally," with Little Richard on Specialty.

Selected as promising disks were "The Stars and Stripes Forever Merengue," with Gloria Parker on Gloro, and "Heart of Paris," with Don Costa and his ork on AMPA.

MOA CONVENTION EDITION

ISSUE DATED: **MAY 12**

ADV. DEADLINE: **MAY 3**

Attention: Manufacturers, Suppliers and Distributors

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- Jack Sloan, Dick Ford, Dick Wilson Cincinnati 22, Ohio, 2160 Patterson St. Dunbar 1-6450
- New York 36, N. Y., 1564 Broadway Plaza 7-2800
- Lou Schochet Martin Toohey St. Louis 1, Mo., 390 Arcade Bldg. Chestnut 1-0445
- Frank Jaegerling Hollywood 28, Calif., 6000 Sunset Blvd. Hollywood 9-5831
- George Kelley

- A FEW OF THE IMPORTANT FEATURES INCLUDE:**
- 9th Annual Juke Box Operators' Poll
 - Dime Play
 - Juke Box Programming
 - 12-Month Wrap-Up of Juke Box Business
 - What's ahead for the balance of 1956

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RATES: \$1.00 a line—\$14.00 per inch.

CASH WITH ORDER

Unless credit has been established.

COINMEN YOU KNOW

Los Angeles

By SAM ABBOTT

PLANS COLORADO VISIT. . . Ed Wilkes, Paul A. Laymon, Inc., is looking forward to his summer vacation when he will visit near Colorado Springs. A relative of Wilkes' has installed a "Ghost Town" attraction in that area and Ed is anxious to see it. . . Dorothy and Jack Leonard, manager, Badger Sales Company parts department, attended the televising of the G. E. Theater on which Judy Garland appeared. They later attended a party at Miss Garlands' Beverly Hills home. . . William R. Happel Jr., Badger Sales Company, is planning to attend the Music Operators of America convention in Chicago. While there, he will visit his brother, Carl, in Milwaukee.



HAPPEL

A Rock-Ola phonograph has been used on the "Juke Box Jury" television show over KRCA here for the past four weeks. Ed Wilkes, Laymon Company, made the arrangements with Bill Rogers of the telecast. . . John Endo, Jet Music, shopped on Coin Row during the week. . . Cecil Ellison, Desert Operating Company in Lancaster, is exalted ruler of the Elks there. . . Pop Burris, veteran Montebello operator, made one of his regular buying trips to Coin Row. . . Don Jackson, Rio Equipment Company, San Bernardino, in town. . . Earl Wilson is extending his activities in Las Vegas. They include, in addition to the coin operation, a restaurant.

Principals of both the Desert Music Companies in Palm Springs and Banning were visitors. Jimmy Jackson, Palm Springs office, and Joe Tamulonis, Banning office, were in the city at the same time. They are brothers-in-law. . . Badger Sales Company is offering tournament play pads to boost pool game plays. . . Tommy Felkins, Victorville, seen along Coin Row. . . Ralph Batchelor has moved his operation and family from Los Angeles to Lancaster, where he has purchased a cocktail lounge.

James Crock up from San Diego. . . Paul W. Campbell is a new operator in the Port Hueneme area. . . Art Ridgeway in from Boston, Calif. . . Another buyer was Sid Snyder of San Bernardino. . . J. C. Horton is busy with his music and games route in Carlsbad, Calif. . . Fred and Dickie Gaunt, twin sons of the Fred Gaunts, will observe their 12th birthday in May. Gaunt heads the coin-machine department at Badger Sales. . . George Bryant, popular carnival Arcade operator, is taking time off between the play dates of the show with which he travels.

Miami

By RAOUL SHAPIRO

DIME PLAY UPS 40 PER CENT. Morris Marder, of M&M Service, made his first dime play conversion and found his gross up 40 per cent, with nary a beef. Morris says he will start converting other spot locations and eventually all jukes on his route. . . Doris Shapiro, secretary at Music Makers, reports several location owners on the Beach have asked when jukes at their locations will be put on dime play.

Al Sorrentino's brother-in-law, Charles Desiderio, is a partner in the purchase of Bishop's Amusement Company's juke route. . . Bernie Koganofsky recently bought the town juke route of S&L Amusement in conjunction with Al Kahn. . . Guy Earle Tuttlebaum, of the Guy Earl Novelty Company in Lake Worth, whose route runs thru seven counties, has installed an air-conditioning unit in his truck. Guy has also installed a generator in his truck that puts out enough power to run electric drills and other tools necessary for his work. He says the equipment has paid for itself in a very short time.

Buster Railey is back on the job again as serviceman for Deale Automatic Company. . . Brunice Hicks, all around office girl at Mangone & Mangone, is leaving to marry Don Remsnyder. Don operates an Arcade in Panama City, Fla. They will make their home in Panama City. . . Faced with the need of cutting down overhead, Lucky Skolnick, of Music Makers, Inc., has set up his routes on an alternate week collection basis. Lucky says this will enable his routemen to devote more time per location and cut down on expenses. . . Jean Powers, gal Friday at Mercury Records since Steve Brookmire got the line, left to devote her full time to home and husband. She was replaced by Sue Stein. . . Henry Stone, Chart Records prexy, off to New York to arrange additional pressing plants to help him fill demands for his new click, "Mexico Bound" by the Champions.

Chicago

By KEN KNAUF

KOCI ON EUROPEAN TOUR. Jerry Koci, general manager, Chicago Coin Machine Company, left for a five-week vacation trip and tour of Europe. At Chicago Coin, Jerry has been instrumental in developing seven pool games. Getting all the names of these games into one crisp sentence, Wally Finke and Joe Kline, First Coin Machine Exchange, sent Koci the following telegram: "You deserve an Automatic Crown. Advance in Clover and enjoy your Playtime like a Champion Hooligan."

Don Moloney, Donan Distributing Company chief, wife, Nancy, and daughter, Mary Anne, basking in the Florida sunshine. Meanwhile, back at the coin machine ranch, Mac Brier is doing double duty. Among operators shopping at Donan last week were Ralph Kelly, Elgin, Ill.; Harlan Arens, Gibson City, Ill.; George Nimee, Spring Valley, Ill. . . Mort Levinson, National Coin Machine Exchange, reports the new Gottlieb Score-Board selling very well. Ron Schwartz doing much of the road work for National these days.

Joe Robbins, Empire Coin Machine Exchange, has a flock of spring equipment and expects it to sell fast. The Williams Crane, he says, is creating excitement. Empire roadman Jack Burns reported slugging thru the Michigan snows, but still selling games. . . The year 1956 is shaping up a big one for Al Stern, owner of World Wide Distributors. Expansion of both business and family is under way. Just back from a Florida vacation, Al celebrated his son Loren's Mitzvah April 8, while his son Mark, a medical student at Northwestern, will be married to Margie Ehrenreich at the Sheraton Hotel. Son Joel Stern, associated with Al at World Wide, will marry in October. And Al will celebrate his 25th wedding anniversary in September. Stanley Levin, All State Coin Machine Exchange, was presented

(Continued on page 92)

College Jazz Contest Set

Continued from page 27

selected by the Wurlitzer Music Workshop. The finalists will be judged by Duke Ellington, Tommy and Jimmy Dorsey, Ralph Flanagan and other name musicians.

Contest is open only to professional college and university musicians—that is, members of the American Federation of Musicians. No entry fee will be charged either to colleges or students.

The winning group will get a guest shot on the Steve Allen "Tonight" TV show on May 25, an audition by a record company, and a Wurlitzer electronic piano for use by the student body of the college represented. Jazz groups placing second and third will receive recognition trophies.

David J. Martindell of Wurlitzer this week started contacting student council groups to get the ball rolling.

Air Dime Play

Continued from page 83

nickel play, I'm changing over to dime play as quickly as I can. I've got to make a living, and I can't do it at a nickel a tune."

Dowe disclosed he has converted approximately 95 per cent of his route. "In fact," he said, "I have only six machines out on location still carrying nickel price tags."

Collections Up

A similar enthusiastic report on dime play was expressed by Tony Burnett, of Kenosha. According to Burnett, his route is now 100 per cent dime play. He said that in the process of switching over he lost 30 locations, but in spite of the loss his collections went up.

Not all operators, however, reported as rosy a picture. Mile Young, of Soldiers Grove, and Cliff Bookmeier, of Green Bay, said that lack of operator co-operation was holding dime play conversions to a minimum in their areas.

The pros and cons of three times for a quarter as opposed to four times for a quarter were also aired. Surprisingly, opinion seemed equally divided over which system was best to follow.

Pierce Airs Copy't

Clint Pierce, president of the association, reported on the copyright situation. He reviewed the work being done by the national association, Music Operators of America, to prevent any changes in the 1909 Copyright Act. He also informed the group that he had recently met with Sen. Alexander Wiley, Wisconsin's senior senator, in an effort to explain the operator's side of the picture regarding this legislation. He said the result of the meeting was encouraging.

Pierce, who is also a vice-president of MOA, highlighted some of the events expected at the MOA convention in Chicago next month, May 6-8, at the Morrison Hotel.

Among those on hand for the meeting were: Sam Hastings, Arnold Jost, Matt Schaefer, Red Jacomet, Harry Jacobs Jr. and Woody Johnson, all of Milwaukee. Tony Burnett and Lou Albafonte, Kenosha; Mr. and Mrs. Neilsen, Watertown; Ben Ludwig, Oshkosh; Dick Suchomel, Lou Glass and Bob Pate, of Madison.

Henry Baltes, Middleton; Mike Young, Soldiers Grove; Carl Adams, Beloit; Herb Tonnell, Appleton; Cliff and Roger Bookmeier, Green Bay; Ed Dowe, Beaver Dam, and Mr. and Mrs. C. S. Pierce, Brodhead.

The regular May meeting was canceled. The next meeting will be held June 11 in the Eau Claire-La Crosse area.

Business Opportunities

EARRINGS, PINS, CAN BE PUT IN CAPSULES. \$6 per gross only, plus postage, e.o.d. New England Jewelry, 124 Empire St., Dept. B. C., Providence, R. I. ap28

EXCELLENT MONEY MAKING OPPORTUNITIES in coin radios & coin television for operators & distributors; installations made in hotels & motels; write or wire for details and prices. Corallo, Inc., 196 Albion Ave., Paterson 2, N. J. ch-my26

GOLFOMATS — ELECTRIC DRIVING Ranges for sale on location as an operating business; units for sale for location of purchasers choice. King Amusement Co., 810 McCabe Ave., Bradley Beach, N. J. ap21

Help Wanted

WANTED — STATE REPRESENTATIVES. For absolutely the finest, positively guaranteed Baseball Pitching Machine. Models for coin operation, for schools and ball clubs, and Junior model for little leagues. New principle, patents pending, gives automatic change of pace, very accurate, speeds to 96 m.p.h. Movie films for use of representatives; complete book of instructions for coin installations. Waterman Engineering Corp., Waterman, Ill. ap21

Parts, Supplies & Services

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Vedco Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust 7-1448. ap28-ch

Routes for Sale

PHONOGRAPH ROUTE FOR SALE—NORTH Western Ohio; 38 Phonographs on location; Service Truck and Parts included. Box M-169, c/o Billboard, Cincinnati 22, O. ap21

ROUTE FOR SALE IN THE FASTEST growing city in Canada; 60 machines, licensed; Wurlitzers, Hideaways, Binges, One Balls, Pin Tables, Penny Machines, Charm Machines. Wells Amusement, 28 Danby Ave., Downsview, Toronto, Canada. Telephone Sterling 8-7517. ap28

SCALE ROUTE, 150 PIECES, KENTUCKY, Tenn. Write, leaving April 28, collecting. Will arrange meeting along route nearest you. Nafion, Orange City, Fla.

THIS IS A 10-LINE AD

For only \$10 you can buy this space to profitably buy or sell Used Machines, Routes, Parts, Supplies or Services.

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES. \$25 and up. Other vending machines. \$5 up. Established over 29 years. Mack H. Postel, 2952 Milwaukee Ave., Chicago 18, Ill. ap28

A FEW VERY NICE PANORAMS FOR SALE; also life size Kicking Nuts, Virginia's working order, H. E. Loeb sack, 1438 N. Emporia, Wichita, Kan. ap21

ARCADE MACHINES FOR SALE CHEAP. Send for list; cash or trade for other games. Long, 301 Southwest 3rd, Richmond, Indiana.

CIGARETTE-CANDY-COFFEE-CIGAROMAT

—Factory Distributors—

U-Select-It, Candy & Coffee, Lehigh, PX, Royal "17" Cigarette, Watling Scales, White's Comb Vendor & Combs. Write for complete details, prices, installment terms.

TEXAS ASSOCIATED ENTERPRISES

P. O. Box 1049, Amarillo, Texas. Dr. 3-8022

CIGARETTE MACHINES — REAL LOW prices; DuGrenier, Unedea, Rowe, quarter or 30-cent operation; candy machines, U Select It; DuGrenier, all machines, \$20 each. Harris Vend, 2717 N. Park Ave., Philadelphia, Pa.

CLEAN ARCADE EQUIPMENT NOW ON location; desirable pieces at fair prices; call or write. Howard, 19600 Puritas, Cleveland 11, Ohio.

SCALES—MILLS, JENNINGS, ROCK-OLA, Faces, Navco, etc.; route of 85 or single; 18 Wurlitzer Skee Ball Alleys. A. M. Johnson, Sylvan Beach, N. Y. my5

VENDING MACHINES, PARTS, ALL SUPPLIES. Ball Gum all sizes, 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies, 1¢ Hersheys, 320 or 520 ct. Candy Coated Gum, Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Vendors. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. ap28

32 SCIENTIFIC POKERINOS, LATE MODEL, excellent condition, \$40 each. Robert Perlman, 3334 Crescent Street, Long Island City 6, N. Y. ap21

Wanted to Buy

CIGARETTE, CANDY AND OTHER VEND- ing machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. ap28

MACHINES WANTED — WE BUY ALL types of Vending Equipment and Counter Games. Write, describing machines and giving us your "Rock-Bottom" price. Hake, 509C Spring Garden St., Philadelphia 23, Pennsylvania. ch-np

Of all the trade publications covering all of showbusiness . . . THE BILLBOARD is the only paper with an AUDITED PAID CIRCULATION.





The Wurlitzer Centennial Model 1900 broke all heat records for what is normally called a warm reception. And the temperature has been steadily going up. A look and a listen by location owners fanned the fires of enthusiasm. Then the patrons took over. Their reaction to its beauty and its tone is reflected in the Centennial's take. All we can say is what Wurlitzer Operators already know . . . when it comes to fast working, high earning phonographs — this one is really hot!

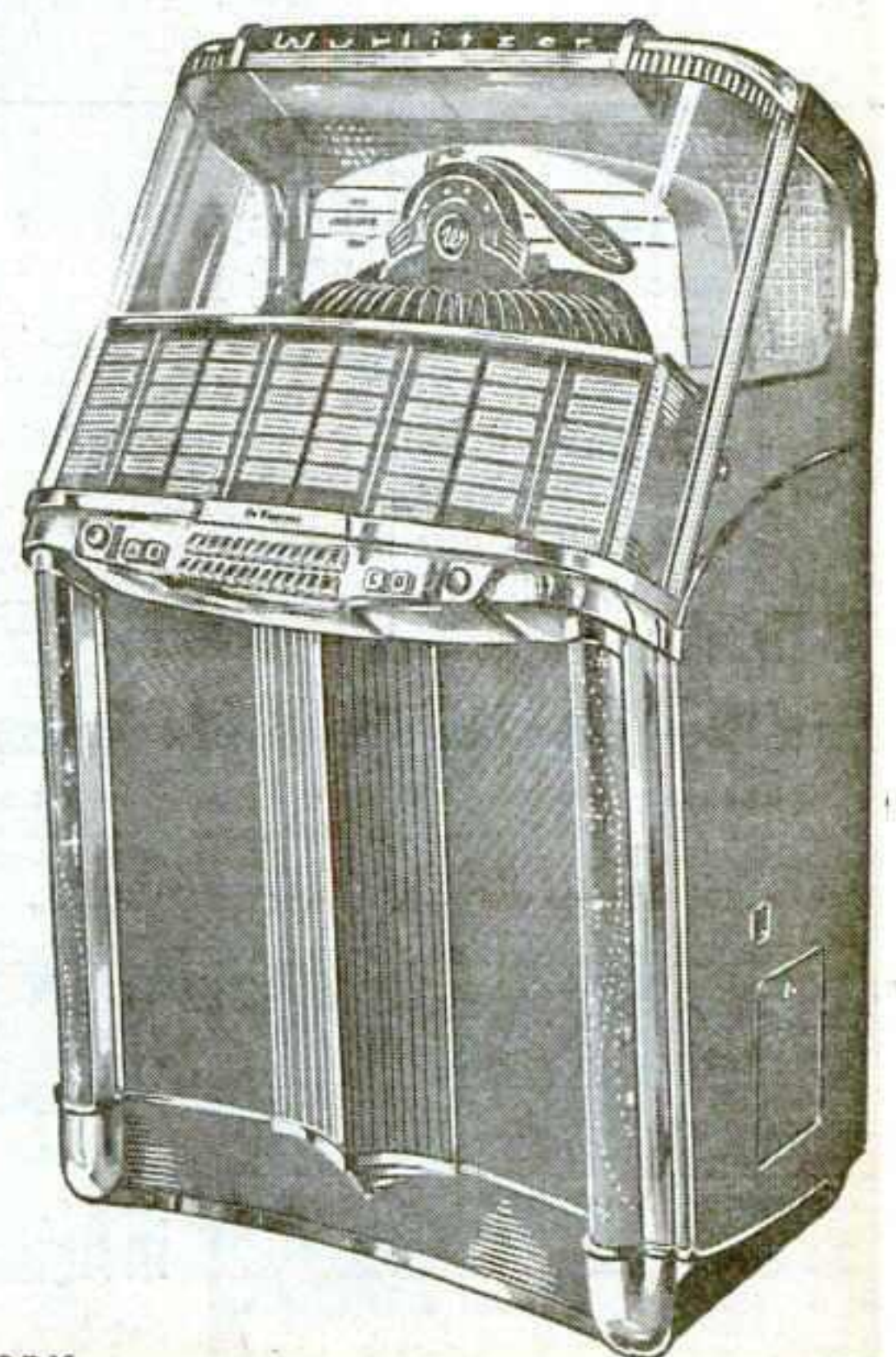
See Us
in
BOOTH 6
at the
M.O.A.
Convention



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

Service Paves 10c Changes

Continued from page 83

fering the best in music for only a dime."

Location owners are not interested in an operator's troubles. They have plenty of their own, asserts Geracos. What the location owner wants, he adds, is more profit from the music.

When Geracos has sold a location on a conversion, his job really

begins. He leaves cards with the location owners for special record requests, spruces up the equipment, improves speaker locations, adds new records to the machine, and talks over the dime move with employees.

Getting employees and customers into the programming picture, says Geracos, helps, as it makes

them feel that they have a stake in the operation.

Such promotions, he believes, are the key to maintaining volume. He points out that every operator has the same records and equipment to work with, but it's the one who makes a personalized service out of it who is going to get the business and keep it.

He believes in specialization, but carries all makes of phonographs. He is then able to place a machine in a location which is in line with collections.

He specializes in music. "I am in the music business, period," says Geracos. "Running games makes the operation too diversified, and you only lose in the end."

He has a neatly arranged store and workshop where all his rebuilding and conversion is done. The front of the store is an attractive record shop in which he does a lively business every Saturday by selling his discarded disks at three for \$1. He does not sell seasonal records, believing they are always good.

Geracos points out that there are two vital points that should be called to the attention of every operator. The first is to take definite steps to convert to a dime, and the other is to prepare to bargain for a better commission when he is confronted with even higher operating costs.

Geracos' interests, however, are not limited to running a successful music route. He is concentrating a good deal on the industrial use of background music. He makes regular calls on prospects and is in the process of lining up a Boston bank for this type of music.

His brochure proclaims: "A new world of enchantment in music. You can put music to work for you . . . to build morale . . . to entertain . . . to inspire . . . to help sales . . . to create a general pleasant atmosphere." He is already supplying several local stores and factories with this service.

But whether it is industrial or location music, Geracos believes that the operator must buy records for the location and not for the route.

Due to this personalized service he finds locations happier and more profitable on dime play.

"The day is not too far distant when it will be an absolute must for operators to get a dime," Geracos declared, "and it is time for those still operating on a nickel to draw up a master plan of converting."

"Many operators feel they cannot take the risk of going to 10 cents, and this is what is holding back the industry. My plan does not work all of the time, but it does have satisfactory results a good deal of the time."

Guests From Five States

Continued from page 83

and Frank Mencuri, Exhibit Supply Company.

Other firms the Birmingham Vending Company represent include AML, Inc., J. H. Keeney & Company, Victor Vending Corporation, Northwestern Corporation, ABT Manufacturing Company, D. Gottlieb & Company, Leaf Brands, Inc., Ferrara Candy Company, American Chicle Company, Beech-Nut Packing Company, Karl Guggenheim, Inc., Paul Price & Company, Samuel Eppy & Company, Hardifield & Company and Plastic Processes Corporation.

"We were just overwhelmed with the turnout and the number of floral pieces received," Max declared.

Guest Roster

Birmingham visitors included Howard Weinstein, Mr. and Mrs. Abe Kaplan, Louis and Joe Allen, Mr. and Mrs. Bobby Morgan, Clyde Grovelee, Nathan Goldstein, and Melba Leamon, Mr. and Mrs. Dave Leamon, I. L. Rosen, Mr. and Mrs. C. A. Lavender, Mr. and Mrs. Fred Perel and Dave Perel, Mr. and Mrs. John H. Ellis, and William C. Ellis.

Leon and Harry Levy, Arnold Goldner, Mr. and Mrs. S. R. Stewart, Mr. and Mrs. Lewis Leamon and children Linda, Judy, and Danny; Mose Leonard, Mrs. Virgie Collins, Freida and Barbara Levy, Mr. and Mrs. Frank E. Harris, Mr. and Mrs. Nathan Allen and daughters, and Raoul J. Harris.

Miss Rochelle Goldstein, Leon Toronto, Mr. and Mrs. Jim Clusker, Don Lumpkin, Mr. and Mrs. O. C. Coker, Edward Montgomery, Robert Watson, Donald Whitman, L. C. Phillips, Mrs. Arthur Held, Mrs. Phyllis Held, J. R. McAdory Jr., Thomas F. Hill, and Mr. and Mrs. William Sher and son, Terry.

E. M. Dannenberg and son, Joseph Paskowitz, Earl T. Prickett, W. D. Wideman, Mr. and Mrs. J. J. Graham, and Miss Marie Hurvich, Mr. and Mrs. C. F. Patton, R. H. Bumgardner, Paul Williams, Miss Gladys Kroll, Albert I. Lipton, Mr. and Mrs. J. H. Hoskin, and Mr. and Mrs. Morris Pearlstein.

Artie L. Hughes, Kenneth Rickel, Mr. and Mrs. P. E. Hancock, Stephen Kaplan, Bess and Morris Goldstein, Mr. and Mrs. M. W. Ryles, Frank Friedman, Mr. and Mrs. Leo Friedman, Reese Thomas, J. Leon and Gene Brown, Jack Howard, Mr. and Mrs. V. Thomas and son Billy, James Sykes, Pete Harris, and Robert Saab.

Alabama Visitors

Other operators and guests attending from Alabama included Buddy Basemore, of Sylacauga; Bert Wilborn, Eastaboga; Jimmy Jacoway and Bill Yancy, Collinsville; J. M. Walters, Mr. and Mrs. Leonard Barnes, Mr. and Mrs. C. F. Mongold, William Gebhardt, all from Selma.

Jim Thomson, Mr. and Mrs. A. L. Kropp, and Pat Davis, of Tuscaloosa; Isaac Cohen, Montgomery; G. T. Towery, Alexander City; Mr. and Mrs. H. T. Powell, Paul D. Rowell, of Talladega. R. C. Quinn, W. B. Sherriell, Anniston; G. H. Stitt, Opelika; Mr. George M. Jones, Mr. and Mrs. Charles Anderson, Mr. and Mrs. C. M. Oakley, of Florence.

Mrs. Olen Cunningham, and Mr. and Mrs. Jessie Lee Austin, of Muscadine; Mr. and Mrs. Max Slate and sons from Hartsell; Mr. and Mrs. F. B. Cassidy, Prichard; Mr. and Mrs. L. H. Cipperly, Mr. and Mrs. Adolph Sutton, Atmore; Dr. H. E. Killian, Mr. and Mrs. V. E. Payne, Douglas L. Suggs, and Mr. and Mrs. L. S. Suggs, of Anniston.

Mrs. R. A. Irons, Thomasville; Mr. and Mrs. Joe Joseph, Dothan; W. D. Kirk and son, Baron L. Tenville, Mr. and Mrs. Jack Hall and son, Richard, all from Jasper; Mr. and Mrs. Olin Spikes, Auburn; Mr. and Mrs. Wayne E. Lewis, Marion, and Mr. and Mrs. Billy McGhee, Gadsden.

Mr. and Mrs. Bill Wooten of Attalla; Mr. and Mrs. Robert Sisk and son, Bobby, Huntsville; Jerald Bell, and Mr. and Mrs. Grady Richey, Bessemer; Mr. and Mrs. Gus Darabaris, Bess; Mr. and Mrs. W. A. Reeves, Oneonta; J. E. Orman and Tom Farned, Russellville, and Mr. and Mrs. James Bukacek, Pell City.

Out-of-State Ops

From nearby Georgia, operators and friends included Mr. and Mrs. Arnold Feldman, Mrs. Morris Hanken, Mrs. Henrietta Weinberg, Mrs. Harlan Hankin, Al Burger, Max Heuldamer, W. P. Lambert and Jack Bidley all from Atlanta.

Other out-of-state visitors included Mr. and Mrs. J. W. Finley, Jackson, Miss.; Mr. and Mrs. C. B. Nipp, Donelson, Tenn.; Bennie Cabellero, Panama City, Fla.; and John A. Stewart, Grand Rapids, Mich.

Associated Moves

Continued from page 83

will consist of a salesroom and lounge for operators. There will be ample room for a complete service and parts department. The building has an all-weather shipping area where cars can drive in with comfort even if it is raining outside.

New, modern-style offices will also be constructed in the building, and there will be a special game room and a music room.

... guarantee Billboard advertising a true measure of value

78'S FADING FAST. Obsolescence of 78 r.p.m. disk has progressed to a point where it's almost possible to predict its total demise. Columbia Records announces it is going to gradually withdraw 78's from catalog. It feels that disk will be eliminated entirely within a year. (Page 30, The Billboard, April 14.)

ARCADES SET FOR COMING SEASON. Owners see busy summer ahead as many add new equipment, enlarge and improve sites. Believe action units will be favorite for fun-loving public. (Page 96, The Billboard, April 14.)

NICKEL FADES FROM JUKE BOXES. Distributors help juke box operators push dime-a-disk play across nation. N. Y. distributor launches all-out public relations campaign citing drop of nickel value in all fields. (Page 1, The Billboard, April 14.)

CIVIC ACTIVITIES BOOST JUKE BUSINESS. In reply to The Billboard's Music Operator Form juke men express views on participation in civic and community organization with more than 73 per cent members of some group. (Page 94, The Billboard, April 14.)

PROPOSE GAME OPS JOIN JUKE ASSOCIATION. Members of the Music Guild of New Jersey to vote on board of directors' recommendation that amusement game operators be permitted to join MGNJ. (Page 90, The Billboard, April 14.)

MUSIC TRAINING PROGRAM. New Jersey's Essex County Vocation Schools and Technical High Schools disclose that Veterans' Administration for the State Board of Education has approved training program for juke box servicemen. (Page 90, The Billboard, April 14.)

IF YOU MISSED READING THE APRIL 14 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD

Only The Billboard Gives You News While It's New

A CONTINUING STORY OF

Leadership in Action



WHEN JAMES GERACOS sells a location on the subject of dime play, he does everything possible to ease customer opposition. The sign hanging above the phonograph reads: "Now, Wonderful Music for Everyone . . . and only a dime." Geracos, who heads Geracos National Music Company, Boston, says that operators should be proud of their service and should advertise that it's worth a dime.

MOA CONVENTION EDITION

ISSUE DATED: **MAY 12**

ADV. DEADLINE: **MAY 3**

Attention: Manufacturers, Suppliers and Distributors

Your "Selling Message" will get added impact in this big "Juke-Box" edition.

GOT YOUR AD PLANNED FOR THIS LONG-LIFE EDITION! There's still time.

Contact the Nearest Billboard Office Listed Below for Further Details and Advertising Rates.

Chicago 1, Ill., 188 W. Randolph St. Central 6-8761

Jack Sloan, Dick Ford, Dick Wilson

Cincinnati 22, Ohio, 2160 Patterson St. Dunbar 1-6450

Lou Schochet

New York 36, N. Y., 1564 Broadway Plaza 7-2800

Martin Toohay

St. Louis 1, Mo., 390 Arcade Bldg. Chestnut 1-0443

Frank Joerling

Hollywood 28, Calif., 6000 Sunset Blvd. HOLLYWOOD 9-5831

George Kelley

A FEW OF THE IMPORTANT FEATURES INCLUDE:

- 9th Annual Juke Box Operators' Poll
- Dime Play
- Juke Box Programming
- 12-Month Wrap-Up of Juke Box Business
- What's ahead for the balance of 1956

MUSIC OPERATOR FORUM

How Do Operators Look at Financing?



In spite of the fact that operators are finding credit easier to obtain on new juke box equipment and that payment periods can run anywhere from 90 days to three years, most set limits on the amount of money they will owe at any one time, preferring to clear up obligations as quickly as possible.

This week's Music Operator Forum, which spotlights juke box financing, clearly reflects this situation.

Most operators participating in the Forum said that credit should definitely be restricted. Restrictions were based either on a percentage of gross collections—usually about 25 per cent—or on anticipated revenue of the financed machine.

This limiting of credit held true for about 90 per cent of the operators participating. About the same percentage quickly admitted, however, that credit limits were usually neglected when a new piece of equipment was earmarked for a new location.

As the accompanying chart shows, 18 to 24 months is the most popular payment period among operators. Surprisingly, the next favorite is 12 to 18 months rather than more than two years.

Asked what payment period they thought most ideal to stay in a sound financial position, operators most frequently selected periods 12 to 24 months. The average: 19½ months.

It is interesting to note that over 40 per cent of the operators said that they do not make cash down payments when buying new equipment. However, this figure must be qualified. Many said they never paid cash down, but did use trade-ins to act as down payment.

The average amount of cash required for down payment, according to Forum figures, is 23 per cent of the purchase price.

According to operators participating in the Forum, banks handle the largest portion of juke

box paper, with finance firms and distributors following in that order.

Probably the most important question in this week's Forum deals with future buying in the event more liberal credit terms are made available. Only 16 per cent of all operators answering said they thought they would buy more equipment even if more liberal terms were in the

How They Voted

- Where do you finance most of your juke box purchases?
 - 35% Banks
 - 27% Finance Firms
 - 23% Distributors
 - 15% Other
- Do you make cash down payments on most juke box purchases?

	Yes	No
.....	59%	41%
- If you could get more liberal finance terms would you be inclined to buy more equipment?

.....	16%	84%
-------	-----	-----
- What payment periods do you have on most of the juke boxes you buy?
 - 8% Less than 12 months
 - 33% 12 to 18 months
 - 38% 18 to 24 months
 - 17% 24 to 30 months
 - 4% Over 30 months

offering. This small percentage indicates that operators are closely watching the amount of credit they have outstanding. It also reflects that operators are buying as much equipment as they think necessary to maintain their routes.

Setting a \$ Limit . . .

NORVAL LEVY, Philadelphia: "I do not set a financing limit on myself. To me, the important governing factor is the number of solid locations available to me."

FRANK PRENDERGAST, Kellogg, Idaho: "I believe a financing limit of no more than 20 per cent of the value of a route should be set."

FRANK SHANEY, New Albany, Ind.: "I do not think a limit is necessary. If the equipment can do no more than pay for itself it is a good investment. If a location cannot support payments on a new machine purchase, it should not get a new machine. The amount of debt should not judge by a set figure."

ROBERT BADGLEY, Tri-Count Vending, Chillicothe, O.: "We try to limit our payments to the amount the juke box can earn, less an average allowance for records."

W. H. CRANE, San Antonio, Tex.: "I limit myself on the total amount of money I owe at any one time for juke boxes. I base this limit on several factors—average expenses, weekly collections and depreciation."

Stuben Music, Inc., Hornell, N. Y.: "I think a credit limit is important. In over-extending oneself, it is easy to fall behind in payments. Credit should not exceed what a phonograph can earn."

LEON FLYNN, San Pedro, Calif.: "No credit limit. Current business conditions dictate expansion."

ALBERT JANISCH, Janisch Music Company, Beaver Dam, Wis.: "We only finance new machines when locations warrant such expenditures or when a guarantee is agreed upon. Guarantees should cover payments, record costs and service."

Replacement and Finance . . .

VIRGIL SHOEMAKER, Weiser, Idaho: "I think 25 per cent of gross income should be maintained for replacement. However, when a new location opens I do not think there should be a credit limit."

BEN FEINBERG, Flushing, N. Y.: "Machines do depreciate fast, therefore, I think the best payment time is 12 months and a credit limit should be set so that payments can be met."

FRANK HECH, C. W. Novelty Company, Quincy, Ill.: "I think a credit limit should be set except when a new location is available. Credit limits should be worked out to fit in with a reasonable replacement program."

J. ALBERT GAFFREY, Popular Music Company, Norwich, Conn.: "Financing should be governed by anticipated earnings and should work into a replacement program of about 25 per cent."

Next Week: Multi-Selection Jukes and Collections

Op Centennial Plans Keep Sales Mgr. Busy

NORTH TONAWANDA, N.Y.—The Rudolph Wurlitzer Company's centennial celebration, to be held on the firm's grounds, August

23-25, is keeping Bob Bear, phonograph sales manager, on one long distributor tour.

In an effort to keep the plans for the firm's 100-year anniversary fete running smoothly, Bear is out on the road contacting distributors

and working with them on their tie-in plans.

Last week he made the rounds of all Southeastern distributors. This week, he is working his way up the country calling on Midwest distributors.

A. D. Palmer, advertising and promotion manager, said the event is promising to be bigger than originally anticipated. He added that the firm's centennial Cook Book is in the process of being mailed to distributors and operators.

Mid-South Ops Diversifying

MEMPHIS—A growing number of Mid-South operators are expanding their music operations and taking on sidelines apart from the juke box business, a survey by The Billboard revealed.

Abe Malouf, owner of LeFlore Music Company in Greenwood, Miss., purchased the Natchez Music Company, Natchez, Miss. Dominic Fratezzi will be manager of the Natchez route.

Bluford Taylor, owner of Holmes Amusement Company in Tchula, Miss., recently purchased another grocery store, this one in Belzoni, Miss. This makes two "Jitney Jungle" stores he owns in addition to his phonograph route.

J. T. Long, owner of Long Music Company in Hollandale, Miss., has opened a service station at Hollandale.

John Tirey, long time phonograph operator in Columbus, Miss., has retired. He founded the Fairway Amusement Company in Columbus 25 years ago, sold his route to Bubba Fort. Tirey plans to aid his son-in-law, who has the Falstaff and Pabst Blue Ribbon dealership in Columbus.

Frank Steed, owner of Steed-

ALA. OPS SEE NO ROCK-ROLL PHONO THREAT

BIRMINGHAM—Despite the attack on Nat (King) Cole at Municipal Auditorium here last week, Birmingham juke box operators continue to feel there is no real threat to force removal of "rock and roll" records from machines.

Cole was struck down by members of the Anniston, Ala., chapter of the North Alabama Citizens' Council during a personal appearance here with Ted Heath's Orchestra.

Asa (Ace) Carter, self-styled executive secretary of the North Alabama Citizens' Council, several weeks ago urged council members to make a study of the effects of r.&b. music and to use whatever influence at their command to have it removed from juke boxes.

At the last check, none of the operators here had been contacted by any representative of any citizens' council.

Hearn Music Company in Clarksdale, Miss., has gone into coffee vending. He reports he is doing well and plans to expand.

ONLY 2 WEEKS LEFT UNTIL M.O.A. CONVENTION TIME

Morrison Hotel, Chicago, Ill.
May 6, 7, 8

M.O.A. EXHIBIT SPACE GOING VERY FAST

Booths are approximately 10x10 Feet. Contact Mr. Larry Marvin, M.O.A. Convention Headquarters, Suites 1731 and 1732, at the Morrison Hotel, Chicago, Illinois, for fast service.

It does cost a lot of money to exhibit at a Convention. But how else could you contact thousands of operators in such a short period of time . . . tell them your story . . . and sell!

Less Than a Penny Per Conventioneer . . . less than a penny to perhaps strike a new customer. Conventions are probably the lowest cost method of reaching people. You can't afford not to be represented!



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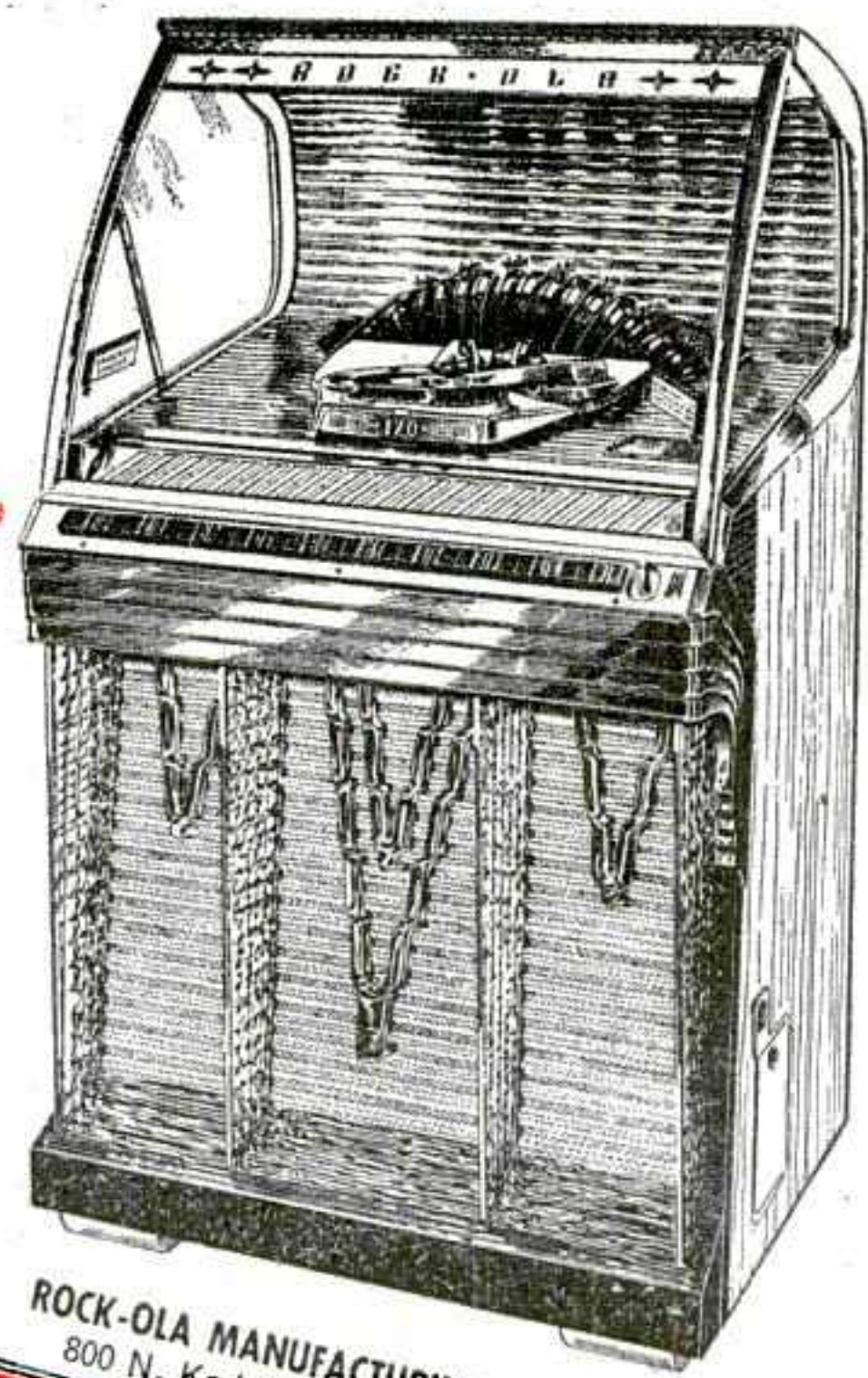
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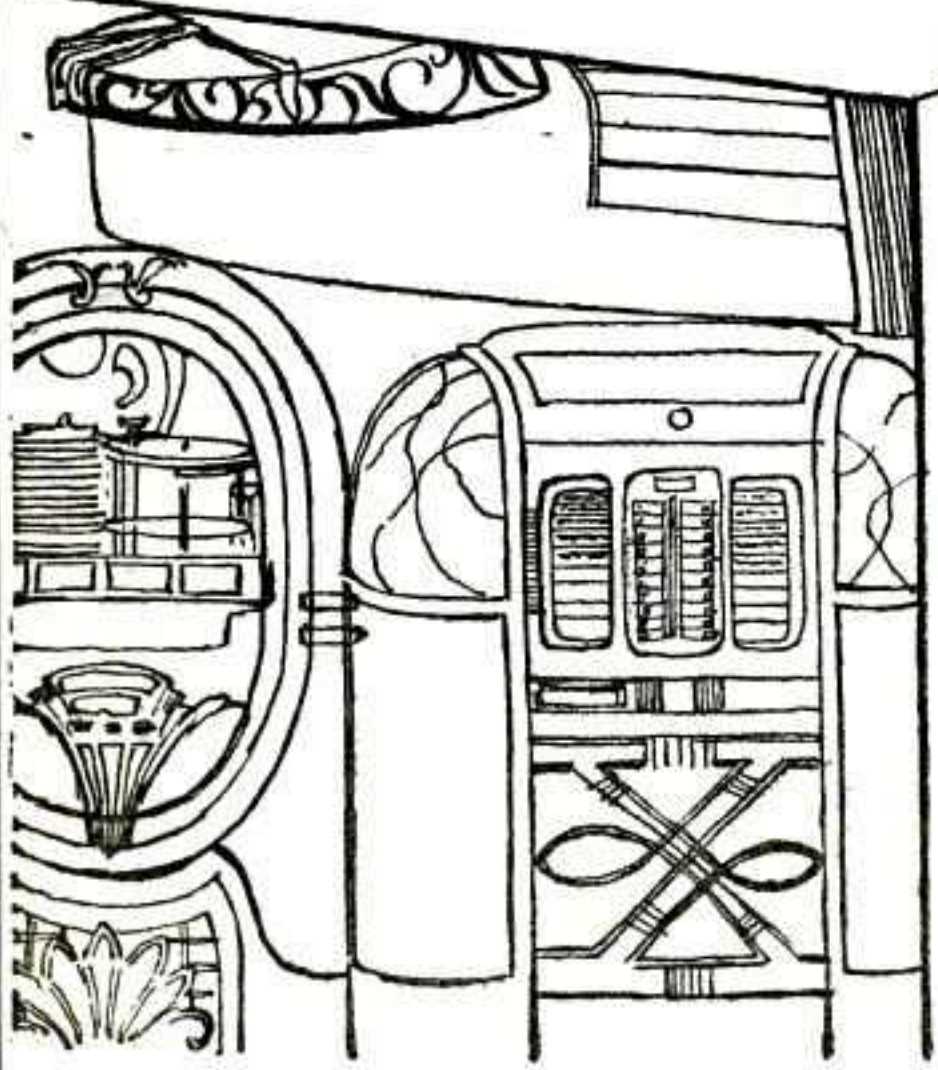
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Beautiful new ROCK-OLA 1448's



Plus — Liberal financing—terms and payments to suit your requirements.

Plus — The protection of ROCK-OLA's Warranty and Performance Bond—your guarantee of service-free performance.

Plus — The extra long life and extra profits assured with the famous ROCK-OLA trouble-free mechanism—the phonograph that's

*Worth more when you buy
 Worth more when you trade*

Jersey Ops May Get 125G Rebate on Cig Tax Increase

Problem of Converting 15,000 Machines By Deadline Behind Proposed Move

NEWARK, N. J. — New Jersey vending machine operators, still groggy from the 2-cent tax increase on cigarettes passed by the State Legislature, may have a rebate offered them by the solons.

The tax bill will cost the cigarette operators an estimated \$1,500,000 in conversion and replacement expenses. The operators have resigned themselves to this prospect.

Latest development is a move by the Senate Republican majority to give operators a \$125,000 tax rebate on machines which cannot be converted between Monday (16), when the new tax goes into effect, and July 1.

Current Situations

Here's how the situation shapes up. With the current 3-cent tax, most regular-size packs in New Jersey are vended at a straight quarter—no problem here.

But when the tax goes to 5 cents, a 25-cent vend will be out of the question. According to Senate President Wayne Dumont Jr., of the 30,000 machines now in operation throughout the State, 10 per cent must be junked with imposition of the higher tax because they cannot be converted to make up the tax differential.

He added that about 12,000 can be converted in a week, but it will take up to six months to get the

parts and convert another 15,000. **\$300,000 Loss**

This means that operators must continue at a 25-cent vend and absorb the tax increase, Dumont said. He added that the estimated loss to operators on tax stamps would be nearly \$300,000.

The vending machine operators, thru the Automatic Merchandising Association of New Jersey, had put up a bitter fight to delay the effective date of the tax increase in or-

der to allow them time to convert their equipment. This week they threw in the sponge.

Pointing out that the loss to operators on tax stamps would be from \$250,000 to \$300,000, Dumont suggested the State could at least split the difference and refund the operators \$125,000.

Is It Legal?

The question now is whether such a rebate is legal. Legislators *(Continued on page 95)*

Variety Is Trend: Mfrs. Expand Lines

Move Follows Operator Program to Provide Complete Location Service

CHICAGO — Following the pattern of operator-customers, vending machine manufacturers today are diversifying their program thru production of more than one type of vender.

The move is also in line with the expressed preference of location management — that of doing business with a single operator—according to an article published in the April issue of Vend magazine, sister publication of The Billboard.

Thru diversification, manufacturers have found it keeps plant facilities more economically occupied, provides a "family relationship" among the various types of machines, plus increasing the total volume of sales.

Further, it has broadened management thinking to a point where many are carrying on wide-scope research and engineering programs to develop new and revolutionary units for vending not only food and beverages but other staple goods.

While it was not specifically pointed out, operators expressed the belief it is a first step toward the standardization of equipment.

The one-product program of business was developed by the operator and manufacturer in the first post-war boom of the country's expansion.

Operators were either "in" candy or cigarettes, or soft drinks, and manufacturers were building a single vender line for a single product.

Stepping up the trend to diversification in the manufacturing plants was the successful introduction of the hot coffee machine, which in its infancy was a one-product business of manufacturers new to automatic merchandising.

Recognize Need

With new "blood" in the industry, manufacturers began to take *(Continued on page 93)*

WANINK NAMA REGION 5 HEAD

DETROIT — James F. Wanink, Automatic Merchandising Company, was elected chairman of Region V, National Automatic Merchandising Association, at the regional meeting here April 7.

Attending were 180 members from Michigan, Ohio, Kentucky and West Virginia. Hosts at the cocktail reception following the business session were Dean Milk Company, Chicago, and Maxwell House Division of General Foods Company, New York.

A combined meeting of Regions 2, A and 3 will be held at 10 a.m. Saturday, April 21, at the Bellvue-Stratford Hotel, Philadelphia. Robert B. Rynders, Acme Vending Company, Geneva, N. Y., is chairman of Region 2; James W. Vipond, D & B Distributors, Scranton, Pa., is chairman of Region A, and Ralph Globus, Kwik Kafe, Inc., Baltimore, is chairman of Region 3.

Lipstick Maker Prepares Nat'l Vending Drive

Priscilla Alden Firm Seeks Distributor For 1,200 Units

NEW YORK — Priscilla Alden Cosmetics, Inc., will soon launch a national sales drive to get distribution on its six-selection lipstick vender.

According to Steele Hutton, PA president, some 600 lipstick vendors of the firm's manufacture are currently on location, with the cosmetic firm operating about 10 per cent of that number.

Hutton said that 1956 production will be about 1,200. The firm is currently in the process of lining up a distributor organization.

Specifications

The machine is 16 inches high, 17 inches wide and 8 3/4 inches deep. A nine by seven-inch mirror sits atop the vender. Construction is of heavy-gauge steel, with six manual coin mechanisms—one for each shade.

Capacity is 222 lipsticks, 37 of each shade. Lipsticks vend for 25 cents each, with the acceptance chutes taking quarters only. Price is \$75 each, with discounts for volume purchases.

The machine has been in limited production for two years. Hutton *(Continued on page 94)*

McComas Says Filters to Get 30% of Market

RICHMOND, Va.—O. P. McComas, president of Philip Morris, Inc., has predicted that by the end of 1956, filter-tip cigarettes will account for 30 per cent of domestic sales.

Speaking at the annual stockholders' meeting here Tuesday (10), McComas said the sales of non-filtered, king-size cigarettes have levelled off. He added that by year's end, regular non-filters will account for 45 per cent of the market, with king-size cigarettes accounting for 25 per cent.

According to McComas, first quarter sales this year will be about *(Continued on page 95)*

Cole Products Building New Headquarters

CHICAGO — Cole Products Corporation announced the construction of a \$250,000 new general office and warehouse building in Highland Park, Ill., a North Shore suburb of Chicago.

According to Richard Cole, vice-president, the Chicago office of the firm will be moved to the one-story brick structure, which will have 25,000 square feet of floor space. It is to be completed before the end of the year.

The new building will also be used for warehousing parts and completed equipment. While some minor component manufacturing will be carried on, including service activities of Cole Equipment & Supply Company, a subsidiary, prime production of the hot and cold drink machine will continue at the Mayville, Wis., plant.

Keeney Ships New Soup Unit

CHICAGO — Shipments of its new, three-flavored de luxe soup machines are being made by J. H. Keeney & Company, Inc., Bill Coan, vending division sales manager, announced this week.

Adapted from the company's four selections coffee unit, the soup vender uses dry soup ingredients *(Continued on page 95)*

INFORMAL GALA OPENING

Group Action Keynotes NVA Meet Discussions

By BILL MASLOWE

CHICAGO — "Vendorama of '56," the National Vendors' Association's convention May 10-13 at the Morrison Hotel here, will be keyed to opportunities thru group action.

Of specific interest will be the discussion by Milton T. Raynor, Chicago, NVA legal counsel, on "Now Is the Time to Fight," dealing with a campaign to open territories currently closed to bulk vending operators.

Basis of his address will be the growing acceptance of bulk operators by national chain stores, supermarkets and huge shopping centers.

Five additional speakers, authorities in their respective fields, will include advantages gained thru cooperative group action in their talks, Paul Crisman, convention chairman, announced.

Exports of bulk vending machines, equipment, supplies and charms will be the most complete ever presented, he asserted, including games and vending machines from non-member manufacturers.

The convention will open on an informal note with a gala kick-off party at 8:30 p.m., May 10, in the Venetian Room, sponsored by eight exhibitors.

"There will be dancing, entertainment and cocktails," Crisman said, "and ample opportunity for members to renew acquaintances" *(Continued on page 95)*

Memphis Cig Vend Sales Above National Figure

By ELTON WHISENHUNT

MEMPHIS—The more than 2,000 cigarette vending machines in Memphis and Shelby County vend approximately 200,000 packs of cigarettes a week, a survey among ops disclosed. The vendors are owned by 15 operators.

The poll, which included the wholesale jobbers, showed that five million packages a month are sold altogether. This includes vending machines and across-the-counter sales in stores.

The number of cigarettes vended percentage-wise is 18 to 20 per cent of all sold, above the national average of 14 per cent.

The survey included virtually all brands and showed that there are 25 active brands in machines and stores.

Largest seller, the survey revealed, was Camel at 20.5 per cent of all brands sold. Second was Pall Mall at 18.6 per cent; Lucky Strike third at 18.3 per cent; Ches *(Continued on page 95)*

Coffee-Host Ready on Hot-Cold Drink Vender

NEW YORK—The Coffee-Host Corporation here has started production on a four-selection hot and cold drink machine, with first deliveries to operators scheduled to be made in 90 days.

Current production, according to Marty Baum, Coffee Host president, will be at the rate of 300 a month, with the first 1,000 units to go to Coffee Host's own franchised operators.

After that, if the machines are

sold on the open market, the price will be about \$230 each. Baum said the firm is not too anxious to sell the machines. He explained that the company would rather loan it to operators who sign contracts committing them to purchase all ingredients and supplies from Coffee Host.

The new machine will vend any two selections of coffee, tea, chocolate or soup. The two selections *(Continued on page 93)*

**WHEN YOU STRIKE
A VEIN OF GOLD
MINE IT
for all it's worth . . .**

SASSY BUTTONS STARTED a terrific fad to wear buttons—SO GIVE 'EM BUTTONS AND PINS TO WEAR . . .

- SASSY BUTTONS \$10.25
- BASEBALL BUTTONS 10.25
- COMIC BUTTONS 9.25
- TALKIE PINS 15.25
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All prices per 1,000.
f.o.b. Jamaica, N. Y.
Or: At Our Distributors.

Get there firstest with the mostest of **BUTTONS** and **PINS** to **WEAR**. GIVE 'EM WHAT **THEY WANT**.

SAMUEL EPPY & CO., INC. 91-15 144th Place
Jamaica 35, L.I., N. Y.

**MANDELL GUARANTEED
USED MACHINES**

- N.W. Model 49, 1c or 5c \$12.00
- N.W. DeLuxe 1c & 5c Comb. 12.00
- N.W. #39 1c Porc. 7.95
- N.W. #33 1c Porc. B.G. 6.50
- Columbus 5c Bulk 7.45
- Silver King 1c B.G. or Mds. 7.45
- Silver King 5c 30.00
- ABY Gums 8.50
- Acorn 1c or 5c 8.50

MERCHANDISE & SUPPLIES

- Pistachio Nuts, Jumbo Queen \$.77
- Pistachio Nuts, Large Tulip74
- Pistachio Nuts, Vendor's Mix59
- Pistachio Nuts, Sheik63
- Cashew Whole61
- Cashew Butts61
- Peanuts, Jumbo52
- Spanish55
- Mixed Nuts30
- Tabby-Lets, 520 ct.32
- Rainbow Peanuts32
- Boston Baked Beans28
- Jelly Beans28
- Licorice Gems28
- Leaflets (similar to M. & M.), 550 ct.28
- Assorted Fruit Charms, 100 ct.42

- Rain Blo Ball Gum, 60 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound \$.28
- 100 ct.30
- Adams Gum, all flavors, 100 ct.45
- Wrigley's Gum, all flavors, 100 ct.45
- 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
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GET YOUR SHARE WITH
Northwestern**

TAB
You'll hit the jackpot with this selective tab vender. Ten columns for wide selection and bigger capacity have doubled and even tripled sales. "Quick Change" merchandise drum cuts servicing time in half.



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MOE MANDELL
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GIVE TO DAMON RUNYON CANCER FUND

**HARMONIOUS WORK
40 Hub Ops Run
Airport's Units**

By CAMERON DEWAR
BOSTON—Thru careful planning with officials, 40 vending machine operators today are enjoying a thriving business at the Commonwealth of Massachusetts Logan Airport.

Carefully installed in and around the air terminal are 310 venders selling a variety of products from nuts to soups and from identification tags to perfume.

"Everyone is in accord in regard to the vending arrangements," says Raleigh C. Brown, assistant to the commissioner of the State Airport Management Board.

The board, he explained, has control over the type and number of machines to be installed as well as awarding locations at the field. Brown is the official who approves each.

The 310 venders dispense candy, cigarettes, Coke, coffee, combs, identification medals and chains. Also insurance, Kleenex, magazines, milk, nuts, soft drinks, perfume, photos, popcorn, stamps, soups and sandwiches.

Within the last few years, conditions have improved vastly for the operators. Previously, machines were placed almost at will with many cases of duplication. Now the Planning Board sees to it that operators don't run over each other and applications must be filed with the board before a machine is installed.

Brown said machines are selected on the basis of need, and an applicant must submit his credentials and some record of his business. Each operator signs an agreement and the Board reserves the right to cancel the contract at any time by giving 30 days' notice. Cancellations are practically unknown, since everyone seems anxious to work along with the State under its regulations.

Collections must be made in the presence of a State official and the operator is required to file a statement each year. There are no special requirements for operating machines at the airport other than the need of such a vender and that the applicant have a good business record. The size of the company isn't important, says Brown. It's integrity that counts.

While Brown was reluctant to reveal the State's percentage since it varies according to the type of vender and its volume, he offered these yearly volume figures:

- Insurance, \$17,071; drinks, \$5,142; cigarettes, \$4,226; candy, \$1,954; lockers, \$1,445; weighing scales with quizzes, \$708; popcorn, \$651; nuts, \$642; photo machines, \$613; engraving tag machine, \$591; observation glasses, \$292; combs, \$271; stamps, \$155; milk, \$143; shoeshine machines, \$106; perfume, \$100; Kleenex (for two months), \$30.

Biggest revenue puller is the observation deck at 50 cents admission and run solely by the State which produces a yearly total of

\$22,780. Insurance machine range in price from 25 cents to \$2.50. For each quarter the customer gets \$6,500 on domestic travel, including Bermuda and Canada. On foreign trips, the amount depends on the zone of travel. More complex coverage can be negotiated at counters.

Since the airport has plenty of restaurants, food machines are not much in evidence outside of a pastry vender. However, Metro Vending Machine Company is in the process of installing venders to sell sandwiches, soup, coffee and hot chocolate in the American Airlines hangar.

A few years ago, William Filene & Son, Hub department store, experimented at the airport with several types of merchandise running as high as \$3. An official said customers had difficulty in getting change and live concessionaires were reluctant to make change when they knew the money was going elsewhere.

The Filene machines vended
(Continued on page 102)

**PENNIES
PAY OFF**

with greatest money making scale on the market

- \$20 deposit puts it to work for you
- Good indoors or out
- Produces up to 200% profit
- Wins Customers for Locations
- Two machines in one—weighs, tells fortunes



VICTOR'S TOPPER

1c BALL GUM MACHINE
\$13.25 each
\$12.75 100 or more

AMERICA'S FINEST BALL GUM VENDOR

VICTOR'S FIVE STAR BABY GRAND
\$13.25 each

1/3 Deposit on All Orders
Write for "Specials" on BALL GUM-CHARMS-NUTS-CANDIES

BIRMINGHAM VENDING CO.
540 Second Avenue, N.
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Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month. 14"x24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel mouldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

AMERICAN SCALE MFG. CO.
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Send more details Send scale
\$20 deposit enclosed

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MORE MONEY IN YOUR POCKET..
When You Buy From Pioneer!
VICTOR Standard TOPPER
SPECIAL! 4 Standard TOPPERS \$53 plus 25 lbs. of Gum plus 1,000 CHARMS \$64
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Write for prices.

Experienced Operators Say:
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VENDING EQUIPMENT PROVE IT TO YOURSELF
Just try a Model 49 all-product vender on your route and see for yourself how you can make more money.
It's available in 1c, 5c or 10c play. Write for complete details of this and other Northwestern money makers today.
THE NORTHWESTERN CORP.
216 Armstrong Street, Morris, Ill.

CLOSE-OUT PRICES!
ALL IN EXCELLENT OPERATING CONDITION
CIGARETTE MACHINES
Rowe President, 8 Col., 25c or 30c, King or Reg. \$ 60
Rowe President, 10 Col., 25c or 30c, King or Reg. 75
Rowe Model 433, 8 Col., 25c or 30c, King or Reg. 115
MISCELLANEOUS VENDORS
Rowe 7-Col. Candy Merchant, 5c or 10 \$ 90
Bert Mills Coffee, 500 Cup, LIKE NEW! 250
McCann Hot Dog Vendor, LIKE NEW! 475
Coca-Cola Bottle Machines, 10c, LIKE NEW! \$75 Up
Soda Bars, CAN BE HOT OR COLD 90
Cash or Terms Write or Phone
THE UNION NEWS COMPANY
Att.: Mr. R. A. Arnold
131 VARICK STREET, NEW YORK 13, N. Y. Phone: ALgonquin 5-5100

ROYAL "17"
THE CIGARETTE MACHINE WITH FULL 17-COLUMN SELECTIVITY

17 fully automatic columns of sales-producers. Vends Regular, King Size, Parliaments and other boxed cigarettes. Capacity 400.

This 17-column machine is also available with four reserve columns—total capacity of 500 packages. With or without penny changer.

TERRITORIES OPEN FOR EXCLUSIVE DISTRIBUTORSHIP ON THIS FAST SELLING CIGARETTE MACHINE

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1360 Howard Street San Francisco, California

BALL and VENDING GUMS
LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 ct. 34¢ lb.
 Chicle Ball Gum, 130 ct. 34¢ lb.
 Chloro-Vend Ball Gum 40¢ lb.
 Chloro-Vend Chicks, 320 ct. 36¢ lb.
 Chicle Chicks, 320 & 520 ct. 36¢ lb.
 Bubble Chicks, 320 & 520 ct. 27¢ lb.
 Tab (short stick), 100 ct. 38¢ box
 5-Stick Gum, 100 packs \$1.90

F.O.B. Factory. 150 Lb. Lots
AMERICAN CHEWING PRODUCTS
 4th & Mt. Pleasant • Newark 4, N. J.

New Popcorn Unit Preemed By Calif. Firm

SAN FRANCISCO — A new vender which will pop and dispense hot popcorn sealed in a transparent bag is being readied for production by the Cymac Corporation here, H. S. Kimball, president, announced.

The new machine utilizes high frequency radiation, Kimball explained. A small flat bag of kernels is automatically dropped between two electrodes, and radio energy passing thru the kernels causes violent internal agitation heat.

"Literally," Kimball stated, "the (Continued on page 94)

COINMEN YOU KNOW

• Continued from page 84

Thursday (12) with a boy, Michael David Levin. Mrs. Levin reported doing fine at Wesley Memorial Hospital. . . Paul Huebsch, J. H. Keeney & Company general sales manager, currently has Bill Bolles on a tour of the West. Al Allbritten is traveling thru Kentucky and Tennessee, while Tom McCormack is conducting a service school at Bilotta Distributing Company offices in Albany and Rochester, N. Y.

Boston

By CAMERON DEWAR

GOOD EASTER IN HUB. Everyone on coin row had an especially good Easter since it spelled the end of the four-punch storm that bogged down shipments. The area is rolling again in great style, and distributors and operators appear to have taken on a new lease on life.

Bob Jones, Redd Distributors, feels things are highly satisfactory. Wurlitzer phonographs are booming and the big pool games are moving fast. Jim Sisti, Redd sentinel in Connecticut, says things are picking up in that State with orders coming in impressively. . . Jerry Flatto, Boston Record Distributors, enjoying himself at Blinstrub's with a bunch of the boys. His wedding will be this month. Dick Duane, record artist, dedicated one of his numbers to Jerry.

Dick Mandell, Associated Amusements, back to town this week with his wife, Ruth Mae Ravreby. Couple reported a great time in Chicago. Had dinner with David Rockoia Jr. and sales manager Les Reik. . . Dick said it was also pleasant visiting Billy DeSelm, sales chief for United.

Louis B. Gilman, Beacon Vending Company, is aiming for political office. He's running for Democratic State Committeeman in the Sixth Suffolk of the Hub. . . Mel and Sam Goran, Metro Automatic Vending Company, have given up the food vending division of their business and are now concentrating on the cigarette vending end.

Spring weather and the end of the precipitation had operators swarming into the Hub. Among those visiting distributors were George Hatzpetro, Steve Broka and Eddie DeWolfe, all of Springfield; George Sazama, Millers Falls; Bob Peno, Greenfield; Walter Adams, Woonsocket, R. I.; Pete Suma, Bristol, Conn.; Joe Cucuhara, Fitchburg, and Al Dolins, Hyannis. . . Hal March, Brattleboro, Vt., happy to be back in New England after a trip to the West Coast.

Richmond

By BEN POPE

OP TO GET LAW DEGREE. C. B. Corry, a local operator, had to take a day off recently—he was in court. But condolences are not in order. Corry was there for study. He expects to get his law degree from the University of Richmond's T.C. Williams Law School within the year. . . Berlo Vending Company has taken over the concessions at Richmond Drive-In Theater. J. B. Barnes has been named to manage it. Richard Kirst, drive-in theater division manager of Berlo in Philadelphia, was in to supervise the operation.

Art Weinand, Williams Manufacturing Company sales manager in Chicago, proved two things recently. He reads The Billboard and he's never one to miss a chance for a sale. When Weinand read in this column a few weeks ago that Jack Bess, of Roanoke Vending Exchange, Inc., was driving a new Chrysler New Yorker, he quickly telephoned Bess, telling him he would have to buy a lot of Williams machines to pay for the car. . . Harvey Crubbs, who sold out his share of Playtime Sales Company, Norfolk, is getting back in the operating game. He was in town looking at games for his new business—Norfolk Amusement Company.

William A. Browning Jr., in sales and service at Roanoke Vending, spent a week at the AMI factory in Grand Rapids, Mich. . . Recent visiting operators include Herman Hicks, Anthony Music Company, Hampton; Tom Stewart, Burlington, N. C., and George Leonakis, Haney Music Company, Fredericksburg. . . Richmond operator Aubrey Sorrells has been picking up more pool games.

Milwaukee

By BENN OLLMAN

AIMS NEW MGM DISK SALESMAN. New sales representative for MGM Records in this territory is Lou Aims, former WFOX disk jockey. Aims is being introduced to dealers and operators by veteran disk salesman Ken Wendel. . . George Schroeder, music and games operator, continues to laud the benefits his firm is reaping from the pool table units blanketing his routes. Only problem he has is bothersome replacement of stolen or broken cue sticks. "Otherwise, no complaints," he says. . . Approval of architect's plans and blueprints for the addition to the Paster Distributing Company offices and warehouse is only a short ways off, says Sam Cooper. A sizable project, it is expected to be completed in about six months.

Sam Rothman, in charge of the Paster Distributing Company premium goods department, spent several days in Chicago looking for new merchandise at the Premium Show. Jerry Shenker, office girl, is now working in the coin machine section of the Paster Distributing Company. Formerly, she toiled in the Holly Sales Company, premium end of the enterprise. . . Johnny Sippel, former Billboard scribe, in Milwaukee in behalf of the record label he now heads up, Wings Records. Sippel made the rounds of the key dealers and operators along with bustling Johnny O'Brien, the label's distributor.

Marking his 20th wedding anniversary, Les Reder and his charming wife took off several days for a vacation in Chicago. "Didn't think about the coin machine business for one minute. All we did was enjoy ourselves," says Les. . . Sam Hastings reports that while he is still very much in the premium goods business, that end of his enterprise will be receiving a lesser part of his attention from now on. "We're going to put more emphasis on the coin machine equipment sales and the routes," says Sam.

Perry Como's "Hot Diggity" and "Juke Box Baby," says Harold Reitz, are the top juke box numbers at the RCA Victor sales counter these days. . . A note to this column from Jerry Wagner, who with his wife forms the widely popular organ-piano duo, Vi and Jerry, in Tucson, Ariz., informs that he bumped into former Beer City operator, Mike Chesnick, in a night spot there.

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Lehigh PX, 8 Cols., 240 Cap.	115.00
DuGrenier Model W, 9 Cols., 270 Cap.	85.00
National 950, 9 Cols., 370 Cap.	115.00
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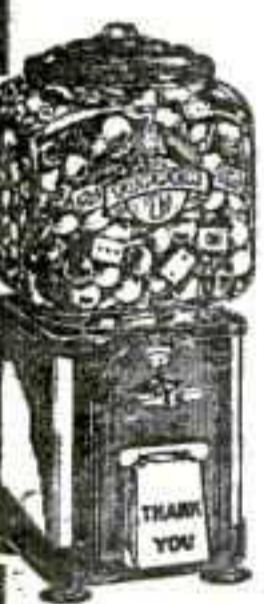


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U. S. SEEKS VIEWS, DATA ON PLANT FOOD SERVICE

WASHINGTON—More than 500 manufacturing plant managers across the nation are being polled on their view on in-plant feeding thru vending machines.

Announcement of the survey by the U. S. Department of Agriculture was made last week.

The poll is being made in an effort to determine current and future plans for extending or reducing employee food service, types of service used, and appraisal of channels for food supplies, a government spokesman explained.

A major part of the data is to be collected from about 400 plants employing 250 or more persons. Details sought includes reports on beginning and ending of inventories of food and purchases during a four-week period.

Quantity, Quality

This will embody figures on the size of stocks, quantity and quality of food used, how much and in what units food purchases are made, plus the over-all cost.

Also being checked is the use of vending machines and additional commercial services used.

An additional group of smaller manufacturers employing between 100 and 249 workers will be checked to determine the importance of food service in small plants. Seventy large plants not maintaining food services for employees will also be surveyed.

The Agriculture's Marketing Service reported that a private marketing research firm is conducting the survey. Collection of data was started last January. First reports on the findings are expected to be available late this year or early in 1957.

Variety Trend: Expand Lines

Continued from page 90

cognizance of the new trend in addition to recognizing the new demands of diversification confronting operator-customers. Diversification became an actuality.

Quickly, coffee machine manufacturers added other types of venders to their line as borne out by the model diversification at The Bert Mills Corporation. Here, four different machines are now produced with others being planned.

Manufacturers established in vending before the advent of the coffee unit hastened to add these machines; as well as other types to their line, including Stoner Manufacturing Company and Coan Manufacturing Company, recognized for candy vending equipment

Today only 11 major manufacturers are producing one vender model. However, several produce equipment adaptable to several products either in combination, or as an alternate choice. An example is Dariomatic's four-selection refrigerated machine.

15 Firms Diversify

During the past five years, 15 other firms have diversified their output with two to 16 different models being produced by individual companies in their group.

Discussing diversification, executives were in agreement with its merits and future soundness of the industry.

J. W. Coan, president, Coan Manufacturing Company, was emphatic in his remarks, declaring:

"We plan on further broadening our vender line. We believe the basic idea behind this plan is the same as other manufacturers—the need for the operator to satisfy all of his customers as we must, in turn, satisfy ours. Our goal is to manufacture equipment designed to vend anything salable to satisfy the needs of the public."

Burnhard Glassgold, sales manager, Stoner Manufacturing Company, stated:

"The need for family group equipment with a view toward general location coverage is obvious to the manufacturer as well as to the operator and location."

The Bert Mills Corporation is planning to add more types of machines to its once single product line. The firm today produces soup, hot chocolate, milk, juice and beverage units.

Herbert W. Chadwick, vice-president, disclosed:

"As a manufacturer we have an obligation to our operator customers to create more efficient and diversified equipment."

Mel Rapp, vice-president of Apco, Inc., and Robert Wagstaff, Vendo executive vice-president, both asserted their firms would diversify further. They said new venders plans are now on the drawing boards.

Coffee-Host

Continued from page 90

may be vended hot and cold, giving the machine a total capacity of four.

In order to vend cold beverages, tho, the machine must be hooked up to a water cooler on the location. The heating unit is housed in the cabinet of the machine, altho it is a self-contained unit which may be placed elsewhere.

Ingredient capacity is 300 cups—150 of each selection. Cups are dispensed manually in a container which holds 100 cups. Beverages are dispensed without cream and sugar.

Small Locations

Baum explained the unit is designed primarily for small locations or for multiple use on larger steps. The coin mechanism may be set at 5 cents or 10 cents, but there is no price selectivity, nor is there a changemaker.

Cabinet dimensions are 24 inches high, 15 inches wide and six inches deep. The stand is 36 inches high, 18 inches wide and 14 inches deep. The cabinet weighs 27 pounds.

The Coffee Host financial arrangements are something new in the automatic merchandising industry. The franchised operator puts up \$2,500 for which he gets 10 venders on location. The locations are provided by Coffee Host.

10 at a Time

After the first 10 locations have been in operation 30 days, he gets another shipment of 10, which he locates himself. Three more shipments, in units of 10, are made until the operator has 50 pieces on location.

For each 300 cups of black coffee purchased by the operator, he receives a rebate of 25 cents until the entire \$2,500 is returned to him. During the two-year period of the contract, the operator must maintain at least 50 locations.

The hot-cold machine replaces the current Coffee Host unit which vends one beverage hot only.

PHILADELPHIA — Due to extensive renovations Norman Vending Company will not move into its new and larger quarters until early May, Norman Kasser, announced Friday (13).

TALLAHASSEE, Fla. — J. D. Williamson, State beverage director, reported Florida's cigarette tax receipts for February was \$1,939,610, most of which will be returned to the cities. The State general fund will receive \$362,172.

NEW YORK — Opening of Pepsi-Cola's first bottling plant in India at New Delhi was announced by William B. Forsythe, president, Pepsi-Cola International. It is the firm's 243d overseas installation.

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2. Tour through Modern Kitchens of Gas Co. See meals prepared the modern way. Visit exhibitors in their hospitality suites. Friday, May 11.
3. See behind the scenes of fabulous Marshall Field & Co. Lunch in the Veranda Room and Fashion Show. Free gifts. Saturday, May 12.
4. Buffet Dinner. Saturday, May 12.
5. Farewell Brunch. Sunday, May 13.

Place: National Vendors' Assn. Convention Morrison Hotel, Chicago

May 10-13

ADMISSION FREE

Just have your husband WRITE OR WIRE for Reservations

N. V. A.

33 NO. LA SALLE ST. CHICAGO, ILLINOIS

Tobacco Supplies Heavy

Total supplies of flue-cured and burley tobacco for 1955-'56 are about 3,537 and 1,820 million pounds, respectively, according to Agriculture Department. The figures represent a 10 per cent increase in flue-cured and a 2½ per cent decrease in burley below the 1954-'55 season. Flue-cured brought an average of 52.8 cents per pound, practically the same as

in two previous seasons. Burley crop was the smallest since 1943 and brought an average of 58.6 cents per pound, the highest in history. It was one of the best crops ever produced. Farmers' reports as of March 1 indicate intentions to plant 1,365,000 acres of all types of tobacco, a reduction of 10 per cent from last year. Legislation was enacted on March 2, increasing acreage allotments for burley, fire-cured, dark air-cured and Maryland tobaccos.

Stoner Bows Coin Device For Cig Unit

AURORA, Ill.—Stoner Manufacturing Corporation announced a new, all combination coin plate available at option on its 11-column cigarette vender. It cannot be adapted to previously manufactured machines.

The new device, according to the company, permits the use of nickels, dimes and quarters in any combination and order of insertion for purchase of 25 and 30-cent cigarettes. Individual column price settings are possible in the same machine.

A speed lock mechanism prevents the return of a coin after a purchase pull has been started, and also prevents a sale if the coin return is pushed first.

An engineering change has been made in the Stoner Cafe 500-D drink vender to facilitate interior cleaning. A new stainless steel platform supporting the ingredients canisters and ingredients drive motor has been designed to permit easy removal for cleaning purposes. Individual electrical disconnect plugs can be disengaged and the entire ingredients platform cleared for easy cleaning.

Ingredients canister capacity also has been increased. Three of the four canisters have been increased from 14 to 17 inches in height. Number four canister goes from 17 to 20 inches in height.

The 500-D is a combination hot coffee and chocolate unit.

Lipstick Maker

Continued from page 90

emphasized that because lipstick is not an item that a woman buys daily, the machine is suitable primarily for high-traffic transient locations.

Location List

The unit is currently in operation in Grand Central Station, New York; the Airport Terminal, New York; LaSalle Station, Chicago; Union Terminal, Cincinnati; South Station, Boston; Howard Johnson restaurants on the New Jersey, Pennsylvania and Garden State turnpikes; the Penn Fruit Markets in Philadelphia, and in Union News Company outlets.

Hutton said that the gross operator profit will range from 25 to 40 per cent. He added that the columns all empty at about the same time, as the margin between the slowest and fastest moving shade is only 15 per cent.

The lipsticks are made by Kolmar Laboratories, Milwaukee, one of the nation's largest lipstick manufacturers. Hutton said that the six shades sold in the vender cover the entire range of consumer preferences. The lipstick cartridge is

1½ inches long and ¾ inches in diameter.

Hutton, a veteran executive in the cosmetic industry, first got interested in vending machines in 1951. At that time he was interested in promoting the sale of cosmetic items in supermarkets.

One of the big problems, he discovered, was pilferage. It's an easy matter for a shopper to slip a lipstick in her handbag.

In 1953 he had the first pilot model of the current machine, and the following year he had it on test locations. Hutton feels that lipstick can be an important vending market because it's an item that is used by 60,000,000 women.

ATTENTION, CIGARETTE OPERATORS!
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Popcorn Unit
 Continued from page 92

bag explodes and is filled with hot, seasoned corn within 10 to 15 seconds right before the customer's eyes.

Seasoning is packed into the bags of unpopped kernels, the company disclosed. No price was announced.

The unit was invented by C. C. Miller, of Claremont, Calif. Cymac will manufacture it under patent license from Miller.

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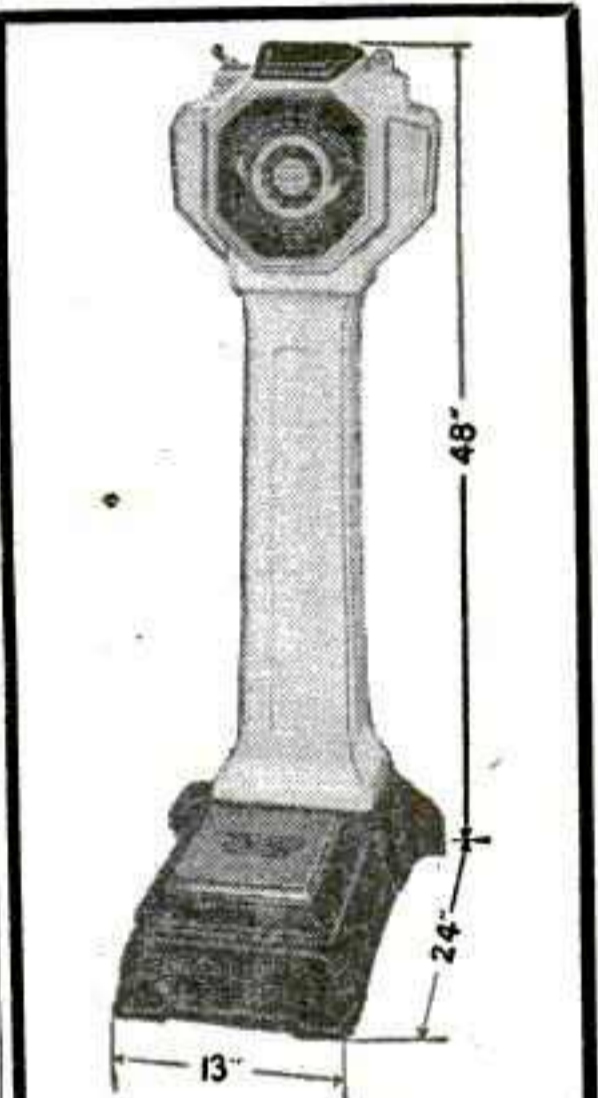
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Keeney Ships

• Continued from page 90

and has a 300-cup capacity. It is equipped with a National rejector and measures 52 inches high, 19 3/4 inches wide and 15 1/2 inches deep. No price was announced.

Cups are dispensed at the left and the dispensing chamber door opens after selection is made by pushing selector button at the top of the machine.

Like the coffee unit, the soup vender has a swing-up top which enables replenishment of ingredients without removing containers, which are stainless steel, and easily cleaned, Coan said.

Sales of the firm's three-selection snack vender, designed especially to dispense cookies, cheese crackers and cream sandwiches, are considerably ahead of expectations, Coan disclosed.

Because of its size—10 by 10 by 36 inches—and weight, 40 pounds, Coan said the unit can be easily attached to any beverage or hot drink vender. It can also be mounted on a wall or set on counters.

Group Action

• Continued from page 90

before tackling problems confronting the industry.

Speakers, Subjects

The speakers, subjects to be discussed and time will be as follows:

May 11—10:15 a.m., Rolfe M. Lobell, Chicago, Leaf Brands, "Security Thru Group Insurance"; 10:45 a.m., Irving Shepherd, Chicago, Shepherd and Schwartz, certified public accountants, "Proper Accounting Means More Profits"; 11:15 p.m., Milton T. Raynor, Chicago, "Now Is the Time to Fight."

May 12—10:15 a.m., Harvey Carr, Chicago, Coin Machine Journal, "A Look at Things to Come"; 11 a.m., Fred Brandstrader, Chicago, former National Automatic Merchandising Association legislative counselor, "The Real Meaning of Industry-Wide Organization"; 11:45 a.m., Frank Menciuri, Chicago, vice-president and director of sales, Exhibit Supply Company, "Operator's Potential Thru Diversification."

Registration will open at 9 a.m. May 10 on the sixth floor, where the board of directors meeting and luncheon will get under way at 11 a.m. The ladies' committee meeting will be at 1:30 p.m.

President's Welcome

The general business sessions will be opened at 10 a.m. May 11 with the welcoming address by Moe Mandell, New York, president of the association. Exhibits will be open from 4 p.m. to 7 p.m., May 10; 2 p.m. to 6:30 p.m., May 11; 2 p.m. to 6 p.m., May 12 and 13.

A buffet dinner, by invitation only, will be given by Leaf Brands, Inc., Chicago, at 7:30 p.m. May 12. The "Farewell Brunch" and installation of new officers will be held at 11 a.m. May 13.

Sponsors of the kick-off party are Paul L. Price Company and Karl Guggenheim, Inc., both of New York; Northwestern Corporation, Morris, Ill.; Victor Vending Corporation, Chicago; Oak Manufacturing Company, Culver City, Calif.; Penny King Company, Pittsburgh; Plastic Processes, Inc., Freeport, N. Y., and Samuel Eppy & Company, Jamaica, L. I., N. Y.

Memphis Cig

• Continued from page 90

terfield fourth at 8.9 per cent, and Winston fifth at 5 per cent.

Winston has made the most amazing growth here among brands. It was put on the market only two years ago. The five most popular brands correspond with the national averages and are in the same five positions.

The fastest selling machine in Memphis vends 2,000 packs a week. The average for all machines is 100 a week.

Cigarette prices range from 28 cents a pack in machines to 30 cents for king size and filter-tipped.

Ops pay location owners on a sliding scale, as follows: up to 100 packs per week, 1 cent per pack; up to 150 packs per week, 1.5 cents; from 150 to 200 packs a week, 2 cents; from 200 to 250 packs a week, 2.5 cents; from 250 to 300 and over 300 a week, 3 cents.

Cigarette vending machines have made tremendous strides in Memphis in the past six years. In 1950 there were 327 licenses issued for cigarette machines, according to S. O. Craig, collector of licenses and privileges.

517 More Units

In January of this year, he said, 844 had been issued, an increase of 517. Since January there have been some two dozen more licenses issued. By the end of the year, operators believe, there will be three times as many machines on location as there was six years ago.

M. B. Wingfield, local division manager for R. J. Reynolds Tobacco Company, says cigarette manufacturers are "certainly conscious of the great importance of vending ops to manufacturers."

"We work closely with operators. With 545,000 vending machines in the U. S., it is easy to see how many cigarettes are sold through machines. Last year an estimated 51,030,000 packs were sold here. That is an average of 94 packs per machine."

So far, no op has put a cigar vending machine on location in Memphis. However, that phase of tobacco vending may eventually become popular here.

Jersey Rebate

• Continued from page 90

will study legal questions concerned with whether rebates can be permitted on cigarettes sold thru 15,000 machines, Dumont said.

On 3,000 other machines there will be little trouble. Those will be junked.

Party Fight

The measure to rebate money to operators is shaping up as a party battle. The Republican majority is for the amendment and the Democratic minority is against it.

Meanwhile, operators thruout the State are converting their equipment frantically in an effort to get as many machines as possible on a 30-cent vend before the tax increase deadline, Monday (16).

Most operators will sell regulars and kings for 28 cents and get 30 cents for filters. Average conversion cost—including parts, labor and time the machine is out of operation—is estimated at \$50.

Increase Discount

One proposed amendment to the tax increase would provide for a \$25,000 survey to determine whether the discount to distributors for collecting the tax should stay at 3 per cent or be raised to 4 per cent.

Meanwhile, the cigarette merchandisers cause received a jolt last week when it was disclosed that Leo N. Knoblauch (D-Hudson), was paid counsel of the Tobacco Distribution Association of New Jersey and was working to influence his colleagues to channel an extra \$300,000 a year into the pockets of the wholesalers.

Under the 3-cent tax, cigarette wholesalers had been permitted to withhold nearly \$1,000,000 a year from the yield of \$19,200,000 for processing the tax.

Discount Dropped

When the rate was increased to 5 cents, the discount was dropped to 3 per cent on the argument that no more work was involved and that the dollar return would remain about the same.

The Assembly does not meet again until April 23, it is felt that if the tax rebate amendment is passed, it will be retroactive.

McComas Says

• Continued from page 90

\$72,000,000, equivalent to 77 cents a common share. The first quarter last year showed Philip Morris sales at \$57,000,000 and earnings at 55 cents.

For the last three months, he said, the firm has been test marketing Philip Morris king-size cigarettes in a crush-proof box similar to the Marlboro container.

Monday (16) the new pack goes on sale in California, Oregon and Nevada. McComas also disclosed the firm has designed a new flip-top pack for Parliaments and that the product will be sold at a reduced price.

ADVANCE SANITARY VENDOR
The Finest for Vending Flat-Pack Products

Here is a durable, reliable, sanitary vendor... with the many exclusive features which have made the Advance name a symbol for the best in vending.

Accommodates flat packages up to 1/2" by 2" by 3 1/4"... has separate cash box... Advance coin-detector with automatic coin return when machine is empty... protected against break-in. Available for 1¢, 5¢, 10¢ or 25¢ operation.

For Details and Prices Write, Wire, Phone Today.

J. SCHOENBACH
Factory Distributor of Advance Vending Machines
1645 Bedford Ave., Brooklyn 25, N. Y.
PResident 2-2900

MORE THAN 100,000 ON LOCATION
EARNING EXTRA PROFITS
MILLS famous 107
Rebuilt, Resprayed, Guaranteed

Only **\$12.00**

F.O.B. New York

Immediate Delivery

ORDER TODAY!



This proven vendor will produce extra profits in every location you have. Sells gum faster. No maintenance problems. Beeman's, Dentyns, Pepsin, American Chiclet candy coated or chiclet type. Also Beech-Nut, new sensational 3-C slab gum, Peppermint or Spearmint. 45¢ box of 100 ct.

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
246 W. 36th St. New York 18, N. Y.
LOngacre 4-6467

GREAT VALUE! **LOOK!** **BIG PROFIT!**

SOMETHING NEW! SOMETHING DIFFERENT!

Amazing "SNAP-BEADS"

EACH BEAD FITS INTO THE NEXT WITH A SNAP

IMMEDIATE DELIVERY

MORE FOR YOUR MONEY!

50 Colors and Mother of Pearl Finish 50

Regular Size (3/16")—YOU CAN HAVE THEM IF YOU WANT THEM

Large Size (3/8")—WE SUGGEST THE LARGE OR JUMBO

JUMBO SIZE (1/2")—SIZE FOR BEST VALUE!

BELL NOVELTY COMPANY 1540 BROAD STREET NORTH BELLMORE, NEW YORK CASTLE 1-0122 IVANHOE 9-7700

NEW YORK OPERATORS CONTACT: MOE JACK MANDELL SCHOENBACH

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

PINBALL GAMES

Table with columns: HIGH, LOW, Mean Average. Rows include BALLY (Atlantic City, Beach Club, Beauty, etc.) and GENC0 (Golden Nugget, etc.).

Table with columns: HIGH, LOW, Mean Average. Rows include GOTTIEB (Chinatown, Diamond Lil, Flying High, etc.) and UNITED (APC, Havana, Hawaii, etc.).

Table with columns: HIGH, LOW, Mean Average. Rows include WILLIAMS (Big Ben, C. O. D., Dealer, etc.) and WILLIAMS (Big Ben, C. O. D., Dealer, etc.).

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MOST ACTIVE EQUIPMENT

(For four-week period ending with issue dated April 14, 1956)

ARCADE EQUIPMENT

- 1. SEEBURG—Shoot the Bear
2. BALLY—Moon Rides
3. SEEBURG—Coon Hunt
4. GENC0—Basketball
4. EXHIBIT—Dale Gun

MUSIC MACHINES

- 1. AMI—Model E-120
1. SEEBURG—M-100-B
2. SEEBURG—M-100-A
3. AMI—Model D-80
4. SEEBURG—M-100-C

SHUFFLE GAMES

- 1. CHICAGO COIN—Criss-Cross
Targette Regular
2. CHICAGO COIN—Starlite
2. UNITED—Team Bowler
3. CHICAGO COIN—Hollywood
3. UNITED—Imperial
3. UNITED—Royal

VENDING MACHINES

- 1. ACORN 5c or 1c
2. PX (10 Col.)
3. DUGRENIER #11 Col.)
3. NATIONAL 950
3. SILVER KING 5c
3. TOPPER—HMS 1c & 5c

PINBALL MACHINES

(Manufacturers with ten or more games listed below)

BALLY

- 1. Yacht Club
2. Gayety
3. Surf Club

GOTTIEB

- 1. Guys & Dolls
2. Pin Wheel
3. Queen of Hearts

UNITED

- 1. Singapore
2. Triple Play
3. Pixie

WILLIAMS

- 1. Hayburner
2. Big Ben
2. Thunderbird

Table with columns: HIGH, LOW, Mean Average. Rows include Grand Champion, Hayburner, Lazy Q, Peter Pan, Spark Plug, Struggle Buggie, Thunderbird, Times Square, Twenty Grand.

Table with columns: HIGH, LOW, Mean Average. Rows include Gun Patrol, Heavy Hitter, Hockey, Home Run, Jet Fighter, Jet Gun, Midget Movies, Moon Rides, Mystic Marvel, Panoram, Photomatic, Pistol, Pitch'm & Bat'm, Polar Hunt, Quarterbacks, Rifle Gallery, Set Shot Basketball, Shoot the Bear, Silver Bullets, Six Shooter, Sky Gunner, Sky Rocket, Space Ranger, Space Ship, Speed Boat, Sportland, Standard Metal Typer, Super Home Run, Surf King, Undersea Raider.

Table with columns: HIGH, LOW, Mean Average. Rows include Baseball, Basketball, Basketball Champ, Bat-A-Score, Big Broncho, Big Inning, Big League Baseball, Bonus Gun, Carnival Deluxe, Carnival Gun, Coon Hunt, Dale Gun, Derby, Drivemobile, Flying Saucer, Goalee.

Table with columns: HIGH, LOW, Mean Average. Rows include Gun Patrol, Heavy Hitter, Hockey, Home Run, Jet Fighter, Jet Gun, Midget Movies, Moon Rides, Mystic Marvel, Panoram, Photomatic, Pistol, Pitch'm & Bat'm, Polar Hunt, Quarterbacks, Rifle Gallery, Set Shot Basketball, Shoot the Bear, Silver Bullets, Six Shooter, Sky Gunner, Sky Rocket, Space Ranger, Space Ship, Speed Boat, Sportland, Standard Metal Typer, Super Home Run, Surf King, Undersea Raider.

Table with columns: HIGH, LOW, Mean Average. Rows include Gun Patrol, Heavy Hitter, Hockey, Home Run, Jet Fighter, Jet Gun, Midget Movies, Moon Rides, Mystic Marvel, Panoram, Photomatic, Pistol, Pitch'm & Bat'm, Polar Hunt, Quarterbacks, Rifle Gallery, Set Shot Basketball, Shoot the Bear, Silver Bullets, Six Shooter, Sky Gunner, Sky Rocket, Space Ranger, Space Ship, Speed Boat, Sportland, Standard Metal Typer, Super Home Run, Surf King, Undersea Raider.

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Table with columns: HIGH, LOW, Mean Average. Rows include Voice-O-Graph, Wild West, AMI Model D-80, AMI Model E-120, ROCK-OLA 1436 A, SEEBURG M-100-A, SEEBURG M-100-B, SEEBURG M-100-C, WURLITZER 1250, WURLITZER 1500.

Table with columns: HIGH, LOW, Mean Average. Rows include AMI Model D-80, AMI Model E-120, ROCK-OLA 1436 A, SEEBURG M-100-A, SEEBURG M-100-B, SEEBURG M-100-C, WURLITZER 1250, WURLITZER 1500.

Table with columns: HIGH, LOW, Mean Average. Rows include ACORN 5c or 1c, DUGRENIER #11, NATIONAL 950, SILVER KING 5c, TOPPER-HMS 1c & 5c.

SHUFFLE GAMES

Table with columns: HIGH, LOW, Mean Average. Rows include Ace Bowler, Advance Bowler, Banner, Bikini, Bonus Bowler, Bonus Score Bowler, Capital Deluxe Shuffle Games, Carnival, Champion, Chief, Classic, Clipper, Clipper Deluxe, Clover Shuffle, Comet Targette, Criss-Cross, Criss-Cross Targette Regular, Fireball, Gold Cup, Holiday Match Bowler, Hollywood, Imperial, Jet Bowler, Leader Shuffle Alley, League Bowler, Lightning, Lightning Deluxe, Magic, Mars, Mars Deluxe, Mercury Deluxe, Mystic Bowler, Olympic, Rainbow Shuffle Alley, Royal, Shuffle Alley, 10 Player, Shuffle Alley, Super Frame, Targette, Team Bowler, Triple Score Bowler, Triple Strike Bowler, Victory Bowler, Vinius Bowler.

Table with columns: HIGH, LOW, Mean Average. Rows include Ace Bowler, Advance Bowler, Banner, Bikini, Bonus Bowler, Bonus Score Bowler, Capital Deluxe Shuffle Games, Carnival, Champion, Chief, Classic, Clipper, Clipper Deluxe, Clover Shuffle, Comet Targette, Criss-Cross, Criss-Cross Targette Regular, Fireball, Gold Cup, Holiday Match Bowler, Hollywood, Imperial, Jet Bowler, Leader Shuffle Alley, League Bowler, Lightning, Lightning Deluxe, Magic, Mars, Mars Deluxe, Mercury Deluxe, Mystic Bowler, Olympic, Rainbow Shuffle Alley, Royal, Shuffle Alley, 10 Player, Shuffle Alley, Super Frame, Targette, Team Bowler, Triple Score Bowler, Triple Strike Bowler, Victory Bowler, Vinius Bowler.

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Table with columns: HIGH, LOW, Mean Average. Rows include Ace Bowler, Advance Bowler, Banner, Bikini, Bonus Bowler, Bonus Score Bowler, Capital Deluxe Shuffle Games, Carnival, Champion, Chief, Classic, Clipper, Clipper Deluxe, Clover Shuffle, Comet Targette, Criss-Cross, Criss-Cross Targette Regular, Fireball, Gold Cup, Holiday Match Bowler, Hollywood, Imperial, Jet Bowler, Leader Shuffle Alley, League Bowler, Lightning, Lightning Deluxe, Magic, Mars, Mars Deluxe, Mercury Deluxe, Mystic Bowler, Olympic, Rainbow Shuffle Alley, Royal, Shuffle Alley, 10 Player, Shuffle Alley, Super Frame, Targette, Team Bowler, Triple Score Bowler, Triple Strike Bowler, Victory Bowler, Vinius Bowler.

Explanation of Coin Machine Price Index

Prices given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment.

Highs and Lows. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on music machines which have been advertised 10 times or more for the four-week period, and on all other equipment which has been advertised five times or more.

Mean Average. The mean average is a computation based on all prices at which a machine has been advertised at for the four-week period indicated and reflects the dominant advertised price. It is not a simple average between the "high" and the "low". High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for.

Most Active List. The Most Active Equipment list shows which machines in major categories have been advertised the greatest number of times for the four-week period indicated. In the case of pinball games only, most advertised games are listed of each manufacturer who has eight games or more listed below. Machines in all categories appear in order of frequency advertised. Numbers indicate position.

'EXPOSE' OF THE CENTURY

Steve Allen Compares Juke Industry With Dope Peddling

NEW YORK—The latest uninformed blast at the juke box industry appears in the May issue of Cosmopolitan. The writer is Steve Allen, a television performer who is now a columnist for that publication.

sters own nights clubs, that hoodlums are active in boxing and horse racing, and that criminals are actually engaged in dope peddling and bootlegging, he levels his guns at the music machine industry.

ing for a year the inroads the ugly men have made in the record business. Joe Amato, crime syndicate and vending-machine overlord, has been named by members of the music operators of northern Illinois as one of the men who is trying to muscle in.

Old Hat The story about the Chicago investigation, of course, has been covered in The Billboard and in the daily press. The "juke box at the corner malt shop" may be a mob operation, but Allen does not offer any evidence to show that it is.

Glo-Lantern Charm

NEW YORK — Karl Guggenheim, Inc., has gone into production on a Glo-Lantern charm. The charm has a vacuum-plated frame with a luminous light. It comes in assorted colors.

port the sweeping charges against the entire industry. Possibly one of the reasons is the lack of space. Allen's picture appears four times on the page which contains his "expose" of the juke box industry, while the entire facing page is devoted to shots of the television personality clowning around.

Beech-Nut Names Abeling and Miller

CANAJOHARIE, N. Y.—E. J. Abeling and O. H. Miller have been named to the newly created posts of associate directors of research of the Beech-Nut Packing Company. They will work with Allison Burhans, director of research since 1947.

AMUSEMENT MACHINES

APRIL 21, 1956

Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

97

CIAA Ops to Get Preview of City License Change

CHICAGO — Chicago amusement game operators are to get a preview of expected changes in the city coin machine licensing laws at the monthly meeting of the Chicago Independent Amusement Association Tuesday (17), at the Pine Room of the Congress Hotel, at 8:30 p.m.

Milton T. Ravnor, CIAA legal counsel, will discuss the legal aspects of the Chicago game operating business. Benefits already derived for operators by the association will be outlined.

While some 74 operators are currently enrolled in the association, the group hopes to include as many game operators as possible in its membership. After the Tuesday meeting, initiation fee will be increased.

Acme Billiard Ships Coin Pool In Two Models

LOS ANGELES—Two models of the Acme coin-operated pool table are in small but steady production in the shops of the 30-year old Acme Billiard Supply Company, Robert Meyers, founder and owner, said.

The company is making a jumbo table with the over-all dimensions of 36 by 70 inches and the regular size 36 by 52 inches. Prices range from \$190 for the larger size to \$165 for the smaller one in lots of five. Prices are f.o.b. this city.

Meyers declared that all tables are made with a center hole and the usual holes at the ends. A plug is provided for the center hole so that the table may be used as a standard two-hole table, if desired. The cloth is lined to let the table be placed against the wall in the event space in the location is limited. Acme will also furnish tables with the end holes set out five and one half inches. This model is available with or without a bumper set behind the hole.

Continuing, Meyers described the playing field as made of three-quarter inch novoly, a material that is exceptionally stable and warp resistant. A leveling device is added to prevent playfield sagging.

The rails are made of selected
[\(Continued on page 100\)](#)

Detroit Firm Markets Coin Pool With Slate Top

DETROIT — A coin-operated pool game with a slate top, an innovation on the U. S. market, was introduced this week by the J. L. Verlinden Sales Company here.

The slate top replaces the customary wood tops on the American-made pool games. The slate tops will eliminate the problems caused by rubbing and bending of the wood type, according to Jack L. Verlinden, proprietor of the firm.

Verlinden Sales Company, according to the owner, was the first to introduce the "hockey pool" type

FIRE ENGINE PLUGS LANE KID COIN RIDE

OWEGO, N. Y.—The boyhood ambition of Max Goldstein—to drive a hook-and-ladder fire engine—came true last week.

Goldstein, who had been employed by the Bilotta Distributing Company for 20 years, was highest bidder on a 30-year-old engine which had only 2,600 miles on its speedometer. His bid was \$400.

Once Goldstein has had his fling on the engine it will be loaned to his old boss, Johnny Bilotta, to promote Bert Lane's new kiddie ride—the Fire Engine.

Country Game Makes Good In Beer City

MILWAUKEE — Coin pool games are now the hottest location items for Beer City coinmen. Only a handful of city operators report that they are not putting them on location.

But things were not always like this. Until recently most of the pool games sold by local distributors were slated for use by up-State operators. The tide has now turned, and sales to local coin firms are nearly as large as those to out-of-town operators.

George Schroeder, one of the area's major coinmen, claims: "Pool games are the best thing that has hit the coin machine business here in a long time."

His enthusiasm, he says, is based on the fact that the games require a minimum of service while on location, are inexpensive to purchase in comparison with other coin-operated equipment, and have been successfully perking up receipts in spots formerly considered marginal locations.

Arcades Set to Draw Spring Coin Harvest

SALT LAKE CITY — Among the Arcades around the country in the midst of preparations for greeting the bigger, better spending summer crowds is the Arcade at Lagoon Resort, north of Salt Lake City.

Bob Freed, manager of the re-
[\(Continued on page 104\)](#)

Pool Sales Slide, But Ops Say Grosses Are Up in Most Areas

By KEN KNAUF

CHICAGO—Amusement game distributors in the heart of the coin machine industry here generally estimate sales on coin pool games have dropped off about 50 per cent in the past month.

While this may indicate the coin pool game has seen its best days on the national scene, it does not mean that this end of the business is fading away.

Steady sales on pool games continue, and operators in many areas—especially in areas where the game started slowly—report high earnings on the games. Indications are that grosses in the larger cities, where the pool game has been on location for as long as six months, have passed their peak.

Room for Expansion

Distributors and manufacturers say there is plenty of room for ground work in selling the games to the many areas of the nation which are still far from being saturated.

Manufacturers here are currently

concentrating on output of electric pool models with production of the regular-play units at least temporarily at a standstill. Ironically, it is the regular-play models that by-and-large bring in the biggest grosses for operators.

Explanation here is that operators, with their locations filled with regular-play models, are satisfied, and any addition to be made to their pool routes is in the form of a smaller number of new electric models at spots that don't take to the regulars. Thus manufacturers' output of electric models doesn't stack up to their earlier output of the regular games.

Territories Still Open

Monty West, Purveyor Distributing Company, reported that pool sales started to drop three months ago, but that the firm still does a steady business in these games. Sales, he said, dropped most after the Chicago area was saturated. Then one territory after another was filled.

"However, there are still a few

territories where the games are in big demand," West added. He said that the one-end play models are doing well in some locations where there isn't room for the four-side play game, but they aren't doing the business the four-side play games do.

Joe Robbins, Empire Coin Machine Exchange sales manager, said sales on the regular pool games are off about 50 per cent, with sales
[\(Continued on page 100\)](#)

Exhibit Bows Super Star, Electric Pool

CHICAGO—Super Star, a new convertible pool game that can be played with or without electric scoring, was shipped to distributors last week by Exhibit Supply.

The game has three ball pockets—one at each end and one at playfield center—with the electrical scoreboard built in along one side, level with the table top.

Played electrically, a ball landed in an end hole lights up the center hole for a player. Center hole is "dead" until ball is made in an end hole. Center hole will score only for the player sinking a ball in end hole.

Every ball landed in center hole increases value of this hole. End holes also increase in scoring value up to 1,000 points.

The game is easily adjusted for regular play without electric scoring.

Playfield of the game is hinged from the end rather than from the side. Light panel of Super Star can be dropped down for servicing. Playfield is marked for three or four-side play. A new two-way stabilizer is applicable at four different points for pulling or pushing playfield to desired level.

New Super Star cabinet design is a three-dimension effect, table legs slanting out at the ends, with the game three inches wider, but no longer than regular.

United Ships Hit Pool, New Electric Game

CHICAGO—Hit Pool, a new three-hole light-up game with electric scoring, was shipped to distributors this week by United Manufacturing Company.

Eight light-up bumpers surround the center hole, lighting up to award increasing point values for balls sunk in this hole.

Players first shoot to sink balls in the end holes, one located at each end of the playfield. The center hole lights up—in red or white color—for the first player to sink a ball in an end hole.

This player must then sink a ball in center hole to score. Scores increase for center hole as balls are sunk. The player's opponent can light up the center hole for his color by sinking a ball in an end hole.

End holes also score progres-
[\(Continued on page 102\)](#)

Chi Ops' Locations Up to 80% on Pool

CHICAGO—A survey by The Billboard of amusement game operators here indicates pool games spotted in up to 80 per cent of route locations. Majority of the remainder of locations just don't have room for the games. Some locations, however, still prefer shuffle bowlers.

While most operators contacted reported earnings on pool beginning to drop off somewhat, they are counting on the ball and cue machines to bring in the bulk of the grosses for months to come.

Some locations are provided with both pool game and bowler, but

in few spots does this prove profitable for both games. In most cases the pool game chops off takes on the bowler. Still, some operators report late model shuffle bowlers doing well.

Spark Up Locations

Electric games are used here to spark up slumping locations, or, in the case of the one-side play pool game, to fit into locations that don't have room for the regular four-side play models. Operators prefer to spot the regular models, getting the best returns on these in the majority of locations.

Harry Salat, partner with Paul Golden in LaRu Novelty, estimated 25 per cent of the firm's games consists of pool units. He said grosses have leveled off in the past month on pool games, while shuffle bowlers and Arcade pieces are bringing in a steadier take now than they did when pool games first hit the market. "Pool is no longer a novelty," explained Salat. LaRu has
[\(Continued on page 101\)](#)

NCMDA Adds New Members

CHICAGO — Al Schlesinger, managing director, National Coin Machine Distributors' Association, reported this week three new members enrolled in the organization. They are: Stanford J. Moore, Young Distributing L. I. Corporation, Freeport, L. I., N. Y.; Max Brown, Philadelphia Coin Machine Exchange, Inc., Philadelphia, and E. D. Ainsworth, Steele Distributing Company, Inc., Houston.

NCMDA President Harold Lieberman announced the appointment of a reception committee for the association's annual dinner meeting, Sunday, May 6, at the Morrison Hotel, Chicago.

Serving on the committee are Gil Kitt, Empire Coin Machine Exchange; Don Moloney, Donan Distributing Company; Wally Finke and Joe Kline, First Coin Machine Exchange, and Herb Perkins, Purveyor Distributing Company, all of Chicago.

MILWAUKEE—Traffic is expected to climb at the Gameroom of the Billy Mitchell Airport on the far south side of town here. The year-round Arcade is operated by Erv Beck, Mitchell Novelty.

According to Beck, operating the Arcade under a concession agreement with Milwaukee County: "It is actually a summer season business, altho operating all year."

Patronage has been holding up at about the level set when Mitchell Novelty entered its successful bid for the Arcade concession at the new, ultra-modern landing field. With warmer weather, crowds are expected to increase.

Some Restrictions

There are drawbacks to such an operation, however. Since the Arcade is located in a government building there are numerous restrictions as to types of equipment allowable, and a limitation exists for expansion. "We can't advertise or 'ballyhoo' like other Arcades," says Beck.

Equipment in use consists of fortune tellers, rifle games, grip machines, shuffles, pinballs, photo and voice-recording machines, baseball and gun games. Also installed are a
[\(Continued on page 104\)](#)

Joe Ash says...

When you compare quality with price. Active is never undersold!

EXCLUSIVE DISTRIBUTORS FOR WURLITZER & D. GOTTLIEB & CO. in S. Jersey, Del. and E. Pennsylvania



Joe Ash says...

Los compradores en el extranjero encontraran estos aparatos libres de contratiempos a los mas bajos precios de aqui.

Exportamos juegos de bolos (pin games) y velioneras (music machines) nuevas o reconstruidas listas para operacion.

ACTIVE AMUSEMENT MACHINES CO.

666 N. Broad St. Phila 30 Remont 7-4495 Write or wire for prices

YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS

The Formula FOR PRESELLING YOUR PRODUCTS DURING THE NATIONAL VENDORS ASSOCIATION CONVENTION

DATE: May 10, 11, 12, 13 PLACE: Morrison Hotel, Chicago

Here's how to reach distributors and operators as well as manufacturers of supplies and machines for the vending industry.

TELL YOUR ADVERTISING STORY IN BILLBOARD'S NVA CONVENTION ISSUE. Billboard delivers three-way GUARANTEED COVERAGE of your Vending Machine audience.

First, your message will reach your customers and potential customers at home, in the shop or office before they leave for the convention.

Second, your message will be read at the convention. Special free distribution of the NVA

CONVENTION EDITION of The Billboard will be made from The Billboard booth.

Third, your message will be read by some 70% of your vending machine audience who are unable to attend the convention in person.

It's so easy and economical to have your firm represented in the single most important issue—one directed specifically to vending machine operators.

ADVERTISING DEADLINE

MAY 3

NVA Issue Dated May 12

Contact The Nearest Billboard Office Listed Below For Further Details And Advertising Rates

Table with 3 columns: City, Address, Contact Name. Includes Chicago, Cincinnati, New York, St. Louis, Hollywood, and Chestnut.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

Tap-Rite Set on Components for Pre-Mix Units

HACKENSACK, N. J.—The Tap-Rite Products Corporation, manufacturer of components for the brewing, soda fountain and cup drink industry, has begun production on parts for pre-mix vending machines.

To accommodate the increased manufacturing effort, the firm is building a 15,000-square-foot addition to its present 25,000-square-foot factory. The frame of the new building is already up, and the addition will be completed early in June.

Lou Amendola, Tap-Rite president, sees a substantial growth in the use of pre-mix equipment. While the machines are primarily used by bottlers to hold locations which bottle venders can't handle, Amendola feels that the independent operator will soon use pre-mix machines on his locations.

Operating Parallel

Amendola sees an operating parallel between beverages for pre-mix machines and draft beer delivered to taverns. For one thing, the whole beverage in unconcentrated form is delivered in both cases.

Also, said Amendola, the components in a pre-mix vender are similar to those in draft beer dispensing apparatus.

Tap-Rite has been making draft beer dispensing equipment for 23 years and currently makes taps, rods, hose assemblies, fittings and regulators for most of the major breweries.

Jingle Pumps

A few years ago, the firm turned out 25,000 jingle pumps for Pepsi-Cola. These pumps played the "Pepsi-Cola Hits the Spot" ditty every time a drink was drawn.

The major advantage of the pre-mix machine over the post-mix unit, said Amendola, is that the ratio of sirup to carbonated water is standard and the quality remains uniform.

BINGO BARGAINS

4 New Starlets, original crates \$500.00

SURF CLUBS PALM SPRINGS HAWAII \$89.50 Each

YACHT CLUB PALM BEACH SPOT LIGHT CONEY ISLAND ATLANTIC CITY \$49.50 Each

DUDE RANCH BEACH CLUB RIO TAHITI BEAUTY TROPICS HI-FI \$69.50 Each

NEW UNITED 5th INNING \$325.00

All Used Games Shopped—Ready for Location

Terms: 1/3 Deposit With Order. WRITE, WIRE OR CALL

Mayflower Distributing Co.

2218 University Ave. St. Paul 4, Minn. Midway 6-7901

BALLY

Exclusive Distributor For

ROCK-OLA

SHUFFLE ALLEYS

Table listing shuffle alley models and prices: Bally Gold Medal, Bally Jet Bowler, Bally Magic Bowler, Bally Champion, Chicago Coin Bull's-Eye Bowler, Keeney Pacemaker, Keeney Bonus, Keeney Bikini, United Rainbow, United Imperial Bowler, United 6 Play Star, Un. Deluxe Comet Targette.

ARCADE

Table listing arcade games and prices: Bally Bull's-Eye Kiddy Gun, Bally Hot Rod, Chi Coin Super Home Run, 4 Bally Space Ships, 2 Bally Speed Boats.

PINBALLS

Table listing pinball models and prices: Atlantic City, Bally Night Club, Bally Broadway, Miami Beach, Gaytime, Gayety, Palm Springs, Yacht Club, Hi-Fi, Surf Clubs, Ice Frolic, Coney Island, Tahiti.

WHILE THEY LAST—LIKE NEW

Chi Coin Criss Cross Target \$100.00

MUSIC

Table listing music models and prices: Rock-Ola 1448 Hi-Fi, 120 Select, Rock-Ola 1446 Hi-Fi, 120 Select, Rock-Ola 1438 Comet, 120 Select, Seeburg M100B.

WALL BOXES

Table listing wall box models and prices: Seeburg 3W1 Hammerloid, Seeburg 3W1 Chrome.

POOL TABLES?

WE HAVE THEM

Center Hole Plugs use as 2-Hole or 3-Hole Game Light-Up Bumpers or Regular Bumpers King Size or Regular Size End holes in or end holes out 3-sided play or 4-sided play



Distributing, Inc.

450 Massachusetts Ave. Indianapolis, Indiana MEIrose 4-8468

We deliver ...

the finest equipment the most in customer service

That's why ... operators from all over the world buy from

INTERNATIONAL SCOTT CROSSE

We know the needs of your country.

We carry one of the largest inventories on Pins, Music, Shuffle Alleys, Bingos, Kiddie Rides, Target Guns, Arcade Equipment, etc.

All our equipment is fully reconditioned; cabinets refinished; ready for location.

We have a most efficient Packing and Crating Department to insure against damage while in transit.

We can supply expert advice about Shipping Companies ... and save you money.

We are distributors for BALLY MFG. CO. for all Western Europe with the exception of West Germany ... KEENEY and GENCO.

We have one of the largest Spare Parts Departments in the world and carry parts for all types of machines.

We carry a most complete line of Premiums.

WRITE NOW FOR FULL PARTICULARS, INCLUDING OUR SPECIAL CLOSEOUT LIST NOW AVAILABLE

INTERNATIONAL SCOTT CROSSE COMPANY SCOTT CROSSE COMPANY 1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA. RIttenhouse 6-7712 Branch: 819-871 Lackawanna Ave., Scranton, Pa.



A new LOW COST idea for your old ride that DOUBLES THE GROSS! CAPITOL'S MOVIE CONVERSION

gives the Kiddie TWO ATTRACTIONS for the PRICE OF ONE—a thrilling ride and a real movie.

This LOW COST Movie Conversion turns that old ride into a top money-maker!

- A "Bargain" for customers
• Something new for locations
• Fuller cash boxes for operators
Develops terrific REPLAY APPEAL. Tremendous film library keeps the program new and the customer interest high.



LOCATION TESTS IN 2 NATIONAL CHAINS PROVE that this Movie Conversion does "double-the-volume"!

CHAIN "A" REPORTS*

Store No. 8—\$179.00 in 4 Weeks
Store No. 75—\$456.40 in 11 Weeks
Store No. 421—\$223.20 in 5 Weeks

CHAIN "B" REPORTS*

Store No. 217—\$104.60 in 3 Weeks
Store No. 423—\$113.80 in 2 Weeks
Store No. 1164—\$362.10 in 7 Weeks

WIRE!—CALL!—WRITE!

CAPITOL PROJECTOR CORP. 556 West 52nd St., New York 19, N. Y. PLaxa 7-8725

See it in operation at the M. O. A. CONVENTION BOOTHS, 30 & 31

*Names on Stores on request.

KANSAS DISTRIBUTOR-WURLITZER

ATTENTION! KANSAS MUSIC OPERATORS

We can use all models of used Phonographs in trade on new 1900 Wurlitzer Phonographs.

HIGHEST PRICES PAID

UNITED DISTRIBUTORS, INC.

902 W. SECOND WICHITA 12, KANSAS HO 4-6111
HO 4-3504

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

EXCLUSIVE DISTRIBUTORS for the BEST in POOL GAMES!

CUE-STAR by FISCHER COIN-POOL

Regular and Jumbo Sizes—All Wanted Features—Prompt Delivery!

SPECIALS!

United Deluxe CARNIVAL GUN ...\$215	Genco RIFLE GALLERY ...\$195	United Deluxe VENUS BOWLER ...\$225
United Deluxe CLIPPER\$225	Bally HI-FI BINGO\$ 75	POOL GAMES All Makes—Like New —3-Hole Liteup\$145

CHARLEY PIERI

Monarch Coin Machine, Inc.

Get Our List, New-Used Games, All Types
Lincoln 9-3996-7
2257 N. Lincoln, Chicago 14, Ill.

**LARGE STOCK, ALL TYPES, USED
5-BALL GAMES—BINGOS
ALLEYS—GUNS—PHONOGRAPHS**

SPECIAL ATTENTION TO EXPORT ORDERS

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

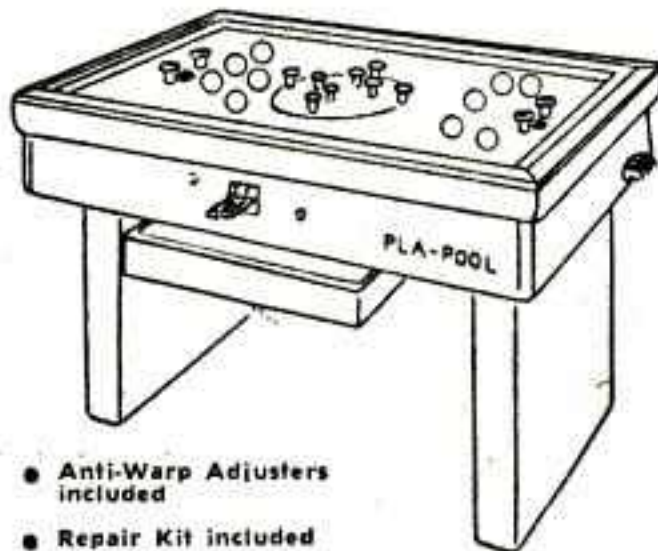
ESTABLISHED 1923

1535 Delaware Ave., Lexington, Ky. 1000 Broadway, Cincinnati, Ohio
735 S. Brook St., Louisville 3, Ky. 129 W. North St., Indianapolis, Ind.

"PLA-POOL" for Big Profits

SENSATIONAL BUMPER-TYPE POOL GAMES..... 2 SIZES

Center Hole Has Removable Plug for 2 or 3 Hole Play!



- 5-Oz. Phenolic Balls
- Pockets set in from end permit rebound action
- Dimensions:
DeLuxe Model, 72"x36"x32"
Regular Model, 52"x36"x32"
- Table Top on Hinges with 2 Locks
- Cash Box Inside, also with Lock
- ABT Double 10¢ Chute Bumper Posts
- New Plastic Light-Up

- Anti-Warp Adjusters included
- Repair Kit included

POOL SUPPLIES

- Set of 10 2 1/4" Balls...\$12.00
 - Set of 10, 5-oz. 2 1/4" Balls 16.50
 - ABT 20¢ Coin Chute ... 8.00
 - Overhead Light w/brkt. 15.00
 - 48" Cues 1.95
 - Cue Chalk, gross 3.50
 - Anti-Warp Adjusters, Set of 2 8.95
 - Billiard Rail Brush75
 - Cue Repair Kit 4.95
- Write for complete list of parts.

Pool Game Playfields

Novoply—complete, ready for installation. 3-hole models, center hole equipped with plug for 2 or 3-hole play. Each . . . \$35.00
Large size tops. Each 45.00
Tops with lights in bumpers . . . \$10.00 addtl.

MARVEL MFG. CO. 2845 W. Fullerton Chicago 47, Ill. Tel. Dickens 2-2424

Bally Skeds Op Schools In 4 States

CHICAGO—Bally Manufacturing Company will hold coin machine service schools at the headquarters of five distributors in Indiana, Kentucky, Ohio and Louisiana, April 23 thru May 2.

Schedule for the schools, conducted for operators and servicemen in the areas served by the distributors is as follows:

April 23, 2 p.m., S & H Novelty Company, 1406 Texas Avenue, Shreveport, La., with T. B. Hughes as Host. Food and refreshments will be served.

April 24-25, 10 a.m., The Marmer Distributing Company, 1519 Central Parkway, Cincinnati. Bill and Milt Marmer will be hosts.

April 25-26, 2 p.m., Trophy Room at the New Orleans Athletic Club, 221 N. Rampart Street, New Orleans. Louis Boasberg, New Orleans Novelty Company, will be host. Food and refreshments will be served.

April 26-27, 10 a.m., H. M. Branson Distributing Company, 811 E. Broadway, Louisville. Hy Branson and Gil Brawner will be hosts.

May 1-2, 7 p.m., Automatic Amusement Company, 1000 Pennsylvania Street, Evansville, Ind.

Schools will be conducted by Bally field engineers, Bob Breither and Paul Calamari. Breither will be on hand at Evansville, Shreveport and New Orleans. Calamari at Cincinnati and Louisville. They will describe electro-mechanical details of Night-Club, Deluxe ABC Bowler, Pin-Pool and Booster-Pool, current Bally games.

when answering ads... say you saw it in THE BILLBOARD!

ALWAYS A BUY at WORLD WIDE!

LATE 5-BALLS

NEW GOTTLIEB HARBOR LITES—WRITE

FRONTIERSMAN	\$245	LADY LUCK	\$145
WISHING WELL	210	LOVELY LUCY	175
SOUTHERN BELLE	195	SHINDIG	95
GYPSY QUEEN	175	2-PL. TOURNAMENT	285
STAGE COACH	165	Wms. REGATTA	225
DAISY MAE	155	Wms. PETER PAN	175

POOL TABLES

CANNOT BE TOLD FROM NEW! HINGED TOPS—LINED TOPS

Deluxe Pool\$140
Senior Pool 175
IMMEDIATE DELIVERY

WILL TRADE

BINGOS AND POOL TABLES FOR GOTTLIEB 5-BALLS—MUSIC—ARCADE EQUIPMENT CALL NOW!

NOW DELIVERING

Wms. DLX. 4-BAGGER
Wms. CRANE
Keeney FLICKER POOL
Exhibit SKILL SCORE
Bally NITE-CLUB
United STARDUST

BINGOS

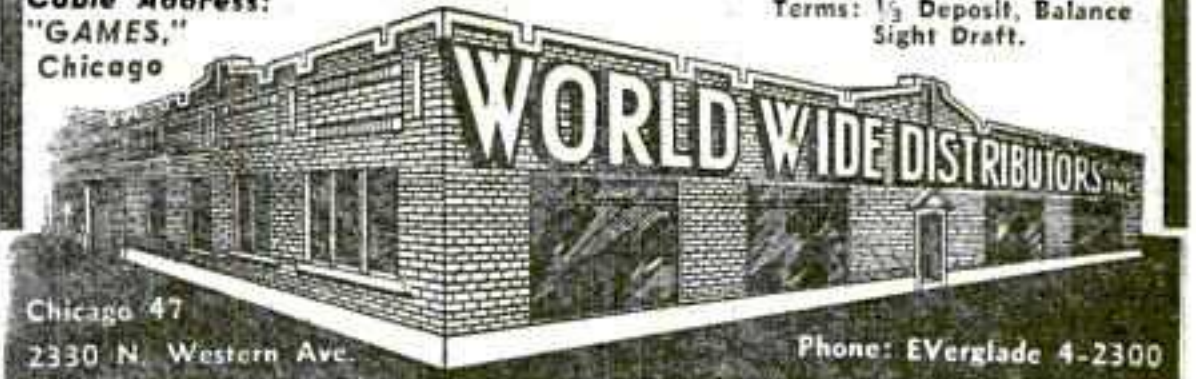
GAYTIME	\$265
GAYETY	160
BIG TIME	310
VARIETY	185
HI-FI	95
PALM SPRINGS	95
SURF CLUBS	125
ICE FROLICS	110
DUDE RANCH	95
YACHT CLUB	65
ATLANTIC CITY	55
PIXIES	395
TRIPLE PLAY	275
TROPICANA	125
NEVADA	95

LATE SHUFFLES

BLINKER	\$395
HOLLYWOOD	295
CAPITOL	325
CLIPPER	310
LIGHTNING	295
DLX. MERCURY	195
DLX. 11TH FRAME	185
ACE BOWLER	175
LEADER	155

Cable Address: "GAMES," Chicago

Terms: 1/3 Deposit, Balance Sight Draft.



Chicago 47
2330 N. Western Ave.

Phone: EVerglade 4-2300

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

WAIT! UNTIL YOU SEE

GENCO'S

HI-FLY BASEBALL

SOMETHING REALLY DIFFERENT IN A BAT AND BALL GAME!

PIN GAME SIZE!

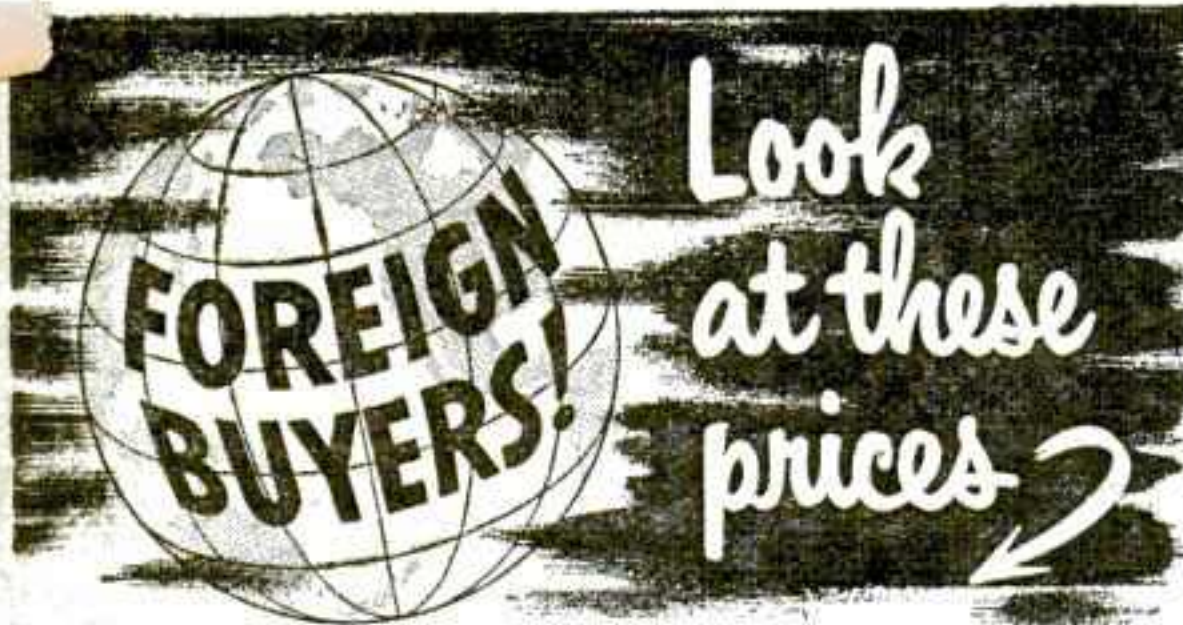
NEW FEATURES GALORE!

HIGH FLY BALLS WITH NO RAMPS!

1 OR 2 CAN PLAY!

COMING... VERY, VERY, SOON!





SEEBURG		AMI	
M100B	\$480.00	Model A	\$100.00
M100C	575.00	Model B	135.00
ROCK-OLA		Model C	135.00
1436	\$250.00	Model D-80	265.00
1432	150.00	Model E-120	450.00

We need M100A Select-O-Matics, 1700 Wurlitzers, Shooting Galleries, Kiddie Rides. Quote quantity and lowest price in first letter. All equipment is steam cleaned and completely reconditioned. Guaranteed ready for location.

We are exclusive distributors for J. P. Seeburg Corp., Bally Mfg. Co. Our references: Dun and Bradstreet, Bank of America.



SAN FRANCISCO SALT LAKE DENVER PORTLAND SEATTLE

POOL TABLES

Now Delivering the Latest Models by UNITED—GOTTLIEB—VALLEY—FISCHER. CONTACT US FOR THE VERY BEST DEALS

BINGOS

You name it—we have it
The very latest numbers
Priced to Sell

RIDES

Lane's Merry-Go-Round	\$350.00
Lane's Suspended Horse	495.00
Lane's Fire Engine	495.00
Ex. Space Patrol	175.00
Decco Merry-Go-Round	350.00
Sci. T.V. Ride	295.00
Bally Moonride	350.00
Bally Hot Rod	Write
Drive Yourself Mobile	395.00
Miss America Boat	295.00

CIGARETTE MACHINES

Mercury, 9 col., new	\$210.00
Lehi, 12 col., new	225.00
Super Six, new	115.00
Super Nine, new	155.00
National 930, used	95.00
National 950, used	110.00
Electro, 8 col., used	125.00
PX, 10 col., used	115.00
PX, electric	85.00
Kenny Elec., 9 col.	135.00

30c Conversions available.

KLEENEX VENDING MACHINES

10c, Brand New\$20.00

15 REVCO ICE CREAM VENDORS

10c.....\$95.00 each

ARCADE EQUIPMENT

Bally Big Inning	\$ 99.50
C.C. 6-Pl. Home Run	200.00
C.C. 6-Pl. Super Home Run	225.00
Sci. Pitchm & Batm	175.00
Wms. DeLuxe Baseball	145.00
Wms. World Series	75.00
Lite a League	75.00
Evans Bat a Score	150.00
Heavy Hitter	35.00
Bear Gun	125.00
Coon Hunt	175.00



Cleveland Coin MACHINE EXCHANGE, INC.

2029 PROSPECT AVE., CLEVELAND 15, OHIO
All Phones: Tower 1-6715
Terms: 1/3 deposit with all orders, balance C.O.D.

ONLY THE BILLBOARD —

among over-all entertainment weeklies—is a member of the
AUDIT BUREAU OF CIRCULATION.

Pool Sales Slide

Continued from page 97

of electric models taking up some of the slack. He reported good sales to resort areas now opening up and to many of the smaller cities not yet filled with the games.

"The pool game will be a factor in the industry for a long time," said Robbins. "Manufacturers will continue to try to make a better pool game."

Replacement Market

Mac Brier, Donan Distributing Company, sees the pool game sales field as currently a replacement market. He explains that the regular-play pool game has hit the saturation point, with the older games on location being replaced by new models. He estimated the drop at about 50 per cent in the past month.

Brier said the new models with center holes, larger playfields, light-up bumpers and other features are filling the gap. "There is little outlook for a long-term market on pool games," he feels.

National Coin Machine Exchange, said Mort Levinson, has regarded the pool business as a sideline, while concentrating on five-ball sales. "We are still selling quite a few pool games," said Levinson, "but sales on these games have been cut in half over the past month."

Wisconsin Sales Good

National, said Levinson, has concentrated on out-of-city sales. He reported Wisconsin areas still going strong on pool where the game was late starting. He does not feel that the manufacturers will keep up pool production very long. The electric models have not stood up the regular play models on location, he concluded.

Wally Finke, First Coin Machine Exchange, takes a more optimistic view of pool sales. "There is still room for more pool games," said Finke. "It is a matter of better distribution, more intensive selling. Operators who haven't yet tried the pool games must be convinced that the game will make a profit."

Finke said the electric game goes well "in the right locations" but can't compete with a four-side play game in most spots.

Acme Billiard

Continued from page 97

white ash, accurately squared and finished with a lacquer resistant to burns, alcohol stains and water. Diamonds are set on the rails at the correct position for the use of system players.

Framework of the Acme tables is made of three-quarter inch plywood thruout, which, Meyers added, provides a true base for the playfield and rails. The frame is also provided with two matched locks with a separate keyed lock for the coin box. Construction is rigid to prevent wobble or vibration.

Acme's tables employ a simple cheat-proof device that assures a full ball count. Zolotone finish is used in harmonizing colors on both the legs and body of the table.

Acme Billiard Supply Company is located at 2270 W. Washington Boulevard, Los Angeles.

CORRECTION!

Due to a typographical error in our last ad, the price on Wurlitzer 1650's was incorrect. The correct price is

1650's (45 records) \$375

BUY ON A MONEY-BACK GUARANTEE!

MUSIC DISTRIBUTING CO.
Call Atlantic 1-1745
2001 Fifth Ave., Pittsburgh, Pa.

ARCADE GUNS

1—GENCO BASKETBALL	\$150.00	1—UNITED BONUS	\$275.00
2—EXHIBIT 6 SHOOTER	50.00	1—GENCO RIFLE GALLERY	175.00
1—SEEBURG BEAR GUN	75.00	1—WILLIAMS SAFARI	300.00
1—SEEBURG COON HUNT	125.00	1—CHI. COIN PISTOL	40.00
1—UNITED CARNIVAL GUN	200.00		

Write for prices on Gottlieb 5 Balls—Seeburg—Rock-Ola—Wurlitzer Juke Boxes and Wall Boxes, Arcade Equipment, 6 Player Shuffle Alleys and slightly used Stoner 5c Candy Venders with Change Makers.

TRI-STATE MUSIC COMPANY

1909 Eighth St.
Phone: 2221
Portsmouth, Ohio

GAMES WANTED!

WILL PAY HIGH DOLLAR—CASH or TRADE!

GOTTLIEB MULTIPLE PLAYERS

SUPER JUMBO JUBILEE TOURNAMENT
MARATHON GLADIATOR

GOTTLIEB 5-BALLS

FRONTIERSMAN—WISHING WELL—SWEET ADD-A-LINE—SOUTHERN BELLE—SLUGGIN' CHAMP—GYPSY QUEEN—TWIN BILL—DIAMOND LILL—STAGE COACH—FOUR BELLES—LADY LUCK—HAWAIIAN BEAUTY—JOCKEY CLUB—MYSTIC MARVEL—LOVELY LUCY—GREEN PASTURES—ARABIAN KNIGHTS—MARBLE QUEEN—QUEEN OF HEARTS—GRAND SLAM.

BINGOS

FROLICS BRIGHT LIGHTS
BRIGHT SPOT BIG TIME

NATIONAL COIN MACHINE EXCHANGE

1411-13 DIVERSEY-BEVD. Phone: BUKingham 1-6966 CHICAGO, IL

BINGO SPECIALS!

MIAMI BEACH	\$375.00	DUDE RANCH	\$90.00
BIG TIME	315.00	PALM SPRINGS	90.00
GAY TIME	275.00	BEACH CLUB	80.00
VARIETY	190.00	FROLICS	80.00
GAYETY	190.00	YACHT CLUB	70.00
ICE FROLICS	110.00	PALM BEACH	60.00
SURF CLUB	110.00	ATLANTIC CITY	60.00
HI-FI	135.00	CONY ISLAND	40.00
NEW POOL TABLES WITH LIGHTS	\$240.00		
NEW POOL TABLES WITHOUT LIGHTS	190.00		
USED BALLY POOL TABLES WITH LIGHTS	175.00		
POOL BALLS	\$1.40 ea. or \$12.00 a set		

1/3 DEPOSIT
FRANK MILLS, Mgr., Dept. R-6

SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago Bayport 1-1616

It's Christmas at
Music Dist., Pittsburgh!



WURLITZERS

At Special GIFT Prices!

1500's	SPECIAL PRICE ON 3 OR MORE!	1250's...\$145
1700's...\$575		1100's... 95
1600's... 325		1015's... 60
1650's (45 records) 275		146 Seeburgs 40
1400's... 175		1428 Rock-Olas 60

AMI 'C's\$75

Over 500 Machines To Select From!
Buy Them on a Money-Back Guarantee!

WE ARE EXCLUSIVE WURLITZER DISTRIBUTORS

WRITE!
WIRE!
PHONE!

MUSIC DISTRIBUTING CO.
2001 Fifth Ave., Pittsburgh, Pa.

Atlantic
1-1745

when answering ads . . .
Say You Saw It in The Billboard

PARTNER WANTED

For authorized distributors of Fun Fair and all categories of Coin Machines. I have on hand two-year contract for all military bases in French Morocco. Big profits. Best references. Write

LA GINOLOISE S. A.
6, Cook Street, Tangier, Morocco

WANTED BINGO MECHANIC

Write
The Billboard
BOX 853
Chicago, Ill.

BEST IN THE MIDDLE WEST

USED POOL TABLES

\$125.00

Ready for Location

COIN MACHINES - HARRY STEWARD
UNIVERSITY Coin Machine Exchange
858 No. High St. Columbus 8, OHIO
Tel: AXminster 4-3529

GUARANTEED CLOSEOUTS!

CHICAGO COIN BULL'S-EYE ALLEY
New \$395

UNITED TEAM BOWLER \$125

BALLY MOON RIDE

CHICAGO COIN CLOVER

WRITE - WIRE - CALL

REDD DISTRIBUTING COMPANY, INC.

298 LINCOLN STREET ALLSTON, MASS. AL 4-4040

Distributors for Wurlitzer, Bally, Exhibit, Chicago Coin.

GIVE TO DAMON RUNYON CANCER FUND

Chi Spots 80% on Pool

Continued from page 97

three electric pool models on location, but these, said Salat, have been disappointing.

Sam Gerdy, Triple A Amusement, has 80 per cent of his game locations on pool. Grosses, he reported, are gradually slipping off, with the trend downward expected to continue. Gerdy called the electric games "a novelty, with good play the first few weeks on location, dropping off quite a bit after that."

Lew (Colonel) Lewis, Merit Industries, disclosed his grosses during the Lenten period were higher than usual. He said the biggest improvement on pool game models was the new anti-warp adjustments incorporated into the later model tables. As to new playfield features, Lewis feels that players prefer to play a simple game without too many "gimmicks."

Lewis believes in spending 10 to 15 minutes at each pool game location cleaning up the playfields once a week with a small vacuum cleaner. He leaves a kit with new cue stick tips, broom, etc., at each location, then sets to work polishing and cleaning up the table as he makes each call.

Norman Schlossburg has 60 per cent of his large game operation consisting of pool. He revealed this could be boosted to 90 per cent, but that he is making use of a large number of shuffle bowlers he has on hand to fill some spots.

Schlossburg said grosses on pool are beginning to drop as players are getting used to playing the game and are demanding different versions of the game. "The spots that once did \$100 a week here are no more," he said. Electric pool games, he reported, haven't showed an increase over the regular models, but managed to "spark up" locations for a while. Depreciation on pool games, he said, has finally caught up to itself. Depreciation, he said, is \$150 the first year on a \$200 pool game. He figures such a table depreciates \$100 the first 10 weeks.

Schlossburg believes that a small, new operation can come out ahead operating 80 pieces or less. Over that, the operator runs into trouble, according to Schlossburg.

Large operators, he stated, took a beating on the drop in value of snuffle bowlers when the pool boom took hold. He said profits on pool games were not enough to overcome the loss.

Murray Holland, operating in the South Side Negro section, reported shuffle bowlers doing fairly well there. Holland has no plans to install pool games. "Pool games don't go over too well in the Negro areas," said Holland.

Hy Polo has about 50 per cent of his game route consisting of pool games. He reported a drop of 20 per cent in grosses in the past month. Polo said some of his locations are asking to have shuffle bowlers put back in, replacing the pool games. "The shuffle bowler

will come back in a year's time," Polo predicted.

Polo said he feels the regular-type pool game with rubber bumpers is the best earner. The plastic bumpers, he says, have slowed the game, and other new features make the game too complicated. "Operators want a game they can depreciate over a three-year period, as well as a game that makes money," Polo concluded.

World Wide Names 8 Bulk Unit Distribs

PITTSBURGH — Appointment of eight distributors by World Wide Manufacturing Company for its new combination ball gum and packaged charm vender was announced Friday (13) by Sidney Weinstein, president.

The eight are: King & Company, Chicago; Rake Coin Machine Company, Philadelphia; Cleveland Coin Machine Exchange, Cleveland; H. B. Hutchinson Jr., Atlanta; Downsview Merchandising, Ontario, Canada; Parkway Machine Corporation, Baltimore; Standard Specialty Company, Oakland, Calif., and Graff Vending, Dallas.

Known as Vendorama, the vender will be exhibited for the first time at the National Vendors' Association convention in Chicago May 10-13, (The Billboard, April 14).

The new machine incorporates a conventional bulk vender on top of a steel console packaged charm cabinet. Its over-all height is 42 inches. It is 13 inches wide, 7½ deep and lists at \$79 f.o.b. factory.

Operated as a penny vender it dispenses a packaged charm in a 2x2½x1½-inch cardboard box every eighth time. Operated on a nickel it will dispense a boxed charm and a ball gum.

EXCLUSIVE FACTORY DISTRIBUTORS AMI-CHICAGO COIN-GENCO-EXHIBIT

BINGOS

Crosswords	Write
Gaytime	\$295.00
Gayety	195.00
Big Time	310.00
Variety	210.00
Hi Fi	110.00
Surf Club	110.00
Palm Springs	110.00
Ice Frolics	110.00
Yacht Club	75.00
Cude Beach	100.00
Beach Club	95.00
Beauty	80.00
Starlet	475.00
Triple Play	310.00
Manhattan	275.00
Mexico	125.00
Hawaii	95.00
Jumping Jack	50.00
Golden Nugget	65.00

FOR SALE RECONDITIONED POOL TABLES \$135.00

BOWLERS

CC Bowling Team, Close Out	Write
CC Score-a-Line	\$425.00
CC Hollywood	325.00
CC Bonus Score	345.00
CC Triple Strike	295.00
CC Fireball	250.00
CC Flash	195.00
CC Feature Frame	150.00
CC Super Frame	125.00
CC Criss Cross Bowler	125.00
CC Advance	175.00
CC King Bowler	110.00
CC Criss Cross Target	175.00
CC Bowl-a-Ball	95.00
Un. Clipper	295.00
Un. Lightning	250.00
Un. Banner	195.00
Un. Cascade	40.00
Bally Victor	175.00
Bally Mystics	325.00

WANTED TO BUY BALLY ABC BOWLERS

MUSIC

AMI F-120	\$495.00
AMI Model A	99.50
Seeburg M100A Hideaway	275.00
Wurlitzer 1500	245.00
Wurlitzer 1400, 45 RPM	245.00
Wurlitzer 1250, 45 RPM	175.00
Wurlitzer 1100	125.00

1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. OR SIGHT DRAFT

MONROE
COIN MACHINE EXCHANGE INC.
2423 Payne Ave. Cleveland 14, Ohio Superior 1-4600



ONLY THE BILLBOARD —

among over-all entertainment weeklies is a member of the AUDIT BUREAU OF CIRCULATIONS.

WAIT! UNTIL YOU SEE

GENCO'S HI-FLY BASEBALL

SOMETHING REALLY DIFFERENT IN A BAT AND BALL GAME!

PIN GAME SIZE! NEW FEATURES GALORE!
HIGH FLY BALLS WITH NO RAMPS!
1 OR 2 CAN PLAY!

COMING... VERY, VERY, SOON!

"GUARANTEED MUSIC"

MAGNA-CORD CONSOLE	\$350
(Background Music Tape Recorder With Amplifier)	
A.M.I. MODEL "E"-120	525
A.M.I. MODEL "D-80"	325
A.M.I. MODEL "B"	150
ROCK-OLA COMET (120)	495
ROCK-OLA FIREBALL (120)	275

RECONDITIONED — REFINISHED LIKE NEW!
Terms: 1/3 Dep., Bal. C.O.D.



A Quarter Century of Service.

ATLAS MUSIC COMPANY

2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A.

ARmitage 6-5005

WANT TOP MECHANIC

Jukes and Bingo. References. High salary, good working conditions.

DAKOF CO., INC.

Phone 2-3862

Middletown, Ohio

Orange Concentrate

Florida frozen orange concentrate totaled approximately 35 million gallons during the first week of March, according to Agriculture Department. Total represents a 7 per cent increase over the same period a year earlier. Weekly production is expected to increase in April as greater quantities of Florida Valencia...

United Ships

Continued from page 97

sively, jumping from 1,000 to 2,000, to 3,000. Center pocket scores from 1,000 to 20,000 points. Center bumpers light up to indicate potential score to be made. Separate score glasses for each player or team are built into the ends of the table, level with the playfield.

All 10 balls are spotted in front of end holes to begin the game. Player coming closest to opposite end hole on first shot takes the first turn, with players alternating shots from then on. Each time a player sinks a ball into the proper lighted cup, however, he shoots again.

First player to sink all five balls ends the game, with player or team making highest score the winner.

Players are penalized for sinking balls into holes not lighted.

The game is marked for three-side play, permitting one side to be placed against the wall of the location.

Harmonious Work

Continued from page 91

women's underwear, stockings and other accessories as well as men's socks, under shirts and shirts. It is reported that the women's underwear was unsuccessful since the ladies were too modest to put in their money and pull out a pair of panties or other unmentionables. The point also was made that customers liked to touch the merchandise before buying, which they couldn't do in the machine.

The soft drink machines are run by the Coca-Cola and Pepsi-Cola firms themselves, while candy and cigarettes are serviced by The Canteen Company and Universal Vending Company. Local magazine distributors operate the Time and Life machines; United Water Cooler Company, the milk; Metro operates several coffee machines and several smaller independent operators handle the other items.

WOG Committee Heads Selected For May 22 Fete

PORT CHESTER, N. Y.—Committee chairmen for the annual dinner of the Westchester Operators' Guild, to be held May 22 at the 42 Club, Scarsdale, were announced this week by Seymour Pollak, chairman for the affair.

Carl Pavesi will be in charge of tickets, with Meyer Budinoff handling entertainment, Jim Smith running the souvenir journal, Edward Goldberg in charge of seating arrangements and Louis Tartaglia treasurer.

Pollak said that the organization would sell no more than 500 tickets, even tho the club has a capacity of 800. He explained that the organization wanted ample space for dancing.

This year's souvenir journal is expected to contain more advertising than the 1955 edition.

COIN MACHINE SERVICE, INC.

ROCK-OLA DISTRIBUTORS FOR NORTHERN CALIFORNIA
422 Wilson St., Santa Rosa CALIFORNIA
Phone Paul Speer Santa Rosa 1498 or write for prices

WE HAVE FOR IMMEDIATE DELIVERY!

Reconditioned, First-Class Shape!
KING OF SWATS
Chicago Coin
BIG LEAGUE BASEBALL
UNITED SLUGGERS
UNITED SAFARI GUNS
GENCO BIG TOP GUN
GENCO SKYROCKET GUN

Large Variety of
SHUFFLE ALLEYS
Williams and Gottlieb
5-Balls

WRITE, CALL OR VISIT US TODAY

George Power Company

123 West Runyon St. Newark 5, N.J.
Bigelow 3-7422

when answering ads . . .

Say You Saw It in The Billboard

IT'S ALWAYS A MONEY MOVE to place Davis 6-Point Guaranteed Equipment in Spring Locations.

This Spring it will be equally wise to convert these vacation minded spots to dime play. Davis phonographs are available pre-set for dime play, if requested. Trade in now for TOP DOLLAR and insure TOP INCOME from your Spring locations with dime play and DAVIS rebuilt and reconditioned equipment. Write for "10c Play Fact Sheet."

SEEBURG		WURLITZER	
M100BL	\$475	1500-1550	\$295.00
M100C	575	1600-1650	375.00
3W1 HAMMERLOID WALLBOXES	55	3020 WALLBOXES	9.95
3W1 CHROME WALLBOXES	75	4820 WALLBOXES	15.95
AMI		ROCK-OLA	
D-80	\$319	1434	\$225
E-120	439	1436 FIREBALL 120	259

ALSO many other late model phonographs

WILL TAKE IN TRADE
Many Models of Used Phonographs
Write—Wire—Telephone for Prices

Our Address in Europe:

Holland - Belgie - Europe

403 Ave. Louise, Brussels, Phone 47.66.63

All Currencies Accepted: Franks, pound sterling, guilders, lire, marks, etc.



WORLD EXPORT Corp.
WESTERN EXPORT DISTRIBUTING
Exclusive Seabury Factory Distributors
738 Erie Boulevard East
Syracuse 3, N. Y., U.S.A., Ph. 75-1431

Private Western Union Wire Cable Address "DAVDIS" 1/2 Dep. Required

WANTED FOR CASH GUNS
ALSO LATE ARCADE GAMES
ECONOMY SUPPLY COMPANY
579 Tenth Ave. N. Y. 18, N. Y.
CHickering 4-8628

Cleveland Coin Machine Exchange, Inc.
Best Lane Company Distributors
2029 Prospect Ave. Cleveland, Ohio
To. 1-6715
Write for prices.

Bert Lane presents

The Only Really NEW RIDE of the Year!



EARNING REPORTS:

"NOTHING LIKE IT IN 3 YEARS!"

"A FABULOUS MONEY-MAKER"

"TERRIFIC INCOME"

STEAM FIRE ENGINE

Combining the proven appeal to kids of the horse and the Fire Engine in one ride!

SPECIFICATIONS: 72" x 24"

- Durable molded Fibreglass horse
- Molded seat, no upholstering necessary
- Formica sides of base need no painting
- Aluminum covered base—no painting
- Realistic colors have proven Kid-appeal
- Easy access fuse box
- National Coin Rejector

THE **BERT LANE CO.**
1860 N.E. 146th Street
North Miami, Fla.
Phone: Dade 6-4437

GAMES!

VENUS	\$165
MARS	175
COMET	150
ELEVENTH FRAME	135
SPEEDY	150
YANKEES	130
CHIEFS	95
ROYAL	75
FIREBALL	200
CRISS-CROSS	100
VICTORY	175
BEACH CLUB	60

REX
COIN MACHINE DISTRIBUTING CORP.
821 So. Salina St. Syracuse 3, N.Y.
Phone: 2-8255

BANK-A-BALL
THE SMALLEST ADV.
The **DIGGEST** PROPLY OPPORTUNITY
Game only mfr. in United States
with 7 years' experience making
Belgian Pool.



Terms: Low as **\$10.00** per week.

ORMS MFG. CO. 3614 MAIN ST. DALLAS, TEXAS

Bell Novelty Set on Snap Bead Charm

NORTH BELLMORE, N. Y.—The Bell Novelty Company here has gone into production on snap bead charms. The charms come in regular, large and jumbo sizes. Beads are in 50 colors, with mother-of-pearl finish. Phil Kaminsky, Bell president, said his firm has purchased a five-acre tract in Islip, L. I., for a new factory site. Construction will get under way soon, he added.

GUNS

Biggest Stock in the Country
BEST PRICES

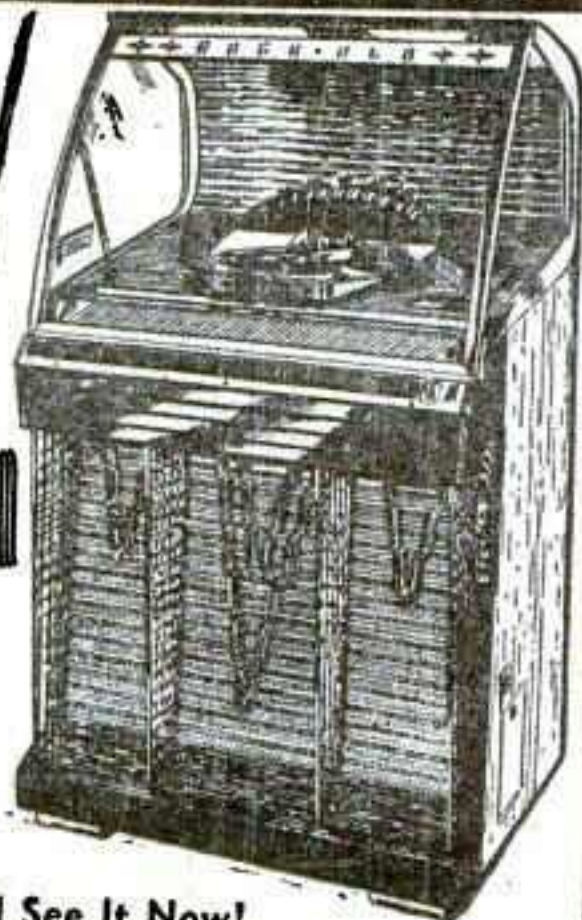
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Exclusive A.M.I. Dist. Ea. Pa.
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... the all new

ROCK-OLA

120 Selection
HI-FIDELITY
Phonograph
MODEL 1448



Visit Our Showrooms and See It Now!

PUGET SOUND NOVELTY CO., INC.

114 Elliott Ave., W. Seattle 99, Wash. Phone: Alder 1010

POOL GAME OPERATORS!

SPECIAL THIS WEEK

NEW RECONVERSION PLAYFIELDS COMPLETE

\$29.50 each in lots of 4 or more **\$32.50** each

NOVOPLY Beds covered with Imperial grade Rubberback Billiard Cloth. Lite-Up Bumpers—lined for 3 or 4-sided play.

SPECIFY STYLE

No. 1 REGULAR PLAYFIELD, holes close to rubber cushions.
No. 2 SPECIAL PLAYFIELD, holes away from cushions.

LITE-UP ELECTRICAL SYSTEMS
\$9.50 per set

FOR TOP QUALITY BUMPER POOL SUPPLIES . . .

EVERY ITEM YOU NEED . . .

WRITE FOR OUR COMPLETE PRICE LIST

PICK UP YOUR PHONE—FOR FAST SERVICE, ASK FOR CHARLIE

MARVEL Billiard Supply Company

1604-06 W. LAKE ST., CHICAGO 12, ILL. Phone: MOntrose 6-8855



... PAID CIRCULATION PROVES READER INTEREST WHEN YOU SEE "ABC" IT'S PROOF OF WHO AND HOW MANY READERS BUY THIS BUSINESS PAPER.



INTRODUCING
The Star Attraction
That Is Breaking
ALL PLAY and PROFIT RECORDS
EVERYWHERE!

Exhibit's **NEW** Super Star

CONVERTIBLE
6 WAYS TO PLAY

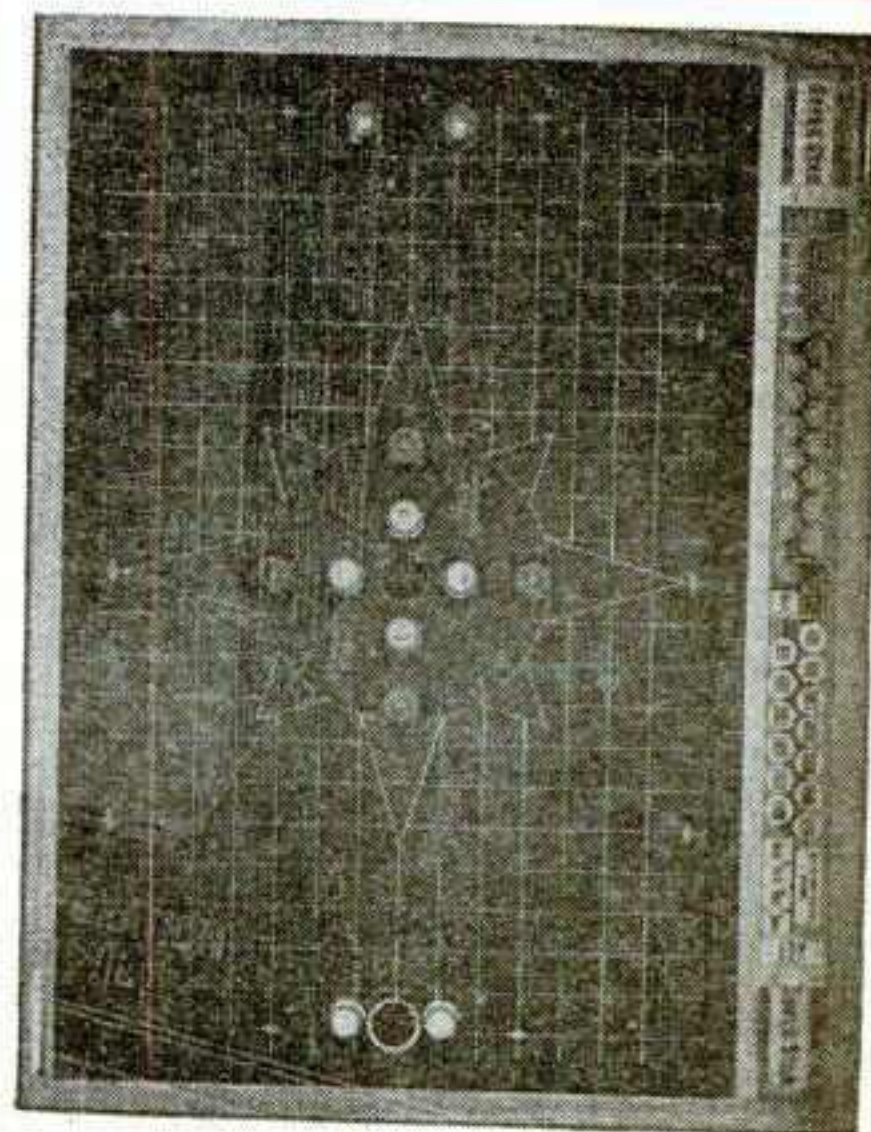
- With Electric Scoring!
- 2 or 3 Hole Play!
- 3 or 4 Sided Play!

LIGHT-UP BUMPERS
with PROGRESSIVE SCORING ACTION

FEATURES

NEW END AND CENTER HOLE SCORING—PLUS NEW SKILL SHOTS

Players can exercise professional skill and strategy by maneuvering for position and blocking opponents' balls.



SAME LENGTH AS SKILL POOL—JUST 3" WIDER

ELECTRIC SCORING
ALONG ONE SIDE OF TABLE TOP

For easy viewing of your score or opponents score.

HINGED ON ONE END

Simple to raise. Steel supported playfield stabilizers under surface of playfield prevents warping.

2 or 4 PLAYERS

See the Original SKILL POOL at Your Distributor—KING SIZE and REGULAR!

CALL YOUR DISTRIBUTOR FOR IMMEDIATE DELIVERY!

ESTABLISHED 1901

EXHIBIT SUPPLY

4218-30 WEST LAKE STREET • CHICAGO 24, ILLINOIS

SALESMAN WANTED

Top-notch Phonograph Salesman ONLY to travel Northern Illinois and Indiana. Salary . . . Bonus and . . . Expenses to right man. Must be able to stand rigid investigation.

Write or Phone . . .

COVEN MUSIC CORPORATION

3181 North Elston Avenue Chicago, Ill. Phone: IN 3-2210
Cable Address: COVENMUSIK—1/2 Deposit, Balance C.O.D.

GIVE TO DAMON RUNYON CANCER FUND

Salt Lake City

Continued from page 97

sort, is expanding both in terms of new machines and Arcade area. To fill 1,000 square feet of added space he is buying 25 new Arcade machines.

These are to include a Grandma fortune teller, Sidewalk Engineer, Round-the-World Trainer, jet gun-

Cleveland Coin Machine Exchange, Inc.

Valley Manufacturing Distributors
2029 Prospect Ave., Cleveland, Ohio
Tel. 1-6715
Write for prices.

ner, metal typer, Coon Hunt, Drivemobile and a group of new rifle units. Most of the new machines will be set on nickel play.

Expects Good Net

With the expansion Freed will have between 150 and 175 machines in his Arcade. "I expect the gross and net to go up this year," he said.

Commenting on business, Freed said: "During the past five years more and more Arcade-type machines have been put on location—in taverns, grocery stores and cafes—and this has forced a change in Arcades. I want to see manufacturers make a greater variety of machines, but most of all, I want Arcade-type units that are not on location in every town."

Last year, he reported, his Arcade grossed the most on gun-type games. Most of these are set on nickel play. Next were the adult-type movie machines, followed closely by fortune tellers. On the short end of the grosses last year were pinballs, photo and voice recording machines. Freed feels the new pool games aren't right for Arcade location. "Too much room, too long to play," he explains.

Between 40 and 50 per cent of the machines are set on penny play; a similar percentage on nickel and dime play, and a few on 25-cent fare.



42 Regulation De Luxe Pool Tables. Like New \$35.00 each. Originally cost \$200 each. Sacrificing because of illness. Order one as a sample.

EMANUEL HIRT
5 Rue Foucauld Tanger, Morocco

BINGOS FOR SALE

NAME YOUR PRICE

- 1 ZINGO
- 1 FROLIC
- 2 CONEY ISLAND
- 2 UNITED ABC
- 5 ICE FROLICS
- 7 SPOT LITE
- 11 ATLANTIC CITY
- 14 BEAUTY
- 20 DUDE RANCH
- 24 YACHT CLUB
- 36 BEACH CLUB

All equipment very clean—just off location. Write

BOX 852

The Billboard, Chicago 1, W.

VALLEY'S BUMPER POOL GAMES



DeVille
REGULAR SIZE
BUMPER POOL



Eldorado
KING SIZE
BUMPER POOL



Fleetwood
PRO POOL
KING SIZE
ULTRA-SKILL

Most Distinguished for Quality

YOU NEED ONLY THESE!
3 CONVENTIONAL VALLEY BUMPER POOL GAMES MEET ALL REQUIREMENTS OF ALL LOCATIONS AND ALL PLAYERS . . . DEPENDABLY—PROFITABLY—FREE FROM SERVICE CARES AND COSTS!

WRITE FOR INFORMATION TODAY! SEE US AT THE M. O. A. SHOW!

VALLEY MANUFACTURING CO.

333 MORTON ST. BAY CITY, MICH.
PHONES 8587 or 8588

14th
YEAR OF
QUALITY
PRODUCTS

Milwaukee

Continued from page 97

group of kiddie rides—a Merry-Go-Round, Rocket Ship and a Flying Trainer.

Despite round-the-clock vigilance of airport security personnel, Beck notes that a considerable amount of vandalism occurs. Damage is high because of a contract clause which prohibits bolting equipment to walls or floor.

A disappointment, adds Beck, is the fact that much of the Arcade equipment is not holding up well under heavy use.

The airport Gameroom is the lone Arcade open for business during the summer months in the outlying Milwaukee districts, not including the State Fair Park installations.

WANTED

Bally Model T Hot Rod Car, Williams King of Swat. Quote best price and condition.

UNIVERSAL DISTRIBUTING CO.
2856 Sidney St. St. Louis 4, Mo.
(Prospect 1-9982)

COIN MACHINE SERVICE, INC.

VALLEY MFG. CO. DISTRIBUTORS
422 Wilson St., Santa Rosa
CALIFORNIA
Phone: Paul Speer
Santa Rosa 1498
or write for prices

ARCADES—LOCATIONS

- New 1956 Games
- WILLIAMS CRANE, new Write
 - WILLIAMS 4-BAGGER BASE-BALL, new Write
 - ROCK 'N' ROLL, MUTO, new Write
 - LORD'S PRAYER, MUTO, new Write
- New Games at Reduced Prices
- PALOMINO HORSE, new \$50.00
 - WILLIAMS SIDEWALK ENGINEER, new \$45.00
 - NEER, new \$75.00
 - Williams Jet Fighter, new \$45.00
 - Williams Major League Base-ball, new \$45.00
 - Seeburg Coon Hunt, new \$35.00
 - Air Football, new \$35.00
 - Whip Kiddie Ride, new \$35.00
 - Drive Yourself Drivemobile, new \$35.00
 - Grandmother, Mystic Swah, new \$35.00
 - Muto, Tuzoo Grip Scale, new \$35.00
 - Exh. Vacuumatic Card Vendor, new \$35.00
 - Genco Quarterback Football, new \$35.00

POOL TABLES—POOL PARTS

- Exhibit New Skill Score Write
 - Pool Balls, red or white. Ea. \$ 7.50
 - Pool Balls, top quality, set of 10 14.50
- Write for prices on other pool supplies.

- Decals for Mercury Grip. Ea. \$1.25
- Games Reconditioned the Munves Way Look and Work Like New
- Seeburg Coon Hunt \$175.00
- Williams Jet Fighter \$175.00
- Genco Sky Gunner \$145.00
- Exhibit Jet Gun \$125.00
- Bally Big Inning \$100.00
- Evans Bat-a-Score \$125.00
- Scientific Pitch 'Em & Bat 'Em \$95.00
- Williams World Series \$125.00
- Muto, Drivemobile \$125.00
- Scientific Pokerinos, rebuilt \$125.00

FREE: New 1956 Catalog. 225 Illustrations

MIKE MUNVES

577 Tenth Ave. (at 42nd St.)
New York 36, N.Y. BRyant 9-6677
44 YEARS SERVICE • EST 1912

GIVE TO DAMON RUNYON CANCER FUND

WHAT'S NEW IN COIN MACHINES?
WHAT ARE THEY GETTING FOR USED EQUIPMENT?
WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING?

Find out every week in

The Billboard

Order NOW at LOW Subscription Rates. Fill in and Mail Coupon Today!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$12. (Foreign rate, one year, \$24)

Name
Address
City Zone State
Occupation



Bexar County, Tex., Hit by Pin Probe

SAN ANTONIO—The Bexar County pinball industry, already hit by a grand jury investigation, took a \$75,000 punch from Internal Revenue agents in March.

An Austin district office source revealed this week the Internal Revenue Service cut itself in for that amount of pinball income in some 20 working days last month.

Several hundred local pinball operators were found to be in violation of a federal law that requires operators to have a \$250 stamp if the coin device pays off in money or prizes.

Most of the pinballs bear \$10 stamps, which are sufficient provided the game is for amusement only.

A group of 20 agents, posing as casual spectators, had observed customers play the machines and receive cash prizes.

They then invited the operator to the local office where they collected for the \$250 stamp and added on penalties ranging from \$50 upward.

The Austin spokesman said the probe has spread thruout the South Texas district and some 100 agents are now looking into the stamp violations.

An average of \$3,750 per day in collections has been netted in the early stages of the investigation. Internal Revenue representatives plan to continue the probe until all pinballs are checked, the spokesman stated.

The federal survey started about the same time witnesses told a grand jury here the pinball industry has an estimated \$300,000 monthly income from Bexar County establishments. The probe was prompted by reports of alleged payoffs to a few city policemen.

UNITED'S STAR SLUGGER
2-Player Baseball Game
UNITED'S HIT POOL
New 4-Side Play Electric Pool
HI-SCORE POOL—ROTO POOL
One End Play

GENCO'S BASEBALL POOL
One end play, animated, scoring bumpers, different!

WMS. Deluxe FOUR BAGGER
New Baseball Game
WILLIAMS STAR POOL
New 4-Side Play Electric Pool
DIAMOND SCORE POOL
One End Play

GUNS

SUPER BIG TOP ... NEW	Dale Gun	\$ 89.50
Polar Hunt	Sky Gunner	145.00
Sportland Shooting Gallery	Skyrocket	345.00
De Luxe Bonus Gun 325.00	Mauser Pistol	89.50
Jet Fighter	Shooting Gallery	150.00
Shoot the Bear	Rifle Gallery	225.00
Coon Hunt	DeL. Sportsman	245.00
	DeL. Carnival	245.00

5 BALLS

GOTTLIEB SCOREBOARD

Wishing Well	Quartet	\$110.00
Super Jumbo	4 Corners	90.00
Jubilee	Chinatown	85.00
Marble Queen	Diamond Lil	175.00
Arabian Nights	Gays-Dolls	110.00
Stage Coach	Skill Pool	110.00
Mystic Marvel	Queen of Hearts	100.00
Happy Days	Hit 'n' Run	75.00
Flying High	Poker Face	125.00
Southern Belle	Pin Wheel	125.00
Grand Slam		

WILLIAMS

Big Ben	Times Square	\$ 89.50
Wonderland	Struggle Buggies	125.00
Jolly Joker	C.O.D.	115.00
Dealer	Disc Jockey	85.00
Grand Champion	Screamo	135.00
Lazy Q	Thunderbird	135.00
20 Grand	Cue Tee	125.00

WANTED!
Seeburg B-HFG-W-R
AMI D-E-F
CASH WAITING!

SHUFFLE GAMES

UNITED REGULATION

Spec. Top Notch	\$445.00
Clipper, High Score	275.00
Capitol, Match Score	325.00
Venus, High Score	295.00
Comet, Match Score	225.00
Comet, High Score	195.00
Banner, Match Score	225.00
Ace, Match Score	195.00
Speedy, High Score	195.00
Leader, Match Score	175.00
Team, Match Score	165.00
Imperial, Match Score	125.00
Royal, High Score	95.00
Olympic, High Score	75.00
Cascade, High Score	75.00

CHICAGO COIN BOWLING TEAM \$325.00

Hollywood	295.00
Bonus Score	295.00

PORTABLE COIN COUNTERS

KLOPP Model D-2
Extremely Light

STANDARD-RAPID
Made in Germany

Try either one on a 30-day money-back guarantee.

ARCADE

WILLIAMS CRANE

All Star Baseball	\$195.00
Big League Baseball	175.00
Bally Moon Ride	275.00
Sidewalk Engineer	195.00
Genco Quarterback	325.00
Grandma Horoscope, New	695.00
Std. Metal Typer	275.00
2-Player Basketball	195.00
Drivemobile	165.00
Telegiz	99.50
AA Gun	99.50
Space Ranger	295.00
Trigger Horse	375.00
Bronce Horse	375.00
Mustang Horse	350.00
Muto Football	275.00
4-Player Derby	125.00
Flash Hockey	99.50
Undersea Raider	125.00
Set Shot Basketball	275.00
Flying Saucer	99.50
Quarterback	79.50
Bat-A-Score	179.50
DeLuxe Baseball	150.00
Super World Series	99.50
Star Series	89.50

PHONOGRAPHS

EXPERTLY RECONDITIONED	GUARANTEED	
SEEBURG	AMI	
HF 100R	E120	\$525
M100C	D80	375
M100B	B	150
M100A	C	165
	WURLITZER	
	1800, Like New	\$775
	1400	295

1/2 deposit, balance Sight Draft or C.O.D.

Empire COIN MACHINE EXCHANGE

1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

2 WAY LIGHT-UP CONVERSION TOPS
\$42.50 Complete

Your American Red Cross Is Always There After Disaster Strikes

GOTTLIEB'S 4 PLAYER Score-Board

An Exciting New Approach in Multiple Player Amusement Machines!

- 1-2-3 or 4 Can Play at the Same Time
- Multi-Tilt Feature Permits Play to Continue if Some Players "Tilt-Out"
- 2 Separate Double Bonuses
- New Style "Wide-View" Cabinet
- Fast Play - 3 Balls Per Player
- Extra Heavy Duty All Steel Legs & Plated Side Rail Cigarette Holders

Available at your Distributor Now!

Amusement Pinballs
as American as Baseball and Hot Dogs!

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

PURVEYOR'S SPECIALS



Now delivering all models and all sizes of the latest Pool Tables

COME IN AND SEE OUR POOL TABLES

NEW—IMMEDIATE SHIPMENT

★ ★ **FLICKER** ★ ★ By KEENEY
Automatic Scoring—4 sided play. Flick the switch and play the original 2 hole game. Remove the plug and play the center 3 hole game.

★ ★ **ARCADE** ★ ★ By KEENEY
Automatic Scoring—All shots from one end.



BINGOS

ICE FROLICS	\$115	FROLICS	\$ 75
SURF CLUB	100	PALM BEACH	60
HI-FI	100	ATLANTIC CITY	60
DUDE RANCH	90	YACHT CLUB	60
BEACH CLUB	75	SPOT LIGHT	50
BEAUTY	75	TRIPLE PLAY	295

SHUFFLE GAMES

Keeneey Speedlane	9275
Keeneey American	225
Keeneey Century	75
Keeneey Diamond	140
Keeneey Carnival	85
Keeneey 10 Player	70
Un. Targette	175
Un. Comet	195
Un. Mars	195
Un. Team	125
Un. Leader	115
Un. Imperial	100
Un. Chief	110
Un. Royal	90
Un. Olympic	70
Genco Match Pool	95
Genco Shuffle Pool	75
C. C. Crisis Cross Target	150
C. C. Advance	100
C. C. Gold Cup	110
C. C. Triple Score	75

MISCELLANEOUS

9-Ft. American Bank Shot	\$150	Ex. Gun Patrol	\$ 95
18-Ft. Rock-Ola Shuffleboard	125	Genco "400"	45
Genco Rifle Gallery	195	Genco Silver Chest	110
		Genco Quarter-back	Write

CUE STICKS—\$1.85 in Lots of 12

GUNS

Moving Targets	
Keeneey Renger	\$295
Keeneey Sportsman	195
Seeburg Coon Hunt	175
Seeburg Shoot the Bear	125

SUPPLIES

Cue Sticks, Ea.	\$2.50
Chalk, Gr.	3.50
Cue Tips, Per 100	1.75
10-Minute Cement, Tube	.20
Cue Clamps, Ea.	.25
Plastic Cups, red or white, Ea.	.50
Coin Chutes, Ea.	10.80
Playfield Cloth	9.50

Write for Complete List.

SPECIAL POOL GAMES
Reconditioned Renovated
\$135.00



Better Buys

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CHICAGO, ILLINOIS
JUNIPER 8-1814

Klik Billiards New Style Pool

CHICAGO — Klik Billiards, new Williams Manufacturing Company pool game, may get the operators' vote as the most "off-beat" version of the coin-operated pool game.

A "rubber-neck" center hole ball fastened to a flexible pivot moves off-center in any direction when accurately hit, allowing a ball to drop thru center hole for a score.

Four other captive table balls surround the center hole, adding rebound action to the game.

In other respects the game has the standard features. Two or four players can play, shooting at opposite end holes and at the center hole. Klik Billiards is a four-side play, non-electric game.

Bulb Sales Good

PHILADELPHIA — Harry Block, head of the Block Marble Company here, reports a sales upsurge in bulbs for vending and amusement machines. Block is distributor for Hudson Lamps, Newark, N. J.

COBRA CARTRIDGES

Realigned and Resurfaced, 75¢ each. Compare them with new cartridges. Cartridges returned within 10 days. **ELECTRONIC INDUSTRIES**
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First AGAIN!

Williams RADICALLY DIFFERENT KLIK BILLIARDS

NEW "RUBBER-NECK" CENTER HOLE BALL

fastened to a flexible pivot moves off-center in any direction when hit accurately allowing ball to drop thru center hole for a score.



4 Captive TABLE BALLS

Surround the "Rubber-Neck" Center Hole Ball for the **Liveliest Action Ever Seen!**

NEW CENTER HOLE SCORING
WITH THE "RUBBER NECK" BALL THAT SHUNTS OFF "HOT SHOTS" BUT LETS THE TRUE SKILL SHOTS DROP THROUGH!

First Pool Table that allows player to make billiard shots off his own, opponent's, or table balls.

2 OR 4 CAN PLAY

The Principles Incorporated in **KLIK BILLIARDS** Possess Irresistible Cash Box Appeal

Williams STAR POOL	Williams CRANE
Now IN PRODUCTION	
Williams DELUXE 4-BAGGER	Williams 2-Way Deluxe 2-Way Special Deluxe and 2-Way SENIOR Deluxe BANK POOL



3 Hole Scoring
Ball Can Be Played in Any Pocket

2 DIMES PER GAME!

Handsome Deluxe 2-TONE Cabinet



CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.

ORDER KLIK BILLIARDS NOW!

SIZE: 64" L x 36" W, x 32" H

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FIRST-Conditioned

GENCO WILD WEST RIFLE	\$365
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EXHIBIT 500 GALLERY	295
BALLY MOON RIDE	250
UN. DELUXE CARNIVAL GUN	245
EXHIBIT SPORTLAND	225
GENCO RIFLE GALLERY	195
GENCO 2 PLAYER BASKETBALL	195
SEEBURG COON HUNT	175
WMS. BIG LEAGUE BASEBALL	175
MUTOS. DRIVEMOBILE	165
SEEBURG SHOOT THE BEAR	145
CHICOIN BASKETBALL CHAMP	145
MUTOS. ACE BOWLER	145
MUTOS. SUPER BOMBER	145
CAP. MIDGET MOVIES (WITH FILM)	135
MUTOS. SKY FIGHTER	135
CHICOIN 4 PLAYER DERBY	125
BALLY UNDERSEA RAIDER	125
GENCO SKY GUNNER	115
BALLY BIG INNING	115
MUTOS. FLYING SAUCERS	95
EXHIBIT SIX SHOOTER	95
CHICAGO COIN GOALEE	95
TELEQUIZ (WITH FILM)	95
EVANS TEN STRIKE	85
CHICAGO COIN PISTOL PETE	75
BOOMERANG	65
EXHIBIT DALE GUN	65

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*DEL. CAPITOL	935
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*DEL. MARE	240
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*BANNER	215
*TEAM	135
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*CHIEF	145
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KEENEY

*DIAMOND	8175
*BIKINI	150
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*DOMINO	75
*CARNIVAL	65
*10 PLAYER	58
*6-PLAYER	45

*Indicates Match Play

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Equipment from FIRST Wins Every Time! Figures Prove It!



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SURF CLUB	125
ICE FROLICS	110
HI-FI	95
PALM SPRINGS	90
DUDE RANCH	90
BEACH CLUB	85
YACHT CLUB	75
ATLANTIC CITY	75
SPOTLIGHT	75
COKEY ISLAND	65
UNITED	
MEXICO	\$135
RIO	115

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"GET ON THE BAND-WAGON WITH THESE BIG SPRING and SUMMER MONEY-MAKERS!"

KIDDIE RIDES!

YOU NAME IT— WE'VE GOT IT! ALL AT LOW PRICES

POOL TABLES!

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...in ONE GREAT GAME! all the THRILLS of BASEBALL ...all the SKILL of POOL!



GENCO'S EXCITING NEW BASEBALL POOL for 2 or 4 PLAYERS

5 ELECTRIC WAFER BUMPERS

score Singles, Doubles, Triples!

6 PLAYFIELD HOLES

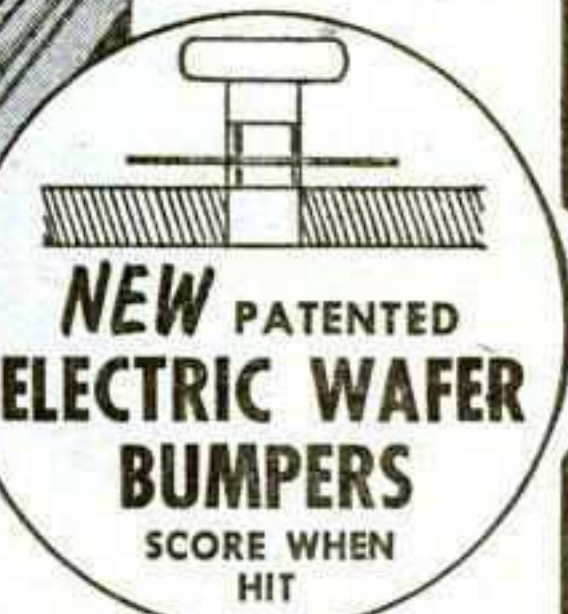
score 1, 2, 3 and 5 Home Runs!

Plenty of action... plenty of skill and thrills with all the features of baseball... singles, doubles, triples, home runs, innings, etc. No wonder everybody wants to play Genco "BASEBALL POOL"!

BONUS SCORING—Double and Triple Hole Scoring on Last 4 Balls!

Live-action base running in backrack!

Guaranteed warp-proof playfield with Steel Anti-Warp Bars!



Instructions screened on playfield—no card necessary!

BE FIRST IN YOUR AREA with this great ACTION GAME—See Your GENCO Distributor AT ONCE!

HINGED PLAYFIELD—LEVELS—STEEL SHEATHED CASH BOX—TROUBLE-FREE MECHANISM—EASY-SERVICING

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120 Sel., Chrome

ROCK-OLA STEPPERS for 1436, 1438, 1446.....\$29.50

ROCK-OLA		SEEBURG	
1448, 45 rpm	WRITE	HF 100-R	\$775.00
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Evans Jubilee, Model 245, 40 Selection, 45 rpm			125.00

All Machines Guaranteed . . . Reconditioned Like New
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Standard Factors To Elect 5 Direc.

NEW YORK—Shareholders of the Standard Factors Corporation will meet at the Hotel Biltmore Tuesday (24) to elect five directors for three-year terms. Standard Factors specializes in financing equipment for the music, amusement machine and vending industries.

Nominees for the posts are David V. Austin, former vice-president of the Manufacturers' Trust Company; E. M. Brandriss, general counsel and secretary of Strauss-DuParquet, Inc.; Horace Hixon, assistant treasurer, State of Georgia; Arthur F. Silbert, assistant treasurer of Standard Factors, and Arthur A. Turry, treasurer of Strauss-DuParquet, Inc. All are currently on the board.

BETTER PHONOGRAPH SPECIALS—BUY SHAFFER

SEEBURG		WURLITZER	
M100-C	\$595.00	1800	\$695.00
M100-B	475.00	1700	495.00
M100-A	249.50	1600	349.50
HM100-A	199.50	1250 (45 r.p.m.)	139.50
3W1 WALLBOX (100 Sel.)	59.50	5205 WALLBOX (104 Sel.)	39.50

AMI		ROCK-OLA	
E120	\$465.00	1438 COMET	\$495.00
C40	109.50	1434	149.50

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VARIETY	190.00	IMPERIAL	89.00
WURLITZER 1015	50.00	LEADER SHUFFLE ALLEY	125.00

CLEANEST GAMES YOU'VE EVER SEEN!
1/3 DOWN, THE REST "SIGHT DRAFT"

Ask For Ben Mackie or Harold Hoffman
3726 KESSEN AVE. CINCINNATI, O. MOntana 1-5004

FITCHBURG, Mass.—The Licensing Committee voted unanimously last week to outlaw all pinball machines in this Central Massachusetts city. All licenses will expire at midnight April 30.

Police have waged a two-year battle to eliminate the machines. Recently, the mayor made a personal inspection tour of all locations using the games, and it was reported that he strongly influenced the vote.

Shaffer Music Co.
In the Coin Machine Business Over 25 Years

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A HIGH SCORE GAME COMBINING SKILL AND TIMING
Fascinating to Amateurs - A Challenge to Experts!

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Flicker POOL

HIGH SCORE WINS!

Scores Vary as Lights Flicker from 100 to 600!

SIZE: 64" L x 36" W. x 32" H.

2 or 4 PLAYERS
3 or 4 sided play
2 DIMES PER GAME!

KEENEY IS FIRST WITH THE LATEST!
3-Way Toggle Switch enables game to be played as **FLICKER POOL** or **FASCINATION POOL**

OPERATE KEENEY'S FASCINATION POOL

Regular or **JUMBO** Models

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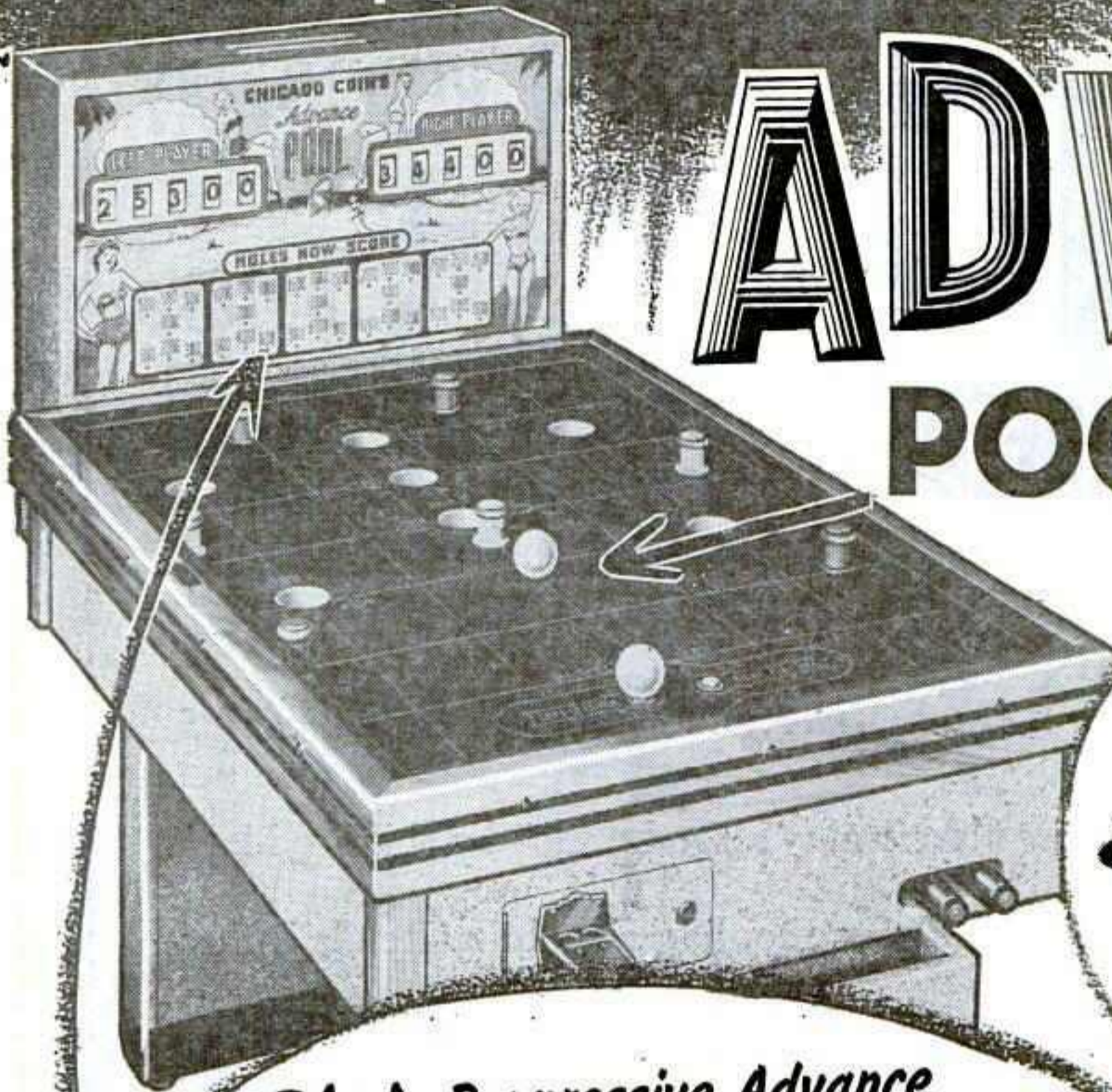
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POOL TABLE

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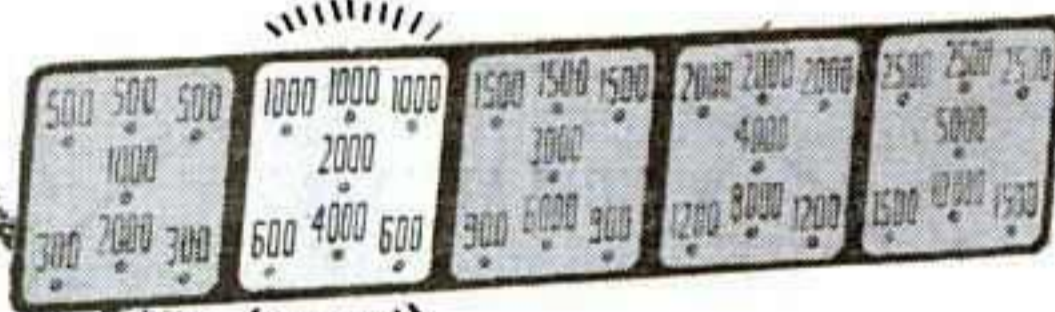


Featuring
Three Pop Up Holes!
... **Ball Pops Up!**



Player by Shooting Into Super "Magic Hole" will also score in 2 additional holes!

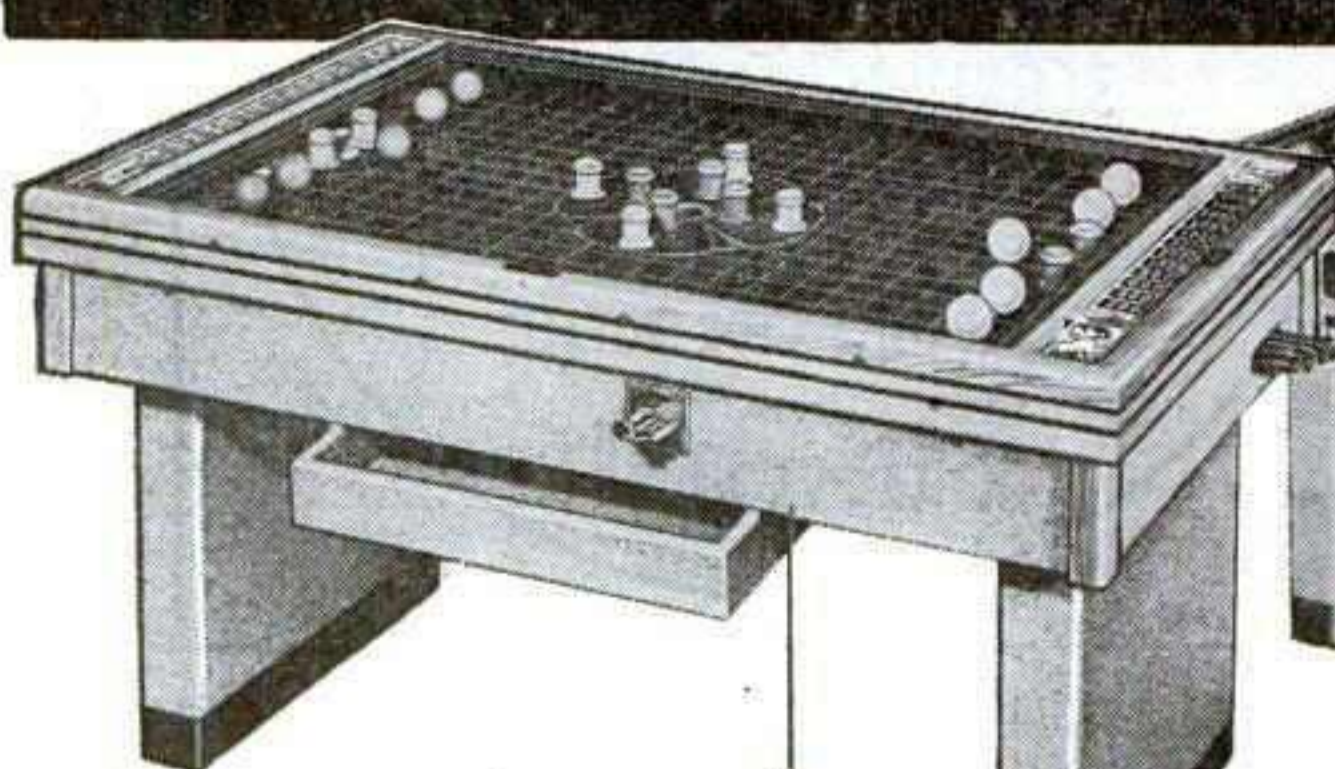
Plus Progressive Advance Scoring On The Back Rack Glass



All holes advance in scoring as game progresses. (5 scoring panels lite up progressively to show new scoring value of each hole.)

- Features Front Play!
- Features Automatic Scoring!
- Features Lite-Up Posts On Playfield!
- Unbreakable "Plexi-Glass" Back Glass!
- 5 Drum Scoring!
- "Level-Matic" Adjusters—Standard Equipment!
- Brilliantly Colored Cabinet!

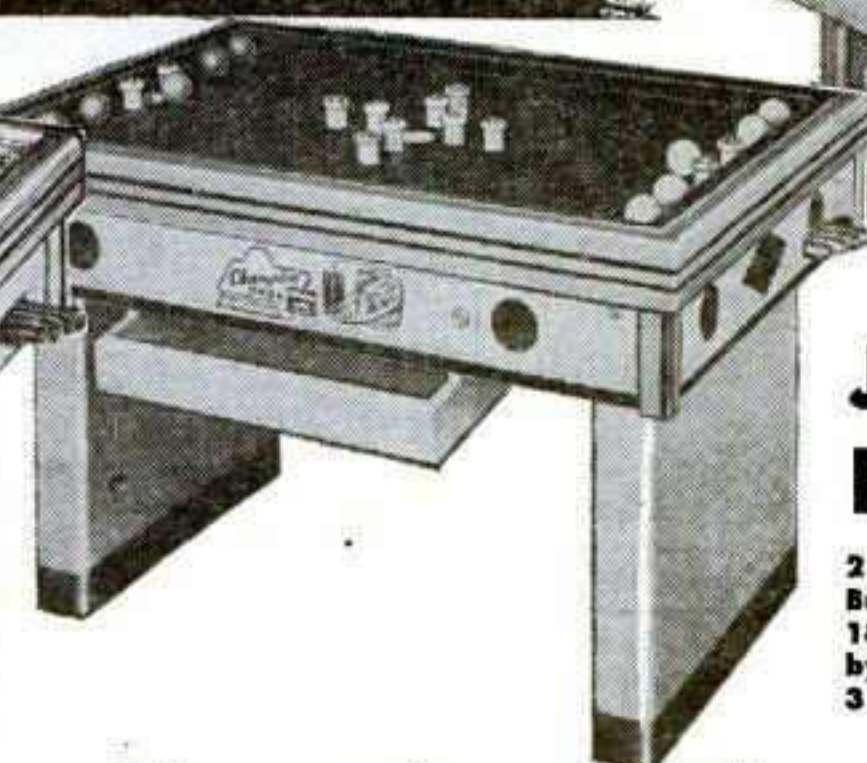
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Clover Pool

★ Plus Clover Model 35

3 in 1 game which can be converted to 2 or 3 hole or automatic play at the flip of a switch. Automatic scoring with popular 4 sided play. New advance type scoring on all holes. Available with "Level-Matic" playboard adjusters.



Champion Pool

★ Plus Champion Model 35

Available in 2 or 3 Hole Models With The Exciting Center Hole Feature!
New Type Ball Drop Mechanism . . . Simple . . . Positive . . . Fool-Proof!
End holes are located 4 inches closer to center!
3 or 4 Sided play!



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2 or 3 Hole Models With or Without Lighted Bumpers!
18 inches longer than regular size (70 inches by 36 inches)!
3 or 4 Sided Play!

chicago coin

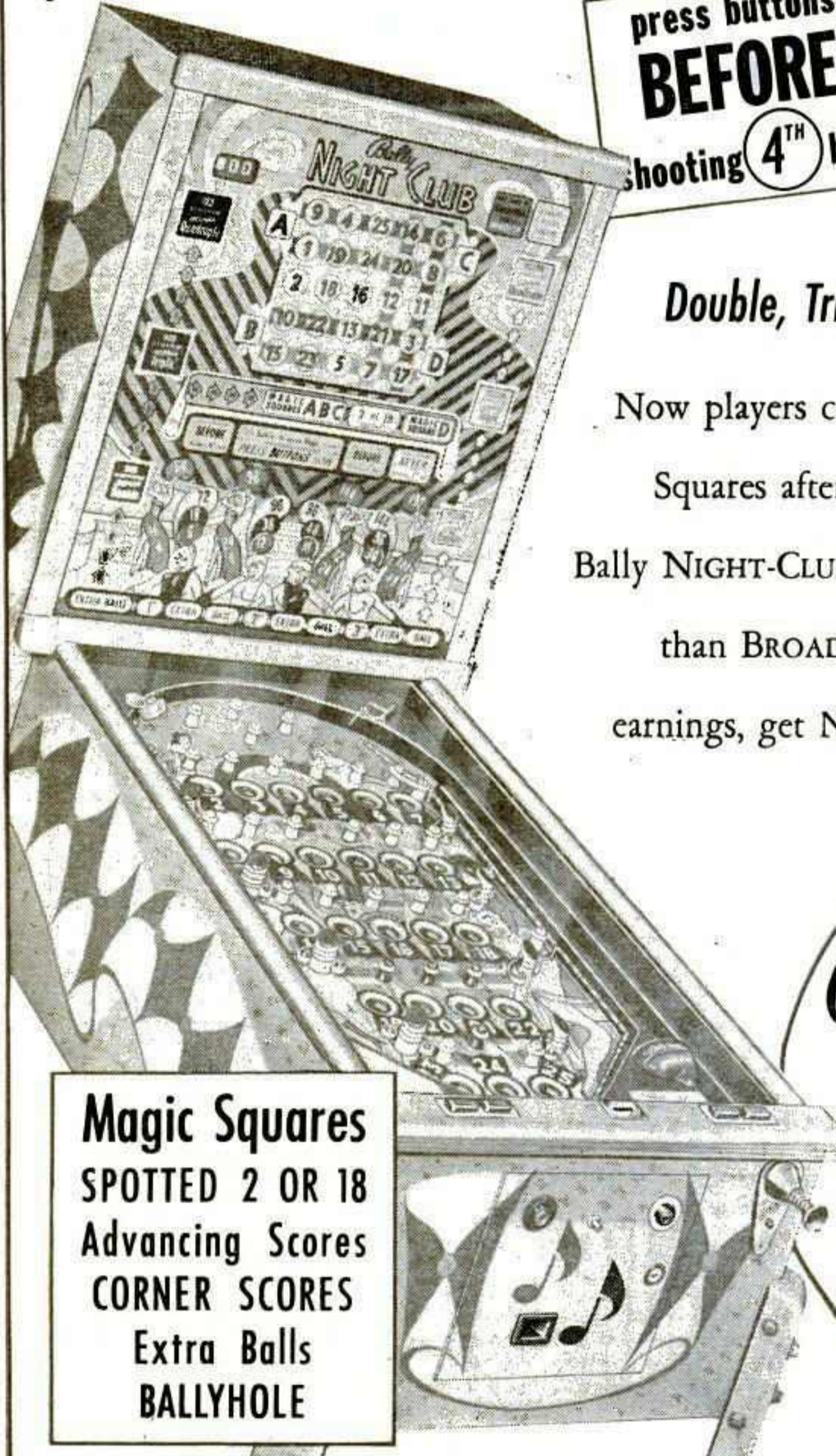
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All the money-making play-appeal of BROADWAY
plus new **BEFORE** and **AFTER** feature

press buttons **BEFORE** shooting 4TH ball
press buttons **BEFORE** shooting 5TH ball
press buttons **AFTER** shooting 5TH ball



Double, Triple and **Quadruple** scores

Now players can "second-guess" by shifting Magic Squares after shooting all 5 balls. Result is that Bally NIGHT-CLUB is actually getting bigger play than BROADWAY. For better-than-BROADWAY earnings, get NIGHT-CLUB on location now.

Magic Squares
SPOTTED 2 OR 18
Advancing Scores
CORNER SCORES
Extra Balls
BALLYHOLE

NOW AT YOUR
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Deluxe ABC
OFFICIAL SCORING **bowler**
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WITH COLOR-DETECTOR TOTALIZERS
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DOUBLE CARDS

FIRST COIN LIGHTS FIRST CARD
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DOUBLE ROTO FEATURE

PLAYER CAN MOVE NUMBERS
CLOCKWISE ON BOTH
CARDS WITH EXTRA COINS

BOTH CARDS SCORE SEPARATELY

DOUBLE HORIZONTAL FEATURE WITH ADVANCING ARROWS

NUMBER 18 ROTO-SPOT FEATURE

- *****
- *** ANY 3 CORNERS SCORE 4-IN-LINE ***
- *** 4 CORNERS SCORE 5-IN-LINE ***
- *** 3-IN-LINE SCORES 4-IN-LINE ***
- *** 4-IN-LINE SCORES 5-IN-LINE ***
- *** ADVANCING SCORES ***
- *** EXTRA BALLS ***
- *** 8 BALLS NEXT GAME ***
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- *** ALL FEATURES ON BOTH CARDS ***
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FACT 2

Most standard music on 45 RPM is gradually becoming available only on **EXTENDED PLAY RECORDS**.* The playing time of an E.P. Record is between 5 and 6 minutes—about twice that of a 45 RPM Single Tune Record.

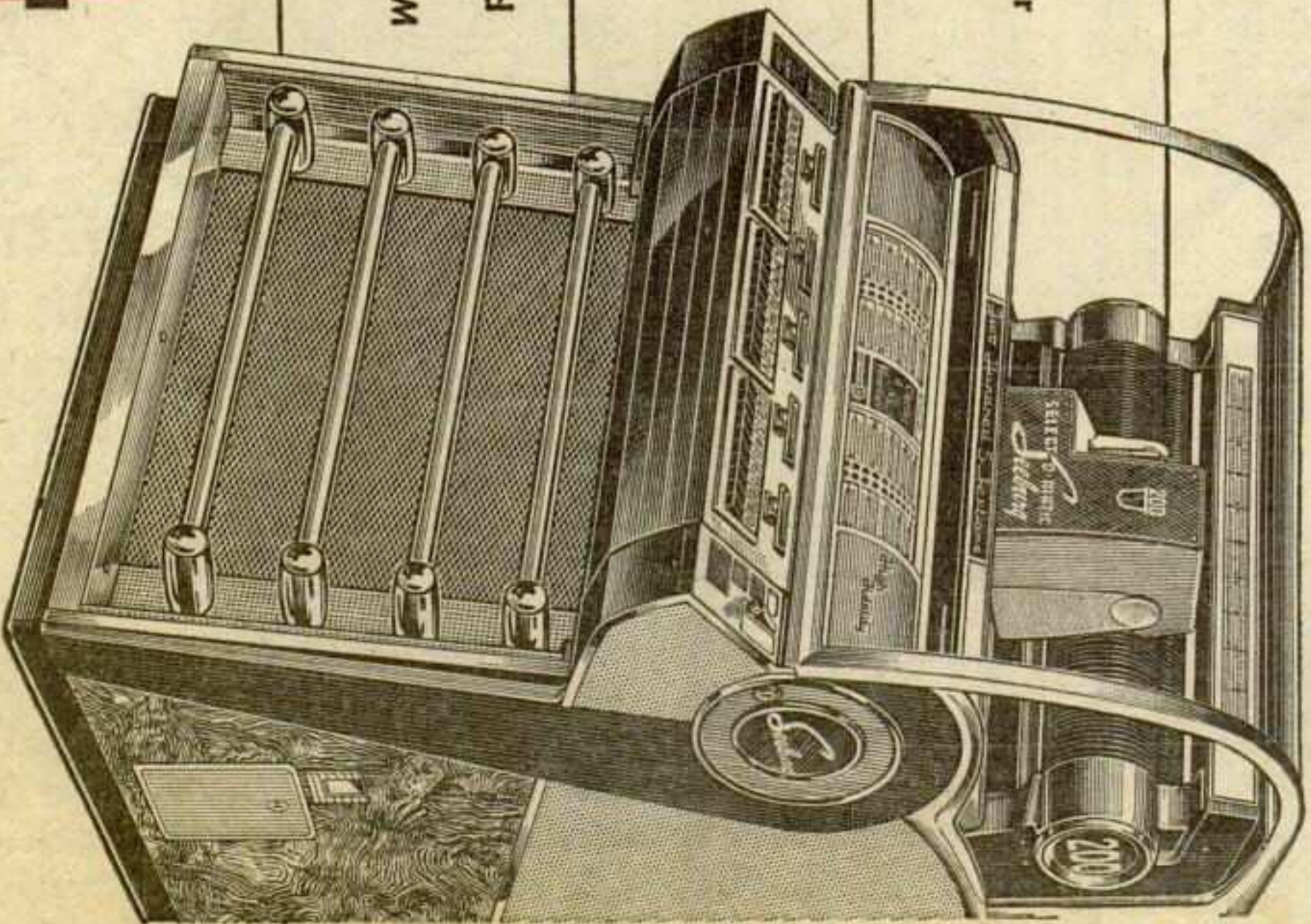
FACT 3

To profitably—as well as properly—program a music system, the operator must be compensated for this additional playing time. Only one music system makes this possible...it's the Seeburg V-200—the World's First Dual Music System...the music system that programs 45 RPM Single Records at one price and 45 RPM E.P. Records at a proportionately higher price.

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World's first dual music system