

The Billboard

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THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

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Disneyland Brings Life to Old Arcade

Penny Flourishes Again in 90 of 100 Machines on Turn-Of-Century Main St.

By SAM ABBOTT

ANAHEIM, Calif.—The old-time Penny Arcade of the turn-of-the-century, brought to life in one of today's flossiest entertainment settings—Disneyland—is experiencing a flourishing rebirth.

A key attraction of Disneyland's turn-of-the-century Main Street, the Arcade boasts 100 coin-operated machines of ancient vintage, a few modern-day machines to round out the variety, and a shooting gallery.

Altho it's almost entirely a penny operation (90 per cent of the machines operate at a penny, 5 per cent at a nickel, 5 per cent at a dime with the shooting gallery charging 25 cents), it's been a top money earner at this \$17,000,000 fun park since it opened last July.

Drawing Power

Of course, just what the 100 machines earn in this unique Arcade is a closely guarded secret. There have been reports, however, that a machine operating on dimes grossed \$70 in one day and the shooting gallery as much as \$225 in a three-hour period—altho these figures are unconfirmed. But a park representative described the total revenue from the Arcade as "fabulous."

Whatever the earnings, the Arcade doesn't lack for customers: It has been visited by as many as 15,000 people (mostly children) in one day.

Believed to contain the world's largest commercial collection of antique Arcade equipment, the display was no small job in assembling and putting into working order. Before opening, maintenance men spent many hours making by hand many essential parts unavailable today thru regular channels.

During the latter part of 1954, Disneyland representatives combed the U.S. contacting distributors and jobbers to buy out-of-circulation

machines to make up the Arcade. As it turned out, Mike Munves, of New York, major figure in supplying Arcade equipment, supplied most of the equipment.

Research

Evidence of extensive research in setting up the Arcade is immediately noticeable as one walks into it. Esmeralda, ancient fortune telling machine, heads the center lane. Against one wall is a Wur-litzer concert Grand organ, made in Germany in 1898 and assembled in this country. This huge organ, which gives almost a full orchestral rendition from a music roll for a dime, is 12 feet wide, 6 feet deep and 12 feet high.

A number of penny units are placed in the middle aisle and include 12 Mutoscope (peep-show) machines and nine Cail-O-Scopes (peep-show) with drop pictures of Gay 90's scenes.

The musical segment of the Arcade includes, besides the Wur-litzer organ, an M. Welte & Sohne machine complete with pipes and trumpets with a 10-cent chute, a Nelson-Wiggins nickel machine which features snare drums, xylophone, mandolin, cymbals, castanets and chimes, and a 50-year-old Electrola that operates at a dime.

Plus Donald Duck

In the rear of the Arcade are the cashier's box, the shooting gallery, several up-to-date Arcade pieces, punching bags, grip testers, and a coin-operated voice recorder with which a moppet can "cut a record" with Walt Disney's famed webfoot, Donald Duck.

Keeping the machines carefully

(Continued on page 96)

PILOT FILMS FOR TV LOSE SALES PUNCH

HOLLYWOOD—A pilot film of a new TV show by itself is often no longer enough to make a sale to an ad agency. In a number of instances three, or more, half-hour programs are being produced on a speculation basis.

Executives of both CBS and NBC agree that the practice has many advantages, if you can afford it. CBS, for instance, has ordered three episodes of both "Whirlybirds" and "Mr. Adam and Eve" for the coming season.

Hubbell Robinson Jr., veepee in charge of programming at CBS, points out that often a pilot film does not give a true perspective of a series, because the producer has to try and cram too many elements into it in order to impress the sponsor.

On the other hand, if this isn't done, an agency often comes back with, "This looks fine, but where do we go from here?"

The feeling at NBC is more or less similar. Tom Sarroff, Coast director of network productions, thinks there are many pilots which, in the past, would have sold if a sponsor could have been more certain of the direction in which the series would go.

In addition, there are times when an advertiser decides to switch programs on the spur of the moment, and, if there are several episodes on hand, the show can be fitted into that slot. NBC, as a result, has filmed half a dozen "Impact" dramas, and is continuing production on "Circus Boy" despite the fact no sale has been made.

Dollar Going to Pot; \$3,773,800 Given Away Free by TV

18 Top Network Shows' 1955 Tally In Cash and Merchandise Value

By DENNIS McDONALD

NEW YORK—Money is getting cheaper every day—at least on the television networks where they're giving it away like water. In fact, with some 18 of the top TV shows having given away \$3,773,800 during 1955, according to a survey by The Billboard, with three new shows already on the screens this year and more planned, the dollar seems to be going to pot-jackpot.

\$1,580,300 Gifts

Not all of TV's approximate \$4,000,000 was in cold, hard cash, of course. There was enough merchandise — \$1,580,300 in retail value, in fact—handed out to stock a good-sized department store. And trips? Those "all-expenses-paid" vacations took contestants anywhere from Angoon, Alaska, to Rangoon, Burma. All this in exchange for superior knowledge or a tale of woe, a small moving van to cart home the loot and perhaps a touch of nervous breakdown along the way.

Since most of the moneyed shows are telecast over CBS, that network took the crown in 1955 for generosity. During the year CBS viewers saw \$2,293,800 given away; over NBC, \$800,000, and ABC, \$370,000.

The number of companies which produce these "you tell me and I'll give you" type of programs can be counted on both hands. But perhaps the two leaders are Lou Cowan, Inc., which gave away

a hefty \$795,000 last year, and Goodson-Todman Productions, which coughed up a sizable \$388,800. P.&G. Productions, also a last year's leader, had contributed some \$600,000 with its share the wealth programs—"On Your Account" and "Love Story." However, a few weeks back the firm yanked the shows and stopped being so magnanimous.

The sponsors, who are after all the real money bags in this game, are not such Santa Clauses, however, as might be thought at first flush. An example is the popular "\$64,000 Question." Debuting in June, the program has been tossing out about \$16,000 per week. And, altho that's not to be sneezed at, the show's actual budget runs at the most another \$25,000. That's a total of \$37,000, and how better could a sponsor blow up a big publicity storm on a Tuesday night with only 37C?

Top 10

Estimated figures for the top 10 in amounts of giveaway for 1955 are: "Feather Your Nest," \$600,000; "The Big Pay-Off," \$520,000; "On Your Account," \$450,000; "\$64,000 Question," \$420,000; "Strike It Rich," \$260,000; "The Big Surprise," \$200,000; "Stop the Music," \$175,000; "I've Got a Secret," \$170,000; "Break the Bank" and "Love Story," \$150,000 each, and "Two for the Money," \$135,000. Besides cash, these figures include merchandise which, with discounts and free plug exchanges, brings the actual cost to advertisers to a much lower figure. The top three in this list, for example, are heavy on merchandise giving, but in terms of retail value exceed the bigger night shows which are on once a week and deal strictly in cash.

It must be remembered, however, that all the big shows were not on all last year. "Question" (Continued on page 3)

'Bank' Gives Away \$4 Mil

NEW YORK—An old hand at giving away money is Edward Wolf Radio & TV Productions, the firm which produces "Break the Bank." Since the program's inception in 1945, it has passed the \$4,000,000 mark all by itself. Accounting in part for this high figure is the fact that for a period the show was on five times a week on both radio and TV.

Of this total, almost half, or \$2,000,000, has been passed out on TV over about six years. The estimated haul of loot for the TV show during 1955 was \$150,000.

NEWS OF THE WEEK

Ampex Takes \$4,000,000 In Orders on Video Tape . . .
Video tape made an instantaneous hit last week. The Ampex Corporation had sold 80 of its new recording units by the end of the week, a total of \$4,000,000 in orders. The first six will go to CBS-TV and NBC-TV this summer. . . . Page 2

New York City May Yet Have Big TV Production Center . . .
A mammoth TV production center may yet rise in the City of New York. City Council President Abe Stark has proposed that a 22-acre site be set aside on the West Side of Manhattan for such a project. . . . Page 15

EP Disk Sales Hold Up Generally Despite Cutbacks by Some Mfrs. . . .
Despite cutbacks or complete discontinuance of EP lines by some, major diskeries in general report the EP market is either holding even or increasing over last year's levels, and due to the influence of rack jobbers, is likely to continue in a healthy state. . . . Page 20

Networks Dig the Rock and Roll Beat; R&R Controversy Continues . . .
Rock and roll continues to be the most talked about and kicked around trend in show busi-

ness. Key music figures, including r.&r. kingpin deejay Alan Freed, spoke out in its defense on radio and TV last week, in answer to recent press blasts labeling r.&r. as an "inciter" of juvenile delinquency. At the same time, several rock and roll shows are being readied by the radio and TV networks, heretofore cool to the new beat. . . . Page 19, 20

Multi-Selection Juke Boxes Get Ops' Nod of Approval . . .
Do more disk selections on new juke boxes increase play? The overwhelming majority of operators answer, "yes." Operators polled by The Billboard tell why they favor a wider choice of tunes. . . . Page 89

DEPARTMENTS AND FEATURES

Amusement Games	96	Music	19
Carnival	73	Music Charts	38
Circus	70	Music Machines	85
Comline Events	84	Parks & Pools	68
Classified Ads	80	Pipes	79
Coin Machine	95	Radio	79
Coin Machine Market	98	Rinks	69
Fairs & Expositions	72	Routes	67
Final Curtain	67	Special Music Sec.	26
General Outdoor	62	Television	2
Honor Roll of Hits	38	TV Film	6
Letter List	81	Vending Machines	90
Merchandise	79		

Game Tests Kid Engineers

CHICAGO—Interested parents can now determine whether or not their moppets have the makings of future construction engineers. The Crane, newest Arcade game to hit the market, gives kiddies a chance to operate a piece of engineering equipment on a construction job. Only a short time ago this was regarded as purely a spectator sport.

Playing the game, kiddies push buttons to activate a miniature crane enclosed in a glass cabinet. The Crane picks up simulated gravel, hoists its bucket and unloads into an elevated hopper. A scale records weight and a clock sets a time limit on the operation.

Ampex Videotape Spotlights To Tune of \$4 Mil in Orders

Recorder Unveiled at NARTB Meet Catches Attention of Broadcasters

CHICAGO — Ampex Corporation unveiled its Videotape Recorder at the NARTB convention here last week to capture the imagination of TV broadcasters along with approximately \$4,000,000 of their money in purchase orders.

The Videotape Recorder demonstration fired the imagination of broadcasters, each seeing how the equipment could help solve his station's needs. The demonstration resulted in an unprecedented number of actual orders for on-the-spot convention buying (see list of buyers). At the close of the convention Ampex's Phil Gundy received orders for 80 units, including three units each to CBS and NBC, eight to Mutual Broadcasting System and 12 to the Storer stations with a number of TV stations buying two machines.

Ampex has promised summer delivery to CBS and NBC of prototype units similar to the equipment demonstrated at the convention at \$75,000 per machine. The others will be delivered after it goes into commercial production at guaran-

teed maximum of \$50,000 per unit. This price, it now appears, will be shaved to \$45,000 per machine resulting from the heavy number of orders which have been placed to date. The Ampex plant is now back ordered in May of next year.

Uses Are Varied

Videotape seems to be as versatile as audio tape, judging by the many and varied uses to which its buyers intend to put it. Whether or not all the anticipated uses prove practical or possibly more are discovered when the equipment is put into action, one point seemed clear: On the basis of the demonstration, videotape promises better organization of time, talent and man-

power than is now possible. If this is true, the introduction of videotape recording will prove to be a substantial money saver in TV operational costs.

Some of the many uses foreseen by broadcasters include recording of TV shows for delayed broadcast, thereby eliminating kinescoping. The instantaneous playback feature of tape saves time and money needed in processing kine film. (Both CBS and NBC will station two of their three recorders on the West Coast for rebroadcast purposes, thus doing away with kines of Eastern originated programs.)

Others see videotape as a boon
(Continued on page 14)

VID TAPE TO CUT TIME AND COSTS

Technological Changes, Problems Loom; Live Production Seen First Affected

HOLLYWOOD — Video tape will cut time and costs, and could result in many technological changes in production. This was the consensus of some 15 top executives here this week.

Thinking varied widely as to how fast and to what degree these changes would take place, with most of those indicating that the capabilities of tape are not yet clear enough, and the problems involved (such as unions, etc.) so complex, that complete analysis is not possible at this time.

There seemed to be agreement, however, that live production would be affected much sooner than film; that production of commercials would benefit tremendously, with nearly all live network spots being pre-taped; that tape will be a shot in the arm for live shows, and that production will probably become a mixture of live and film technique.

One-Camera Operation?

Ray Wagner, Coast director of commercial operations for Young & Rubicam, thinks that tape will eliminate the four cameras and split second timing that live requires now, making possible a one-camera operation with greater maneuverability. Each shot will be able to be done separately, as in film, with the whole then being spliced together. A taped commercial could be done the same day as the show. With the potential of error thus eliminated, some filmed commercials might go back to live.

Walt Tibbals, v.-p. of Four Star Productions, believes that costs can

be cut about 15 per cent, due primarily to a reduction of shooting time and of lab costs, which would virtually be eliminated.

Cornwall Jackson, J. Walter Thompson v.-p., and producer Jerry Stagg, both believe tape will permit the immediacy and sustained performance of a live program while still assuring the perfection of film. Since live can be done considerably more economically than film, it might sway advertisers away from the latter medium. Refinements of lighting and cutting present in film would still have to be sacrificed, however, Stagg thinks.

Has Experimented

One NBC producer, who did not want to be quoted, revealed that he had experimented shooting a film program with the Du Mont Electronicam. As a result, he is of the opinion the program could be done on tape in one day—with one day's rehearsal—at a considerable saving in cost and without loss of quality.

Tom Sarnoff, NBC director of network productions; H. Grant Theis, director of CBS Coast operations, and Bob Lewin, ABC programming director, all foresee tremendous production potentialities, altho they believe equipment has to prove itself first.

Both Sarnoff and Lewin believe that a gradual reduction of cost will result from various factors. One of these is pointed out by Harris Kattelman, in charge of the Coast office of Goodson-Todman. This is the fact that, with tape, live programs now have rerun potential, and they can thus increase their revenue and at the same time be amortized somewhat in the same manner as film.

Toni Picks Up Half of 'Truth'

NEW YORK—The Toni Company will pick up alternate weeks of "Truth or Consequences" on NBC-TV. The other half of the show will be sponsored by the P. Lorillard Company, its current

CHICAGO—The following ordered AMPEX Videotape Recorders after the equipment was demonstrated at the National Association of Radio and Television Broadcasters' convention held here last week:

Buyer	No. Ordered	Prototype Models	Promised Delivery Date
CBS	3	Prototype Models	August, 1956
NBC	3	Prototype Models	August, 1956
KEY-TV (Santa Barbara)	1	Prototype Model	February, 1957
KING-TV (Seattle)	1	Prototype Model	February, 1957
KTLV-TV (Portland, Ore.)	1	Prototype Model	February, 1957
KOA-TV (Denver)	1	Prototype Model	February, 1957
WMAR-TV (Baltimore)	2	Prototype Models	February, 1957
KWTV (Oklahoma City)	1	Prototype Model	February, 1957
KTVX (Muskogee, Okla.)	1	Prototype Model	February, 1957
WKY-TV (Oklahoma City)	2	Prototype Models	February, 1957
KRON-TV (San Francisco)	2	Prototype Models	February, 1957
WMCT-TV (Memphis)	1	Prototype Model	March, 1957
WPRC-TV (Houston)	1	Prototype Model	March, 1957
KFMB-TV (San Diego)	2	Prototype Models	March, 1957
Storer Broadcasting Co.	12	Prototype Models	March, 1957
WISH-TV (Indianapolis)	1	Prototype Model	March, 1957
WBAL-TV (Baltimore)	2	Prototype Models	March, 1957
WEAT-TV (Pensacola, Fla.)	2	Prototype Models	April, 1957
WWJ-TV (Detroit)	2	Prototype Models	April, 1957
WAAM-TV (Baltimore)	2	Prototype Models	April, 1957
KFJX-TV (Fort Worth)	2	Prototype Models	April, 1957
KVOO-TV (Tulsa, Okla.)	1	Prototype Model	April, 1957
WAVE-TV (Louisville)	1	Prototype Model	April, 1957
WFIL-TV (Philadelphia)	2	Prototype Models	April, 1957
Mutual Broadcasting System	8	Prototype Models	April, 1957
CMQ-TV (Havana, Cuba)	1	Prototype Model	April, 1957
KERO-TV (Bakersfield, Calif.)	1	Prototype Model	May, 1957
KIEM-TV (Eureka, Calif.)	1	Prototype Model	May, 1957
KSTP-TV (Minneapolis)	1	Prototype Model	May, 1957
KENS-TV (San Antonio)	2	Prototype Models	May, 1957
WIS-TV (Columbus, S. C.)	2	Prototype Models	May, 1957
WSAZ-TV (Huntington, W. Va.)	2	Prototype Models	May, 1957
WCCO-TV (Minneapolis)	2	Prototype Models	May, 1957
KUTV (Salt Lake City)	2	Prototype Models	May, 1957
KOTV (Tulsa, Okla.)	1	Prototype Model	May, 1957
KTTV (Hollywood)	1	Prototype Model	May, 1957
*Video Views, Inc.	1	Prototype Model	May, 1957

*Firm is in kinescoping-air checking business.

2 Clients Nix Warner Bros.

NEW YORK—Despite a strong showing in the rating sweepstakes, "Warner Bros. Presents" has been given the ax by two of its three sponsors, tho by the time the dust settles, the remaining bankroller is expected to grab the segment that one of the departing sponsors is leaving behind.

Liggett & Myers, which has been sponsoring a half-hour chunk every week, and Monsanto Chemical, which bankrolled a half hour alternate weeks, are the sponsors which are withdrawing. General

Sponsors Quit Danny Thomas

NEW YORK — Dodge and American Tobacco have decided to call it quits on sponsorship of ABC-TV's Danny Thomas show, "Make Room for Daddy," which the web is penciling into the Saturday 7:30-8 p.m. spot next season for sales purposes. If a new advertiser appears on the scene who wants to buy the show for another time slot, ABC will no doubt try to oblige.

Dodge, meanwhile, has yet to be heard from officially as to whether or not it will renew "Break the Bank" on ABC. The unofficial word, however, is that the firm will renew the Wednesday, 9:30-10 p.m. slot but will put in another show, emceed by Bert Parks. Its Saturday night 9-10 p.m. Lawrence Welk show is considered as all but definitely set for a return ride next season.

sponsor, which is surrendering half of the property.

The program is currently in the 8-8:30 time period but is slated to move to 8:30, where it will exchange slots with "Life of Riley."

The switch is being made to make way for next season's Friday night monthly NBC spectacular which will go 8:30-10 p.m. Gulf Oil, the sponsor of "Riley," wants it programmed every week.

Electric, the show's third bankroller, has renewed its alternate week half hour and is expected to pick up an additional alternate week half hour of the show.

If GE does so, ABC will have available a half hour every week on the show, which next season will consist of "Cheyenne" and a dramatic anthology rotating with each other.

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Offices

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E. W. Evans
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COURTSHIP

NBC Seeks 'Rin Tin Tin' From ABC

NEW YORK — NBC-TV is in the process of trying to woo "Rin Tin Tin" away from ABC-TV for next season.

The show, a Screen Gems property, has been highly successful in holding down the Friday 7:30-8 p.m. slot on ABC for the past two seasons. Nabisco has renewed the show for next season, but a renewal date on the ABC time is not yet up for decision.

CBS last year tried luring the show away from ABC but failed in its attempt. NBC is considered to have a better chance in view of the fact that "Flicka," which CBS recently threw up against "Rin Tin Tin," has taken a bite out of the latter's following.

If NBC is successful in its wooing efforts, next season may find "Rin Tin Tin" up against CBS' "Lassie" series for the dogfight of the century.

Net TV Gives Away \$4 Mil. During 1955

Continued from page 1

was on only six months, "Stop the Music" missed a month or two and "Big Surprise" barely got started by the end of the year.

Also in prospect for a "fatter '56" is the fact that three new giveaway shows have already taken their places on the log, with more to come.

Bitner Stations On the Block

NEW YORK—The sale of three VHF stations owned by Consolidated TV and Radio Broadcasters, Inc., headed by H. M. Bitner, was reported to be in the works last week.

According to the reports, two of these stations are in the process of being sold to the Cox newspaper chain, which currently owns WSB, Atlanta; WHIO, Dayton, O., and also has a piece of a new station being planned for Miami.

The remaining Bitner station, it is reported, would be sold to the Meredith chain if current negotiations are successfully concluded.

If the deals go thru, it's noted, both the Cox and Meredith chains would then have ownership interests in five VHF stations each.

VANCOUVER TO GET FIRST CAN. PAY-SEE TEST

VANCOUVER, B. C. — Vancouver will be Canada's first city to get "Pay as you see" television movies. This was disclosed here Saturday (14) by J. J. Fitzgibbons, president of the Famous Players Canadian Corporation.

He said he was in Vancouver to arrange for a studio location that will transmit regular feature movies by direct wire into Vancouver homes. "We will be surprised if we're not in operation by this time next year," he stated.

It will be the first closed domestic circuit on a commercial scale on the continent. "The day of the small neighborhood theater is finished," Mr. Fitzgibbons said.

The corporation president said Famous Players is backing the experiment with its million-dollar reserves. "Our operation here will be carefully watched from both sides of the border," he said.

IERT MEET

Pack Urges Support to Educators

NEW YORK — Richard Pack, vice-president of the Westinghouse Broadcasting Company, urged commercial broadcasters to give greater support to the Ohio State Institute for Education by Radio-Television.

Speaking of creating programming at the IERT's 26th annual meeting, Pack further called educators' attention to the new TV tape and the "vast new possibilities to the field of educational television."

'GODFREY FRIENDS' NIX MAY OPEN BOTTLENECK

Departure May Simplify CBS' Fall Programming, But Raises Posers

NEW YORK—The retirement of "Arthur Godfrey and His Friends" June 25 after seven years of yeoman duty on the CBS-TV network may be the key that will open up the CBS programming bottleneck that has thrown many of the network's plans for next season into a state of utter confusion.

That this was to be the last season for "Godfrey and His Friends" was reported as long ago as last November (The Billboard, November 5). Nevertheless, last week's announcement by CBS that the Wednesday night Godfrey show will depart June 25 has taken the show's current sponsors by surprise.

The big questions that have now arisen are whether or not the

MANY BIG ISSUES

Session's in Chicago, But Minds Turn to Washington

CHICAGO—The TV industry met here last week, but its mind was in Washington. The 34th annual convention of the National Association of Radio and Television Broadcasters held at the Conrad Hilton here was notable for the amount of time devoted to issues which threaten the future of broadcasting as it is now constituted.

The stations were frankly told by their leaders that they must regulate themselves or else. This was hammered home in the keynote speech of Robert Kintner, president of ABC, who, while refuting charges of "huckstering" and

"monopoly," stated "we may become public utilities, with the control not only of rates but actually of programming passing to government agencies."

Fellows' Report

It was also the central subject of NARTB President Hal Fellows' report to the members. He told broadcasters to listen to "the responsible things said about us" and to act on some of these comments, and he warned violators of the code that they faced NARTB punishment, unless they complied with it.

It was also made clear that the code would be the central weapon used to sell the public on TV, or to whip stations into line. G. Richard Shafto, chairman of the code review board, stated that broadcasters who were abusing it were "placing the entire industry in grave danger of government regu-

lation," and that "the industry too long has endured censure due to the unruly conduct of a relative few."

He warned that the NARTB was amplifying its monitoring of stations and networks. He also suggested a campaign for individual stations to sell the code to the public.

Nets' Steps

Both CBS-TV and ABC-TV took a long step toward closing the ranks of their affiliates on the network option time issue when they passed resolutions affirming their faith in its value.

THUD!

Lewis, Paar Daytime Shows Get CBS Axe

NEW YORK — The long-expected axe fell last week on two CBS-TV daytime shows that have been unable to deliver the sponsors the web is seeking.

Effective May 28, the Robert Q. Lewis 2-2:30 p.m. across-the-board show will be replaced by a new Johnny Carson daytime variety show. The same day, CBS-TV will replace its 1-1:30 p.m. across-the-board Jack Paar show with a 10-minute news show and

20 minutes of "Stand Up and Be Counted," a panel show emceed by Bob Russell.

Convinced that much of its problem with the Jack Paar show was its difficulty in getting station clearance, the web is attempting to overcome this drawback for its new 1-1:30 p.m. programming by offering the new shows on a co-op basis.

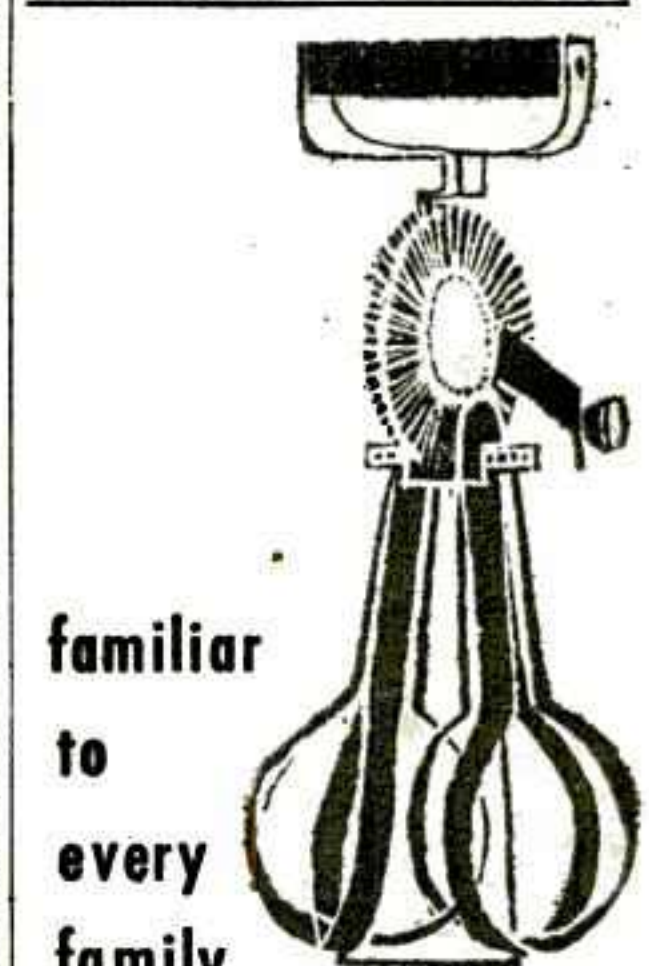
The format of "Stand Up and Be Counted," a Frank Cooper-CBS package, will have people selected from letters sent in by the public outline a personal problem on the air. Members of the studio audience will stand up and offer their own ideas on how these people should go about solving these problems.

In another move to bolster its daytime programming, CBS-TV has appointed Edwin Friendly Jr. to oversee production, promotion, publicity and business details on "Captain Kangaroo" and "Good Morning!" Friendly will work with Lou Cowan, who supervises the production of these two shows.

NBC Hunts New 'Surprise' Time

NEW YORK — NBC-TV is looking for a new time period for "The Big Surprise," its Saturday night 7:30-8 p.m. vehicle.

The network feels that the show is hitting too much of a kid audience and would do better in a later time period. Where it will go depends on other switches now in the works at NBC. Purex and Speidel are the sponsors.



familiar to every family

WGAL-TV LANCASTER, PENNA. NBC AND CBS

WGAL-TV's outstanding programs are completely familiar to 917,320 TV families. Make this market's 3 1/2 million people, with \$5 1/2 billion to spend, familiar with your product.

Table listing Channel 8 Multi-City Market stations: Harrisburg, York, Hanover, Gettysburg, Chambersburg, Waynesboro, Frederick, Westminster, Carlisle, Sunbury, Martinsburg, Reading, Lebanon, Pottsville, Hazleton, Shamokin, Mount Carmel, Bloomsburg, Lewisburg, Lewistown, Lock Haven, Hagerstown.



316,000 WATTS STEINMAN STATION CLAIR McCOLLOUGH, PRES. Representatives: MEEKER TV, INC. New York, Los Angeles, Chicago, San Francisco

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a
wonderful
new
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film
series

FOR REGIONAL AND LOCAL ADVERTISERS...

**THE ROSEMARY
CLOONEY SHOW**

...39 HALF HOURS MADE ESPECIALLY FOR TELEVISION

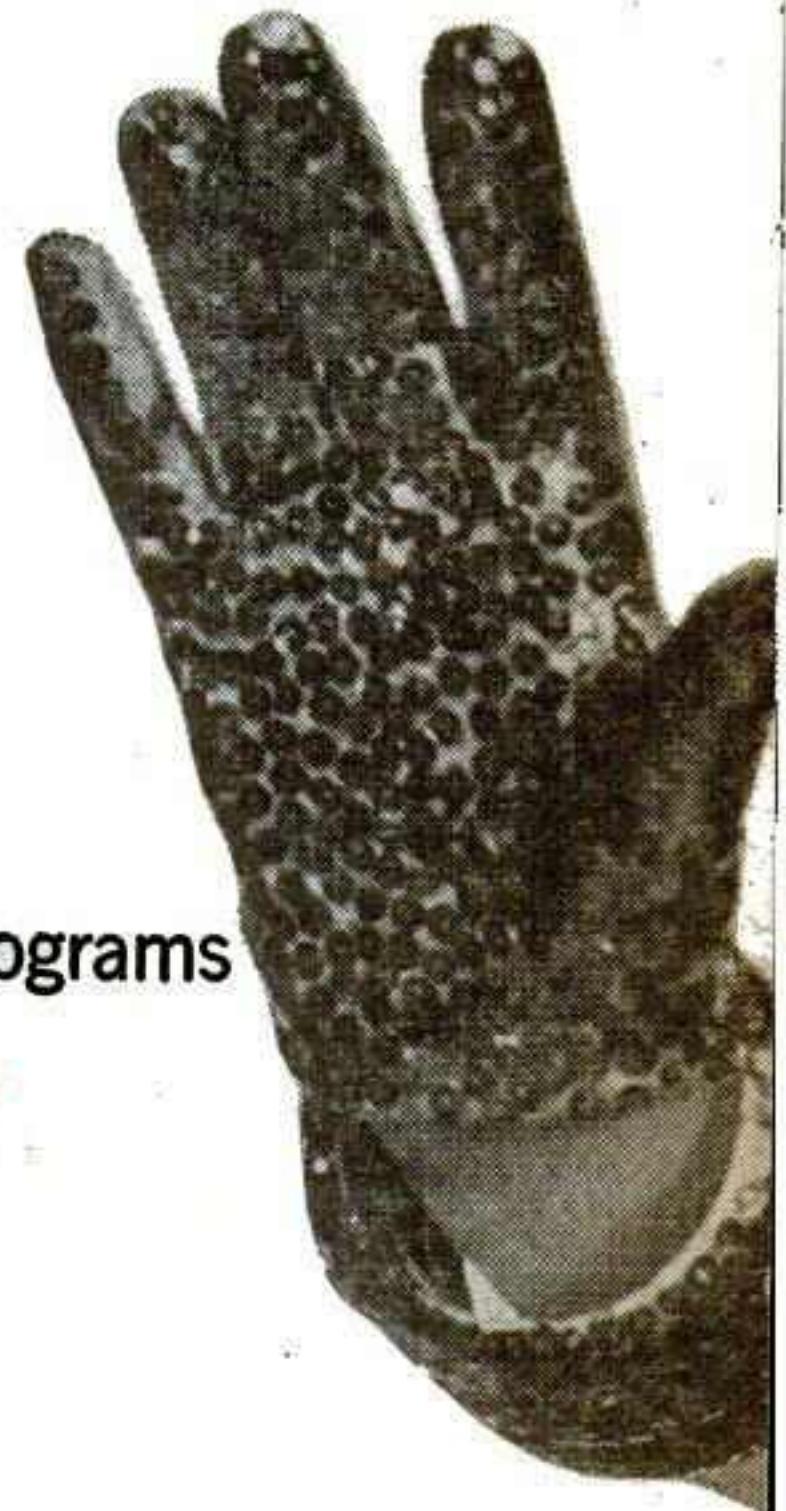
When Clooney sings, your sales hum! Here — *only* for syndication — is the greatest film series ever made . . . starring the unique charmer whose records have sold over 14,000,000, and whose dazzling co-star performance in "White Christmas" has helped that film break all records for a musical! Here at last is Rosemary Clooney in *her own* wonderful musical-variety show, with top-of-the-top talent like the Hi-Lo's and Nelson Riddle and his orchestra . . . plus a host of famous guest stars. TV's happiest half hour — call MCA today!

Sold (pre-release) in fifty-seven cities to Foremost Dairies, Inc.

America's **No. 1** Distributor of Television Film Programs

MCA TV

FILM SYNDICATION





BARTER BOUTS

SRA Huddle May Solidify 'Film for Time' Opposition

NEW YORK — The agitation against "film for time" barter among the spot representatives may finally crystallize this week. The board of directors of the Station Representatives' Association is meeting here. Barter deals will be one of the main topics on the agenda. It is considered possible that out of the discussion will come a resolution condemning barter deals.

Up until now neither the SRA nor any of the spot reps have taken a formal stand on barter. But their attitude is well known. They have been extremely disturbed by the deal being offered stations by Matty Fox' C&C Television on the RKO library, "Movietime USA." It is known that many of them spoke to their station men who stopped here on their way home from Atlantic City where they heard the pitch on the C&C deal. They naturally tried to persuade them against taking it.

Several weeks ago the SRA handed its members a form letter

enumerating five points against barter. The association suggested the reps send this letter to all their stations. But it is not known if any of them did this.

C&C is offering the RKO library in perpetuity for 10 spot availabilities a day for five years. Originally it was also asking for a sizable amount of cash, too, but has now apparently shaved down the cash requirements. The time is for International Latex.

The reps point out that this is not the only "film for time" barter

deal being offered, nor is it the first one. But it is the biggest one and is the one that has aroused their concern.

Some of the reps' arguments against barter is that it results in rate cutting, that it ties up time that could be sold for full card rate, that it constitutes brokerage of time and is therefore illegal and that, since it puts time sales into the hands of a film distributor, it is an infringement of the exclusive agreement between the station and the rep.

As far as Fox is concerned, barter does not necessarily mean time brokerage. Before he began selling the old Motion Pictures for Television library in barter deals back in 1954, he had one of the stations request an opinion from the Federal Communications Commission. The FCC's reply at that time was that as long as the station maintains the right to refuse any commercial brought it by the film distributor such a deal seemed okay.

BARRY NAMED

Signs Point to Metro Setting Own Distrib

NEW YORK — The appointment of Bud Barry to head up TV operations for M-G-M was interpreted here as a sure sign, that Metro will form its own TV distribution organization. Even before the naming of Barry last week, it was reported that M-G-M had hired a couple of salesmen out of TV film ranks, possibly to use in a TV operation.

Talks that M-G-M has been having the past couple of months with outside TV distributors regarding a lease of some of its, pre-1948 pictures have so far led to nothing. The impression in TV circles was that Metro was driving too tough a bargain. One of its offers was for the "Dr. Kildare," "Andy Hardy" and "Maisie" pictures. But it offered a lease running only three years, and at a price on \$50,000 each. However, Metro is still apparently determined to get some TV revenue on its backlog.

Barry has lately been an executive with the William Morris Agency, which had been trying to agent a TV deal for Metro. Barry was formerly program vice-president at NBC and ABC. He is now vacationing and will move into the M-G-M offices here the beginning of May.

Clairol Buys Miss Clooney

NEW YORK — MCA-TV last week received an order from Clairol for a regional buy in eight top markets for its Rosemary Clooney vidfilm series. Among the markets bought are Philadelphia, New York, Baltimore and Chicago.

The sponsor is said to be paying top money for the show which has already been sold in most markets to Foremost Dairies. Robert Orr is the agency for Clairol.

Cole Joins UM&M To Head Up Sales

NEW YORK — John Cole has joined UM&M TV as general sales manager. For the past year he has been Western sales manager of Guild Films. He came to Guild from Motion Pictures for Television at the same time that Guild took over distribution of the MPTV feature library.

At MPTV Cole was first Central division manager and then took over the Western division.

'56 Spot TV Up; Slenderella, Bromo Successes an Impetus

NEW YORK — Spot TV is riding on the wake of the Television Bureau of Advertising's disclosure that a whopping \$103,872,000 was spent in spot the last quarter of 1955. The TvB will soon start tabulating spot spending for the first quarter of 1956. Industry observers expect the gross figures will continue to climb on the impetus of the TvB figures and success stories that continue to turn up on individual spot schedules.

Slenderella Systems is understood to have decided to stick with spot after listening to pitches from both networks and spot reps. According to the TvB compilation, Slenderella was in the \$65,250 to \$117,180 class in the last quarter of 1955, mainly using announcements.

Katz Presentation

The Katz Agency's sales development chief, Saul Rosensweig, made a presentation pointing out

that Slenderella could reach its 32 markets by buying 30 stations on a spot basis for which the maximum gross cost for a half hour per week would be \$27,585. On the other hand, to get on the NBC-TV network, the client would have to buy the card minimum of 53 stations plus another seven of its own markets not covered in the must-buy list. This would cost a total of \$43,155.

The Katz presentation further pointed out that to program this time would cost \$28,000 to \$30,000 on the network, whereas it could buy a new syndicated show for its 30-station spread for \$18,000 to \$27,000.

Another spot success just disclosed is that of Emerson Drug (Bromo Seltzer), which just started its second year on "Science Fiction Theater" in 20 markets and other Ziv-TV shows in there more. Emerson spent \$122,700 for spot time

Top Show Pluggers

KIMA-TV, Yakima, Wash.: "Uncle Jimmy Nolan and His Clubhouse Gang"

An example of the promotion job done on a TV show in a small, one-station market is provided by KIMA, whose campaign on behalf of its "Clubhouse Gang" won first place for promotion of a local live show in The Billboard's 18th Annual Promotion Competition.

Keynote of the campaign has been the station's efforts to establish Uncle Jimmy, the star of the show, as a famous local personality. Its efforts in this direction include a gala annual picnic for the kids of the town, which last year saw a turnout of 5,200 youngsters and their parents; a theater party at the local movie house presided over by Uncle Jimmy, every six weeks, and a constant series of personal clubs and civic groups, at hospitals, parades, festivals and other community events.

Uncle Jimmy is also the head of "The Uncle Jimmy Club," which boasts a membership of 4,000 local small fry viewers of his show.

This intensive and consistent array of extra-curricular activities organized by KIMA has firmly established Uncle Jimmy in the hearts of the community's youngsters.

(Next week: Ziv TV Programs)

SO FAR SO GOOD

Series Sales Not Hurt By Influx of Features

NEW YORK — Film sales have so far not shown any marked reaction to the influx of feature films. Despite widespread professions of cautiousness from so many film buyers, distributors have found sales okay.

The three packages of feature films that have come out in the past three months have been selling quite satisfactorily. National Telefilm Associates' "TNT" package has been picked up by some 60 stations since January. Screen Gems' "Hollywood Movie Parade" has been sold in over 30 markets. And Hygo's latest package of 22 pictures is in over 30 markets.

The distributors note that many of the stations buying these latest movie packages are not the established feature film stations.

It seems that a number of non-movie stations see the new influx as an opportunity to get into feature film programming without having to get into competitive bidding with the station in their market that has an established first-run theater. KTTV, Los Angeles, which has been strong on half-hour series but weak on features, is getting into movie programming with the "HMP" package. It is also reported that WRCA-TV, New York, and other NBC o&o stations are eying the feature film market.

The half-hour syndicators in general did not seem to have had as good a March this year as they did in 1955. But the dip appears to have been only slight, and sales now seem to be picking up. The March dip is not attributed to the feature film situation. One sales manager noted: "We did not lose one sale in March because the client was buying feature films instead." A more likely explanation of the March dip is that there were very few brand-new shows on the market. And sales of the shows that had been released in December and January, such as "Man Called X" and "Crunch and Des," were already leveling off last month.

A couple of the syndicators, however, did okay in March. Bud Rifkin, sales vice-president of Ziv-TV, said the March volume was "noticeably higher" than that of a year ago. In an unusual move for Ziv, he gave out a dollar figure, \$1,225,000 gross in March. He said 80 per cent of that was renewal business, mostly on "Science Fiction Theater."

'Ozzie-Harriet' Open for Sale

NEW YORK — ABC's "Ozzie and Harriet" show is wide open for sale for next season, following the bow-out of the last of this season's bankrollers, Norwich Pharmacal and Quaker Oats.

The web is preparing to pitch the show for sponsorship by three advertisers. Each sponsor, according to ABC's sales plan, would receive a 60-second spot every week and a billboard every third week.

The show is being offered for the Sunday 6-6:30 p.m. period, the Saturdays 7:30-8 p.m. or most any other unsold prime time period on the web would probably meet with ABC's approval if an advertiser so desires.

Miles' Buy Sells Out Swayze Strip

NEW YORK — NBC-TV last week sold out its John Cameron Swayze news strip. Miles Laboratories bought the Friday night 7:45-8 quarter hour, and half of the Wednesday quarter hour.

The other half of the Wednesday quarter hour was sold to Time-Life, Monday, Tuesday and Thursday, of course, is sponsored by Camels.

Purex Summer TV Use Heavy

NEW YORK — Purex is going heavy on network TV this summer. The sponsor has purchased Friday night 10:30-11 and six alternate weeks of Saturday 9:30-10 p.m. for the summer months, both on NBC-TV.

Since the advertiser already sponsors alternate weeks of "The Big Surprise" on NBC, 7:30-8 p.m. Saturdays, it may be presumed that its summer Saturday sponsorship will be arranged so that it does not conflict with "Surprise."

Programs for the time periods have not been selected. Foote, Cone & Belding, Chicago, is the agency.

Guild Reports 120G Profit

NEW YORK — Guild Films for the year ending November 30, 1955, has showed a profit of approximately \$120,000 after making year-end adjustments aggregating about \$150,000.

Film sales for the year, excluding features sold thru its subsidiary, were more than 33 1/2 per cent greater than the preceding year. During the first fiscal quarter this year profit is near \$70,000, with sales up 73 per cent over the same quarter of a year ago.

The firm so far has completed 113 Liberace films and has signed him to an exclusive contract for five years more with the exception of occasional live guest appearances.

58 Vitapix Outlets Clear for 'Blondie'

NEW YORK — The Vitapix stations are said to have already cleared 58 markets for the new "Blondie" TV series being produced by Hal Roach Jr.

Several clients have already displayed interest in the property, which is aiming for clearances on 75 stations by the time it begins telecasting. Arthur Lake and Pamela Britton will star in "Blondie."

TV Film Firms Play Hosts at NARTB



One of the top social events of last week's NARTB Convention in Chicago was the TV Film Industry's Salute to the NARTB. The party was given by eight TV film companies, representatives of which are shown above. Standing (l. to r.): William H. Fineshriber Jr., Television Programs of America; Arthur Gross, Guild Films; Wells Bruen, Official Films; Ely A. Landau, National Telefilm Associates. Seated (l. to r.): George Shupert, ABC Film Syndication; Frederic W. Ziv, Ziv Television Programs; Ralph Cohn, Screen Gems, and Carl Stanton, NBC Television Films.



Jerome R. (Tad) Reeves, WBNS-TV, Columbus, O. (left), comparing notes with Ben Falber Jr., WTHI-TV, Terre Haute, Ind.



Ben Baylor (left), with Ruth Babich, time buyer for the Earle Ludgin Agency, Chicago, and Michael M. (Mickey) Sillerman, executive vice-president, Television Programs of America.



Henry White, Screen Gems (l), chairman of the TV Film Group entertainment committee, talking it up with Wesley Nunn, ad manager, Standard Oil of Indiana.



Ralph Cohn, Screen Gems proxy (left), with West Coast indie station head, Richard A. (Dick) Moore, KTTV, Los Angeles, and East Coast indie station head, Irving Rosenhaus, WATV, Newark, N. J.



BM Quarton, WMT stations, Cedar Rapids, Ia., with E. G. (Al) Eisenmenger, Leo Burnett Agency, Chicago.



Ely Landau and Edyth Rein, of NTA (l. to r.), with Wally McGough, of WTVN-TV, Columbus, O.



Mr. and Mrs. Charles Vanda, WCAU-TV, Philadelphia, with Carl Stanton, NBC Television Films (center).



Lee Waller, program director, WTVJ, Miami, chatting with her boss, Lee Ruwitch.



Don Kearney, ABC Film Syndication (left), with Jayne M. Shannon, J. Walter Thompson, Chicago; Jack Schneider, CBS-TV, and C. Herbert Masse, WBZ-TV, Boston.



Mr. and Mrs. Ed Sherwood. He's with J. Walter Thompson Co., Chicago.



Stan Smith and Ray Junkin, Official Films, chatting with Frank Read (right), of Sullivan, Stauffer, Colwell & Bayles.



Left to right: E. K. Hartenbower, KCMO AM and TV, Kansas City, Mo.; Fred Ziv, of Ziv TV; Loolie J. Peard Jr., WBAL-TV, Baltimore, and Al Goustin, also of the Ziv organization.

Positively Pheno

"The Man Called X"

SELLING FOR DISTINGUISHED SPONSORS

In an impressive list of markets!

You'll find "X" selling for leading advertisers like **BUDWEISER** in Chicago, **BLATZ** throughout Wisconsin, **MARINE BANK** in Buffalo, **CHASE FEDERAL** in Miami, **GENERAL CIGAR** in Schenectady, **ALKA-SELTZER** in San Francisco. Utilities like **EDISON ELECTRIC** in Los Angeles, **DUQUESNE** in Pittsburgh and a lengthy list of other satisfied sponsors in single and multiple market areas across the country.

STARRING

BARRY SULLIVAN

Based on material from the files of one of AMERICA'S FOREMOST INTELLIGENCE EXPERTS!

- X DANGER
Is his constant companion!
- X SECRECY
Is his way of life!
- X THE WORLD
Is his field of operations!



**ZIV HAS THE
HOT SHOWS!**



"MR. DISTRICT ATTORNEY"
starring
DAVID BRIAN

60.3

in 2-station
CHARLOTTE

beating Arthur Godfrey, \$64,000 Question, What's My Line, Disneyland and many others.
PULSE Jan. '56



"SCIENCE FICTION THEATRE"
All-Star Hollywood Casts

33.7

in 3-station
PORTLAND

beating Gracie Max, Dragonet, Perry Como, Climax and many others.
PULSE Feb. '56

Phenomenal Ratings!

- ★ ADVENTURE!
- ★ INTRIGUE!
- ★ SUSPENSE!

Phenomenal is putting it mildly. Never has a new series zoomed off to such a sensational start. RATINGS LIKE THESE ARE BREAKING THE HEARTS OF SPONSORS OF MANY LONG-ESTABLISHED SHOWS!

25.2 **24.8**

in 2-station **DAYTON**

beating Fireside Theatre, Producer's Showcase, Four Star Playhouse, Studio One, Kraft TV Theatre, Robert Montgomery Presents and others.

in 3-station **COLUMBUS**

beating Kraft TV Theatre, Sid Caesar, Ford Theatre, Ozzie and Harriet, Phil Silvers Show, Medic, Robert Montgomery Presents and others.

27.3 **23.4**

in 4-station **TOLEDO**

beating Groucho Marx, Disneyland, Sid Caesar, Dragnet, Phil Silvers, What's My Line and others.

in 4-station **PHOENIX**

beating Dragnet, Jackie Gleason, Ford Theatre, Arthur Godfrey, Climax, Phil Silvers and others.

28.5 **29.6**

in 3-station **SOUTH BEND-Elkhart**

beating Dragnet, Groucho Marx, Jackie Gleason, Disneyland, This Is Your Life, Sid Caesar and others.

in 2-station **ALBANY-Schenectady-Troy**

beating \$64,000 Question, Disneyland, Phil Silvers, Studio One, Jackie Gleason, Climax and others.

ARB—Feb. & Mar. '56

Ask us to show you the complete list of national favorites beaten by "X". Phone or wire collect, today!



"I LED 3 LIVES"

27.6

in 2-station **BOSTON**

beating Milton Berle, Gunsmoke, Godfrey's Talent Scouts, Studio One and many others.

starring **RICHARD CARLSON**

ARB—Jan. '56

"HIGHWAY PATROL"

32.9

in 4-station **SEATTLE-TACOMA**

beating I Love Lucy, Ed Sullivan, Groucho Marx, Dragnet and many others.

starring **BRODERICK CRAWFORD**

ARB—Jun. '56



CINCINNATI • NEW YORK • HOLLYWOOD • CHICAGO

TvB Launches All-Out Drive To Build Local Coin for TV

CHICAGO — The Television Bureau of Advertising has launched an all-out campaign to hype the amount of local advertising money spent in TV. The TvB has in effect declared war on the newspapers for the local advertiser's buck, especially that of department stores.

This was the big blockbuster of the TvB's presentation here last week during the 34th annual convention of the National Association of Radio & TV Broadcasters.

After enumerating how national spending in TV has zoomed over the years to \$785,000,000 in 1955, making TV the No. 1 medium in national advertising, Oliver Treyz, TvB president, then went on to relate the comparatively sad story of local advertising.

In 1955, he said, TV got less than 10 per cent of the \$2,320,000,000 spent in newspapers by local advertisers. TV ranked fourth in local advertising expenditure, behind newspapers, miscellaneous and radio.

The spearhead of TvB's effort on the local level is a comprehensive manual it is sending its member stations this week. Titled "Selling Your Customers With Television," it is designed as a guide for department stores and is written in their language.

According to Treyz, this manual will help retailers "convert large segments of their print budget to the new sight-sound-motion medium of TV."

TvB goes into the local battleground armed with a new piece of research proving TV's superiority over newspapers.

In the first week of March, TvB had The Pulse survey Chicago to determine the number of TV viewers as against the number of newspapers readers "per average quarter hour." (See accompanying chart.)

Of the many attempts to compare newspapers and TV on the basis of Audit Bureau of Circulation or Starch studies, this is perhaps the first comparison on the basis of audience per time segment, which is the same as the "sets in use" figuring common to broadcast audience research.

Treyz declared that TvB decided to make this study in Chicago as a rebuttal to The Chicago Tribune's promotion of a year ago comparing its ABC statement with TV sets-in-use.

According to The Pulse comparison, in only one time segment, Sunday morning, did the newspaper audience exceed the TV audience. In the other breakdowns, the TV audience was from four to 15 times greater than the newspaper audience.

"Over-all," Treyz summed up, "Chicagoans give to TV viewing an amount of time which is over five times greater than that given to newspaper reading. In a week's time, for every 12 hours, 19 minutes of newspaper reading, there are 68 hours, 57 minutes spent with TV."

Treyz also ran thru TvB's presentation of national spot TV, basing the pitch largely on the regional differences in product sales as charted by the Nielsen Food & Drug Index. He wound this up with a review of TvB's first quarterly report on spot TV spending, as covered in these pages last week.

PULSE STUDY FOR TVB COMPARES PRESS, TV

The following chart compares the newspaper and TV audience in Chicago during the first week in March. It shows the number of persons viewing TV and the number of persons reading newspapers during the average quarter hour.

This data was gathered by The Pulse on order from the Television Bureau of Advertising. The Pulse made its survey by its usual personal interview technique. This is one of the rare instances in which reading and viewing have been measured by a single yardstick. This study, according to TvB President Oliver Treyz, "Will enable advertisers to compare on a valid basis the audience and circulation truly delivered by newspapers and television."

Time Segment	Per Average Quarter Hour	
	Newspaper Readers	TV Viewers
Morning, Monday-Friday	134,000	511,000
Afternoon, Monday-Friday	157,000	835,000
Saturday Morning	161,000	426,000
Saturday Afternoon	169,000	1,000,000
Sunday Morning	300,000	224,000
Sunday Afternoon	248,000	1,305,000
Early Evening (6-9 p.m.)	500,000	2,300,000
Sunday-Saturday		
Late Evening (9-12 p.m.)	100,000	1,568,000
Sunday-Saturday		

NTA Puts Two Into Syndication

NEW YORK — National Telefilm Associates put two shows into first-run syndication last week. Just before leaving for the National Association of Radio & TV Broadcasters' convention in Chicago, NTA executives decided to break "Theater With Lilli Palmer" for syndication. It acquired the half-hour dramatic series from Harry Alan Towers last fall and had been holding it for a national sale since then. It has 26 episodes on hand, starring top British performers.

The other show going into syndication is "Secret Mission," 13 half-hour dramas set in World War II. The series was produced in Hollywood by Jack Skirball.

On the national level NTA is still pitching "The Sheriff of Co-chise."

Crosley Steps Up Features

CINCINNATI — The Crosley Broadcasting Corporation is strengthening feature film programming on its four stations, according to Al Bland, vice-president and program manager. It has just acquired the "NTA" package from National Telefilm Associates as its first move. It is looking over all the new movie packages coming on the market.

Additionally, Crosley has bought the Roy Rogers-Gene Autry package for WLW-T, here, to run Monday thru Saturday, 5-6 p.m., beginning April 30 under the title of "Headin' West."

The 35 NTA pictures include the 10 David O. Selznick features. The Crosley stations are WLW-T, here; WLW-D, Dayton, O.; WLW-C, Columbus, O., and WLW-A, Atlanta.

LIKE 1951-1953

Stations Begin to Nod At Big Library Deals

CHICAGO—A number of stations seem to be getting into the mood to make sizable library deals for feature films. If it develops into a trend, the business would begin to resemble the 1951-1953 era when Motion Pictures for Television and Unity Television dominated this side of the TV film industry.

Associated Artists Productions left the National Association of Radio & TV Broadcasters' convention here last week with four firm deals on its Warner Bros. pictures. Two of them were for all 13 packages AAP had prepared. The 13 comprise a library of 754 pictures.

Even AAP seemed surprised that two stations should go for the whole works right from the start. One of them closed the deal 12 hours after AAP opened its suite here. That was KAKE-TV, Wi-

chita, Kan. The other 754-title deal went to KUTV, Salt Lake City.

Sid Cohen, KUTV film director, said he plans to start several new feature theaters, some in A time, and will begin showing Warner pictures in July.

AAP also made Warner deals with WISH-TV, Indianapolis, and KVAR-TV, Mesa, Calif. It is not known how big these deals were, but it is understood they involved more than one package the less than all 13.

Bob Rich, AAP sales manager, said 75 more deals are pending.

Meanwhile, C&C Television, after three months of hard selling, seems to be getting close to the wire on deals for its library of 750 RKO pictures. It has been concentrating its fire on multi-station companies. C&C is still talking to

Indie Stations May Get Own Rating Study to Evaluate Loading Charge

CHICAGO—Independent video stations in large markets may jointly undertake their own rating study to be made by one of the top services. The purpose would be to establish whether or not there is any percentage of distortion in the usual ratings because of charges that networks and packagers load their shows with top talent during rating weeks.

The subject of ratings was much discussed at a breakfast meeting of independent video station executives held last week at the Sheraton-Blackstone Hotel here during the 34th annual convention of the National Association of Radio and Television Broadcasters.

One program executive claimed there was as much as a 25 per cent differential in ratings because of loading on network shows during rating weeks.

TV news shows and farm programming were also given a thorough airing at the confab. The most of the stations are doing badly with news shows, Martin Umansky, of

KAKE-TV, Wichita, Kan., told of his successful experience with news. He said that the station had a 10-10:30 news strip seven days a week which is almost completely sold out, in addition to which it programs news 12-12:10 p.m.

But Umansky's station has stringers scattered thruout the State who submit news photos and film footage used on the program to give it a distinctive local character. Umansky declared that news had helped build the character of his station in its rendering a service to the community. The programming topper from WITI-TV, Whitefish Bay, Wis., however, told of a study he had made of the Milwaukee market which showed that of the 30 news shows being telecast in the city, only six are commercial.

Most of the executives present discussed their failure to get any kind of farm programming off the ground. J. E. Faraghan, the programming director of WGN-TV, Chicago, nevertheless is putting to-

NARTB Objects to Leeds' Film Code

NEW YORK — The National Association of Radio and Television Broadcasters believes the proposed TV film production code blueprint by Martin Leeds, Desilu topper, and a committee of six, is "meaningless." This was the word used by Harold See, chairman of the TV film committee of the NARTB, to describe the NARTB's reaction to the proposed code.

The NARTB, of course, has its own code, and it is to this code that stations feel film producers should subscribe. There is a strong move being made by Hal Roach Jr. to work out a meeting of minds between the independent TV Film

Producer's Alliance, of which he is a member, and the NARTB.

Discussions were held in Chicago at the NARTB convention last week to work out a modus vivendi under which the alliance could subscribe to the NARTB code. Roach was said to be conferring with NARTB topper Edward Bronson.

The NARTB's objection to the Leeds code is said to be that it is slanted too much along theatrical lines.

Syndication for 'Brave Eagle'

NEW YORK — CBS-TV Film Sales is getting set to put "Brave Eagle," which has aired over a limited line-up of stations on CBS-TV Wednesdays 7:30-8 p.m., into syndication next month. The show will be first-run in all but a handful of markets.

CBS-TV decided to turn "Brave Eagle" over to its film syndication arm and will replace it on the network with "Terrytoons" cartoons during the summer. The web hopes to sell the time to a bankroller for the fall.

ABC Firms 2 New Fall Slots

NEW YORK — ABC-TV has firmed up two more of its prime time periods for next season.

The web has worked a switch with Emerson Drug and Lenthier which sees those bankrollers dropping "Chance of a Lifetime" to pick up "Masquerade Party" instead. The move was made possible by a decision on the part of "Masquerade Party's" current sponsors, Pharmaceuticals and Knomark, to drop out of the show. Next season, "Masquerade Party" will air Saturdays 10-10:30 p.m.

Another time slot ABC-TV succeeded in pulling off its availabilities list last week is Friday 8-8:30 p.m., which was sold to Procter & Gamble and another undisclosed advertiser.

PROGRAMMING—
the key to successful TV advertising
THE BILLBOARD—
the key to successful programming

NEW... for DAYTIME TV
IT'S FUN TO REDUCE



- Five quarter-hours per week.
- Backed by a merchandising "hooker" that makes it a sales-winning natural!

GUILD FILMS
460 PARK AVE NEW YORK MU 8-5365

turning high adventure into high ratings

(and that means high sales) For years CRUNCH and DES have had a faithful following among the 11,750,000 weekly readers of the Saturday Evening Post. On TV these Philip Wylie characters are more popular than ever. Already this new program is hard at work in over one hundred markets, building success after success for sponsor after sponsor. If you'd like to know what CRUNCH and DES can do for your product, call or wire NBC Television Films at 663 Fifth Avenue in New York, Merchandise Mart in Chicago, Taft Building in Hollywood.

In Canada: RCA
Victor, 225 Mutual
Street, Toronto.

Crunch and Des

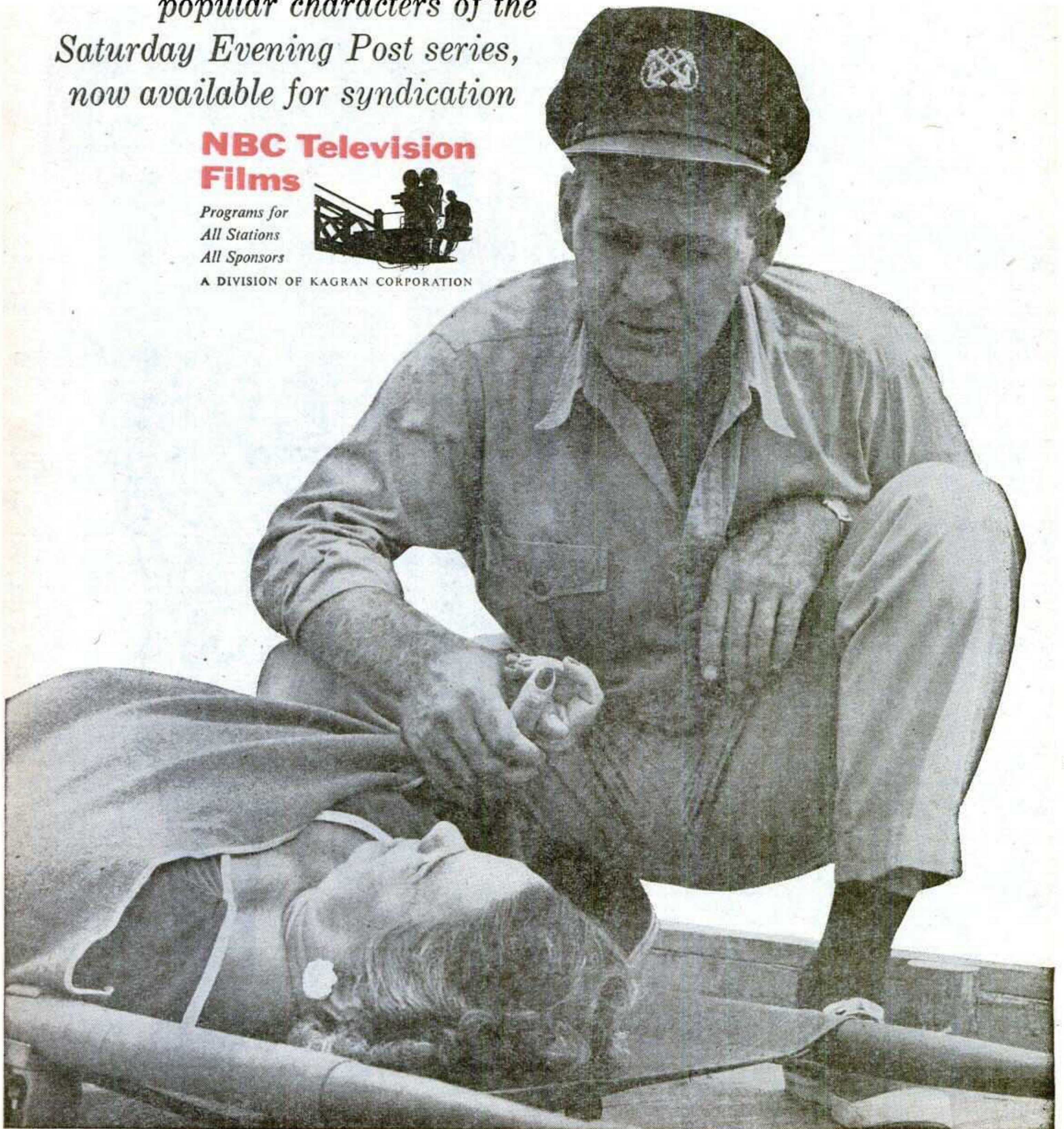
*popular characters of the
Saturday Evening Post series,
now available for syndication*

**NBC Television
Films**

*Programs for
All Stations
All Sponsors*



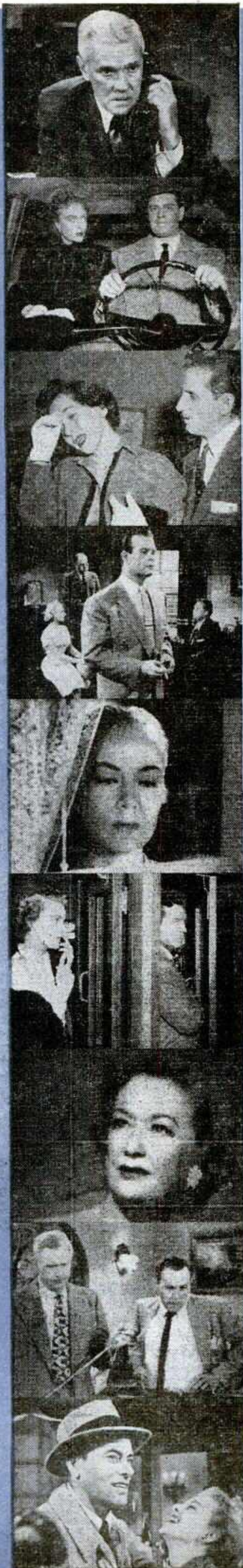
A DIVISION OF KAGRAN CORPORATION





He walks
with the
stars

Robert R. Mather



Familiar to television audiences from coast to coast is *The Whistler*...and famous are the stars who accompany him in pursuit of suspense and high-impact drama. Stars like Paul Kelly, Miriam Hopkins, Audrey Totter, Maureen O'Sullivan, Lon Chaney, Howard Duff, Patric Knowles, John Ireland, Barton MacLane, Tom Brown, Marguerite Chapman, Charles Winninger and Les Tremayne.

The Whistler is television's master storyteller. His tales of mystery and intrigue are second to none for sheer excitement and suspense. And every half-hour program is a masterpiece of skilled production and artful direction. The result is that, wherever he appears, *The Whistler* attracts substantial audiences right from the start...consistently walks away with the highest ratings in its time period in many areas. (Two examples: In Spokane, a 3-station market, *The Whistler* draws a 28% larger rating than competing shows on the other two stations combined. In Montgomery, Ala., it's the highest-rated syndicated film on the air.*)

To build the prestige *and the sales* that come from sponsorship of a major dramatic vehicle, call or wire the distributor of the fastest-moving films in television...

CBS Television Film Sales, Inc.

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

*Latest available Telespense.



**How that Floyd
"carries on"!**

**... across 4
State lines**

With Joe Floyd pushing up his new taller-than-anything 1,032 ft. KELO-TV tower in Sioux Falls, there's no stopping him.

New KELO beams a picture that reaches a wider market than ever in South Dakota, Minnesota, Iowa and Nebraska.

Add Joe's neighboring KDLO, and you've got more than 1,800 ft. of towering TV salesmanship blanketing this rich 4-state money-belt.



KELO

JOE FLOYD, President
EVANS NORD, Genl. Mgr.
LARRY BENTSON, V.P.

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

New TV Spot Campaigns

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

Deals Set During Two Weeks Ending April 31

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

NATIONAL SUMMARY

(Campaigns placed in more than one region)

Arrid Deodorant, Carter Products
Bird's Eye Frozen Foods, General Foods
Blue Bonnet Margarine, Standard Brands
Bobbi Home Permanent, Toni
Brisk Toothpaste, Colgate-Palmolive
Carter's Little Liver Pills, Carter
Cheer, Procter & Gamble
Colgate Dental Cream, Colgate-Palmolive
Cook Paints, Cook Paint & Varnish
Crisco, Procter & Gamble
du Pont Car Wax, du Pont
Evinrude Motors, Evinrude
Hacksaw, Grant Co.
Imperial Margarine, Lever Bros.
Instant Chase & Sanborn Coffee, Standard Brands
Jell-O Desserts, General Foods

Joy, Procter & Gamble
Maxwell House Coffee, General Foods
No Bugs M' Lady, Paper Products
Northern Tissue, Marathon
Paint Roller, Rolliton
Pamper Shampoo, Toni
Philip Morris Cigarettes, Philip Morris
Polident, Block Drug
Pure Oil, Pure Oil
Qwip Pressurized Dairy Cream, Avoset
Rise Shave Cream, Carter Products
Roloids, American Chicle
Roto-Broil, Roto-Broil Corp.
Royal Crown Cola, Nehi
Royal Custard Style Desserts, Standard Brands
Simmons Mattress, Simmons
Spic & Span, Procter & Gamble
Studebaker Cars, Studebaker
Wine, Gallo Winery

REGIONAL SUMMARIES

Eastern

Ajax, Colgate-Palmolive
Amm-i-dent Tooth Powder & Paste, Block Drug
Antennas, Cornell Dubilier
Arrid Deodorant, Carter Products
Bird's Eye Frozen Foods, General Foods
Blue Bonnet Margarine, Standard Brands
Bread, National Biscuit
Brisk Toothpaste, Colgate-Palmolive
Carlings Black Label Beer, Carlings Brewery
Carter's Little Liver Pills, Carter
Cheer, Procter & Gamble
Colgate Dental Cream, Colgate-Palmolive
Crackers, Keebler Biscuit
Crisco, Procter & Gamble
Decaf, Nestle Co.
Domino Sugar, American Sugar Refining
du Pont Car Wax, du Pont
Evinrude Motors, Evinrude
First National Stores, First National Stores
Gum, American Chicle
Hacksaw, Grant Co.
Ham, John Squire
Hood's Milk Products & Ice Cream, H. P. Hood
Hood Rubber & Canvas Footwear, Hood Rubber
Homcraft Spray Gun, Labor Savers

Imperial Margarine, Lever Bros.
Instant Chase & Sanborn Coffee, Standard Brands
Instum, Mead-Johnson
Ivory Snow, Procter & Gamble
Jello-O Desserts, General Foods
Joy, Procter & Gamble
Kellogg Special "K," Kellogg
Luden's Menthol Cough Drops, Luden's, Inc.
Mrs. Filbert's Margarine, J. H. Filbert
Nytol, Block Drug
Paint Roller, Rolliton Products
Pamper Shampoo, Toni
Philip Morris Cigarettes, Philip Morris
Polident, Block Drug
Reader's Digest, Reader's Digest Assn.
Rinso Blue, Lever Brothers
Rise Shave Cream, Carter Products
Roto-Broil, Roto-Broil Corp.
Royal Custard Dessert, Standard Brands
Sakrete Dry Mix Cement, Harry T. Campbell
Shredded Wheat Jrs., National Biscuit
Simmons Mattress, Simmons
Speedy Ross, Branscombe Products
Spic & Span, Procter & Gamble
Studebaker Cars, Studebaker
Sunbeam Bread, Quality Bakers
Veto Deodorant, Colgate-Palmolive
Wine, Gallo Winery

Midwestern

Alcoa, Alcoa
Alka Seltzer, Miles Laboratory
Certs, American Chicle
Arrid Deodorant, Carter Products
Bab-O, Babbitt
Baby Foods, Beechnut
Bayer Aspirin, Bayer
Beer, Griesedieck Bros.
Big Top Peanut Butter, Procter & Gamble
Bird's Eye Frozen Foods, General Foods
Bissel Carpet Sweepers, Bissel
Brisk Toothpaste, Colgate-Palmolive
Brookfield Dinnerware, International
Molded Products
Bunny Bread, American Bakers
Canned Meats, Jane Wilson Canned Foods
Carbola, Carbola Chemicals
Carter Products, Carter
Carter's Little Liver Pills, Carter
Chapettes, Roth Packing
Colgate Dental Cream, Colgate-Palmolive
Cook Paints, Cook Paint & Varnish
Crisco, Procter & Gamble
Dan Dee Potato Chips, Dan Dee
Dash, Procter & Gamble
Dean's Milk, Dean Milk
Dove Soap, Lever Bros.
Dr. Pepper Soft Drinks, Dr. Pepper Bottling
du Pont Car Wax, du Pont
du Pont Paint, du Pont
Gambrinus Beer, August Wagner Brewery
Gas & Oil, Standard Oil
Gem Razors & Blades, American Safety Razor

Hacksaw, Grant Co.
Hutchinson Wax, H & S Sales
Ice Cream, Swift
Imperial Margarine, Lever Bros.
Intimate Perfume, Revlon
Ironing Board Covers, Grant Co.
Joy, Procter & Gamble
Jell-O Desserts, General Foods
Kleenex Table Napkins, Intercontinental
Lan O Sheen, Lan O Sheen
Manor House Coffee, W. F. McLaughlin
Marlboro Cigarettes, Philip Morris
Nehi, Nehi Bottling
No Bugs M' Lady, Paper Products
Ovaltine, Wander Co.
Paint Roller, Rolliton Products
Planer, Grant Co.
Post Cereals, Benton & Bowles
Pure Oil, Pure Oil Co.
Quacker Motor Oil & Greases, Quaker State Oil
Qwip Pressurized Dairy Cream, Avoset
Redbook, Donnelly Corp.
Rise Shave Cream, Carter Products
Robin Hood Flour, International Milling
Roloids, American Chicle
Roto-Broil, Roto-Broil
Satin Set, Revlon
Seven-Up, Seven-Up
Silken Net, Revlon
Simmons Mattresses, Simmons
Spic & Span, Procter & Gamble
Studebaker Cars, Studebaker
TV Sets, CBS Columbia
Wisk, Lever Bros.
Zest, Procter & Gamble
Zima Salad Dressing, Corn Products Refining

Southern

B. F. Goodrich Rubber & Canvas Footwear, B. F. Goodrich
Carey Salt, Carey Salt Co.
Cheer, Procter & Gamble
Cook Paints, Cook Paint & Varnish
Colgate Dental Cream, Colgate-Palmolive
Crisco, Procter & Gamble
Deep Rock Oil, Deep Rock Petroleum
Evinrude Motors, Evinrude
Facial Frost, Custom Products
Gulf, Gulf Oil
Instant Chase & Sanborn Coffee, Standard Brands
Luzianne Coffee, Wm. B. Reilly
Lydia Pinkham Compound, Lydia Pinkham
Maxwell House Coffee, General Foods
Mobilgas & Mobiloil, Magnolia Petroleum

No Bugs M' Lady, Paper Products
Northern Tissue, Marathon
Polident, Block Drug
Poultry, Swift
Protex, Manhattan Soap
Pure Oil, Pure Oil Co.
Quick, Warner Lambert Sales
Qwip Pressurized Dairy Cream, Avoset
Raid Insecticide, S. C. Johnson
Riceland Rice, Arkansas Rice Growers
Roloids, American Chicle
Royal Crown Cola, Nehi
Salad Mixer, Arthur Meyerhoff
Spray Net, Brecks
Sun Glasses, Grantly
Sun Glasses, Polaroid
Vaseline Hair Tonic, Chesebrough Mfg.

**SEE TELLS FILM
MEN OBEY CODE**

Points to Objectionable Scenes; Shupert, Sillerman, Floyd Forum Talks Strong

CHICAGO — Film producers and distributors were bluntly told to comply with the provisions of the National Association of Radio & Television Broadcasters' code, if they wished to be considered "allied members of our fraternity" by Harold See, topper of KRON, San Francisco, at the Film Forum held at the 34th annual NARTB convention here last week.

See, who is also chairman of the NARTB TV Film committee, pointed out that much objectionable film material had been found in syndicated series as well as feature films, made for theatrical release but now being used on video. He stated that he had called upon the film syndicators to form a trade association to deal with their problems, but that nothing concrete had eventuated in spite of his suggestions. And he implied that the film distributors were not maintaining their responsibility to the industry by refusing to form such an association at a time when TV is under fire in Washington for showing censorable material.

The syndicators' point of view on other matters was elucidated by George Shupert, president of ABC Film Syndication, Inc. Shupert said that distributors were aware of their responsibilities. He also asked stations to pay their bills promptly, not to replay films unless given permission and to take care of prints and return them promptly. He pointed out that there was a price below which syndicators could not sell film profitably.

The importance of TV film to the video industry was strongly pointed up by the speech made

by Mickey Sillerman, executive vice-president of Television Programs of America. After stating that Hollywood now produces almost four times the amount of film for TV as for theatrical release, Sillerman also declared that film provides half the TV programming in the United States and that no fewer than six of the programs in the Nielsen "Top 10" are on film. The executive also gave figures which showed that 63.6 per cent of all programming in Los Angeles is on film.

Joe Floyd, head of KELO-TV, Sioux Falls, S. D., talked about the difference between small and medium-size markets and large market stations. He said that the audiences in small markets were just as demanding, but that the size of the check received from advertisers was noticeably smaller. "To equalize this economic bridge, we must have films for less," he concluded.

**Joyce Bows
New Kid Show**

HOLLYWOOD — A new children's show, "Kids' Alley," is being launched this week by Al Joyce and Jay Ingram under the aegis of Joyce International Pictures. Joyce has taken over lease of the studio previously occupied by Mercury-International Pictures.

Series will be a comedy slanted towards a kid audience. Actors will be primarily youngsters, with professional talent between the ages of 6 and 12 to be utilized.

Ampex Videotape Orders

Continued from page 2

in recording coverage of local news and special events by using the videotape recorder in conjunction with a mobile remote unit. The tape would be then brought back to the station for airing without going to time and cost of film processing or without requiring a remote link to the studio itself.

Stations can use videotape to record interviews with personalities and other newsmakers for integration later into newscasts or other programs. Tape can be used for rehearsal and auditioning purposes, thus improving the quality of on-the-air live productions. Thru the use of tape, stations will be able to produce commercial announcements for local advertisers, either in the studio or by taking the tape equipment to the sponsors' premises.

Ampex itself does not foresee videotape as a substitute for actual

film production, but feels it can offer a number of cost-saving shortcuts to the film producer if used along with film. Ampex's Gundy visualizes a videotape recorder running simultaneously with the film cameras, thus providing the producer with immediate playbacks of scenes that have been shot. If those scenes meet with his approval he can order them printed; if not, they would be refiled. This would save having to make several "takes" of a scene and would eliminate the necessity of screening the daily "rushes" to see what portion of yesterday's footage should be used.

Brad Kemp, owner of Hollywood's Video Views, Inc., sees videotape as a boon to his kinescoping business. Kemp has been in the TV air-checking business for the past few years, preparing kines for TV sponsors and agencies of local shows.

Southwestern

Bobbie Home Permanent, Toni
Chrysler Cars, Chrysler
Country Club Malt Liqueur, Goetz Brewery
Folger's Coffee, J. A. Folger
Gilmar Records, Martin Gilbert
Instant Maxwell House Coffee, General Foods
Jax Beer, Jackson Brewery

Kool Cigarettes, Brown & Williamson
Lustre Creme Shampoo, Colgate-Palmolive
Major Appliance, General Electric
Northern Tissue, Marathon
Pamper Shampoo, Toni
Pearl Beer, Pearl Brewing
Royal Crown Cola, Nehi
Union Bus, Continental Trailways

Rocky Mountain & West Coast

Bakers Instant Chocolate, General Foods
Blue Bonnet Margarine, Standard Brands
Budweiser Beer, Budweiser Brewery
Chevrolet Cars, Seattle Zone Chevrolet Dealers
Chiffon Tissue, Crown Zellerbach
Fritos, Frito Co.
Hamm's Beer, Hamm Brewery
Heidelberg Beer, Heidelberg Brewery
Ice Cream, Foster Freeze
Kraft Cheese, Kraft Foods
Magnolia Fertilizer, Magnolia
Maxwell House Coffee, General Foods

Milwaukee Railroad, Milwaukee Railroad
Northern Tissue, Marathon
Philip Morris Cigarettes, Philip Morris
Regal Pale Beer, Regal Brewery
Royal Custard Style Desserts, Standard Brands
Skyjark Bread, Safeway
Soft Off, S O S
Time Weekly News Magazine, Time, Inc.
Travel, Washington State
Western Airline, Northwest Orient Airlines
Wine, Gallo Winery

TV, Inc., Adds 23 Stations to Roster

CHICAGO—TV, Inc., the film-buying organization, increased its membership by 23 stations at its breakfast here on Tuesday (17). This brings its membership up to 57 stations. In addition to the stations that signed up on the spot, another 30 pledged their intention to join in two weeks, pending approval of their directors. Representatives from more than 100 stations attended the TV, Inc., presentation.

W. D. (Dub) Rogers, president of KDUB-TV, Lubbock, Tex., was elected the new president of TV, Inc., at an earlier meeting last week. He replaces Joe Floyd, president of KELO-TV, Sioux Falls, S. D., who takes over Rogers' former post of executive vice-president.

Rogers predicted that in two weeks TV, Inc., would have at least 75 small and medium-market stations holding stock in the organization. TV, Inc., is an open-end corporation, each member-station owning stock proportionate to its rate card. Each station gets exclusive membership in its market.

New Members

The new members give TV, Inc., heavy saturation in the West and Midwest, improved strength in the South and its first two stations in New England, WWLT, Springfield, Mass., and WMUR-TV, Manchester, N. H.

There were two more changes in the board of directors. Jim Russell, of KKTU, Colorado Springs, Colo., and Bill Smullin, of KBES-TV, Medford, Ore., are the new directors.

Rogers reported that TV, Inc., bought \$500,000 worth of film in

1955 and will easily do more than \$1,000,000 worth of business in 1956. It is expected that the New York operation under Herb Jacobs will have to be expanded somewhat to handle the additional membership.

Fox Lenses 'Ranger' Pilot

HOLLYWOOD—Production on "Forest Ranger," new TV show dealing with stories of the U. S. Forest Service, gets under way this week. Pilot is being lensed completely on location in the San Bernardino Mountains, and will be offered for national sale by ABC Film. Ben Fox, who created the series, is the producer.

Budget of \$45,000 for the pilot is believed to be highest ever for this type of show. Tom Blackburn, writer of the Davey Crockett features for Disney, is collaborating with Fox on the scripts.

Another new series to go into production is "Police Woman," marking the entrance into TV of Fanchon and Marco, owners of a chain of motion picture theaters. Judson Cox is producer of the new F&M company, which will most likely roll the pilot at Hal Roach studios.

Another new program, "Dr. Broadway," is being prepped by TPA, with negotiations on for David Brian to play the lead.

SWITCH

KTTV Sets Pix Play Reversal

HOLLYWOOD—A new method of programming features is being initiated by KTTV here this week. Instead of playing the pix in Class A time, then running them in marginal time periods, the indie station is reversing the procedure.

Involved is the Screen Gems package of 104 Columbia features. KTTV is first slotting them at 11:45 p.m. Monday thru Friday. After a pic has run there, it will go into the "Three Hour Theater," Sunday night, from 6 to 9 p.m.

Bob Breckner, KTTV program director, believes that the features will draw new audience to the late night-time show. Further, he thinks that ratings in Class A time will actually rise, not drop, as a result. His belief is that a "first run" tag doesn't mean much to viewers any more, since they've seen it so many times. However, since the features are top ones, he thinks that the midnight show will stimulate word-of-mouth advertising, and result in greater audience all around.

COUNCIL PRES. SPEAKS

Stark Urges Building Of New York TV City

NEW YORK—A 22-acre TV city on Manhattan's West Side was urged by Abe Stark, president of the New York City Council, at the annual dinner of the Industrial Designer's Institute on Monday (23). Stark will urge New York City's Board of Estimate to study plans for a site, after which the webs and real estate developers will be called in to carry the ball.

As Stark pointed out, the broadcasting industry spends \$300,000,000 yearly in New York City and provides work for tens of thousands. With proper facilities, said Stark, the industry could spend \$500,000,000 annually. And it's up to the city to halt the exodus of TV to the West Coast.

Such construction, which would include room for expansion for color, educational TV and spectacles, is possible, urged Stark, under Title One of the National Housing Law, which permits condemnation of private land for public use. Because of TV's import-

ance to the city, it would qualify under that law. The project could be ready for occupancy in three and a half to four years, he said.

Stark further outlined the reasons for delay in building such a city. They are: the lack of a suitable site in the heart of the city accessible to the entire industry, legal obstacles to acquiring land and lack of space for the horizontal type operations needed by the nets.

With some 50 studio locations now being used thruout the city, the networks' reactions to the Stark project has been favorable. CBS estimates it alone could save \$2,000,000 a year with such a central location.

still take ad agency film buyers into the organization on an active basis. But the majority apparently believes that the aloofness of the distributors will necessitate changing the entire structure of the proposed organization so that there can be different levels of participation. The agencies as well as the distributors might be able to register their support by becoming associate members.

The chief reason the distributors are reported to have given for refusing to join actively is that the competitive nature of their end of the business makes it impossible for them to associate on any formal basis. They said this was the same reason for their failure to form an association of their own after a concerted effort last year.

Distrib Reply Negative To NATFD Invitation

CHICAGO—TV film distributors here last week indicated they would not become active members of the proposed all-industry American Television Film Association.

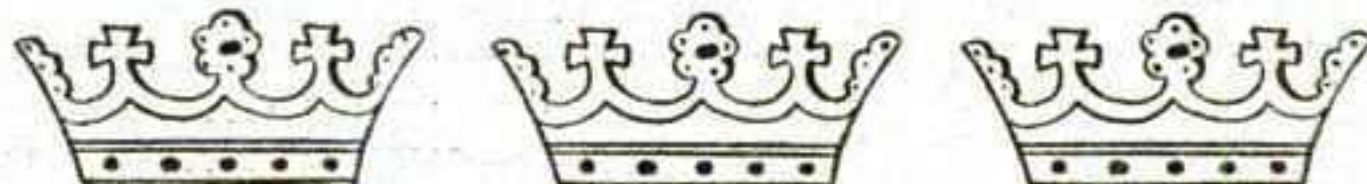
Their stand seems to have caused a temporary impasse among the 14 officers of the National

Association of TV Film Directors meeting here to consider the reorganization plan submitted by their acting chairman, Dave Manning, film director of WHAM-TV, Rochester, N. Y.

Manning is understood to have taken the position that they could

SCREEN GEMS Inc.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

Proudly announces the production of a new television film series based on Sir Walter Scott's immortal classic . . .



IVANHOE

to commence shortly in Great Britain



CURRENT SCREEN GEMS FILM PRESENTATIONS

FORD THEATRE • FATHER KNOWS BEST • ADVENTURES OF RIN TIN TIN • CELEBRITY PLAYHOUSE • TALES OF THE TEXAS RANGERS
DAMON RUNYON THEATRE • CAPTAIN MIDNIGHT • JUNGLE JIM • PATTI PAGE SHOW • CIRCUS BOY (Premiere fall '56 on NBC-TV)
THE WEB • MYSTERY WRITERS THEATRE • THE FIRST NIGHTER • "YOUR" TALENT THEATRE

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 Drama Shows

MARCH RATINGS	
Rank Show & Distrib.	Rtg.
1. Dragnet	36.4
2. The Millionaire	36.1
3. Climax	34.2
4. Lux Video Theater	33.8
5. Ford Theater	32.6
6. Lineup	32.5
7. Loretta Young	30.8
8. G. E. Theater	30.4
9. Fireside Theater	29.9
10. Navy Log	28.6

AMONG MEN	
Rank Show, Sponsor & Web	Men Per Set
1. You Are There	1.02
2. Famous Film Festival	1.01
3. G. E. Theater	.97
4. Alcoa Hour	.95
5. Navy Log	.91
6. Appointment With Adventure	.90
7. Alfred Hitchcock	.89
8. Justice	.89
9. Damon Runyon	.88
10. The Vise	.86
10. Crusader	.86
10. Playhouse of Stars	.86
10. Fireside Theater	.86

AMONG WOMEN	
Rank Show, Sponsor & Web	Women Per Set
1. Alcoa Hour	1.23
2. Climax	1.22
3. Lux Video Theater	1.21
4. Big Story	1.19
5. Loretta Young	1.18
6. Four Star Playhouse	1.18
7. G. E. Theater	1.17
8. The Millionaire	1.16
9. 20th Century-Fox	1.15
9. Kraft TV Theater	1.15

AMONG CHILDREN	
Rank Show, Sponsor & Web	Children Per Set
1. Lassie	1.46
2. Famous Film Festival	1.02
3. TV Reader's Digest	.75
4. Dragnet	.72
5. You Are There	.70
6. Navy Log	.62
6. Crossroads	.62
8. Crusader	.59
9. Screen Directors' Playhouse	.57
10. Big Story	.54

Web Winners

\$64,000 Challenge—CBS-TV
The initial Trendex returns on CBS' spanking new "\$64,000 Challenge" looks as tho Revlon and Lorillard have a winner on their hands. The show, which two weeks ago hit the air as a replacement for "Appointment With Adventure," is pulling close to a 50 per cent share of audience, approximately double what "Appointment" had been getting. Tho it's still too early to come to any definite conclusions, indications are that the show will certainly do well enough in the coming weeks to guarantee its continuation thru next season.

Films to Watch

BUFFALO BILL JR.—Seven Up
This year old Western series has been relentlessly improving its standing in the key New York market. According to the Nielsen Station Index, it had a 16.0 in March, representing more than 1,800,000 viewers. That's its highest rating in New York to date. Furthermore, that makes it the highest rated show on WPIX, where it is slotted Saturday, 6-6:30 p.m. "Bill" came to WPIX last August from WCBS-TV. In June it pulled an NSI of 8.3. In September, after the move, its March Tele-Pulse in New York was 9.6.

• ARB Top Shows Among Men

How Network Shows Rated Among Men in March

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

Rank	Show, Sponsor & Web	Men Per Set	Avg. March Rating
1....	Feature Boxing, Partic. (Dumont)	1.26	13.0
2....	Cavalcade of Sports, Gillette (NBC)	1.18	21.1
3....	Wednesday Night Fights, Pabst (ABC)	1.16	22.3
4....	Red Barber's Corner, State Farm (NBC)	1.14	9.3
5....	Comedy Hour, Avco, Hergens, Brown & Williamson (NBC)	1.12	16.6
6....	Ed Sullivan, Lincoln-Mercury (CBS)	1.08	48.5
8....	Big Ten Basketball, Sustain. (CBS)	1.08	81.0
8....	Grand Ole Opry, Partic. (ABC)	1.07	9.7
9....	Amateur Hour, Serutan (ABC)	1.05	13.3
10....	*You Asked for It, Skippy, Best Foods (ABC)	1.04	14.8
10....	*Frontier, Reynolds (NBC)	1.04	16.2
12....	*You Are There, Prudential (CBS)	1.02	12.1
12....	Two for the Money, P. Lorillard (CBS)	1.02	21.8
14....	George Gobel, Pet Milk, Armour (NBC)	1.01	33.5
14....	*Famous Film Festival, Partic. (ABC)	1.01	5.9
16....	Wide, Wide World, Gen'l Motors (NBC)	.99	16.7
16....	Lawrence Welk, Dodge (ABC)	.99	31.7
18....	*Gun Smoke, L & M (CBS)	.98	24.3
18....	*Honeymooners, Buick (CBS)	.98	32.9
18....	*Big Surprise, Purex (NBC)	.98	28.9
21....	*G. E. Theatre, Gen'l Electric (CBS)	.97	30.4
21....	Sunday News Special, Pharmaceuticals (CBS)	.97	9.4
21....	Perry Como, Dormeyer, Armour, Gold Seal (NBC)	.97	37.5
24....	Alcoa Hour, Alcoa (NBC)	.95	20.5
25....	Omnibus, Scott Paper, Aluminum, J. P. Stevens (CBS)	.94	8.4
25....	Meet the Press, Johns-Manville (NBC)	.94	9.6
25....	Your Hit Parade, Amer. Tobacco (NBC)	.94	37.9

The Billboard Scoreboard

SYNDICATED FILM PROGRAMS

The Pulse Audience Composition Studies

• Syndicated Film Drama Shows

FEBRUARY RATINGS	
Rank Show & Distrib.	Avg. Feb. Rtg.
1. Your All Star Theater (Screen Gems)	14.5
2. Douglas Fairbanks Jr. Presents (ABC)	13.5
3. Dr. Hudson's Secret Journal (MCA)	12.5
4. Celebrity Playhouse (Screen Gems)	12.4
5. Science Fiction Theater (Ziv)	11.4
6. Studio 57 (MCA)	10.2
7. The Unexpected (Ziv)	9.7
8. Star & the Story (Official)	9.2
9. Mobil Theater (Socony-Mobil)	7.9
10. Heart of the City (MCA)	7.4

VIEWERS/100 HOMES	
Rank Show & Distrib.	Viewers Per 100 Homes Tuned In
1. Mobil Theater (Socony-Mobil)	226
2. Celebrity Playhouse (Screen Gems)	223
3. Douglas Fairbanks Jr. Presents (ABC)	205
3. Mayor of the Town (MCA)	205
5. Science Fiction Theater (Ziv)	195
5. Times Square Playhouse (Ziv)	195
7. Dr. Hudson's Secret Journal (MCA)	193
7. Heart of the City (MCA)	193
7. Studio 57 (MCA)	193
10. Star and the Story (Official)	192

AMONG MEN	
Rank Show & Distrib.	Men Per 100 Homes Tuned In
1. Celebrity Playhouse (Screen Gems)	.79
2. Mayor of the Town (MCA)	.77
2. Times Square Playhouse (Ziv)	.77
4. Science Fiction Theater (Ziv)	.75
4. Dr. Hudson's Secret Journal (MCA)	.75
6. Douglas Fairbanks Jr. Presents (ABC)	.74
7. Mobil Theater (Socony-Mobil)	.73
8. Heart of the City (MCA)	.72
8. Famous Playhouse (MCA)	.72
10. Studio 57 (MCA)	.71

AMONG WOMEN	
Rank Show & Distrib.	Women Per 100 Homes Tuned In
1. Celebrity Playhouse (Screen Gems)	.96
2. Douglas Fairbanks Jr. Presents (ABC)	.93
3. Mobil Theater (Socony-Mobil)	.89
4. Famous Playhouse (MCA)	.87
5. Times Square Playhouse (Ziv)	.86
6. Mayor of the Town (MCA)	.83
6. Star and the Story (Official)	.83
8. Dr. Hudson's Secret Journal (MCA)	.82
9. Studio 57 (MCA)	.81
10. The Unexpected (Ziv)	.80

AMONG TEENS	
Rank Show & Distrib.	Teens Per 100 Homes Tuned In
1. Science Fiction Theater (Ziv)	.32
2. Douglas Fairbanks Jr. Presents (ABC)	.25
3. Your Star Showcase (TPA)	.24
4. Mayor of the Town (MCA)	.22
5. Heart of the City (MCA)	.21
5. Star and the Story (Official)	.21
7. Your All Star Theater (Screen Gems)	.20
8. Celebrity Playhouse (Screen Gems)	.19
8. Studio 57 (MCA)	.19
10. Times Square Playhouse (Ziv)	.18

AMONG CHILDREN	
Rank Show & Distrib.	Kids Per 100 Homes Tuned In
1. Mobil Theater (Socony-Mobil)	.47
2. Your All Star Theater (Screen Gems)	.38
3. Celebrity Playhouse (Screen Gems)	.29
3. The Visitor (NBC)	.29
5. The Unexpected (Ziv)	.27
6. Heart of the City (MCA)	.24
6. Science Fiction Theater (Ziv)	.24
8. Mayor of the Town (MCA)	.23
9. Studio 57 (MCA)	.22
10. Your Star Showcase (TPA)	.21

• Pulse Top Pix Among Men

How Non-Net Films Rated Among Men in February

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

Rank Order	Show and Distributor	Men Per 100 Homes	Avg. Feb. Rating
1....	Confidential File (Guild)	91	10.3
2....	Ellery Queen (TPA)	87	8.0
2....	This Week in Sports (INS)	87	4.1
4....	Crosscurrent (Official)	86	11.3
5....	Foreign Intrigue (Official)	85	6.3
5....	I Led Three Lives (Ziv)	85	13.8
7....	Boston Blackie (Ziv)	84	6.8
7....	Greatest Fights of the Century (Craftsman)	84	5.2
7....	Highway Patrol (Ziv)	84	16.4
7....	Mr. District Attorney (Ziv)	84	16.7
7....	Racket Squad (ABC)	84	9.8
7....	The Whistler (CBS)	84	8.4
13....	Death Valley Days (Pacific Borax)	83	10.7
13....	Drew Pearson (UM&M)	83	6.4
15....	China Smith (NTA)	82	3.0
15....	The Falcon (NBC)	82	6.3
15....	I Am the Law (MCA)	82	4.3
15....	Inspector Mark Saber (Koch)	82	3.7
15....	Mr. & Mrs. North (Schubert)	82	6.4
15....	Sherlock Holmes (UM&M)	82	8.4
21....	Lone Wolf (MCA)	81	6.1
21....	Man Called X (Ziv)	81	12.9
23....	City Detective (MCA)	80	10.5
23....	Man Behind the Badge (MCA)	80	14.4
23....	My Little Margie (Official)	80	11.3

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

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

PORTLAND, ORE. (3 Stations)212,100 TV Homes

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

1. \$64,000 Question, KOIN, T.50.7	9. What's My Line? KOIN, Su.36.0
2. Ed Sullivan, KOIN, Su.47.8	10. G.E. Theater, KOIN, Su.33.5
3. Disneyland, KFOR, W.44.6	11. Lassie, KOIN, Su.33.5
4. I Love Lucy, KOIN, M.42.7	12. Burns and Allen, KOIN, M.32.9
5. Boxing, KFOR, W.37.3	13. George Gobel, KPTV, S.32.9
6. Four Star Playhouse, KOIN, Th.36.7	14. Private Secretary, KOIN, Su.32.7
7. December Bride, KOIN, M.36.3	14. Robin Hood, KOIN, M.32.7
7. Do You Trust Your Wife? KOIN, T.36.5	

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

1. Mickey Mouse Club, KFOR, M-F.27.8	6. Art Linkletter, KOIN, M-F.15.0
2. *Cartoon Club, KOIN, M-F.22.9	7. Arthur Godfrey, KOIN, M-Th.14.4
3. *Mr. Moon, KOIN, M-F.21.7	8. *Red Dunning, KOIN, M-F.13.5
4. *Weather, Sports, News (6 p.m.), KOIN, M-F.18.7	9. Bob Crosby, KOIN, M-F.13.2
5. CBS News, KOIN, M-F.18.3	10. Garry Moore, KOIN, M-F.12.5

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Rank	Title (Distributor)	Station, Day-Time	Rating	Rank	Title (Distributor)	Station, Day-Time	Rating
1.	Science Fiction Theater (Ziv), KOIN, M-8:30		32.2	17.	Great Gildersleeve (NBC), KPTV, F-8:30		16.7
2.	Stage 7 (TPA), KPTV, Th-9:00		29.7	18.	Highway Patrol (Ziv), KPTV, S-9:00		16.5
3.	I Search for Adventure (Bagnall), KOIN, Th-7:30		27.2	19.	Studio 57 (MCA), KOIN, W-10:00		16.0
4.	City Detective (MCA), KOIN, Su-5:30		25.5	20.	Soldiers of Fortune (MCA), KOIN, S-7:30		15.9
5.	†Sky King (Nabisco), KPTV, S-5:00		23.9	21.	Badge 714 (NBC), KPTV, M-7:00		15.7
6.	Steve Donovan (NBC), KFOR, W-6:00		23.0	22.	Man Behind the Badge (MCA), KFOR, T-10:30		15.5
7.	Superman (Flamingo), KFOR, T-6:00		22.2	23.	Flash Gordon (UM&M), KFOR, S-3:30		14.2
8.	Jungle Jim (Screen Gems), KFOR, Th-6:00		21.8	24.	Dangerous Assignment (NBC), KFOR, S-4:00		13.7
9.	The Whistler (CBS), KOIN, T-9:00		21.5	25.	†Andy's Gang (Brown), KOIN, S-9:30 a.m.		13.4
10.	Life of Riley (NBC), KOIN, M-10:00		20.7	26.	Sherlock Holmes (UM&M), KPTV, Th-7:00		12.8
11.	Wild Bill Hickok (Flamingo), KPTV, S-5:30		20.2	27.	The Falcon (NBC), KFOR, Su-9:00		12.5
12.	Kit Carson (MCA), W-6:30		20.2	28.	Times Square Playhouse (Ziv), KOIN, F-7:00		12.4
13.	My Little Margie (Official), KFOR, M-7:00		19.4	29.	Eddie Cantor (Ziv), KPTV, S-6:30		12.2
14.	Annie Oakley (CBS), KFOR, F-6:00		18.2	29.	Waterfront (MCA), KPTV, F-10:00		12.2
15.	Confidential File (Guild), KOIN, Th-10:00		17.4				
16.	Buffalo Bill Jr. (CBS), KPTV, S-4:30		17.2				

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

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

1. \$64,000 Question, KWK, T.41.4	9. Lux Video Theater, KSD, Th.35.8
2. Ed Sullivan, KWK, Su.40.6	10. Big Story, KSD, F.35.4
3. I Love Lucy, KWK, M.40.4	11. Loretta Young, KSD, Su.34.7
4. I've Got a Secret, KWK, W.39.5	12. Perry Como, KSD, S.34.4
4. Phil Silvers, KWK, T.39.5	13. Life of Riley, KSD, F.33.4
6. What's My Line? KWK, Su.39.2	14. G.E. Theater, KWK, Su.32.9
7. Millionaire, KWK, W.38.7	15. Navy Log, KWK, T.32.0
8. Groucho Marx, KSD, Th.36.7	15. Two for the Money, KWK, S.32.0

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

1. Mickey Mouse Club, KWK, M-F.20.1	7. Guiding Light, KWK, M-F.13.1
2. *Little Rascals, Misc., KWK, M-F.15.2	8. Howdy Doody, KSD, M-F.12.9
3. News Caravan, KSD, M-F.13.9	9. Dinah Shore, KSD, T. & Th.12.8
4. *News, Weather (6 p.m.), KWK, M-F.13.7	10. Search for Tomorrow, KWK, M-F.12.5
5. *News (6:15 p.m.), KSD, M-F.13.3	10. *Weather, Sports (6 p.m.), KSD, M-F.12.5
6. Eddie Fisher, KSD, W. & F.13.3	

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Rank	Title (Distributor)	Station, Day-Time	Rating	Rank	Title (Distributor)	Station, Day-Time	Rating
1.	Follow That Man (MCA), KWK, T-9:30		27.0	17.	Man Behind the Badge (MCA), KSD, S-10:00		17.0
2.	Confidential File (Guild), KWK, Su-10:00		25.2	18.	Annie Oakley (CBS), KWK, S-4:00		16.8
3.	Crosscurrent (Official), KWK, F-9:30		23.0	19.	Science Fiction Theater (Ziv), KSD, T-10:00		16.0
4.	The Unexpected (Ziv), KSD, T-9:30		21.9	19.	†Patti Page (Oldsmobile), KSD, F-10:15		16.0
5.	Waterfront (MCA), KWK, M-10:00		21.4	21.	Judge Roy Bean (Screencraft), KWK, Su-4:30		15.2
5.	I Led Three Lives (Ziv), KSD, W-10:00		21.4	22.	Foreign Intrigue (Official), KWK, Su-10:30		15.0
7.	Doug Fairbanks Presents (ABC), KSD, W-9:30		20.7	23.	Little Rascals (Interstate), KWK, M-F-4:30		14.7
8.	Biff Baker, U.S.A. (MCA), KWK, Su-6:00		20.4	23.	Highway Patrol (Ziv), KWK, Th-10:00		14.7
9.	Mr. District Attorney (Ziv), KSD, M-10:00		20.0	23.	Range Rider (CBS), KSD, S-11:30 a.m.		14.7
9.	Badge 714 (NBC), KSD, M-9:30		20.0	26.	Little Rascals (Interstate), KWK, S-1:30		13.7
11.	Soldiers of Fortune (MCA), KSD, Th-10:00		19.8	26.	†Sky King (Nabisco), KSD, S-11:00 a.m.		13.7
12.	Fabian of Scotland Yard (CBS), KWK, Su-4:00		18.4	28.	Wild Bill Hickok (Flamingo), KSD, Th-5:30		13.5
13.	Studio 57 (MCA), KSD, W-10:30		18.2	29.	Your Star Showcase (TPA), KSD, Su-1:30		13.2
13.	Steve Donovan (NBC), KWK, S-4:30		18.2	30.	Cisco Kid (Ziv), KSD, M-F-5:30		13.0
13.	Ellery Queen (TPA), S-6:00		18.2	30.	Buffalo Bill Jr. (CBS), KSD, S-5:00		13.0
16.	Hopalong Cassidy (NBC), KWK, S-5:00		17.7				

WASHINGTON (4 Stations)457,700 TV Homes

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

1. Ed Sullivan, WTOP, Su.41.8	9. George Gobel, WRC, S.29.0
2. I Love Lucy, WTOP, M.39.0	10. G.E. Theater, WTOP, Su.26.7
3. \$64,000 Question, WTOP, T.38.4	11. December Bride, WTOP, M.26.2
4. Groucho Marx, WRC, Th.36.5	11. Person to Person, WTOP, F.26.2
5. Perry Como, WRC, S.36.1	13. Godfrey's Talent Scouts, WTOP, M.26.0
6. Dragnet, WRC, Th.30.7	14. Red Skelton, WTOP, T.25.9
7. Phil Silvers, WTOP, T.30.0	15. Climax, WTOP, Th.25.8
8. I've Got a Secret, WTOP, W.29.5	

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

1. Mickey Mouse Club, WMAL, M. to F.14.6	5. Guiding Light, WTOP, M. to F.11.5
2. *11 p.m. Reporter, WTOP, M. to F.12.9	7. Search for Tomorrow, WTOP, M. to F.11.1
3. News Caravan, WRC, M. to F.12.6	8. Love of Life, WTOP, M. to F.10.8
4. Eddie Fisher, WRC, W. & F.12.5	9. Bing Crosby, WTOP, M. to F.10.7
5. Dinah Shore, WRC, T. & Th.11.5	10. *Cisco Kid, WTOP, M. to F.10.6

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Rank	Title (Distributor)	Station, Day-Time	Rating	Rank	Title (Distributor)	Station, Day-Time	Rating
1.	Waterfront (MCA), WTOP, T-10:30		22.7	19.	Buffalo Bill Jr. (CBS), WMAL, Th-6:00		9.7
2.	Badge 714 (NBC), WRC, F-7:00		20.4	20.	Studio 57 (MCA), WMAL, F-9:00		9.5
3.	Wild Bill Hickok (Flamingo), WRC, Th-7:00		18.9	21.	China Smith (NTA), WTOP, Su-1:00		9.0
4.	Capt. Z-Ro (Atlas), WTOP, S-6:30		18.2	22.	Science Fiction Theater (Ziv), WMAL, Su-6:00		8.7
5.	Amos 'n' Andy (CBS), WTOP, T-7:30		18.0	23.	Confidential File (Guild), WMAL, Th-10:00		8.3
6.	Superman (Flamingo), WRC, T-7:00		16.2	24.	My Little Margie (Official), WTOP, M. to F-5:00		8.2
7.	San Francisco Beat (CBS), WTOP, Th-7:00		15.4	25.	Madison Square Garden (Winik), WTTG, M-10:45		8.0
8.	Sherlock Holmes (UM&M), WRC, M-7:00		15.2	26.	City Detective (MCA), WMAL, Th-10:30		7.9
9.	Highway Patrol (Ziv), WTOP, F-7:30		14.9	26.	Orient Express (NTA), WTOP, Su-1:30		7.9
10.	Mr. District Attorney (Ziv), WRC, M-10:30		14.4	28.	†Patti Page (Oldsmobile), WTTG, M. & W-11:15		7.7
11.	Annie Oakley (CBS), WTOP, F-7:00		13.7	28.	†The Hunter (Tafon), WTTG, W-10:30		7.7
12.	Soldiers of Fortune (MCA), WTOP, M-7:00		12.9	30.	Uncommon Valor (Gen'l Teleradio) WTTG, Su-10:30		7.5
13.	Jungle Jim (Screen Gems), WMAL, F-6:00		12.0	30.	Little Rascals (Interstate), WRC, M. to F-9:00 a.m.		7.5
14.	Little Rascals (Interstate), WRC, W-7:00		11.5				
14.	Ramar of the Jungle (TPA), WTOP, W-7:00		11.5				
16.	Boston Blackie (Ziv), WTOP, Su-2:00		11.2				
17.	Life With Father (CBS), WTOP, Su-2:30		10.7				
18.	Cisco Kid (Ziv), WTOP, M. to F-6:00		10.6				

CINCINNATI (3 Stations)296,000 TV Homes

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

1. I Love Lucy, WKRC, M.41.7	9. Perry Como, WLW-T, S.29.9
2. Ed Sullivan, WKRC, Su.38.5	10. Godfrey's Talent Scouts, WKRC, M.29.5
3. \$64,000 Question, WKRC, T.38.0	11. Dragnet, WLW-T, Th.28.7
4. Disneyland, WCPO, W.34.7	11. Jackie Gleason, WKRC, S.28.7
5. Groucho Marx, WLW-T, Th.32.9	13. I've Got a Secret, WKRC, W.27.4
6. Lux Video Theater, WLW-T, Th.32.3	14. Burns and Allen, WKRC, M.27.3
7. Phil Silvers, WKRC, T.30.2	15. Climax, WKRC, Th.27.1
8. December Bride, WKRC, M.30.0	

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

1. Mickey Mouse Club, WCPO, M-F.21.6	5. *Pantomime-Parade, WCPO, M-F.10.5
2. *50-50 Club, Misc., WLW-T, M-F.16.4	7. News Caravan, WLW-T, M-F.10.3
3. *3 City Final (11 p.m.), WLW-T, M-F.14.7	8. CBS News, WKRC, M-F.10.2
4. *News, Weather (11 p.m.), WKRC, M-F.11.3	8. *Patti Page, WCPO, W, F.10.2
5. Dinah Shore, WLW-T, T, Th.10.5	10. News-J. Daly, WCPO, T, W, F.10.1

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Rank	Title (Distributor)	Station, Day-Time	Rating	Rank	Title (Distributor)	Station, Day-Time	Rating
1.	Highway Patrol (Ziv), WLW-T, Th-9:00		26.5	16.	Eddie Arnold Time (W. Schwimmer), WKRC, W-7:00		12.0
2.	Racket Squad (ABC), WKRC, W-9:00		22.9	17.	†Sky King (Nabisco), WLW-T, Th-6:00		11.7
3.	I Led Three Lives (Ziv), WLW-T, F-9:30		22.0	18.	Steve Donovan (NBC), WKRC, Th-7:00		11.5
4.	Cisco Kid (Ziv), WCPO, Su-6:00		19.4	19.	Buffalo Bill Jr. (CBS), WLW-T, S-11:30 a.m.		11.2
5.	Mr. District Attorney (Ziv), WLW-T, M-10:30		19.2	20.	The Falcon (NBC), WKRC, F-7:00		10.9
6.	Stories of the Century (Hollywood), WKRC, T-10:30		18.7	20.	Championship Bowling (Schwimmer), WKRC, Su-1:00		10.9
7.	Badge 714 (NBC), WLW-T, T-10:30		18.4	22.	Judge Roy Bean (Screencraft), WKRC, Su-4:30		10.7
8.	Amos 'n' Andy (CBS), WCPO, T-9:30		17.5	23.	Liberace (Guild), WCPO, Su-6:30		10.2
9.	Annie Oakley (CBS), WLW-T, T-6:00		15.5	23.	†Andy's Gang (Brown), WLW-T, S-10:30		10.2
10.	†Death Valley Days (Pacific Borax), WKRC, S-6:30		15.0	23.	His Honor, Homer Bell (NBC), WKRC, M-7:00		10.2
11.	Ramar of the Jungle (TPA), WLW-T, F-6:00		12.9	26.	Studio 57 (MCA), WCPO, Th-9:30		9.9
11.	Victory at Sea (NBC), WKRC, T-7:00		12.9	27.	Superman (Flamingo), WLW-T, M-6:00		9.7
13.	Confidential File (Guild), WCPO, F-10:30		12.4	28.	Foreign Intrigue (Official) WCPO, Su-10:00		9.4
13.	Man Behind the Badge (MCA), WCPO, Th-7:00		12.4	29.	Soldiers of Fortune (MCA), WCPO, S-6:00		8.9
15.	Wild Bill Hickok (Flamingo), WLW-T, W-6:00		12.3	30.	Texas Rassin' (Tex. Rassin'), WCPO, M-7:00		8.7

CLEVELAND (3 Stations)457,100 TV Homes

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

1. Ed Sullivan, WXEL, Su.42.6	9. Millionaire, WXEL, W.30.3
2. I Love Lucy, WXEL, M.40.7	10. What's My Line? WXEL, Su.29.9
3. \$64,000 Question, WXEL, T.40.7	11. Groucho Marx, KYW, Th.29.8
4. Disneyland, WEWS, W.38.3	11. I've Got a Secret, WXEL, W.29.8
5. Perry Como, KYW, S.34.3	13. Burns and Allen, WXEL, M.28.7
6. Lux Video Theater, KYW, Th.31.1	13. Robin Hood, WXEL, M.28.7
7. Godfrey's Talent Scouts, WXEL, M.30.5	15. Lassie, WXEL, Su.28.5
8. Wyatt Earp, WEWS, T.30.4	

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

1. Mickey Mouse Club, WEWS, M-F.24.4	7. *Weather Reporter, Sports (6:45 p.m.), WEWS, M-F.11.2
2. *Ramar of the Jungle, KYW, M-F.12.8	8. *Hilites of the News (6:30 p.m.), WEWS, M-F.11.1
3. *Looney Tunes, WXEL, M-F.12.3	9. *News, Weather, Sports (11 p.m.), KYW, M-F.10.5
4. *Sports Desk, Misc. (6:15 p.m.), WXEL, M-F.11.9	10. CBS News, WXEL, M-F.10.3
5. Dinner Theater, WEWS, M-F.11.8	
6. *Reporter, Sports Final (11 p.m.), WXEL, M-F.11.5	

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Rank	Title (Distributor)	Station, Day-Time	Rating	Rank	Title (Distributor)	Station, Day-Time	Rating
1.	Highway Patrol (Ziv), WXEL, T-10:30		25.2	17.	Doug Fairbanks Presents (ABC), KYW, W-7:00		13.5
2.	Range Rider (CBS), WEWS, Su-7:00		24.5	18.	Great Gildersleeve (NBC), WXEL, W-7:00		12.9
3.	Buffalo Bill Jr. (CBS), WXEL, S-5:30		22.4	19.	Wild Bill Hickok (Flamingo), WEWS, T-6:00		12.7
4.	My Little Margie (Official), KYW, M-7:00		22.2	20.	Follow That Man (MCA), WEWS, F-10:30		12.5
5.	Amos 'n' Andy (CBS), KYW, F-7:00		21.5	21.	Superman (Flamingo), WEWS, Th-6:00		12.4
6.	Annie Oakley (CBS), WXEL, S-6:30		21.2	22.	Looney Tunes (Guild), WXEL, M-F-6:00		12.3
7.	Hopalong Cassidy (NBC), WXEL, S-6:00		19.5	23.	Little Rascals (Interstate), WEWS, W-6:00		11.9
8.	Dr. Hudson's Secret Journal (MCA), WEWS, F-9:00		17.9	24.	Ramar of the Jungle (TPA), KYW, M-S-6:00		11.2
9.	Badge 714 (NBC), WXEL, F-7:00		17.4	24.	Mt. District Attorney (Ziv), WEWS, Th-7:30		11.2
10.	†Sky King (Nabisco), WXEL, S-5:00		17.0	24.	I Led Three Lives (Ziv), WEWS, S-10:30		11.2
11.	Man Behind the Badge (MCA), KYW, M-10:30		16.2	27.	Foreign Intrigue (Official), WEWS, Su-10:00		10.9
12.	Cisco Kid (Ziv), WXEL, Th-7:00						

Commercial Cues

MEETING OF ENGINEERS

The Society of Motion Picture and TV Engineers will have a special session Tuesday (1) on all phases of TV film commercials at its 79th convention at the New York Statler Hotel. Four speakers will be S. J. Frolick, TV-radio vice-president of the Fletcher D. Richards Agency, who will discuss "Agency TV Departments and How They Function." Peter Cardoza, TV vice-president of Fuller & Smith & Ross, will talk on "Writing the TV Commercial and Selecting a Producer."

Dave Gudebrod, head of film production at N. W. Ayer, will tell "What the Agency Expects of a Producer." Bob Klaeger, vice-president of Transfilm, will tell "What the Producers Expect From an Agency."

The panel will consist of Frank Arlinghaus, president of Modern Talking Picture Service; Ben Bloom, production manager of Movielab; Bill Nemeth, president of Movie-optics, and Bill Gibbs, film supervisor at Young & Rubicam.

BUSY BENTON & BOWLES

Commercial activity continues busy at the Benton & Bowles Agency in New York. Bill Dickey, of baseball fame, and Charles McCaffree, Michigan State University swim coach, have done a series for Post Grape Nuts Flakes. Brooke Taylor was signed to substitute for Rex Marshall for Maxwell House on "December Bride" Monday (23), and Dan McCullough took on the "Edge of Night" job for Procter & Gamble.

ID'S

Mike Lawrence has been named publicity director of Dynamic Films. He will also assume some directorial chores. . . . Benedict Magnes has been appointed vice-president and general manager of Sturgis-Grant Productions, Inc., producers of special purpose films and filmstrips. . . . Raymond Scott has created a series of new radio and TV jingles for the Gruen Watch Company to use nationally and locally in its spring campaign. . . . The Film Producers' Association of New York has added three new members in the past couple of months, bringing total membership to 23. The new members are UPA Pictures, Shamus Culhane and Hartley Productions. FPA is trying to expand its membership still further among the bigger producers of TV film commercials and industrial films.

Laurel, Hardy Earn Laurels

NEW YORK—The Laurel and Hardy film series, having pulled an average weighted Telepulse of 13.8 in February (see last week's "Scoreboard") is probably the hardest perennial in distribution. The 13.8 put Laurel and Hardy in a three-way tie for the 12th rank with "Waterfront" and "I Led Three Lives."

The 52 two-reel comedies have been in TV distribution for over six years. When WCBS-TV here puts them into the Saturday, 1:30-2 p.m. slot next month as the summer replacement for "Captain Midnight," they will be going into their sixth run in this market.

The comedies came into TV when Moe Kerman's Regal Television bought half interest in the negatives from Hal Roach, who had produced them in the 1930's. Regal did its own distribution for a while without too much success. It then turned them over to Unity Television, which usually sold them as part of library deals.

About 18 months ago distribution was taken over by Governor TV Attractions, which has sold them to over 40 stations. They are now playing on upwards of 60 stations, about half of which run them under the Laurel-Hardy title, the other half integrating the films with local kiddie shows, such as Pic Temple on WTOP-TV, Washington.

ITS FUN TO REDUCE

KHQ, Spokane; WFLA, Tampa; Adv. TBA

INTERSTATE TELEVISION

LITTLE RASCALS
KFSA, Fort Smith, Ark.; Dairy Zest Stores

MCA-TV

THE LONE WOLF
KFSA, Fort Smith, Ark.; Safeway Stores

FEDERAL MEN

WCIA, Champaign, Ill.; Manhattan Coffee

NBC TELEVISION FILM

CRUNCH AND DES
WNAO, Raleigh, N. C.; Pine State Creamery

WBVF, Buffalo; Wm. Simon Brewing

WVET, Rochester, N. Y.; Adv. TBA

WHO, Des Moines; Des Moines Savings & Loan

STEVE DONOVAN
WVET, Rochester, N. Y.; Adv. TBA

WLVA, Lynchburg, Va.; McKenner Corp.

GREAT GILDERSLEEVE
WDSU, New Orleans; Lipscomb Appliance and Stevens Buick

TV Commercials in Production

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

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

(Continued from last week)

Sponsor, Product & Agency (Show, if any)	No. (Seconds)	Type (C-Color)	Commercials Producer
PUBLIC UTILITIES			
Cleveland Electric Illuminating, McCann-Erickson	5 (10)	LA	Reed-Krasno
Pacific Telephone & Telegraph, BBD&O	4 (1), 5 (20)	LA	Jack Denove
RADIO, TV SETS, PHONOGRAPHS (Records and Dealers thereof)			
General Electric, G. E. Portable Radios, Maxon Inc. (20th Century-Fox Presents, Warner Bros. Presents)	1 (60)	LA	Transfilm
Radio Corp. of America, RCA Television, Kenyon & Eckhardt	2 (50), 1 (60)	LA	East Coast
TOBACCO, CIGARETTES, CIGARS			
R. J. Reynolds, Camels, Wm. Esty (Cameron Swayzee & the News)	6 (60)	LA	Lou Lilly
Brown & Williamson, Du Maurier, Ruthrauff & Ryan	4 (60)	LA	Lou Lilly
American Tobacco, Pall Mall, SSC&B	2 (60)	LA	East Coast
R. J. Reynolds, Cavalier, Wm. Esty (Camel News Caravan, I've Got a Secret)	4 (20), 3 (8), 2 (60), 2 (20)	SM, LA, SA	Transfilm
Camels, Wm. Esty (You'll Never Get Rich)	4 (20), 1 (8)	LA, ID	Kenco
(Crusader)	3 (60)	LA	Lilly
(You'll Never Get Rich)	1 (20)	LA	Lilly
Philip Morris, Blow, Beirn Toigo	2 (80), 2 (60)	LA	Kenco
Chesterfield, Cunningham & Walsh	—	—	United World
American Tobacco, Tareyton, Hackett	—	—	United World
TOILET REQUISITES (Soap, Cosmetics, Perfume, Shampoos, etc.)			
Omega Oil, Block Drug, Emil Mogul	—	—	George Blake
Lustre Cream, Lennen & Newell	—	—	United World
Toni, White Rain Shampoo, Tatham Laird (People Are Funny)	8 (60)	LA, J	Cascade
Bobbi, Tatham Laird (Gillette Fights, Godfrey)	4 (60)	LA, J	Cascade
Viv, Lipstick, Tatham Laird (People Are Funny)	1 (20)	J, SE	Cascade
Halo, Shampoo, Carl S. Brown	—	—	Video
TRANSPORTATION			
Milwaukee Road, Railroad, Roche, Williams & Cleary	1 (8)	FA	Filmack
MISCELLANEOUS AND UNIDENTIFIED SPONSORS			
E. I. du Pont de Nemours, Annual Report, BBD&O	1 (180)	LA	Transfilm
Top Value Enterprises, Top Value Stamps, Campbell-Mithun	10 (60)	LA, FA, SE, J, SM	Swift-Chaplin
Minn. Mining & Manufacturing, BBD&O	2 (20)	FA, J	Swift-Chaplin
Air Force Recruiting, Ruthrauff & Ryan	—	—	United World
Glass Container, Containers, Direct	1 (85) (c)	LA	Video
BADGE 714-C			
KIDO, Boise, Idaho; Adv. TBA			
DANGEROUS ASSIGNMENT			
WXEX, Petersburg, Va.; Adv. TBA			
VICTORY AT SEA			
WBTW, Florence, S. C.; Miller Brewing			
LIFE OF RILEY-C			
KOAM, Pittsburgh, Kan.; Adv. TBA			
HOPALONG CASSIDY			
WNBF, Binghamton, N. Y.; Dairylea			
BERNARD SCHUBERT			
MR. AND MRS. NORTH			
WITV, Hollywood, Fla.; Loby Chevrolet			

THIS WEEK'S FILM BUYS

CBS-TV FILM SALES

- RANGE RIDER**
WDSU, New Orleans; Kellogg
- TERRY TOONS**
KSL, Salt Lake City; WJAR, Providence; Adv. TBA
- CBS NEWS FILM**
WBZ, Boston; Adv. TBA
- LONG JOHN SILVER**
KGGM, Albuquerque, N. Mex.; Safeway Stores
- CRAFTSMAN FILMS**
- GREATEST FIGHTS OF THE CENTURY**
WITV, Hollywood, Fla.; Miami Air Conditioning
- WJHF, Jacksonville, Fla.; Perfection Beer

GENERAL TELERADIO FILM DIVISION

- UNCOMMON VALOR**
WITV, Hollywood, Fla.; Finscher Oldsmobile Dealer
- GUILD FILMS COMPANY**
- LOONEY TUNES**
Ketchikan, Alaska; Adv. TBA
- I SPY**
WDSU, New Orleans; Paretti Motors
- KOPO, Tucson, Ariz.; Adv. TBA
- LIBERACE**
CFPA, Port Arthur, Canada; Adv. TBA
- WCAX, Burlington, Vt.; First Federal Savings & Loan
- THE GOLDBERGS**
CBLT, Toronto; Adv. TBA

Continued from page 17

Rank	Title (Distributor)	Station, Day-Time	Rating	Rank	Title (Distributor)	Station, Day-Time	Rating
18	Wild Bill Hickok (Flamingo)	WISN, S.-6:00	12.7	25	Lash of the West (National)	WXIX, S.-3:45	u11.3
19	Follow That Man (MCA)	WXIX, Th.-10:30	u12.4	26	New Orleans Police Dept. (UM&M)	WISN, M.-10:00	10.9
20	Secret File, U.S.A. (Official)	WXIX, T.-10:30	u12.2	27	†Patti Page (Oldsmobile)	WTMJ, W., F.-10:00	10.8
21	Championship Bowling (Schwimmer)	WXIX, S.-10:00	u12.0	28	Life With Elizabeth (Guild)	WISN, Th.-10:00	10.7
22	Great Gildersleeve (NBC)	WTMJ, W.-10:30	11.7	29	Life of Riley (NBC)	WXIX, S.-6:00	u10.4
23	Sherlock Holmes (UM&M)	WISN, W.-10:00	11.5	30	†Andy's Gang (Brown)	WTMJ, S.-10:30 a.m.	9.7
24	Science Fiction Theater (Ziv)	WTMJ, F.-10:30	11.4	30	Your Star Showcase (TPA)	WISN, F.-9:30	9.7

Rank	Title (Distributor)	Station, Day-Time	Rating	Rank	Title (Distributor)	Station, Day-Time	Rating
21	City Detective (MCA)	WDSU, S.-10:30	26.5	26	Studio 57 (MCA)	WDSU, T.-10:30	24.5
21	Mr. District Attorney (Ziv)	WDSU, Th.-10:30	26.5	27	Racket Squad (ABC)	WJMR, S.-9:30	8.8
23	Cisco Kid (Ziv)	WDSU, T.-5:30	26.3	27	Duffy's Tavern (UM&M)	WJMR, Th.-8:00	8.8
24	Superman (Flamingo)	WDSU, W.-5:00	25.3	29	†The Hunter (Tafon)	WJMR, F.-8:00	6.5
25	Wild Bill Hickok (Flamingo)	WDSU, M.-5:00	24.8	30	†Patti Page (Oldsmobile)	WJMR, F., Su.-10:00	5.5
				30	The Ruggles (Corradine)	WJMR, F.-7:00	5.5

PHILADELPHIA (4 Stations) 1,092,000 TV Homes

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

1. \$64,000 Question, WCAU, T. 42.2	9. Climax, WCAU, Th. 29.1
2. Ed Sullivan, WCAU, Su. 41.0	10. Red Skelton, WCAU, T. 28.0
3. Perry Como, WRCV, S. 34.9	11. Lux Video Theater, WRCV, Th. 27.2
4. Disneyland, WFIL, W. 32.3	12. Producer's Showcase, WRCV, M. 27.0
5. I Love Lucy, WCAU, M. 31.7	13. Ford Theater, WRCV, Th. 26.7
6. I've Got a Secret, WCAU, W. 30.5	14. December Bride, WCAU, M. 26.5
7. Groucho Marx, WRCV, Th. 30.2	15. Robt. Montgomery, WRCV, M. 26.3
8. Jackie Gleason, WCAU, S. 29.5	

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

1. Mickey Mouse Club, WFIL, M.-F. 22.4	6. *Star Theater, WFIL, M.-F. 12.4
2. *Fun House, WRCV, M.-F. 18.9	7. Garry Moore, WCAU, M.-F. 12.3
3. Arthur Godfrey, WCAU, M.-Th. 13.5	8. Art Linkletter, WCAU, M.-F. 12.0
4. Guiding Light, WCAU, M.-F. 12.8	9. *News, Weather (11 p.m.), WCAU, M.-F. 11.9
5. Search for Tomorrow, WCAU, M.-F. 12.5	10. *My Little Margie, WRCV, M.-F. 11.8

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

1. Waterfront (MCA), WCAU, Su.-6:30 22.3	16. Great Gildersleeve (NBC), WCAU, T.-7:30 12.3
2. Annie Oakley (CBS), WCAU, S.-5:30 21.9	17. Highway Patrol (Ziv), WFIL, M.-10:30 12.2
3. Madison Sq. Garden (Winik), WRCV, F.-10:45 20.3	18. My Little Margie (Official), WRCV, M.-F.-1:00 11.8
4. Soliders of Fortune (MCA), WCAU, S.-6:00 19.2	19. Confidential File (Guild), WRCV, Su.-10:30 11.5
5. Little Rascals (Interstate), WRCV, S.-6:00 17.9	20. Mr. and Mrs. North (Schubert), WFIL, Su.-3:00 10.4
6. Buffalo Bill Jr. (CBS), WFIL, Su.-6:00 17.3	21. Mr. District Attorney (Ziv), WRCV, T.-10:30 10.2
7. Superman (Flamingo), WCAU, M.-7:00 16.5	21. †Andy's Gang (Brown), WCAU, S.-11:00 a.m. 10.2
8. I Led Three Lives (Ziv), WCAU, Th.-7:00 16.3	23. Amos 'n' Andy (CBS), WRCV, Su.-2:00 9.9
9. Badge 714 (NBC), WCAU, W.-7:00 13.7	24. Science Fiction Theater (Ziv), WFIL, Su.-10:30 9.7
10. Fabian of Scotland Yard (CBS), WRCV, W.-10:30 15.2	25. I Spy (Guild), WRCV, M.-10:30 9.4
11. Passport to Danger (ABC), WCAU, Th.-10:30 15.0	26. Studio 57 (MCA), WFIL, S.-7:00 9.2
12. Looney Tunes (Guild), WCAU, S.-10:00 a.m. 14.5	27. Crunch and Des (NBC), WCAU, F.-7:30 9.0
13. Man Called X (Ziv), WCAU, F.-7:00 14.2	28. The Whistler (CBS), WCAU, F.-11:30 8.4
14. Cisco Kid (Ziv), WCAU, S.-4:00 13.0	29. Life With Elizabeth (Guild), WFIL, Su.-4:30 8.2
15. Wild Bill Hickok (Flamingo), WCAU, T.-7:00 12.9	30. My Hero (Official), WCAU, T.&Th.-3:00 8.0

NEW ORLEANS (2 Stations) 199,100 TV Homes

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

1. Groucho Marx, WDSU, Th. 57.5	9. Lux Video Theater, WDSU, Th. 53.4
2. Robt. Montgomery, WDSU, M. 57.4	10. Boxing, WDSU, F. 53.0
3. Big Story, WDSU, F. 56.5	11. Circle Theater, WDSU, T. 52.3
3. Fireside Theater, WDSU, T. 56.5	12. Dragnet, WDSU, Th. 52.0
5. Star Stage, WDSU, F. 51.3	13. Ford Theater, WDSU, Th. 51.3
6. Loretta Young, WDSU, Su. 54.8	14. Alcoa Hour, WDSU, Su. 51.0
7. Kraft TV Theater, WDSU, W. 54.0	14. Martha Raye, WDSU, T. 51.0
8. *Around the Town, WDSU, M. 53.8	14. This Is Your Life, WDSU, W. 51.0

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

1. Eddie Fisher, WDSU, W., F. 40.0	6. Pinky Lee, WDSU M., T., Th., F. 25.9
2. News Caravan, WDSU, M.-F. 37.8	7. *Mrs. Muffin's Party, WDSU, T., Th. 25.4
3. Dinah Shore, WDSU, T., Th. 32.5	8. Howdy Doody, WDSU, M., T., Th., F. 25.0
4. *Sports, Weather (6:15 p.m.), WDSU, M.-F. 31.8	9. Guiding Light, WDSU, M.-F. 21.7
5. *Esso Reporter (6 p.m.), WDSU, M.-F. 31.7	10. Search for Tomorrow, WDSU, M.-F. 21.2

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

1. Amos 'n' Andy (CBS), WDSU, Su.-9:30 48.3	11. Science Fiction Theater (Ziv), WDSU, M.-10:00 33.0
2. San Francisco Beat (CBS), WDSU, W.-9:30 46.5	12. †Andy's Gang (Brown), WDSU, S.-9:30 a.m. 32.0
3. Liberace (Guild), WDSU, S.-9:30 44.3	13. Crunch and Des (NBC), WDSU, S.-10:00 31.5
4. Doug Fairbanks Presents (ABC), WDSU, T.-9:30 43.0	14. Celebrity Playhouse (Screen Gems), WDSU, T.-10:00 30.8
5. Rin Tin Tin (Screen Gems), WDSU, S.-10:30 a.m. 40.0	15. Buffalo Bill Jr. (CBS), WDSU, Th.-5:30 30.3
6. Highway Patrol (Ziv), WDSU, F.-10:00 38.3	16. †Sky King (Nabisco), WDSU, S.-2:00 30.0
7. Annie Oakley (CBS), WDSU, S.-12:00 noon 35.5	17. Little Rascals (Interstate), WDSU, F.-5:00 29.8
8. Soliders of Fortune (MCA), WDSU, Su.-5:00 34.5	18. Eddie Cantor (Ziv), WDSU, Th.-10:00 28.5
8. Stars of the Grand Ole Opry (Flamingo), WDSU, S.-5:00 34.5	19. Cowboy G-Men (Flamingo), WDSU, M.-5:30 28.0
10. Range Rider (CBS), WDSU, F.-5:30 33.8	20. †Death Valley Days (Pacific Borax), WDSU, W.-10:30 27.5

MPPA Nixes Cheesecake

NEW YORK—Music Publishers' Protective Association this week advised publishers against issuing sheet music whose title pages contain photos in questionable taste.

Signed by Walter G. Douglas, chairman of the board of MPPA, the letter stated that sheet music dealers were receiving complaints from customers purchasing some pop and show music. The dealers claimed the buyers were offended by the low cut and "general scarcity" of costuming on some artists whose pictures adorned the title pages. Douglas stated, "It might be a good idea to correct this, as certainly the industry should avoid offending music lovers or doing anything resulting in bad public relations."

Allege Disk Bootlegging

NEW YORK—At press time the District Attorney's office was reported investigating an alleged disk bootleg ring operating in the East. Tico Distributing Corp. was instrumental in starting the investigation. The firm, acting upon information secured from dealers, summoned police officials to a plant where the alleged bootleg disks were being made.

Late last week no police action had yet been taken, but sources close to the picture expected that indictments would be returned. Disks of both majors and indies were being bootlegged, it was stated.

Richmond Is Europe Bound

NEW YORK—Publisher Howard S. Richmond on May 11 leaves for Europe to acquire song material and to investigate the possibility of setting up his own firms in several countries. Richmond already has firms in England, Germany and Austria. He will visit those countries, and also France, Italy, Switzerland and Scandinavia.

Southern and Marks Solidly Back in Pop Competition

NEW YORK—Altho a flock of small publishers have had a lot of disk activity during the past year—especially in view of the continuing success of rhythm and blues and rock and roll in the pop field—two of the great standard firms have jumped into prominence with pop activity. This after a period of comparative dormancy in the pop field. These are Southern Music and Ed B. Marks Music, both of which have tremendous standard catalogs, particularly in the Latin field.

Southern, since Murray Deutch has taken over the reins, has had such smashes as Nelson Riddle's Capitol dishing of "Lisbon Antigua," Alan Dale's Coral etching of "Sweet and Gentle," the Platters' "Great Pretender" on Mercury, "Teen-Age Prayer" by Gale Storn on Dot, Webb Pierce's "Why Baby Why?" on Decca, etc.

THE GREEKS HAD A WORD FOR IT

NEW YORK—Ghita Milgrom, Arnold Shaw's secretary at Marks Music, has varied interests other than music. Between types she reads the plays of Euripides. Herbert Marks, head of the firm, noted this with considerable interest and approval. But when a couple of cleffers were apprised of this intellectual activity, they immediately got a copy of the book and searched it for song ideas and titles.

B-M Now Has 2 Hours of 'Big D'

DALLAS—Bristol-Myers, which for a number of years has sponsored "Big D Jamboree" on KRLD here in the 9-9:30 p.m. slot on Saturdays, has stretched its sponsorship on the c.&w. show to two hours, 8:30-10:30 p.m. New time went into effect last Saturday (21). The new two-hour deal is said to make this the longest sponsored, all-live radio program in the country.

Under the new set-up, "Big D Jamboree," which airs from Ed McLemore's Sportatorium, will now run straight thru from 8 to 11 p.m. on Saturdays, eliminating the usual 15-minute intermission beginning at 10 o'clock to accommodate the new air time.

Carl Perkins, "Big D" regular, returns May 5 to headline the unit for the first time since his serious auto accident late in March.

FOR THE DEFENSE

Freed Replies to R&R Press Slurs

By JUNE BUNDY
NEW YORK — Groggy but game—and still reeling from various editorial punches delivered against it, as a supposed "inciter" of juvenile delinquency—rock and roll was on its feet again last week and in there swinging on its detractors.

CBS-TV took the lead last Sun-

Marks, since the accession of Arnold Shaw as general professional manager, in the last year has had such notable hits as Patti Page's Mercury disk, "Piddly Patter Patter," Percy Faith's "Tropical Merengue" on Columbia, "Soldier Boy," with Ella Fitzgerald on Decca and the Four Fellows on Glory, Eddie Fisher's "Dungaree Doll" on Victor, Nelson Riddle's "Port Au Prince" on Capitol, and "I Forgot to Remember to Forget," cut by Elvis Presley on Sun and issued by Sun and Victor. Newest entries by Marks Music are "Kiss Me Another," recently cut by Georgia Gibbs on Mercury, and "That Girl," done by Mitch Miller on Columbia.

Shaw's accession to the vice-presidency at Marks becomes effective May 1, one year after his joining the firm.

Disk Biz Committed to High Output, Lower Profit Per Unit

That's Indicated by Discounts Which Play Major Role in Plans

By JOEL FRIEDMAN

HOLLYWOOD—With the disk industry apparently firmly committed to a policy of substantially increasing its volume over and above the peak achieved last year, current merchandising approaches unquestionably indicate that the record companies will sacrifice a measure of profit in return for quantity sales.

All signs point to a desire to build volume both at the dealer level and the so-called fringe areas, mail order and rack jobbing. In

order to accomplish this extra plus in sales, the merchandising policies of virtually all majors and countless independents presently include, or are shortly expected to, a discount, substantial in some cases, in exchange for heavy disk orders.

Ironically, the position is one the diskers both enjoy and dislike. While admittedly against discount selling practices at the dealer level, i.e. Sam Goody, they nevertheless recognize that such operations as

Goody's have spurred dealers into adopting stronger sales tactics.

With Goody's discount business reaching into numerous cities via advertising and mail-order campaigns, the dealer has also educated himself in the process, to the point where hardly a major retailer exists in the larger cities who will not approach his distributors for "a deal." The distributors haven't been exactly adverse to such deals, and while these discount sales may not be company policy, in some cases they are.

The discount offered generally depends upon the situation and the dealer in question. Distributors heavily burdened with inventory have been known to offer discounts to dealers ranging from 10 to 30 per cent.

Record distributors are reported to have been offered by one label a 5 per cent discount for orders of \$1,000. A sliding scale of discounts, 1 per cent per \$1,000 in orders up to but not including \$5,000 is alleged to have been offered by Mercury distributors. Another diskery had a similar sliding scale arrangement for a limited period which ended last February, which supposedly included a discount of 50 per cent for order of \$25,000. It is a common practice of virtually all major platteries to extend discounts of 5 and 10 per cent to dealers during the fall and Christmas buying season.

While it is true that most dealers

(Continued on page 22)

Victor to Test Jazz Disk Hypo

To Sell 'Encyclopedia' in Hub Supermarkets as Unique Pitch

By BILL SIMON

BOSTON — An unique disk promotion plan, aimed at stimulating general jazz disk sales in any given area, will be tested here within two weeks by RCA Victor in conjunction with J. J. Little and Ives, Inc., a specialist in supermarket promotions.

The project is based on 12 10-inch LP's labeled the RCA Vic-

tor Encyclopedia of Recorded Jazz. These disks, to be issued at the rate of one a week, will sell to the public for 99 cents per disk. The test will run for 12 weeks only, at the end of which period, Victor expects to determine whether or not the test has hyped regular disk dealer sales in the area. If it has, it will give Little and Ives the green light to blanket the country with the deal. If not, Victor is under no obligation to continue the push in other sectors.

The Encyclopedia, prepared for a specially constituted Jazz Club of America, Inc. by jazz archivists, Bill Grauer Jr. and Orrin Keep news, makes liberal use of Victor's Jazz Band waxings of 1917, and up to such present-day stars as Shorty Rogers and Al Cohn. Unique aspect of the programming is that the performances are presented in alphabetical order by artists. For example; Volume 1 is

(Continued on page 22)

Col. to Platter Revue Numbers

NEW YORK—A new musical, "The Littlest Revue," with lyrics by Ogden Nash and music by Vernon Duke, will open here at the downtown Phoenix Theater May 22.

Frank Loesser's Frank Music publishing firm, which has the scores to the currently running "Pajama Game," "Damn Yankee" and "The Most Happy Fella," also has the Duke-Nash songs. Several Columbia recordings have been set, altho Loesser has not yet opened negotiations for the original cast album.

The cast so far includes Larry Storch, Joel Gray, Beverly Bozman and Charlotte Rae. Sketches have been written by Sheldon Farnick, Arnold Horwitt and Nat Heiken.

Plans are for the revue to run at the downtown East Side showplace for eight weeks. However, the theater has been air-conditioned and, if conditions warrant, the show can stay on thru the summer. However, it's known that the producers have been angling for a TV spectacular at the end of the regular run.

Horowitz to Head Decca's Classical A&R

NEW YORK—Is Horowitz will resign as music-radio news editor of The Billboard next week to accept the post of director of classical artists and repertoire at Decca Records. The diskery appointment becomes effective Monday (30).

With The Billboard for the past eight years, Horowitz has held a number of editorial slots. In recent years, he headed up this publication's album review department and played a role in the development of its best selling classical charts. At Decca, Horowitz replaces Simon Rady, who recently joined RCA Victor in an executive capacity.

RCA 'Watches With Interest'

NEW YORK—Columbia's new Buy-of-the-Month Plan, advanced as a counter-move to RCA Victor's Save-On-Records Coupon Plan (The Billboard, April 21), failed to inspire any new move on the part of Victor last week. In fact, the latter company went so far as to endorse the principal behind its arch-rival's move.

"We're in favor of anything that will bring traffic into dealers' stores," said Victor vice president, Larry Kanaga, manager of the records division. Kanaga added: "We are watching this with great interest."

(Continued on page 22)

Over-All Diskery Thinking Paints a Rosy EP Future

Only Mercury and Angel Exceptions To General Optimism on Donuts

By REN GREVATT

NEW YORK—Cancellation this week of all EP pressing by Angel Records contrasted sharply with rosy optimism evident in other disk circles on the future status of EP's. Focussing trade interest on the whole subject was the emergence of Elvis Presley's "Blue Suede Shoes" EP as the first ever to hit The Billboard pop single retail sales chart.

Angel, which offered dealers its remaining stock of EP's free as a means of hyping LP sales, and Mercury Records, which largely discontinued release of EP's over two months ago, were seen as exceptions to general industry thinking on extended play sets.

RCA Victor spokesmen pointed to three recent examples of a pro-

pering EP business. The combination of one and two pocket EP sets of the recent Elvis Presley album is outselling the LP counterpart in units by a two to one ratio. With the recent Harry Belafonte and last year's Mario Lanza "Student Prince" packages, EP units also outsold LP versions by a wide margin. Bob Yorke, Victor album sales chief, stressed that EP's should be thought of and merchandised as singles. Failure of many diskeries properly to develop the market along these lines, it was felt, accounted for dealer reluctance on EP's.

Decca Records reports EP business so far this year is substantially ahead of sales for the same period a year ago. Altho the company has no ready rule for issuance of the disks, EP's in either one, two or three pocket versions, or two or even three separate EP packages are being released concurrently with each LP release.

Depends on Market
EP planning depends entirely on

the market to be reached, according to Claude Brennan, Decca sales exec. If youngsters are the big potential buyers, single EP's at \$1.49 will get the nod. If it's sound track, original cast or other more sophisticated material, a three pocket EP, selling at \$4.47 will parallel the LP release.

Brennan said the three pocket packages continue to sell extremely well at the \$4.47 tag—49 cents above the price of the LP containing exactly the same material. This was possible, Brennan asserted, because of the desire for selectivity of music among record buyers. An LP, he explained, prevented the chance of changing the pace of material on the record player.

Decca also releases a full complement of specialized material—polkas, mambos, etc.—on EP's as well as couplings of selected hit diskings of individual artists, or individual hits by different artists.

Coral Records, Decca subsidiary, on the other hand, has adopted a

(Continued on page 22)

Confirmations Coming in for Rodgers Event

MERIDIAN, Miss. — Ernest Tubb, president of the Jimmie Rodgers Memorial and Health Foundation, and Hank Snow, Monday (23) announced a partial list of country music artists who will attend the 1956 Jimmie Rodgers National Country Music Day Celebration to be held here May 25-26.

According to Tubb and Snow, confirmations have been received from Jim Reeves, the Wilburn Brothers, Lefty Frizzell, the Maddox Brothers and Rose, Jimmy Newman, Gary Williams, Curtis Gordon, Jack Cardwell, Lonnie Barron, Wilf Carter, Charlie Walker, Audrey Williams, Freddie Hart, Justin Tubb, Jimmie Rodgers Snow, Dave Rich, Jim Wilson, Charline Arthur, Skeets Yaney and Linda Flannagan. Additional confirmations are being received daily, Tubb says.

The various record labels will be represented in the parade scheduled for Saturday May 26. There also will be several luncheons and open-houses over the two days, sponsored by the various music firms and record companies.

Reservations from record and music firm execs and disk jockeys are also coming in well, Tubb reports.

Suit Settled Out of Court

NEW YORK—A suit brought by industrialist Rose Wollman against the orkster brothers, Les and Larry Elgart, was settled here last week prior to trial in Federal Court.

Mrs. Wollman, who claimed to have bankrolled the band to the amount of \$10,000 several years ago, charged that the Elgarts had contracted to give her weekly accountings with five per cent of the band's net take, but that they had failed to render a statement in more than a year.

In the final settlement, the Elgarts agreed to pay off an amount slightly in excess of their original loan via weekly installments. Mrs. Wollman agreed to terminate all agreements with the orksters.

Attorney for the plaintiff was Louis Randell.

Nets Find R.&R. No Butt for Jokes

Audience Potential Gives R.&B. Shows Last Laugh on Web Agendas

NEW YORK—The radio and TV networks are finally beginning to have programming "eyes" for rock and roll and rhythm and blues. Altho the webs have freely satirized both r.&r. and r.&b. in the past (Sid Caesar's "Three Haircuts," etc.), until now they've failed to realize its powerful audience potential, when presented as straight entertainment.

For instance, CBS, which recently launched Alan Freed "Rock 'n' Roll Dance Party" over its radio web on Saturday nights (sponsored by Camels, 9-9:30 p.m.), is currently negotiating for the WINS deejay to present a half-hour rock and roll TV bill on Jackie Gleason's "Stage Show." Meanwhile Du Mont is mulling over the possibility of spotlighting a live, hour-long rhythm and blues show on Friday nights with Al (Jazzbo) Collins as emcee.

The ABC radio network last week started airing "Rhythm on Parade," an r.&b. program hosted by Willie Bryant, originating from Detroit's Flame Show Bar, twice a week—on Mondays from 11:30 to 11:55 p.m., and on Saturdays from 9:05 to 9:30 p.m.

At the same time, NBC reportedly is readying a rock and roll TV

show for teen-agers, which would be slotted on Saturday afternoons from 5 to 6 p.m.

If Alan Freed's one-shot appearance on "Stage Show" (Saturdays, 8:30-9 p.m.) clicks, the deejay reportedly has a chance to take over an emcee spot on the program on a permanent basis next season. If this comes to pass, it opens up an interesting area of speculation, since it would put him in direct competition with his local WINS deejay show, which is broadcast from 6:30 to 9 p.m. Monday thru Saturday.

At the writing, CBS is bearing down harder on the r.&b. and r.&r. kick than any of the other TV webs. Ed Sullivan was way ahead of his time a few months ago, when he presented an hour r.&b. show, emceed by Tommy (Dr. Jive) Smalls, and earlier this month the Teen-Agers guested on Chrysler's CBS-TV "Shower of Stars."

GOOD NEWS FOR CAMPUS CATS

Concert Packages Offer College Course in Jazz

NEW YORK — In a move to consolidate its extensive jazz concert booking activities in the college field, Associated Booking here is offering schools a package buy on 15 of its top jazz attractions (including Dave Brubeck) for next fall. The offer, first of its kind in the college concert area, points up the growing acceptance of jazz as a curriculum subject by leading universities across the country.

Associated has already booked the package with 65 colleges and expects to sign up 300 by fall, for a total of 1,500 separate dates. The agency offers schools a selection of 11 concert packages, from which they may choose any five to be played between October 1956 and April 1957, or one per month. Package price on the five

'ELOISE' HAS SCOTCH CHARM

NEW YORK — Cadence Records has been working closely with the usually ultra-conservative Plaza Hotel here on promotion for Kay Thompson's "Eloise" disk. The platter is based on Miss Thompson's best seller about a little girl who lived at the Plaza.

Alphonse W. Salamone, Jr., manager of the Plaza, who is prominently mentioned in the book, has made several radio and TV appearances to plug the record and, of course, the Plaza. He also helps Cadence push the disk in more subtle ways. For instance, when deejay Bob Maxwell, WWJ, Detroit, visited Manhattan recently, he was surprised and delighted, when a copy of "Eloise" and a bottle of scotch were delivered to his Plaza room, courtesy of the management.

Ray McKinley To Baton New Miller Set-Up

NEW YORK—The Glenn Miller ork, still the biggest disk-selling band in the business after almost a dozen years since the death of the maestro, will be back on the road June 8 or 9 under the direction of Ray McKinley, and booked by Willard Alexander. The post-war Miller organization, with fronter Tex Beneke and manager Don Haynes, has been tossed completely out the window. In the new setup, Mrs. Helen Miller and the Miller estate, represented by attorney David McKay, will operate in partnership with McKinley. The latter, altho he never worked with Miller's regular dance crew, was the leader's assistant and eventual successor with the overseas Miller Air Force Band.

According to Alexander, the billing of the unit will be "The Glenn Miller Orchestra under the direction of and featuring Ray McKinley." The band's book will consist of Miller's old repertoire, plus McKinley's usual drum and vocal specialties.

Uniquely, there are no plans for this band to record for at least six months following its kick-off. Since all of the Miller specials were recorded by the original band and all are available on current best-selling RCA Victor wax, the organization doesn't intend to go into competition with itself.

AFM Local 65 Thumbs Down L. A. Actions

HOUSTON—Los Angeles Local 47's resurgent activity in the American Federation of Musicians against President James C. Petrillo and the Music Performance Trust Fund, has been termed "anarchy" by Local 65 here.

According to Local 65 spokesman, Spike Wallace, president of Local 47 six years ago, once informed his Houston brethren that "there is a radical and highly selfish group of some 1,300 members in Local 47, which will some day cause much trouble for the Federation." "Peculiarly," he said, "the leadership of this group is composed of some of the highest paid studio and recording musicians, who have prospered immensely and enjoyed the very maximum in wage scales and working conditions under contracts negotiated directly between President Petrillo, the American Federation of Musicians, and the moving picture, radio and television interests."

The Houston musicians go on to point out that the other musicians in the country, numbering over 250,000, have watched their vital employment drained off thru the activity of this "favored" Los Angeles group. The small percentage paid into the Trust Fund from mechanical reproductions has been a tremendous help to the Federation's unemployed members, and

(Continued on page 22)

Clef & Verve To Feature Krupa Series

NEW YORK—Drummer Gene Krupa is doing a series of sides for Norman Granz, to be released on the impresario's Clef and Verve labels. Already cut is a session of 12 sides in the swing idiom, with Krupa using an 18-piece studio band, and featuring Anita O'Day and Roy Eldridge. Tunes are those with which Krupa was associated with in the late 1930's, including "Let Me Off Uptown."

In addition to the swing numbers, Krupa will do an album of light classics, using a larger ork. Also planned is an album of Chicago-style jazz and "A Tribute to Chick Webb." Latter album would feature Ella Fitzgerald.

Krupa recently did a circle of Midwestern dates with his trio, and for the last week of May he is scheduled to play in Rochester, N. Y., followed by a week in Toronto.

Weiss Sues Dick Haymes

HOLLYWOOD — An action seeking payment for services rendered was filed against singer Dick Haymes here recently by Robert Weiss, special European representative for Capitol Records.

Weiss charged that he was employed as a publicist by Haymes for the period 1946-1952, prior to his joining Capitol. Haymes, according to the complaint, was delinquent in the amount of \$4,100 which Weiss seeks to recover. Plaintiff is represented by attorney Abraham L. Marcus. Haymes is a recent addition to the Capitol talent roster.

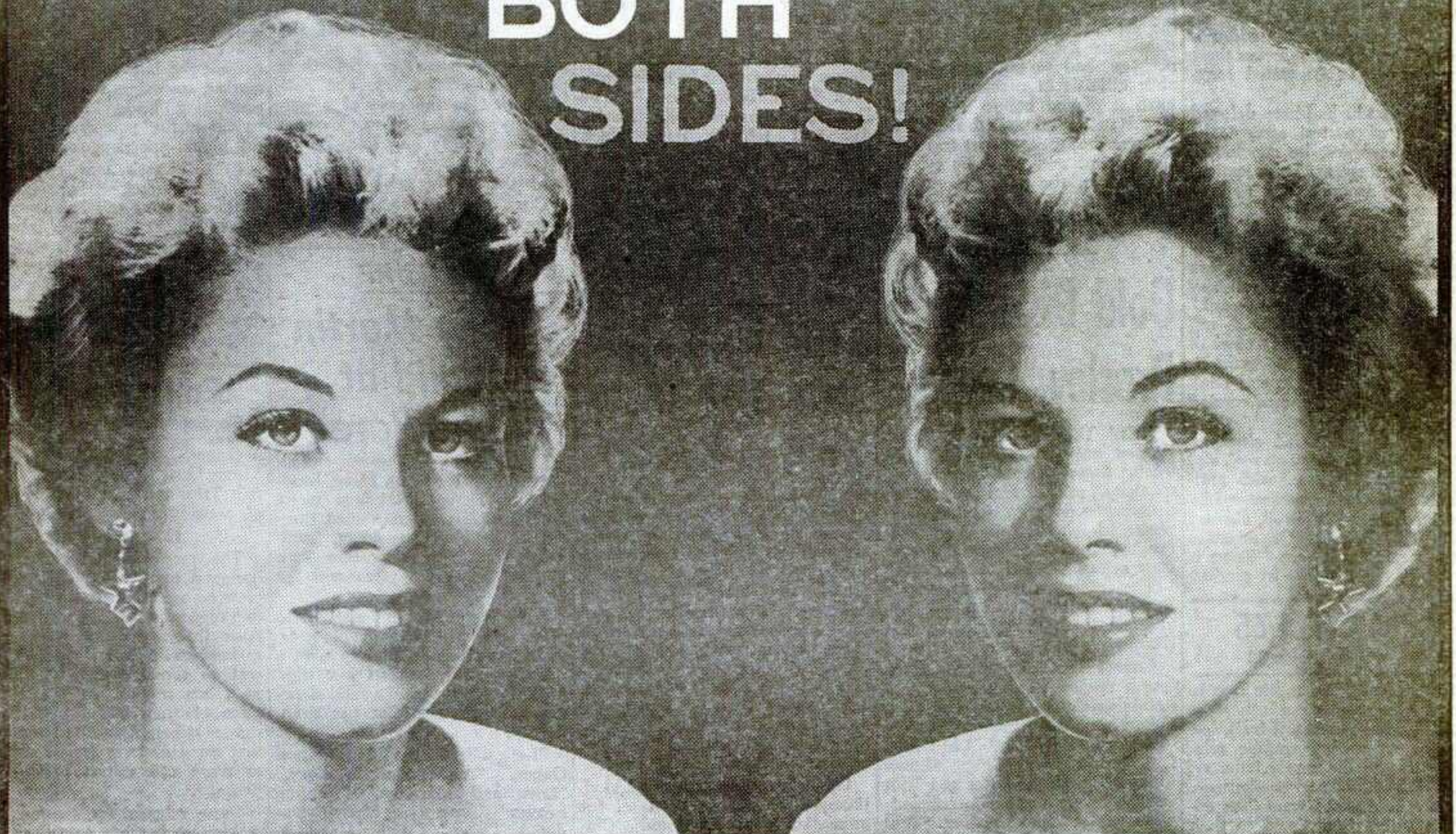
Weiss returns to Europe next week following a week of upcoming meetings with Sandor A. Porges, head of Capitol's international department.

M-G-M Pacts Five Artists

NEW YORK—M-G-M Records released disks this week by five new pactees. The line-up includes three vocalists, a vocal group and a harmonica player.

Singer Ocie Smith has been heard as an unbilled vocalist on previous disks for the label, while George DeWitt, who emcees the "Name That Tune" TV show, makes a switch from comic to singer. The Kings IV is a West Coast vocal group. Other signees included baritone Danny Knight and harmonica man, Eddy Manson.

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RCA VICTOR



Freed Answers R&B Press Slurs

• Continued from page 19

about his own shows at the Brooklyn Paramount and the State Theater in Hartford, Conn.

Freed reminded the parents of their own (and his) teen-age years, when Benny Goodman and Glenn Miller were to them what rock and roll artists are to youngsters today. He noted that the Daily News article failed to make any mention of his recent campaign to raise funds to fight the childhood disease nephrosis, when 11,000 rock and roll fans turned out for him one rainy Saturday morning to distribute 500,000 cards for the cause.

Burned at Quote

Freed was particularly burned at a trade paper editor's quote, to the effect that "maybe the record makers and disk jockeys responsible for promoting this music may soon be crawling back under their rocks." Freed attributed the remark to the fact that the editor is "a sensational headline seeker these days and also a frustrated songwriter."

Noting that he had been deluged with mail of protest against the Daily News series, he concluded, "As long as there are radio stations like this in America, and as long as there are people who like me around, we're going to rock 'n' roll until you don't want to rock 'n' roll any more, and then when you don't want to rock and roll any more, I'll give you what you want."

Meanwhile, the rock and roll controversy continues to snowball in the press. Time Magazine is readying a feature on it, and Look Magazine also has a spread coming up on the phenomenon.

Up in Boston, WBZ aired an hour-long documentary on rock and roll Sunday afternoon, with anti-rock and roll opinions expressed by Monsignor John B. Carroll, director of the Catholic Youth Organization of the Archdiocese (e.g. "There is not doubt but that the by-product

AFM Local 65

• Continued from page 20

also has given good music free to groups who could not otherwise afford it. This, the local feels, has been of tremendous public relations value to the music industry.

But, say the local spokesmen, now the L. A. boys want "the entire recording funds paid to their select group of L. A. musicians. . . Rule or ruin, if they can't have it all, they don't want anyone to have any." Local 65 has been getting \$10,000 per year from the Trust Fund which it has distributed among its members via jobs.

Blame for the L. A. "anarchy," say Houston's execs, goes to the "good members who failed to vote," thereby assuring the election of "bad officers," who made possible the recent coups that put the resurgents, headed by Cecil F. Read, into power.

Biz Committed

• Continued from page 19

are not financially able to afford such arrangements, nonetheless they are aware that discount deals are being made by other dealers, discounters, rack jobbers and one-stops.

A number of dealers on the Coast have reportedly approached Sam Goody in New York in an effort to become franchised representatives and set up similar discount houses here.

Quantity discount selling in effect serves more than its prime purpose of building volume and grabbing off a larger chunk of the market. It offers the majors a means with which they can combat the dealers' complaint of "special privileges" and has been known to have been effectively used in arguments against record clubs.

of rock and roll has left its scar on youth."), and pro-statements by Duke Ellington (e.g. "Hypnotic effect? Of course not! It's the publicity") WBZ deejay Alan Dary also appeared and interviewed a panel of four teen-agers on the subject. Other guests included Cecil Stein, who distributes r.&r. disks in Boston, Reverend Norman J. O'Connor, who sketched in the historical background of rock and roll, and local radio and TV columnists.

It's difficult to calculate just how much damage has been done to rock and roll at this time. On one hand, the networks are just beginning to go into the field (see separate story this issue) while on the other, some of the rock and roll packages on the road are finding it tough box-office sledding, since the pressure was put on by the press. "Rock-a-Rama," for instance, the Buck Ram-Joe Delaney package, had to be approved by civic officials in practically every town it played before it was allowed to go on as scheduled in theaters during its recent trip thru Connecticut and New Jersey. In some cities, the police reportedly were so jumpy, they even frowned when the kids applauded the acts.

Gold Disks to Presley, Como

NEW YORK — RCA Victor handed out two gold disks last week. Steve Sholes, director of specialty artists and repertoire, carried one down to Nashville and presented it to the phenom, Elvis Presley, who went over the million mark with his "Heartbreak Hotel."

The other was presented to Perry Como, who has a pile of 'em, in New York. This was for his slicing of "Hot Diggity."

Como's smash, incidentally, is the fourth million seller for him that has been clefted by Al Hoffman. Others by that tunesmith were "Bibbity Bobbity Boo," "Chi Babba Chi Babba" and "Papa Loves Mambo." Both the latter and "Hot Diggity" were written in collaboration with Dick Manning. And Manning was also one of the writers on "The Pussy Cat Song," which sold a mere 750,000 disks for Como a few years back.

Victor to Test Jazz Disk Hypo

• Continued from page 19

tagged "A-Bec" and includes the following: Red Allen, Albert Ammons, Louis Armstrong, Buster Bailey, Mildred Bailey, Charlie Barnet, Count Basie and Sidney Bechet.

Grauer and Keepnews also have provided extensive explanatory notes. This is the same team that produced the Label "X" Vault Originals series. They also own Riverside Records.

100 Store Test

According to Larry Kanaga, vice-president and general manager of the RCA Victor records division, the Encyclopedia will be tested only in the 100 stores of the Stop and Shop chain. "We're not interested in just selling the records here," he told The Billboard. "We were offered tremendous orders if we would let them book it from Coast to Coast, but first we want to see if it helps our dealers sell regular line jazz records." He emphasized that the Encyclopedia disks are non-competitive with any of the company's current catalog. He also stated that the local Victor distributor as well as the rack job-

THE WEEPER

Ray Sticks To Faves at Desert Inn

LAS VEGAS, Nev. — The Painted Desert Room of the Desert Inn this week features the return of the screamin' kid, Johnnie Ray, for his third appearance in that spot.

His offerings stay close to his recorded faves for the most part, with considerable emphasis on religious numbers.

He is supported in second spot by comic Paul Gilbert, whose warmed-over gags have been heard for years on the Strip, done better by his colleagues in the art of story-telling.

Margie Lee, billed as "Miss Cold Fire," does a tricky ice skating number or two on a miniature rink rigged up onstage to good effect.

The Donn Arden dancers of the chorus line are seen in three numbers: "Pool Room Blues," "The Deluge," complete with Noah's Ark and Johnnie Ray, which blends into a modern hip-flipper titled "Jubilee." The other number, the opener, paves the way for the skating act, entitled "Top of the World."

Music is by Carlton Hayes and Ed Oncken.

RKO-Unique New Tag for Unique Disks

NEW YORK — Unique Records, affiliated with RKO Teleradio, is undergoing a name change. New tag will be RKO-Unique. It is understood that the first disk under the new label will be Lynn Roberts' "While the City Sleeps," from the RKO film of the same name. Film's release date is May 15, with the disk scheduled for May 1 release. Miss Roberts, former Tommy Dorsey vocalist, will do a tour of 17 cities, plugging the film and the disk. Chirp has been newly-signed by the label.

Other personnel is being added. Jimmy Kronides has been set for promotion in the East, and a Chicago appointment will be made shortly. It is understood that distribution changes are being scheduled.

bers in the territory had been consulted on the test, and that all would be watching the results closely.

Kanaga observed that this promotion was closely related to the Music Appreciation Society of the late '30's, which is given much credit for expanding the classical disk market in the '40's. It is hoped that the Encyclopedia, if it goes over, will do the same for jazz. It remains to be seen, of course, whether music of this type will register with the housewives who trade in supermarkets. According to Little and Ives, some tradesters had similar doubts when that company introduced book set encyclopedias, but these have sold handsomely everywhere.

Among the other Victor artists who will be represented in the Encyclopedia are such names as Bunny Berigan, Bix Beiderbecke, Cab Calloway, Barbara Carroll, Bud Clayton, Larry Clinton, Jimmy Rushing, Charlie Parker, Artie Shaw, Benny Goodman, Art Tatum, Fats Waller, Tommy Dorsey and Jelly Roll Morton.

Over-All Diskery Thinking

• Continued from page 20

more conservative program, releasing one and two pocket EP's of selections which have gotten the best response from LP's. Altho the label has actually cut back EP production to some extent, it has had considerable success, like the parent company, with pairings of hit singles on EP's, which are used as jockey samplers as well as for retail sale.

Mike Maitland, Capitol Records sales chief, said that his firm's EP sales have held firm with last year's level. Tho LP sales have had a phenomenal growth, he said that the diskery is continuing its customary release of three pocket EP versions of 12-track LP's and separate pairings of two pocket packages to correspond to the 16-track LP.

Columbia Picture Same

At Columbia, the picture is much the same. Sales chief Hal Cook asserted that every new LP release carries a parallel three pocket EP edition. He also indicated that in the case of a particularly popular seller, such as the current "My Fair Lady" original cast package, selected tunes are issued on single EP's.

Cook pointed to the phenomenal success of Columbia's 10-inch LP

"Houseparty" series, of which more than 60 disks have now been issued, as further proof that the 12-inch LP has not yet reached the point of being the only important factor in the packaged market.

Wally Early, who heads up M-G-M Records' sales indicated that altho the label has had a definite decrease in three pocket EP volume, the single EP releases are selling at a fast pace.

One point in particular finds practically all diskeries in agreement. The growth of the rack as a distinctly new medium of disk sales, has had much to do with holding EP's in a profitable position. Rack displays appeal to the impulse buyer, and the consensus is that, altho the higher-priced LP's sell on the racks, the lower-priced EP will continue to be the fastest moving merchandise.

With teen elements for economic reasons the bulwark of the singles market, tradesters see the EP as a continuing bridge for gradually swinging the youngsters over to the higher-priced packaged goods.

RCA Victor's new two-pocket set of six track EP's, selling at \$2.98, the same as the corresponding LP under the firm's "save on records" coupon plan, is also seen as the possible forerunner of a price break on EP's, which would make the disks an even stronger factor in the over-all package market.

College Jazz

• Continued from page 20

package), Don Shirley Duo, Gene Krupa Quartet, and Barbara Carroll Trio and Al Belletto Sextet (as a package).

Course in Jazz

The group of 11 packages is designed to offer colleges a complete course in jazz from Dixieland to progressive, and Associated reports that many universities plan to hold open forums at each concert to discuss salient points of each jazz school. At a suggested price of from \$7.50 to \$10 per season ticket, Associated estimates that any college with 700 students or more can afford to buy the package.

Some schools, for example, are making up brochures on the series, which they will offer for sale at the shows, and the University of Tennessee estimates it will raise \$50,000 on the dates. Associated's \$5,000 price for the package of five concerts applies to all colleges, regardless of size.

An interesting aspect of the new college concert package, an Associated spokesman notes, is that many schools are dropping their regular classical concerts in favor of putting their total talent budget in the jazz series next fall. The exec observes that this is in keeping with the growing trend for civic symphony groups to stimulate box-office sales with guest appearances by jazz artists.

Brubeck, who played 40 consecutive college concerts last February and March, branched out into the symphony concert field a few months ago, and piled up some impressive grosses, via shots with key symphony orchestras. Duke Ellington is also doing a thriving business in the field. This July, for instance, Associated has booked the Ellington band at the Newport Jazz Festival, the Stratford Jazz Festival, Ontario, Canada, and appearances with the Buffalo Symphony, the Cleveland Symphony and the Connecticut State symphony.

Altho Associated has received offers from several promoters who want to present the concert series on their own in college areas, at present the agency is limiting the tour to schools.

SHOWMANSHIP

Tony Martin Is Solid at Chez Paree

CHICAGO — The bill ending last week at the Chez Paree, headlined by Tony Martin, was gentle but high class entertainment thru-out. Amiable, easy-going, sure-footed—that was the show—with Martin setting the pitch and the tempo.

Skilfully picking his material to offer welcome changes of pace, while providing each ditty with a delivery which seemed just right for it, he always gave a solid showing with a voice that packs authority.

"Let's Face the Music and Dance," "A Woman in Love," "Love and Marriage," "Autumn Leaves," "Love Is a Many-Splendored Thing," "Walk Hand in Hand With Me," were all included in the itinerary. All fared well with the spectators, with the last possibly ringing up first prize on the applause meter. A novelty bit, "Security," went over well, too.

Alan King, who's kind of a Madison Avenue version of Sam Levenson in subject matter, richochets giggles off the rock of suburbia and shows modern-day film clips from the when-I-was-a-boy reels. As usual, the Chez Paree Adorables commit various acts of violence to the practice of graceful movement, but they do manage to get around the stage in an engaging way, and after all, it's very doubtful anybody notices how they do it, anyway.

Bob Dietmeier.

Maltby & Platters Sked Summer Tour

NEW YORK — Richard Maltby's band and the Platters start a 10 day one-nighter tour in ballrooms and parks thruout New York State June 3.

If the tour is successful, the new package will be booked by Associated on a more extensive cross-country trek. The package is slanted at the teen-age trade to cash in on both acts' current best-selling disks. Maltby's "Main Title" is on the best-seller charts right now, and the Platters, of course, are all over the lists, both pop and rhythm and blues.

(HOW LITTLE IT MATTERS)

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MUSIC AS WRITTEN

LONDON OFFERS QUOTA PRIZES TO DEALERS . . .

London Records' "May Is Montovani Month" promotion, shapes as one of the diskery's heaviest special merchandising efforts. London salesmen and disk dealers have been assigned quotas. Thirty-six prizes are offered dealers who go highest over quota, including a one-week, all-expense trip for two to a choice of Acapulco, New York or Miami. Three salesmen will also share in the prize loot.

EDDIE SAPHIER JOINS ALDON RECORDS FIRM. . .

Eddie Saphier, Cincinnati music man, has joined Aldon Records, Boston, headed by Frank Walsh and ork leader Al Donahue, to cover the Ohio territory. Saphier is currently promoting the firm's new release, "They All Had a Good Time But Me" b.w. "How Do I Love You?" sung by Charlene Bartley, Donahue canary. The Donahue combo is set until June at the Statler Hotel, Boston.

NORTY'S MUSIC NEW COAST ONE-STOP

Norty's Music, new one-stop record service for music operators, has been formed here by Norty

Beckman, veteran Southern California record dealer.

The new firm will make its headquarters on Los Angeles coin row, sharing quarters with Sierra Distributing Company, Wurlitzer distributors here. Official opening (Continued on page 52)

SEE IT NOW

Two Fine Additions to Documentary

NEW YORK—Repertoire horizons are continually broadening in the disk industry, notably in other than music areas. Interesting manifestation of this is Columbia Records' release the past week of two additions to its "I Can Hear It Now" series. The packages, edited by Edward R. Murrow and Fred Friendly, were parts of the special "See It Now" documentary on Egypt and Israel, presented March 13 over CBS-TV.

One of the disks, an interview with Israeli Prime Minister David Ben Gurion by Ed Murrow (ML 5109), presents the aspirations of the Israeli people—historically and with a special focus on the present, sensitive Middle Eastern political situation. The companion disk, an interview with Gamal Abdel Nasser by CBS chief European correspondent, Howard K. Smith (ML 5110) gives the Egyptian Prime Minister's views on the Soviet influence in Middle Eastern politics, his views of so-called Western colonialism, his point of view with regard to Israel.

These unrehearsed interviews—with the sound of sandstorm in the background—capture the fabric of history in the making, and are milestones in the development of the recording medium. They should have a gratifying sale in class shops and educational circles. Paul Ackerman.

New Pop Acts, Jazz LP's on Argo Agenda

CHICAGO—Leonard and Phil Chess stepped up activity on their new Argo pop label last week with several signings. An LP program was also plotted at the diskery.

Talent signed includes the Dick Lane Quartet of California, described as a vocal group in the idiom of the Hi-Lo's. Argo also signed the Ravens (minus old lead Jimmy Ricks) and warbler Danny Overbea. Both acts will cut pop material exclusively.

Argo plans to release its first four LP's in the next two weeks. These will be jazz sets with such artists as Ahmed Jamal, Pinky Waters and James Moody.

Prima, Smith, Nilssons on Cap Roster

HOLLYWOOD—Capitol Records added to its talent roster this week, signing the Nilsson Twins, Louis Prima and Keely Smith to term recording contracts.

The Nilsson Twins formerly recorded for Coral Records, with personal manager Barbara Belle handling negotiations for the contract. Prima and Miss Smith, currently appearing at the Hotel Sahara, Las Vegas, last appeared on RCA Victor. Both will do albums as well as singles, with their first recording session held here last week.

FIRE RAIFORD FOR DEFENSE OF NAT (KING) COLE

NEW YORK — Bob Raiford, erstwhile late-evening disk jockey, on WBT, Charlotte, N. C., arrived here this week following his dismissal from the station Thursday (12).

Raiford's firing came swiftly on the heels of his unauthorized on-the-air defense of singer Nat (King) Cole, following the attack on the latter by segregationists April 10 in Birmingham. Raiford made a tour of Charlotte the following day, with a tape recorder, interviewing citizens on their views of the Cole incident, in an attempt to show that such a thing could not happen in Charlotte.

In defense of their own position, WBT officials contended it was against station policy to take a stand on controversial issues, and that Raiford's pilgrimage with the tape unit was unauthorized.

Now at liberty, Raiford has indicated that job offers may be addressed to him in care of the Charlotte station.

4 LP's Set For Modern Album Debut

HOLLYWOOD—Aimed at further diversifying the operation of the company, Modern Records embarked on a series of expansion moves this week with the firm's initial release of package material. Indie diskery has set four LP's for its first release, with plans for an additional four sets in May to be followed by two new LP's each month thereafter.

First packages include material by Kay Starr and Errol Garner, recorded in concert work in the late forties; Red Callender; Don, Dick and Jimmy, and Joe Houston.

Saul and Joe Bihari, president and vice-president of the firm respectively, left on a nationwide sales tour of distributors and disk jockeys to introduce the firm's album line.

Savoy Inks Two Artists

NEW YORK—Herman Lubinsky, chief of Savoy Records, has added two artists to the roster, Big Maybelle and Little Esther. Freddy Mendelsson is recording both chanters this week, and expects to have sides out shortly. Big Maybelle's last label was Okeh. Little Esther was a big r.&b. artist on Savoy years ago.

FROM THE COLUMBIA PICTURE
ROCK AROUND THE CLOCK

"GIDDY UP A DING DONG"
FREDDY BELL AND THE BELLS

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

EDDIE LAYTON ORGANIST

Commencing Fourth Big Year
Park Sheraton Hotel, N. Y. C.
Exclusive WING Recording Artist

THE POOR PEOPLE OF PARIS

(Jean's Song)

** Recorded by:*

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

**Records listed alphabetically by companies.*

REG. CONNELLY MUSIC, INC.

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

HARMS, Inc.

From The Broadway Production
"STRIP FOR ACTION"

TOO YOUNG TO GO STEADY

ROBBINS MUSIC CORPORATION

BILL HALEY and HIS COMETS

R-O-C-K

Decca 29870

Valleybrook PUBLICATIONS, INC.
112 E. 54th Street
CHESTER, PENNA.

- WHO'S GONNA TAKE YOU TO THE PROM
- IT'S EASY
- A MAN IS AS GOOD AS HIS WORD
- ASK ME
- WATCHING THE WORLD GO BY

Bourne, Inc. 136 W. 52d St. N.Y.C., N.Y.

The everglowing standard

MOONGLOW

Sensationally featured in the Columbia Picture "Picnic"

MILLS MUSIC, INC.


All the news of your industry every week in The Billboard . . .

BMI Check List
OF NEW RECORD RATINGS BY THE TRADE PRESS

	Billboard	Cash Box	Variety
AUGUSTINE (Weiss & Barry)			
JULIUS LA ROSA (Victor)	79 (Good)	Disk of the Week	Good
A HEART TO CALL MY OWN (Blackwood)			
LISA KIRK (Columbia)	78 (Good)	B (Very Good)	Very Good
MONKY TONK ROCK (Trinity)			
BETTY JOHNSON (Bally)	78 (Good)	Sleeper of the Week	Very Good
I'VE GOT LOVE (Craggsmoor)			
JULIUS LA ROSA (Victor)	77 (Good)	Disk of the Week	Best Bet
I WANT YOU TO BE MY GIRL (Kahl)			
THE TEENAGERS & FRANKIE LYMON (Geo)	Best Buy	Sure Shot	
LITTLE GIRL OF MINE (Kahl)			
THE CLEFTONES (Geo)	R&B Best Buy	R&B Sure Shot	
THE DIAMONDS (Mercury)		Disk of the Week	
MR. TELEPHONE (Iris-Trojan)			
GISBLE MACKENZIE (Vik)	Spotlight	Sleeper of the Week	
MYSTIC MIDNIGHT (Gallatin)			
MARC FREDERICKS ORCH. (Dot)	75 (Good)	B (Very Good)	
NINE HUNDRED MILES (Womar)			
BILLY MERMAN (President)	75 (Good)	B (Very Good)	
ONE HEART (Roosevelt)			
GLORIA MANN (Decca)	75 (Good)	G+ (Good)	
THE PROMISE (George Thorn)			
ALAN DALE (Coral)	77 (Good)	Disk of the Week	Very Good
STAND ON THAT ROCK (Regent)			
EDDIE FONTAINE (Vik)	76 (Good)	G+ (Good)	
STOP (Sheldon)			
BILLY REGIS ORCH. (Victor)	76 (Good)	B (Very Good)	
TEENAGE GUY AND GAL (Harper House)			
THE MORRISON SISTERS (Deed)	75 (Good)	G+ (Good)	
THE WAYWARD WIND (Warman)			
GOGI GRANT (Era)	75 (Good)	Sleeper of the Week	
YOU CAN STILL COME TO ME (Charlo)			
RALPH CURTIS (Unique)	75 (Good)	G+ (Good)	Good

APRIL 22-28, 1956, IS MILITARY RESERVE WEEK. SUPPORT THE ARMED FORCES RESERVE ACT OF 1955 AND CO-OPERATE FULLY IN PROVIDING A VALUABLE PUBLIC SERVICE. MEN 17 TO 18 1/2 CAN DO BUT SIX MONTHS' ACTIVE DUTY AND SATISFY THEIR DRAFT OBLIGATION. THERE ARE U. S. ARMY TRAINING CENTERS THROUGHOUT THE NATION WHERE INFORMATION CAN BE OBTAINED.

BROADCAST MUSIC, INC. 589 FIFTH AVENUE NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL



Buyboard

NEW NEW NEW PROFIT-MAKERS NEW NEW NEW

A Great Debut on Capitol

JANE · CONNIE · BERYL
RUSSELL HAINES DAVIS



HE'S GOT TIME
THE MAGIC OF BELIEVING

record no. 3422

Multi-Million Record Seller

DEAN MARTIN



STANDING ON THE CORNER
(From "The Most Happy Fella")
WATCHING THE WORLD GO BY

record no. 3414

His Greatest Ever

JOE "FINGER'S" CARR



THE PORTUGUESE
WASHERWOMEN
LUCKY PIERRE

record no. 3418

Selling Bigger Than Ever on Capitol

GUY LOMBARDO



CHARLESTON PARISIEN
RINKA TINKA MAN

record no. 3411

BERT CONVY

BUCK RAM'S

HEAVEN ON EARTH



THE CHEERS

QUE PASA
MUCHACHA

record no. 3409

THE 4 FRESHMEN

GRADUATION DAY
LONELY NIGHT IN PARIS

record no. 3410



MARGARET WHITING

SECOND TIME IN LOVE

(From the Musical Production "Shangri La")

OLD ENOUGH

record no. 3412



EDDIE CALVERT

SERENADE

TAKING A CHANCE ON LOVE

record no. 3407



KLAUS HAMMERSCHMIDT

AND HIS HEIDELBERG HEPCATS

ROCK AROUND THE DANUBE
THERE'LL BE SOME CHANGES MADE, MINE HARE

record no. 3406

THE LOUVIN BROTHERS

HOPING THAT YOU'RE HOPING
CHILDISH LOVE

record no. 3413



WYNN STEWART

THE WALTZ OF THE ANGELS
WHY DO I LOVE YOU SO

record no. 3408

Foresight the Keynote of Disk Retailing Success

Southern Dealer Charts Profit Course and Sticks to Compass

By BILL SIMON

DURHAM, N. C. — Smart administration plus keen interest in all types of recorded music have made Paul Keyser's local Record Bar one of the most successful retail disk operations in the South.

Keyser sells records only, although he handles some small phonographs as an accommodation to disk customers, and he sells records in every category: Pop, classical, rhythm and blues, country and western, and jazz. He and his staff

promptly at 9:30. The session lasts for about two hours. Here, the staffers listen to all of the new releases and discuss them. Keyser explains why he did not order certain other records. For example, "such-and-such" a record is a cover, and he has stocked the original. Or perhaps, if a tune has been covered several ways, he'll carry just the original and the best of the cover versions. If the customer insists on the version he is not carrying, the clerk is advised

employees' interest at a maximum and confusion at a minimum. The result is that Keyser's help very rarely turns over. When he goes on vacation and his load is passed on to other staffers, he adds a bonus to their paychecks for those weeks.

Keyser has been in the disk business for 10 years. He is a business college graduate, and started his store after his release from the service, with only \$500 capital. He recalls that his opening order, arranged for him by Decca, consisted of \$400 worth of needles and \$100 worth of records. The other companies wouldn't even sell him needles until six months later. Fortunately, it was a sellers' market in those years, and he could sell anything he could buy.

Durham is a college town, and although the store's original emphasis was on rhythm and blues, Keyser's own keen interest in other categories as well as r.&b. was eventually to bring in the classical and package trade that currently accounts for a large share of his total take.

Today, Keyser notes the considerable overlapping of categories and makes sure that none of his customers feel slighted. Carl Perkins, for example, will have his disks displayed in pop, country and r.&b. racks simultaneously. The platters may be found in both pop and r.&b., etc.

The Record Bar does not carry too many different package labels. It boasts fairly complete catalogs on seven or eight classical lines, but on smaller labels, will carry only the national best sellers. The same goes for jazz. The reason is that these smaller lines can louse up Keyser's tight administrative control. Some, he observes, are too unstable in their prices. Others simply don't have distributors close enough to Durham.

Discount Pitch

Recently, although he insists he wasn't under real pressure to do so, Keyser offered 20 per cent discount on all LP's listing from \$3.98 up. He feels that this new discount policy, which he advertises liberally, has gotten back a number of customers he had lost to mail-order advertisers. The latter, it seems,

(Continued on page 30)

The features beginning on this page comprise a special section for record-phono dealers. As case histories, they stress facets of retailer operations instrumental in building volume for the stores described. It is hoped that dealers generally may find in these features some thoughts which can be used constructively in their own operations.

have made it a point to know everything they have to know about each of these categories.

Keyser's stock is departmentalized, and in all departments he keeps his stock fluid, but full and up-to-the-minute. He knows when to cut his inventory to the bone in order to be prepared for the special deals offered by the companies. He's a real record man, with his finger on the national, as well as the regional, record-buying pulse.

Keyser spends about 90 per cent

to take a special order. If a customer walks in while the meeting is on, the staffers continue listening and Keyser himself handles the counter.

Friday morning, if it happens to be summer, Keyser plays golf. In brisker seasons, he takes a fast inventory of his more active stock, which he then phones to his Charlotte jobbers. One-day service brings delivery in time for the Saturday rush. Saturday, of course, it's all hands on deck.

Such organization keeps em-



This is the interior of Paul Keyser's Record Bar in Durham, N. C. Keyser emphasizes up-to-the-minute stock care in the four separate departments he maintains for pop, rhythm and blues, country and western, and classical disks. Keyser recently inaugurated a discount policy on high-ticket LP's.

of his own time on inventory and promotion. There are three other persons on his staff, including Mrs. Keyser, who is his administrative assistant. Keyser buys what he wants to promote, and trains his staff to sell what he buys. Outside of his minute care to inventory and to special orders, this operation rules out time-consuming clerical functions, such as would be required if he carried charge accounts. The Record Bar runs a cash business.

Weekly Routine

This is Keyser's own weekly routine:

On Monday, he spends the entire day preparing for his Tuesday buying expedition to Charlotte. This involves checking his special orders and his stock bins. On Tuesday, he drives to Charlotte, 150 miles away, to pick up everything he needs from the distributors there. On Wednesday morning, he puts the new stock away on the shelves and in bins, and in the afternoon he visits Durham's four radio stations to spot the records he'll be featuring during the week.

On Thursday morning, and this is one of the keys to his success, Keyser holds a meeting of his staff

Disk-Phono Nuptials Solid Pay-Off for Jersey Dealer

By REN GREVATT

MONTCLAIR, N. J.—Perdue Radio Company, long-time disk outlet here, is reaping the sales rewards of "marrying" records to phonographs.

Robert Perdue, who, with his father, C. W. Perdue, operates the more than 30-year-old business, classifies the disk sector as the "appetizer" which helps to whet buyers' desires for any of more than a score of brands of hi-fi components and finished units further back on display.

As the customer enters the store, he is greeted by an attractively paneled disk area which features a heavy emphasis on packaged material.

Perdue's has carefully developed a class trade. From the standpoint of dollar volume, LP's outsell singles in a ratio of almost 10 to 1 in the store. A healthy share of

the LP business, by the same token, is classical material. Cultivation of this segment of the disk market has paid off for the store, according to Perdue, in a continuing increase in the sale of single unit hi-fi sets as well as components.

Phono Movement

However, Perdue indicates that the "up front" handling of disks pays out only in terms of increased phono movement in the store. He readily admitted that by themselves, the disks are largely a break-even operation, chalking the difficulty up to discounters and mail-order disk dealers. The latter have hurt the business substantially, he said.

Perdue's is well within the New York City commuting radius, and within the sphere of influence of Sam Goody, Record Hunter, etc.

Importance of disks as an equipment merchandising medium

MIDWEST'S TOPPER

Higbee's Ups Sales 400% in 4 Years

By JUNE BUNDY

CLEVELAND — A complete record stock, an astute buyer and heavy promotion—with strong emphasis on high-fidelity clinics and local radio—has enabled the Music Center of Higbee's department store here to increase its record and phono sales 400 per cent during the past four years.

Although the Higbee operation is naturally set up on an expansive scale, many facets of its sales and promotional programs might advantageously be adopted on a modified basis by the smaller dealer.

Under the direction of Cal Jones, the Music Center has prospered so much since it moved into its present top-floor headquarters four years ago that today it sells more records, phonos and pianos than any department store member of the Associated Merchandising Corporation, and is rated the biggest retail record operation in Ohio and the biggest music center in the Midwest.

Higbee's record buyer Betty Elkin maintains a record stock of about \$70,000, 30 per cent in classical. Classical and pop recordings are quartered in separate rooms in keeping with Jones' theory that each category requires a different

sales approach. The classical room operates on a more leisurely, luxurious basis, with comfortable, specially equipped hi-fi listening booths, while the pop room is geared for a faster turnover, with stand-up listening facilities.

Phono Sales Pitch

Phonos are sold in still another room, but all phono salesmen automatically escort their customers to one of the two record rooms—depending upon their preferences—and turn them over to the record clerks for advice on building their libraries. At the same time, of course, records are displayed in the phono rooms and utilized for demonstration purposes.

The Music Center has at least one outside window display at all times, and recently Higbee's devoted eight windows to the Center. Records were displayed in all eight windows—along with phonos, instruments, sheet music, etc., and one window was exclusively devoted to disks.

Getting people into their stores is a problem for all dealers, but it is a particular problem for the Music Center, since it is located on the store's 12th floor. The last selling floor (for other merchandise) is seven flights up. To make it even

(Continued on page 35)

EMI'S 'BROWSERIE'

London's Showcase For Self-Service

LONDON — Although self-service was primarily pioneered by U. S. record dealers, one of the most effective, and certainly the most streamlined, self-service operations today is conducted here in London by His Master's Voice, the Gramophone Company, Ltd., Electric & Musical Industries' giant "showcase" music store.

George M. Fenwick, who heads up EMI's record retailer operations and manages His Master's Voice, started to experiment with self-service about 18 months ago. On the basis of these tests, and a survey he made of U. S. self-service set-ups during a visit to this coun-

try last year, Fenwick launched "The Browserie," a complete self-service operation, on the lower floor of his Oxford Street store in November, 1955, marking England's first such large-scale, help-yourself record department.

The Browserie occupies 5,000 square feet, and has a stock of 20,000 disks—all speeds and musical categories. Fenwick, meanwhile, has continued the store's old record department on the ground floor, where those who prefer personalized service may shop leisurely. This section (which covers 5,700 feet), combined with the Browserie, makes His Master's Voice unique, according to Fenwick, in that it now devotes more space exclusively to record merchandise than any other store in the world.

Fine Layout

The new self-service department, designed by one of England's finest architects, Joseph Emberton, is a strikingly attractive layout, featuring a pastel color scheme, and Capitol Records' modernistic browser boxes in a central area. Three sides of the room are taken up by 33 individual listening booths, lined through with acoustic insulating material, so that — the open-fronted — they are nevertheless virtually sound-proof listening rooms. Each booth has a built-in amplifier and loudspeaker just above head level, while a three-speed record player is set up on a shelf outside each booth. A big teen-age draw is the store's "press-button listening board," which offers "hits at your finger tips." (See photo on this page.)

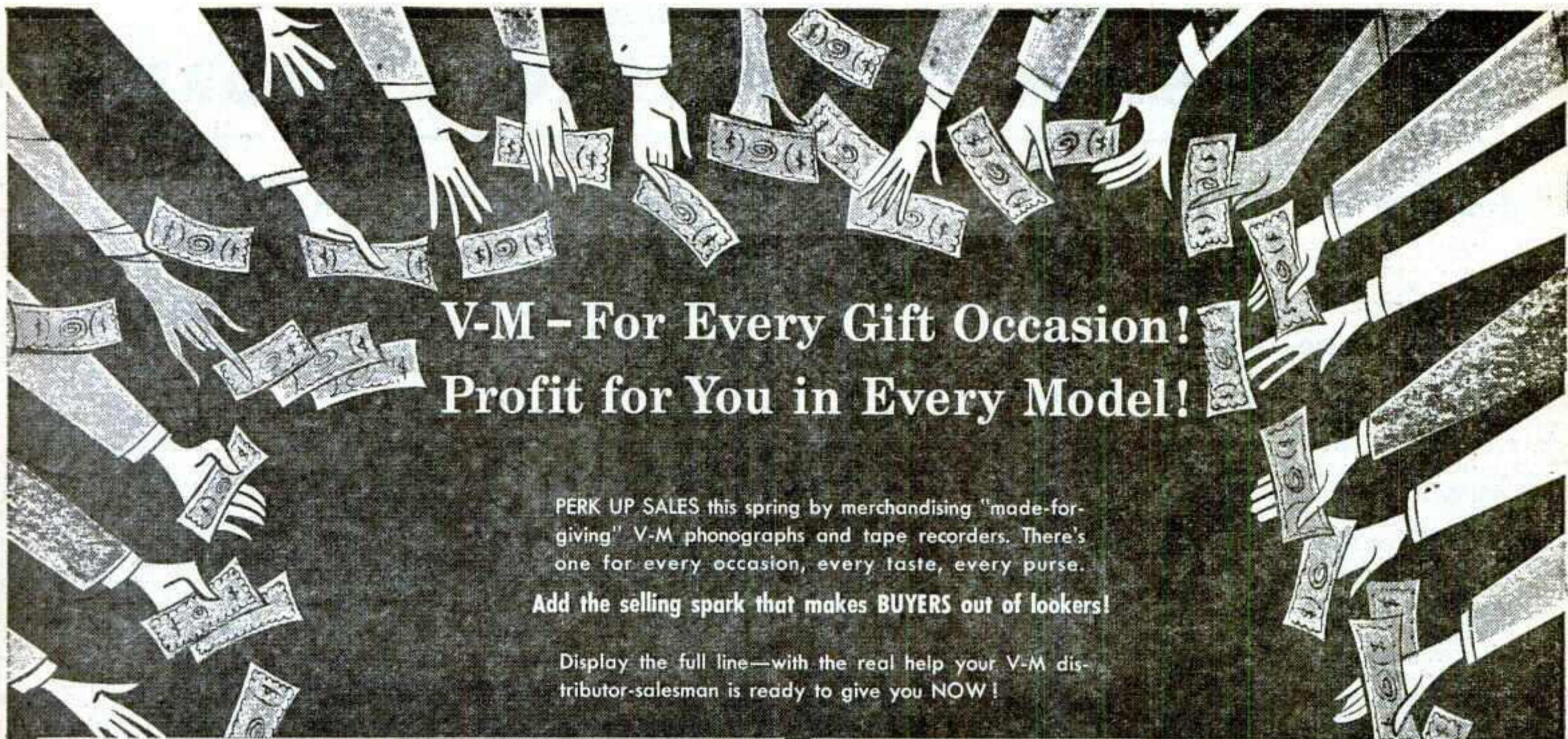
All LP's are placed in sealed "polythene" bags, which can only be opened by a "counter assistant." The bags, which also carry the number of the record and browser box from which it has been taken,

(Continued on page 36)

is pointed up by a comparison of the current store layout with its former set-up. Until four years ago the entire front was occupied with equipment—TV, phonos and playing units and combination of all three. Far to the rear was the record department.

At the time of the switch-over, by taking over the space of its next door neighbor, Perdue's expanded its floor space by 100 per cent. Since this more or less coincided with the national spurt in hi-fi interest, the opportunity was there to lay the store out in systematic, step-by-step fashion. That's when the records moved to the fore on the new side of the store. Beyond the record section to the rear can be found many types of small table model and clock radios. From a balcony in the rear the attractive hi-fi department with more of the

(Continued on page 36)



**V-M - For Every Gift Occasion!
Profit for You in Every Model!**

PERK UP SALES this spring by merchandising "made-for-giving" V-M phonographs and tape recorders. There's one for every occasion, every taste, every purse.

Add the selling spark that makes BUYERS out of lookers!

Display the full line—with the real help your V-M distributor-salesman is ready to give you NOW!

**For
Mother's
Day**



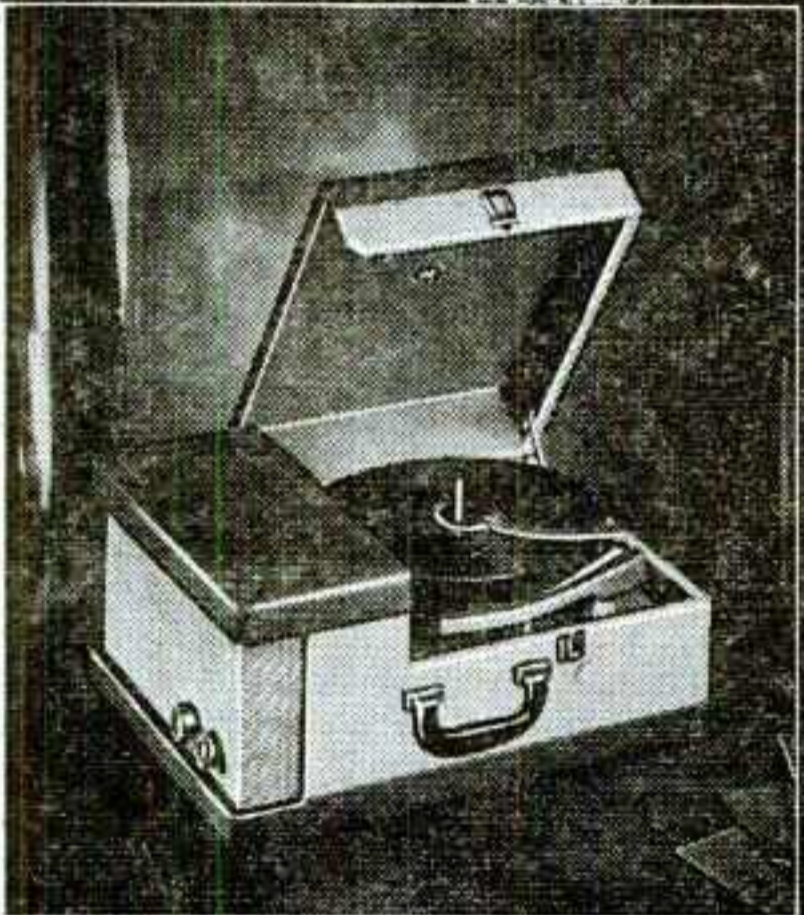
The Fabulous 'Fidelis'® Model 560. Plays all record sizes and speeds automatically with authentic high fidelity. Blonde or mahogany finish, \$149.95* list. Walnut or ebony finishes slightly more. Legs available in black or brass finish with record shelf.



**For Weddings,
Anniversaries**



V-M Model 556 High Fidelity Portable Phonograph. Flawless reproduction thanks to 8" speaker, 4" tweeter, 500% reserve-power amplifier. Automatic four-speed changer, of course. In two-tone gray, \$119.95* list.



**For
Graduation
Day**



NEW V-M 'Teentime' 45 Portable Phonograph. Here's the one today's well-heeled teenagers want the most! Amazing tonal qualities, automatic changer that plays a stack of a dozen or more "pop" records. A pert package of portable pleasure. Smart two-tone case. \$39.95* list.



**For
Anyone's
Birthday**



V-M 'Playtime' Model 210 4-Speed Portable Phonograph. Plays all record sizes and speeds, goes anywhere and everywhere. Beautifully styled, has front-opening speaker, lists at just \$29.95*.

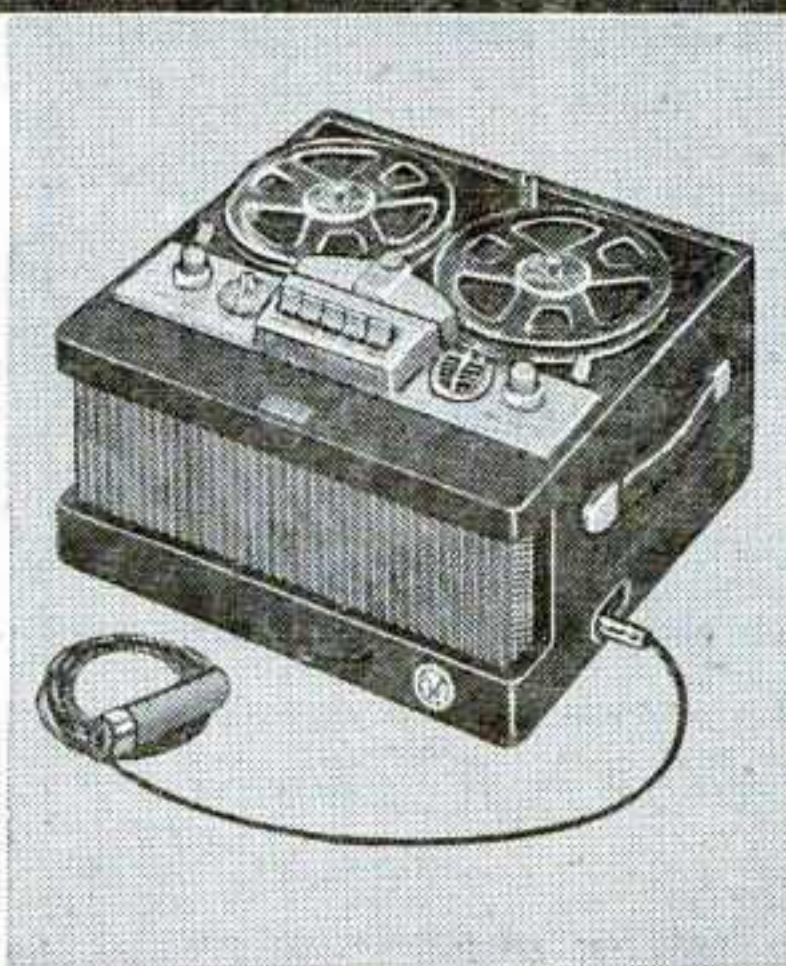
*Slightly higher in the West.



**For
Father's
Day**



V-M tape-o-matic® Model 710. Completely NEW! Has 5 watts of hi-fi output, bigger woofer in dual-speaker system, new external amplifier jack, many more plus-features. Can be adapted to play binaural tapes. Just \$189.95* list.



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WORLD'S LARGEST MANUFACTURER OF
PHONOGRAPHS AND RECORD CHANGERS

The Billboard Buying and Programming Guide

BEST SELLING PACKAGED RECORDS

• Classical Albums (Over-all)

Albums are ranked in order of their national sales strength at the retail level as determined by surveys of top dealers in all key markets this month.

1. TCHAIKOVSKY: PIANO CONCERTO NO. 1—Gileis, Chicago Symphony (Reiner) RCA Victor LM 1969
2. SHOSTAKOVITCH: VIOLIN CONCERTO—Oistrakh, New York Philharmonic (Mitropoulos) Columbia ML5077
3. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN—Minneapolis Symphony (Dorati) Mercury MG 50054
4. GROFE: GRAND CANYON SUITE; COPLAND: EL SALON MEXICO—Boston Pops Orchestra (Fiedler) RCA Victor LM 1928
5. VIVALDI: CONCERTO IN A MINOR FOR TWO VIOLINS; BACH: VIOLIN CONCERTOS NOS. 1 AND 2—Oistrakh, Stern, Philadelphia Orchestra (Ormandy) Columbia ML 5087
6. OFFENBACH: GAITE PARISIENNE; MEYERBEER: LES PATINEURS—Boston Pops Orchestra (Fiedler) RCA Victor LM 1817
7. BRAHMS: DOUBLE CONCERTO IN A MINOR—Stern, Rose, New York Philharmonic (Walter) Columbia ML 5076
8. BACH: GOLDBERG VARIATIONS—Glen Gould Columbia ML 5060
9. TCHAIKOVSKY: SWAN LAKE, ACTS 2 AND 3—NBC Symphony.. (Stokowski) RCA Victor LM 1894
10. RIMSKY-KORSAKOFF: SCHEHERAZADE—Pittsburgh Symphony (Steinberg) Capitol P 8305
11. STRAVINSKY: THE FIREBIRD—Orchestra de la Suisse Romande (Ansermet) London LL 1272
12. RESPIGHI: PINES OF ROME; FOUNTAINS OF ROME—NBC Symphony (Toscanini) RCA Victor LM 1768
13. BEETHOVEN: VIOLIN CONCERTO—Milstein, Pittsburgh Symphony (Steinberg) Capitol P 8313
14. BEETHOVEN: SYMPHONY NO. 3 ("EROICA")—Pittsburgh Symphony (Steinberg) Capitol P 8334
15. DEBUSSY: LA MER; NOCTURNES—Boston Symphony (Monteux) RCA Victor LM 1939
16. RAVEL: DAPHNIS ET CHLOE—Boston Symphony (Munch) RCA Victor LM 1893
17. BEETHOVEN: SYMPHONY NO. 5; SCHUBERT; SYMPHONY NO. 8 ("UNFINISHED")—Boston Symphony (Munch) RCA Victor LM 1923
18. DUETS BY DVORAK, MONTEVERDI AND CARISSIMI—Elizabeth Schwarzkopf & Irmgard Seefried Angel 35290
19. PROKOFIEEFF: VIOLIN & PIANO SONATA NO. 1; LECLAIR: VIOLIN & PIANO SONATA NO. 3; LOCATELLI-YSAYE: VIOLINE & PIANO SONATA IN F MINOR ("AU TOMBEAU")—David Oistrakh & Vladimir Yampolsky RCA Victor LM 1987
20. MENDELSSOHN: VIOLIN CONCERTO; TCHAIKOVSKY: VIOLIN CONCERTO—Francescatti, New York Philharmonic (Mitropoulos) Columbia ML 4965

• Popular Albums (Over-all)

Albums are ranked in order of their national sales strength at the retail level as determined by surveys of top dealers in all key markets this month.

1. BELAFONTE—Harry Belafonte RCA Victor LPM 1150
2. ELVIS PRESLEY RCA Victor LPM 1254
3. THE MAN WITH THE GOLDEN ARM—Sound Track Decca DL 8257
4. SONGS FOR SWINGIN' LOVERS—Frank Sinatra Capitol W 653
5. CAROUSEL—Sound Track Capitol W 694
6. FOUR FRESHMAN AND FIVE TROMBONES Capitol T 683
7. OKLAHOMA!—Sound Track Capitol SAO 595
8. THE BENNY GOODMAN STORY, VOLS. 1 AND 2 Decca DL 8252, 8253
9. JULIE IS HER NAME—Julie London Liberty 3006
10. SPARKLING STRINGS—Lawrence Welk Coral 57011
11. THE STUDENT PRINCE—Mario Lanza RCA Victor LM 1837
12. SO SMOOTH—Perry Como RCA Victor LPM 1085
13. MUSIC TO CHANGE HER MIND—Jackie Gleason Capitol W 632
14. TV FAVORITIES—Lawrence Welk Coral 57025
15. MUSIC FOR LOVERS ONLY; MUSIC TO MAKE YOU MISTY—Jackie Gleason Capitol W 475
16. BALLADS OF THE DAY—Nat (King) Cole Capitol T 680
17. MARK TWAIN—Harry Belafonte RCA Victor LPM 1022
18. SERENADE—Mario Lanza RCA Victor LM 1996
19. ROMANTIC JAZZ—Jackie Gleason Capitol W 568
20. THIS LUSTY LAND—(Tennessee) Ernie Ford Capitol T 700
21. ROGER WILLIAMS Kapp KL 1012
22. SHAMROCKS AND CHAMPAGNE—Lawrence Welk Coral 57036
23. IN THE WEE SMALL HOURS—Frank Sinatra Capitol W 581
24. I LOVE PARIS—Michel LeGrand Columbia CL 555
25. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason Capitol W 509
26. SOFT AND SWEET—Three Suns RCA Victor LPM 1041
27. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" RCA Victor LPT 3057
28. LOVE ME OR LEAVE ME—Doris Day Columbia CL 710
29. SONG HITS FROM THEATERLAND—Mantovani London LL 1219
30. MY FAIR LADY—Original Cast Columbia OL 5090

• Pop Instrumental

1. SPARKLING STRINGS—Lawrence Welk Coral 57011
2. MUSIC TO CHANGE HER MIND—Jackie Gleason Capitol W 632
3. TV FAVORITES—Lawrence Welk Coral 57025
4. MUSIC FOR LOVERS ONLY; MUSIC TO MAKE YOU MISTY—Jackie Gleason Capitol W 475
5. ROMANTIC JAZZ—Jackie Gleason Capitol W 568
6. SHAMROCKS AND CHAMPAGNE—Lawrence Welk Coral 57036
7. I LOVE PARIS—Michel LeGrand Columbia CL 555
8. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason Capitol W 504
9. SOFT AND SWEET—Three Suns RCA Victor LPM 1041
10. MUSIC FOR DINING—Melachrino Strings RCA Victor LPM 1000

• Jazz

1. JAZZ: RED, HOT AND COOL—Dave Brubeck Columbia CL 699
2. THE BENNY GOODMAN STORY—Sound Track Decca DL 8252, 8253
4. CARNEGIE HALL JAZZ CONCERT 1938—Benny Goodman Columbia OSL 160
5. THIS IS CHRIS—Chris Connor Bethlehem BCP 20
6. BRUBECK TIME—Dave Brubeck Columbia CL 622
7. LULLABY OF BIRDLAND RCA Victor LPM 1146
8. CONCORDE—Modern Jazz Quartet Prestige 7005
9. TROMBONE FOR TWO—J. J. Johnson & Kai Winding Columbia CL 742

• Opera

1. MOZART: DON GIOVANI—Siepi London XLLA 34
2. VERDI: AIDA—Milanov RCA Victor LM 6122
3. PUCCINI: TOSCA—Callas Angel 3508
4. MOZART: THE MAGIC FLUTE—Streich Decca DX 134
5. VERDI: LA FORZA DEL DESTINO—Tebaldi London XLLA 37
6. PUCCINI: MADAME BUTTERFLY—Callas Angel 3523
7. VERDI: AIDA—Callas Angel 3525
8. MOZART: THE MAGIC FLUTE—Gueden London XLLA 33
9. PUCCINI: LA BOHEME—Albanese RCA Victor LM 6006
10. BIZET: CARMENT—Stevens RCA Victor LM 6102

• Solo Instrumental

1. BACH: GOLDBERT VARIATIONS—Glenn Gould Columbia ML 5060
2. FAVORITE CLASSICS—Leonard Pennario Capitol P 8312
3. BEETHOVEN: PIANO SONATAS NOS. 8 ("PATHETIQUE") & 23 ("APPASSIONATA")—Arthur Schnabel RCA Victor LM 1908
4. CHOPIN: WALTZES—Artur Schnabel RCA Victor LM 1892
5. RAVEL: LA VALSES; VALSES NOBLES ET SENTIMENTALES; J. STRAUSS: WALTZES; DE-LIBES: NAILA—Leonard Pennario Capitol P 8294
6. THE ART OF SEGOVIA—Andres Segovia Decca DL 9795
7. BEETHOVEN: PIANO SONATAS NOS. 8 ("PATHETIQUE") & 14 ("MOONLIGHT")—Walter Gieseking Angel 35025
8. CHOPIN: NOCTURNES—Guimaraes Vox 9632
9. BACH: TOCCATA AND FUGUE IN D MINOR—E. Power Biggs Columbia ML 4500
10. CLEMENTI: SONATAS—Vladimir Horowitz RCA Victor LM 1902

EXCLUSIVE ON RCA VICTOR

A THRILLING NEW ALBUM CONTAINING

21 COMPLETE "OSCAR" SONGS !

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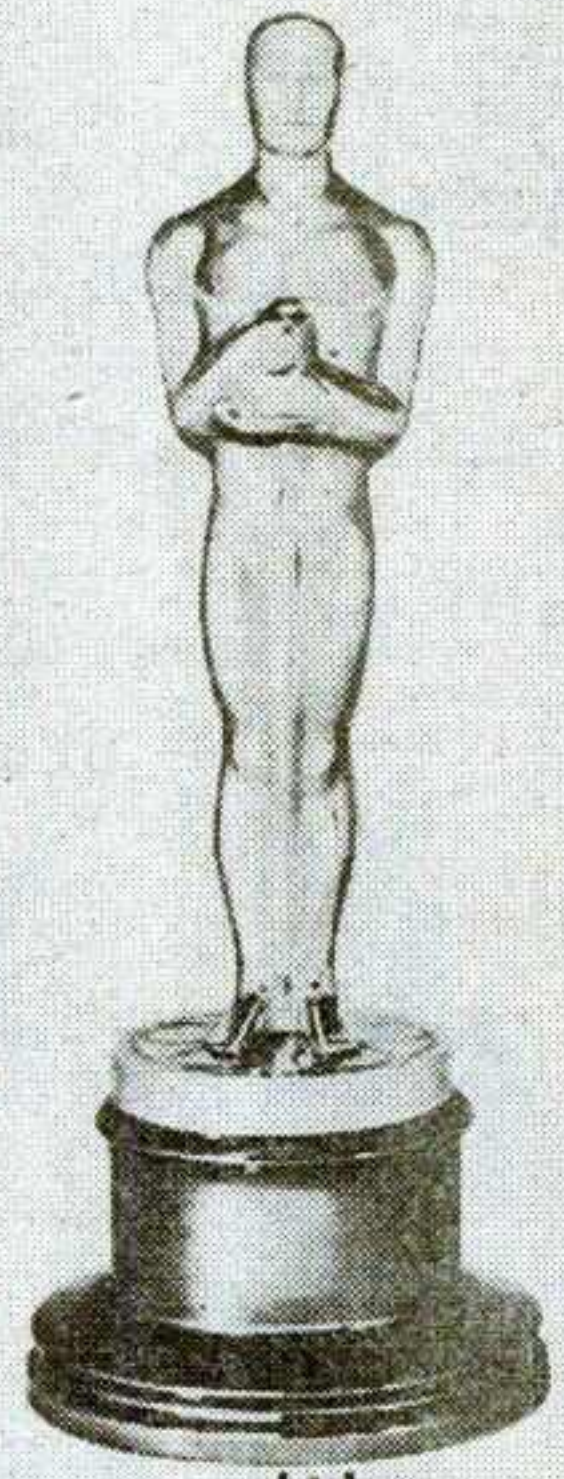
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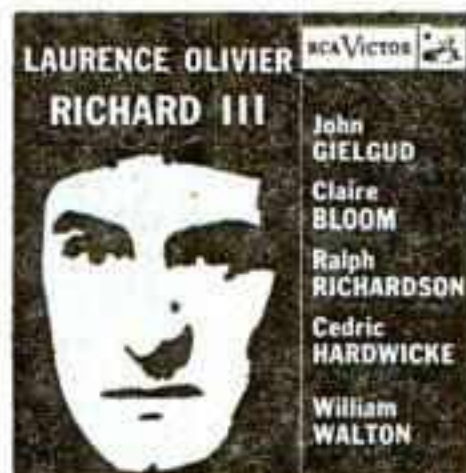
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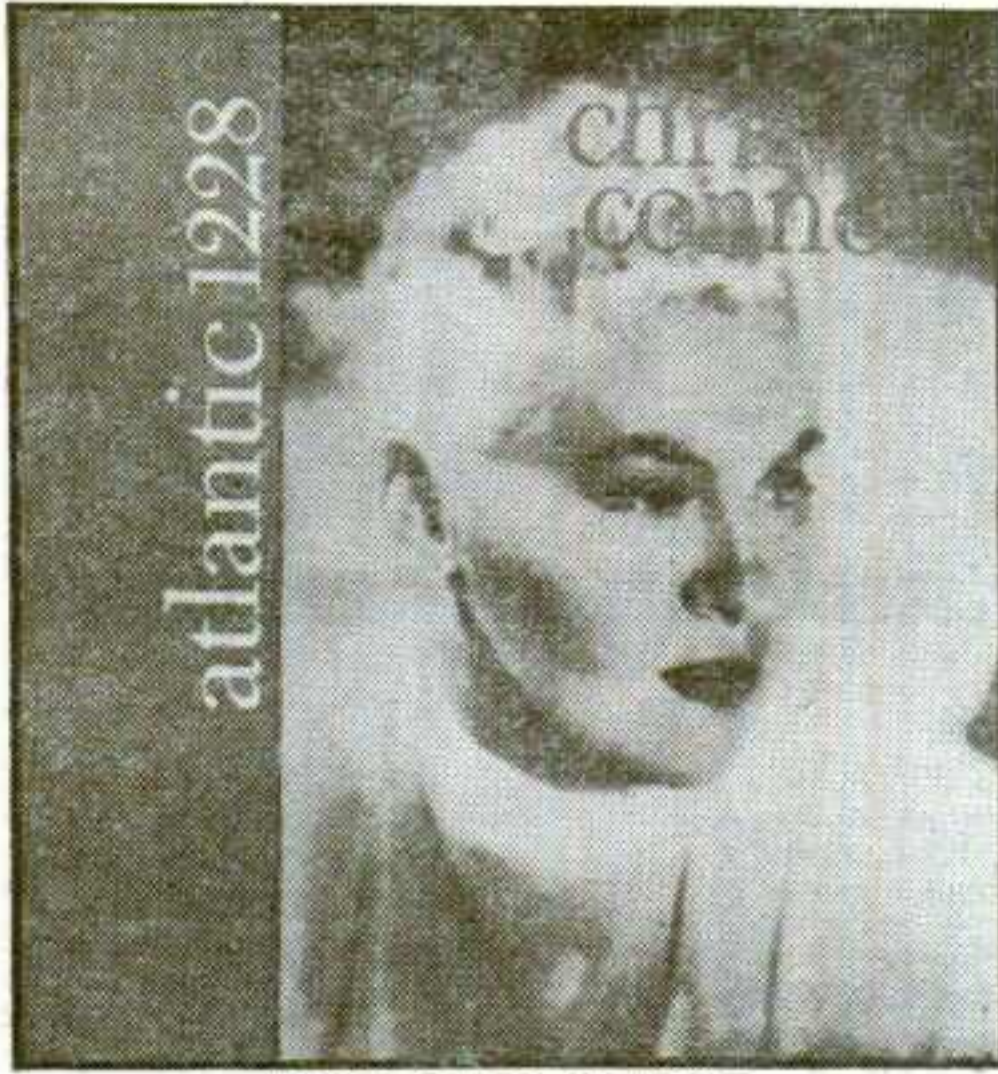
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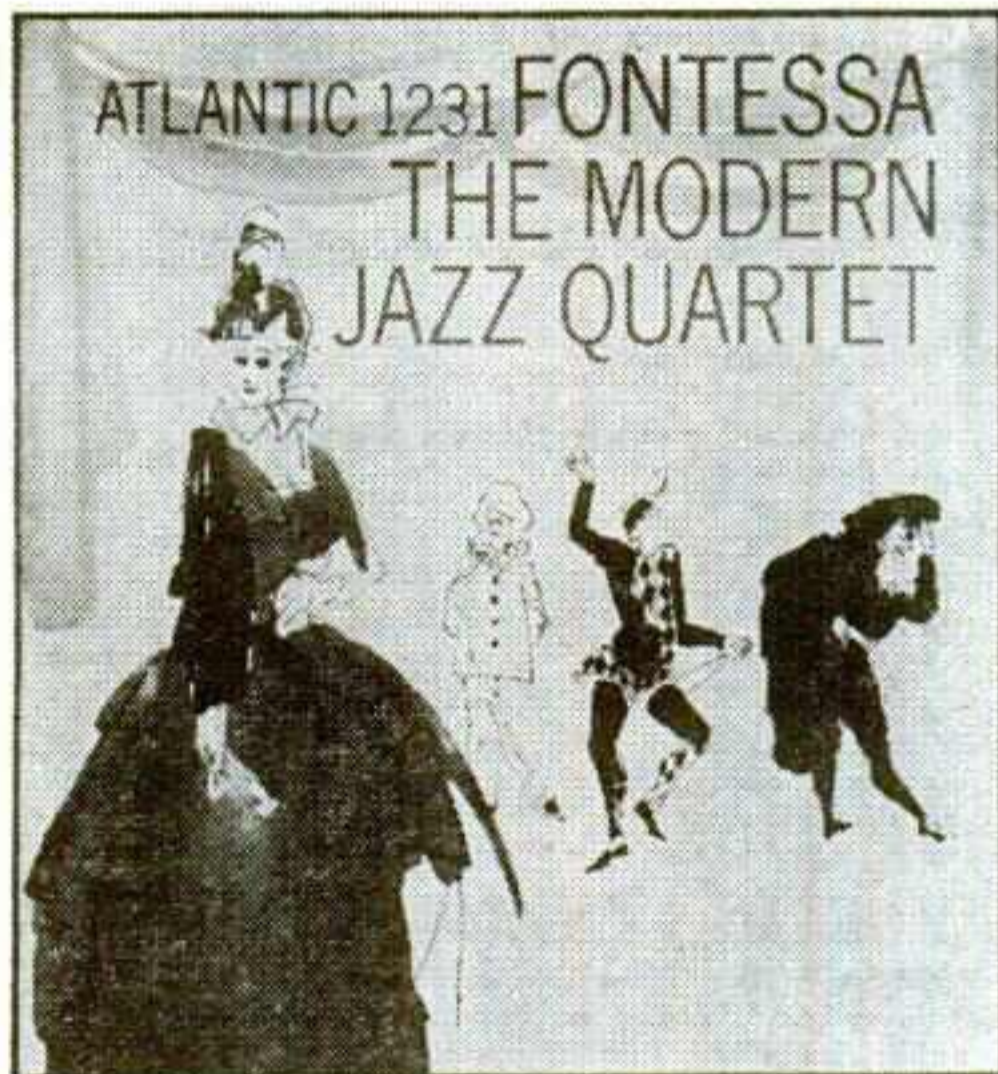


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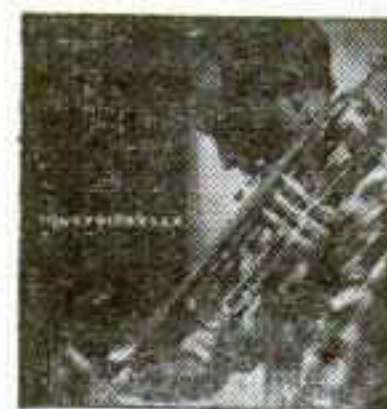
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1225 TRIBUTE TO BENNY GOODMAN—JESS STACY & THE FAMOUS SIDEMEN



1220 TONY FRUSCELLA

Foresight Keynote Of Disk Retailing

• Continued from page 26

had taken a good chunk of business from the local colleges, which include Duke University and the U. of North Carolina.

Keyser doesn't feel that the discount cuts too deeply into his profits, because much of his buying is taking advantage of the big seasonal "deals" offered by the companies. In order to play these to his fullest advantage, he cuts his stock to the bone in, for example, March. Then, when the deals come around, he has the space and the cash to take a good plunge. He keeps fluid by taking full advantage, also, of return privileges. Few items stay in stock long enough to qualify as "dogs." He finds his distributors extremely co-operative, and consequently is similarly loyal to them.

Physically, the Record Bar is about 20 ft. wide and 75 ft. long, with no basement. He keeps one sample of each LP on the open shelves in a white cellophane cover. These are filed numerically by company, which requires constant care by the clerks.

There is one record player on the counter, and four open listening booths. But Keyser doesn't encourage long stays by auditioners, and the set-up is such that the customers know they can't settle down for an afternoon concert.

Keyser's special order system is simple but, in a well organized store of this type, thoroly effective.

The clerk writes down the date, customer's name, speed and title on a 3x5 card, and files it by the customer's name. On Monday, Keyser goes thru the cards when making up his distributor orders. On Tuesday, if the distribut doesn't have the item, Keyser notifies the customer, gives him an idea of how long it will take to get the disk, and asks if he cares to wait. He estimates that a delayed order usually takes five extra days. When the record arrives, he sends the customer a form card of noti-

fication. Keyser never asks for a deposit, and estimates that 70 per cent of the people placing orders come in to pick them up. Which is fine with him. The unclaimed disks go into stock or back on the next return.

His LP inventory is kept simply. When a disk is sold, the number and title are written down on a piece of paper. It's replaced immediately from reserve stock, but if there is no reserve, the paper is marked "no." Singles are kept in open bins, and Keyser prefers vertical to horizontal display of these. Each bin has its title strip with the name of the artist and both selections. He keeps only one coupling in each slot, and is definitely opposed to "miscellaneous" bins.

Frequently, with singles, Keyser will take a fast, visual inventory. Since he and his girls concentrate on records and know pretty much what the score is, they can determine at a glance what is moving and how fast.

Bargain Racks

For point-of-sale promotion, the store keeps up four bargain racks. Also, it has one section marked "standards," in which the main stock is the Victor Gold Standard Series. These, says Keyser, sell very consistently. His windows usually carry a list of top pops, and makes a special point of naming prices.

Ad-wise, the concentration is on "specials." These are usually "plug" records or price leaders. The store has six singles slotted each day on the local radio. Also, it runs the usual ads, often co-op deals in the radio section of the local newspapers.

Keyser makes potent use of co-op ad offers, when the companies run their big gimmick promotions. For example, he went along with the Columbia Mail-Order Club, and claims that he did "reasonably well" with it. He still accepts members. The RCA Victor "Save-on-Records" Coupon Plan, was promoted on radio and in the papers, Keyser gave a book with any \$3.98 LP, and claims that his success with the deal was "terrific." He also subscribes to Angel's sealed packages.

The Record Bar buys every LP release across the board on Victor, Columbia, Capitol, Mercury, Angel, Decca, M-G-M and London, stocking at least one of each. But nobody in the store attempts to sell any disk unless personally convinced that it's good.

All of which helps explain, why Paul Keyser and the Record Bar have earned a reputation for honesty, fair dealing and highly informative, helpful service.

Free Records In Your Hat

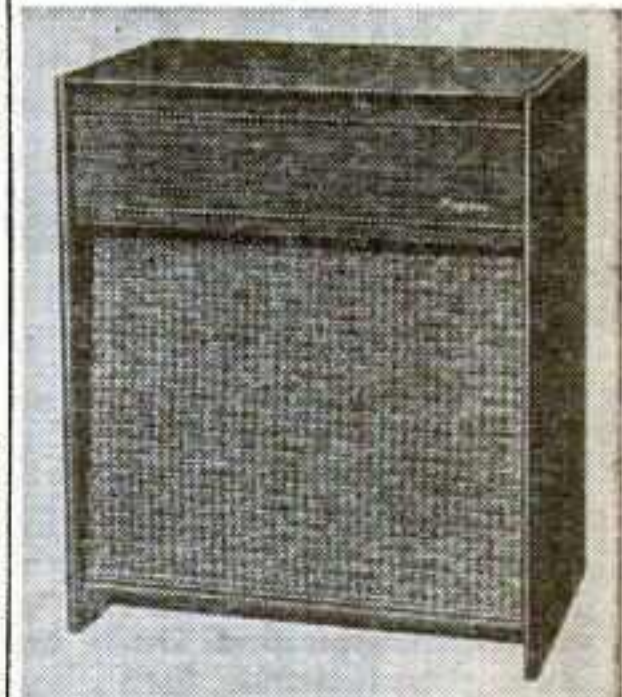
NEW YORK—One unique use of premium acetate records was worked out recently by Bing Crosby Phonocards and sold to the Volk Bros.' Hat Company here. This manufacturer of novelty hats has a new lid which includes a recording of "Rock Around the Clock" stuck in the top. The item is tagged the "Rock 'n' Roll Hat," and it's being sold to carnival folk, etc., for \$5.35 per dozen in assorted colors, with "sizes to fit all heads."

The company has used almost 300,000 of the disks so far and will order more for "as long as the demand continues."

Settlement Due In 'Love' Suit

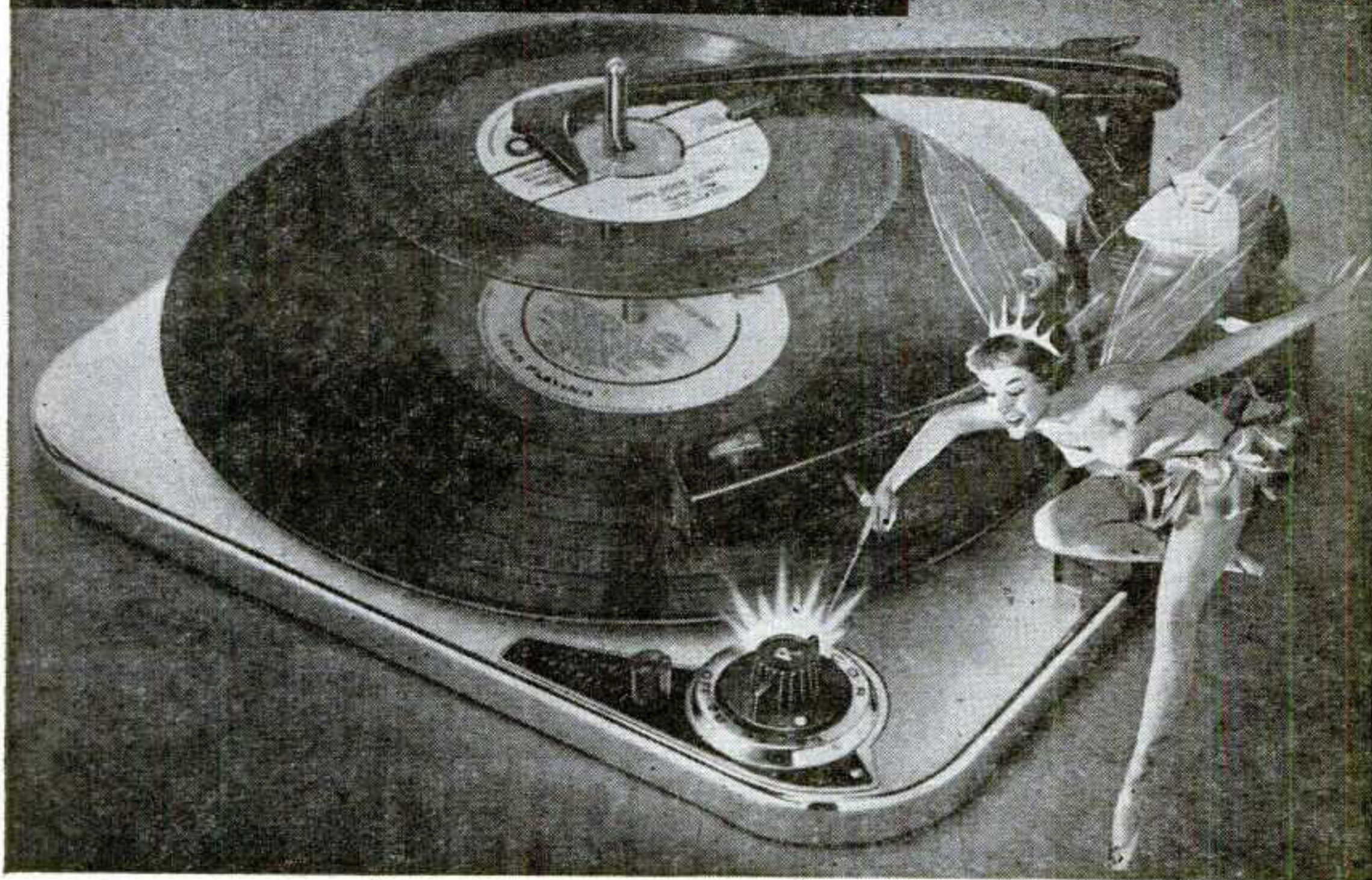
NEW YORK—A settlement is now being worked out in the suit of Robbins Music Corporation against Prestige Records and Robert Weinstock, exec of the diskery.

Preliminary basis for settlement of the suit, which involved alleged infringement on the tune "I'm in the Mood for Love," was reached in a pre-trial examination during the past week before federal Judge Kaufman here. The plaintiff charged that "Moody Mood for Love," a jazz arrangement of the original tune, was recorded without licence or notice of user.

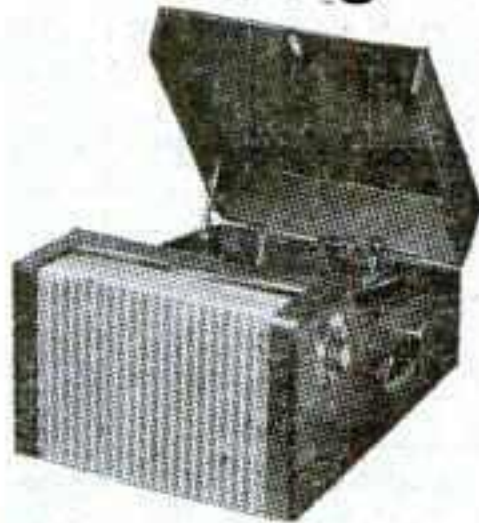


The Magnavox Magnasonic 420 (pictured above), and smaller counterpart, Magnasonic 210, have been changed in styling and acoustical cavity design. Model CP291B is the phonograph while the radio-phonograph combination has been tabbed as Model 292B. Electronic equipment in each remains the same as in the past.

It thinks as it plays!



The new amazing **WEBCOR "MAGIC-MIND"** fonografs change speeds automatically!



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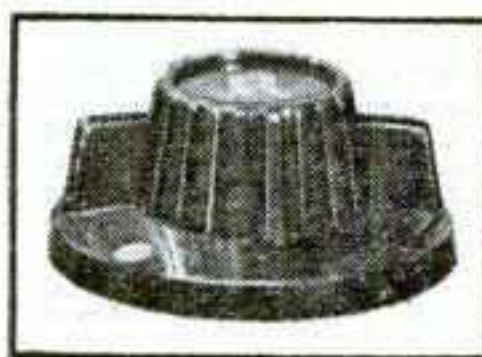
Other Webcor automatic fonografs from \$59.50 to \$275.00*
*Prices slightly higher West and Southwest.

It's sheer magic! The new Webcor **MAGIC MIND** is the most amazing record playing mechanism since Webcor developed the first practical low-priced diskchanger!

Just stack up any assortment of 45 and 33 1/2 rpm records you want to play . . . 7", 10", and 12", all mixed up in any sequence. Regardless of speed or size Webcor's **MAGIC MIND** automatically selects the proper turntable speed, and sets the tone arm down accurately on the starting groove!

SEE IT WORK! It's magic! At any of the Webcor dealers listed on this page!

Another **WEBCOR First!**



The **"MAGIC-MIND"**

Watch this **MAGIC MIND** Speed Selector operate by itself on microgroove records! It automatically turns from 33 1/2 to 45 rpm and back again, as each record comes along! (Plays 78 rpm records, too, of course!)

All music sounds better on a

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NO CUSTOMER

will even consider another fonograf once he sees

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And why should he? At no extra cost . . . your customer gets the finest instrument on the market today . . . PLUS the **MAGIC MIND** — the greatest feature since the invention of the fonograf!

No other fonograf today has this automatic speed selector for microgroove records! It's the hottest . . . most natural sales clincher you ever saw!

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Southern Radio Supply Co., New Orleans
- Maine—Nelson and Small, Inc., Portland
- Maryland—Allied Appliance Dist., Baltimore
- Massachusetts—DeMambo Radio Supply Co., Boston, Worcester
Soundco Electronic Supply, Springfield
- Michigan—Allied Music Sales Corp., Detroit
Radio Electric Supply Co., Grand Rapids
- Minnesota—Lew Bonn Co., Duluth, Mpls., St. Paul
Mississippi—Brown Music Co., Jackson
- Missouri—Fridley Bros., Inc. Kansas City, St. Louis
Mardick Distributing Co., Joplin
Ozark Motor & Supply Co., Springfield
- Montana—Electronic Supply Co., Billings
- Nebraska—Omaha Appliance Co., Omaha
- Nevada—Osborne & Dermody, Inc., Reno
- New Hampshire—DeMambo Radio Sup. Co., Manchester
- New Jersey—All-State Distributors, Newark
Radio Electric Service of N.J., Atlantic City
Radio Electric Service of N.J., Camden
- New Mexico—Momsen, Dunnagan & Ryan Co., Albuquerque

- New York—Erskine-Healy, Inc. Rochester
Fort Orange Radio Dist., Albany
Progress Distributing Co., Buffalo
S & L Electronics, Middletown
Sanford Electronics Corp., New York
Stallman Distributing Co., Ithaca, Syracuse
- North Carolina—Dixie Radio Supply Co., Charlotte
Freck Radio & Supply Co., Asheville
Southeastern Radio Supply Co., Fayetteville,
Greensboro, Kinston, Raleigh
- North Dakota—Bristol Distributing Co., Fargo
- Ohio—Allied Music Sales Corp., Toledo
Appliance Wholesalers, Youngstown
Electronic Distributors, Inc., Columbus
Sanborn Music Co., Cincinnati, Dayton
Vanguard Distributors, Inc., Cleveland
- Oklahoma—Trice Wholesale Electronics, Okla. City
- Oregon—United Radio Supply, Portland
- Pennsylvania—George D. Barbey Co., Lancaster,
Lebanon, Reading
General Electronics Dist., Altoona
General Radio & Refrigeration Co., Scranton
General Radio & Electronic Co., Wilkes-Barre
Olympic of Pittsburgh, Pittsburgh
Radio Electric Service Co., Philadelphia
Warren Radio Co., Erie
- Rhode Island—DeMambo Rad. Sup. Co., Providence
- South Carolina—Dixie Radio Supply Co., Columbia,
Florence, Greenville
Wholesale Radio Supply Co., Charleston

- South Dakota—Burghardt Radio Supply,
Watertown, Sioux Falls
- Tennessee—Braid Electric Co., Nashville
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R & R Electronic Co., Abilene, Amarillo
R & R Supply Co., Inc., Lubbock
Reader's Whise, Dist., Inc., Houston, Beaumont
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- Washington—C & G Radio Supply, Tacoma
Columbia Electric & Mfg. Co., Spokane
Seattle Radio Supply, Seattle
- West Virginia—General Electronics Dist., Wheeling
Mountain Electronics Co., Charleston, Clarksburg
Mountain Electronics of Huntington, Huntington
- Wisconsin—Standard Electric Supply Co., Milwaukee
- Alaska—Yukon Radio Supply, Anchorage
- Hawaii—Honolulu Electrical Products Co., Ltd., Honolulu
- Canada—Canadian Marconi Co., Toronto, Ontario

• **Review Spotlight on . . .**

ALBUMS

Popular

THE EDDY DUCHIN STORY (1-12)—Sound Track. Decca DL 8289

There are plenty of packages designed to cash in on Columbia's forthcoming bio-musical, "The Eddy Duchin Story," in the field right now, but the sound track version should grab off the major share of spins and sales. The LP spotlights Carmen Cavallaro, who impersonates Duchin on the sound track, while Tyrone Power fakes the keyboard work on screen. Cavallaro plays a group of nostalgic standards ("To Love Again," "Whispering," "You're My Everything," etc.) popularized by the late society bandleader in a frothy, sophisticated style. The cover is rather busy-looking, but photos of Power and Kim Novak give it name value for displays.

Jazz

THE JAZZ GIANTS '56 (1-12)—Lester Young, Teddy Wilson, Roy Eldridge, Vic Dickenson, Jo Jones, Freddie Greene, Gene Ramey. Norgran MG N 1056

A formidable collection of jazz talent was assembled for this recent date. Despite the long careers of all concerned, some rather surprising "firsts" occurred that will be of interest. For instance, this is the first pairing (on records) of Lester Young and Roy Eldridge, and the first time Dickenson has recorded with either Young or Eldridge, and the first date of Young and Teddy Wilson together in over 10 years. The combinations of such familiar stylists result in some very stimulating jazz of a very funda-

mental kind, with kicks for fans of almost all schools.

FONTESSA: THE MODERN JAZZ QUARTET (1-12)—Atlantic 1231

Atlantic has put its best feet forward by issuing this disk concurrently with the Chris Connor set. Both figure to hit pay dirt right quick, and they'll draw attention to the rest of the diskery's package line. The MJQ audience is big, and getting much, much bigger, and the unique, gentle art of these knowing jazzmen gets broader and deeper with every issue. The most ambitious offering here is the title selection, a little suite for four parts with the feeling of Italian renaissance music permeating the jazz or vice versa. The cover is appropriately smart.

Classical

MOZART: EINE KLEINE NACHTMUSIK; SYMPHONY NO. 40 IN G MINOR (1-12)—Vienna State Opera Orchestra; Feliz Prohaska, Cond. Vanguard SRV 102

This is Vanguard's second hi-fi demonstration special, selling in shops at \$1.98. These are both high-quality Mozart interpretations and performances that will, in fact, satisfy Mozartian specialists as well as those shopping for these basic library standards. Since the quality of recording and pressing are also top-grade, this is a rare buy indeed. The label has had both works available previously in other couplings at its regular \$4.98 tag. Dealers should grab up available copies quickly.

• **Reviews and Ratings of New Classical Releases**

BACH: THE EIGHT LITTLE PRELUDES AND FUGUES (1-12)—E. Power Biggs, Organ. Columbia ML 8078

Set is obviously comprised of tapes brought back by Biggs from his European tour which resulted in the fairly recent best-selling "Art of the Organ" package. The unique element here is the use of a different instrument for each of the works. The organs, located in Germany, Austria and Holland, present an exciting palette of subtly varying sound and timber that will be of compelling interest to the large body of organ disk collectors. Registrations of the instruments are provided in detail for the serious student, as well. Good sales due on this one.

CHOPIN: NOCTURNES (COMPLETE) (2-12)—Guilomar Novaes, Piano. Vox PL 9632

Chopin and Novaes combine in a potent disk brew, as previous releases by the artist have abundantly shown. Here, however, is one of the most attractive of recent Novaes issues. The Nocturnes are obviously close to her interpretive heart and she milks them of their poetry with deceptive skill. This is a package many piano enthusiasts will want to own, the serious competition being the Rubinstein set on RCA Victor. Saleable stuff, this.

DELIUS: PARIS; SEA DRIFT (1-12)—Bruce Boyce, Baritone; BBC Chorus; Royal Philharmonic Orchestra; Sir Thomas Beecham, Cond. Columbia ML 5079

This is the first LP version of "Sea Drift," and the second of "Paris." However, Delius fanciers, no doubt aware that Beecham would get around to these pieces, would rarely take anything less than his masterful projections of the English impressionist's scores. Delius, like Berlioz, has acquired a new dimension on records thanks to hi-fi recording. With most of Ravel and Debussy already well represented many buyers can now be persuaded to sample this brand of impressionism. Very attractive cover.

SUPPE OVERTURES (1-12)—Philharmonic Promenade Orchestra; Sir Adrian Boult, Cond. Westminster W LAB 7033

Von Suppe, often regarded with a touch of condescension, are given first-class readings here and prove worthy of top grade performance. Boult taps the great fund of melody and spirit inherent in these pieces. Like others in the Laboratory Series, this should do well. Packaging is ultra, with the usual zippered bag, a book-type cover, and a booklet on the engineering and repertoire phases of the record. Selections are "Light Cavalry," "Poet and Peasant," "Fatinitza" and "Boccaccio."

RESPIGHI: "HOMAGE TO THE PAST" (2-12)—Vienna State Opera Orchestra; Franz Litschauer, Cond. Vanguard VRS 466-7

Vanguard has remastered a number of its Respighi recordings to come up with a plush set that intrigues ear, brain and eye. Album covering is light blue silk, notes and illustrations are informative and highly decorative. The music? Included are the three suites of "Ancient Airs and Dances for the Lute," "The Birds," and the "Botticelli Triptych." The recordings have long been highly regarded for their interpretive excellence and superior sound. In this format they face renewed sales life.

SCHUMANN: "DAVIDSBUNDLER" DANCES: SYMPHONIC ETUDES (1-12)—Rudolf Firkušny, Piano. Capitol P 8337

Firkušny appears to be the pianist that Capitol will feature heavily, after a long try with Pennario. In this disk Firkušny is presented in repertoire he obviously finds sympathetic. These performances are among the most satisfying of the works (no other offers the coupling and perhaps the best recorded sound-wise. Tho the material is not as popular as the Beethoven package recently issued by the artist, it is still well within standard bounds. A fair sale is probable, with sustained action.

GLADYS SWARTHOUT IN OPERA (1-12)—Camden CAL 273

The budget RCA Victor lines expanded policy of naming names affords a better chance to spotlight performers as well as selected material. Here, the singing of the erstwhile Metropolitan soprano, known even more widely as almost a regular on the Firestone radio and TV hour, is of a very saleable character. Selections from the operatic works of Saint-Saens, Gounod, Bizet, etc., make up the programming and considering the value of the names and the good reproduction on the disk, the package figures to be a successful issue.

GRANADOS: GOYESCAS (PART 2); MOMPOU: IMPRESIONES INTIMAS (1-12)—Alicia De Larrocha, Piano. Decca DL 9815

This package by one of the important younger pianists—who is also one of Spain's top-ranking concert artists—is an impressive addition to Decca's Spanish catalog. The label has promoted this catalog consistently to a wide dealer list and consumer audience—all of which should help the package achieve a successful sale.

MAHLER: SONGS FROM "THE YOUTH'S MAGIC HORN" (Des Knaben Wunderhorn) (1-12)—Lorna Sydne, Mezzo Soprano; Alfred Poell, Baritone; Vienna State Opera Orchestra; Feliz Prohaska, Cond. Vanguard VRS 478

Vanguard has done an excellent job of transferring all the material previously recorded on two LP's (Nos. 412 and 413) to a single 12-incher. When first made available several years ago, it was the first complete recording of this remarkable song cycle, and none has come along to challenge it since then. This album has an attractive cover designed by Rockwell Kent and contains a complete German-English text.

THE MIDRIGALS OF GESUALDO, VOL. 1 (1-12)—Singers of Ferrara; Robert Craft, Cond. Sunset LP 600

In its class this has solid sleeper potential. This is a superbly recorded package, offering music of unfailing interest in its still bold-sounding harmonies. As an attention focuser, the disk is offered as a presentation by Aidous Huxley, whose liner notes set a new and perhaps unattainable standard in back-cover copy.

(Continued on page 36)

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

ANYTHING GOES (1-12)—Sound Track (1-12") Decca DL 8318

There's a potent promotional campaign behind this sound track waxing from Bing Crosby's second film version of Cole Porter's great musical, "Anything Goes" (e.g. he made the first one a couple of decades ago with Ethel Merman). Jockey plays and counter-sales are bound to be heavy during the movie's run across the country for the next few months. In addition to Porter's memorable score ("You're the Top," "I Get a Kick Out of You," "All Thru the Night," etc.), Crosby and Donald O'Connor warble a couple of new ditties by Sammy Cahn and James Van Heusen, but the Porter standards still spell the zing that makes the show and this LP box office. Mitzi Gaynor and Jeanneaire also do some thrashing on the album, but the boys are considerably more impressive vocal-wise.

NAT (KING) COLE IN THE BEGINNING (1-12)—Nat (King) Cole Trio (1-12") Decca DL 8260

This package is made up of old masters and is interesting both historically and by virtue of the excellence of the performances. The sides were made in the early 1940's. Here is Cole warbling his first recorded ballads—"Sweet Lorraine," "This Will Make You Laugh," etc. The Nat Cole Trio, comprising Wesley Prince, bass; Oscar Moore, guitar, and Cole at the piano, has a jazz touch which will appeal to connoisseurs. Other tunes are "I Like to Riff," "This Side Up," "Babs," etc. The King has never grown cold, and this package will appeal both to buyers and deejays.

PEARL BAILEY (1-12)—Coral CRL 57037

Pearl Bailey is at her showmanly best on this collection, which includes some nostalgic show-stoppers—"Toot Toot Tootsie," "Runnin' Wild," etc.—and some new material—plus the gal's big single hit, "It Takes Two to Tango." The thrush displays her usual sock talent for comedy delivery and also showcases her equally able but lesser known ability to sell a torch tune with taste and expressive phrasing. The canary is particularly effective on a wistful interpretation of Bert Williams' old smash, "Nobody."

MISS HELEN FORREST (1-12)—Capitol T 704

The gal who rose to the peaks of stardom on prosperous ships manned by Artie Shaw, Benny Goodman and finally, Harry James, does it all over again in this nostalgic album. The band followers of these greats will remember her for the big part she played in those balmy days and some of the finest of those moments are recreated here. "I Don't Want to Walk Without You," "He's My Guy," "I'm in Love with the Honorable Mr. So and So," "All the Things You Are" and "I Love You Much Too Much" are among the choice nuggets. Gal's voice is purer gold than ever and that combined with the untanned Miss Forrest on the cover should sell copies.

A SALUTE TO EDDY DUCHIN (1-12)—David Le Winter (1-12") Mercury MG 20134

Here is still another album entry in the wax race to cash in on Columbia's film bio, "The Eddy Duchin Story." Chicago pianist David Le Winter plays a group of nostalgic oldies, featured in the film, in the gay, urban manner of the late bandleader. The eye-catching cover (practically a duplicate of that on Capitol's Duchin-movie package due to a mix-up on the studio's part) is a provocative color shot of Tyrone Power (he plays Duchin in the picture) and glamorous Kim Novak.

A HI-FI SALUTE TO THE GREAT ONES (1-12)—Leroy Homes Ork (1-12") M-G-M E 3325

The Great Ones, in this case means the great swing bands of another generation—Benny Goodman, Tommy Dorsey, Duke Ellington, Count Basie, Glenn Miller, Artie Shaw, Chick Webb, Jimmy Lunceford, etc. This is a series of modern dress arrangements of at least one tune made popular by each of these outfits. The waxings resemble the originals somewhat, but the drive and dynamic blowing of those older bands is lacking. The package may be late cashing in on rebirth of interest due to numerous current reissues of those earlier bands, but for dancing, it is perfectly acceptable.

GENTLEMEN, BE SEATED (1-12)—Epic LN 3238

The label has produced a full-scale minstrel show in this ingenious LP. The many songs include traditional oldsters like "Mandy Lee," "Camping Races," "In the Evening by the Moonlight," "I Wonder What's Become of Sally" and a medley of some of the famous hits penned by veteran vaudevillian Joe E. Howard. The performers include Gordon Goodman, tenor, and John Neher, basso, not to mention a fine old-style quartet, the Quartones. The band has that old-style sound complete with banjo, and the cover is a tintype of the old minstrel poster sheet. The package shows imagination and on novelty value, should be a winner.

TEEN-AGE DANCE PARTY (1-12)—George Russell Ork (1-12") M-G-M E 3300

Designed strictly for dancing, this album will prove attractive to the teen-agers. The sides are well-recorded and comprise samples of a dozen of the most frequently requested tunes. Examples are "Idaho" (Lindy), "Tico-Tico" (Samba), "Jalousy" (Tango), "Beer Barrel Polka," the "Charleston," "Mexican Hat Dance," "Bunny Hop," etc. This is one in a series of six LP's in M-G-M's "Designed for Dancing" series.

EMOTIONS (1-12)—Richard Shores Ork (1-12") Mercury MG 20130

Here is one of the more interesting manifestations of mood music. Love, fear, sorrow, hate, frustration, surprise and other basic emotions are translated musically by Richard Shores, who has done a lot of original music for network television. Some deejays will find this album unusual program material.

INTIMATE MUSIC (1-12)—Barclay Allen's Rhythm Four (1-12") Electrone ERC 101

New to the disk field, the Barclay Allen group features a quiet and delicate kind of mood music. The tunes are drawn from the ranks of the standards for the most part, but it is how they are played that creates the spell. What may well be the pop disk debut of the "Electrone," an electronic piano, takes place here and it's backed with guitar, bass and drums. The effect is lush and in a warm, low-lights mood. Cover photo of gal in negligee-like deshabille sitting by a crackling fire helps sustain the mood.

(Continued on page 34)

BARCLAY ALLEN'S RHYTHM FOUR
Intimate Music
FEATURING THE ELECTRONE PIANO
ELECTRONE RECORD CO.
Santa Ana, California
A FEW TERRITORIES OPEN

SEECO
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SCLP 9060
"LATIN DANCE PARTY"
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Chicago 26

KEEP YOUR EYE ON THE



BUY OF THE MONTH

Columbia Records announces a spectacular traffic-pulling and profit-making program!

Columbia's BUY OF THE MONTH program kicks off nationally on May 1st with two 12-inch "Lp" powerhouse releases—The Mendelssohn Violin Concerto by David Oistrakh and a Rosemary Clooney-Duke Ellington collection of Ellington classics entitled Blue Rose.

BUY OF THE MONTH MEANS REPEAT CUSTOMERS AND FULL MARK-UP!

Beginning May 1, Columbia launches an *advance* sale each month of two brand new 12" hi-fi "Lp" albums. Consumers will be offered a saving of \$1.00 on each release . . . one popular, one Masterworks. For an entire month and only for that specified month, these sensational releases will be available at the retail price of only \$2.98 each. Thereafter they will be available as regular Columbia \$3.98 suggested retail list price items! For consumers there's no waiting—just come in and buy! For dealers there's full markup—just display and sell! It's that simple! And backing the program will be one of the strongest consumer-drawing campaigns ever assembled . . .



Full page kick off ads on May 6. Also a full scale dealer mat program and radio spots for additional local coverage.



Streamers, display cards and throw-aways galore! Full disc jockey coverage and reviews service!

A handsome double-deck display-browser for every dealer. Holds 40 of each selection. One piece unit.

See your distributor salesman for all the details of this truly spectacular program . . .

Keep your eye on Columbia Records

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profit
picks
of
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month
from




records

BIG NAME RECORDINGS AT 1/2 THE BIG NAME PRICE!

\$1.98 for each 12" Long Play. **79¢** for each 45 EP



TWO-PIANO CLASSICS
Pierre Luboshutz
and Genia Nemenoff
duo-pianists

Luboshutz and Nemenoff play J. S. Bach, Handel, Mozart and others. 12" Long Play (CAL-286) \$1.98



Schumann
Symphony No. 2,
in C, Opus 61
Warwick-Symphony Orchestra

A favorite symphony interpreted by one of America's great orchestras. 12" Long Play (CAL-291) \$1.98



JOHN CHARLES THOMAS
encores

The Green-Eyed Dragon, Just for Today, Mattinata and Curley Locks. 45 EP (CAE-324) 79¢



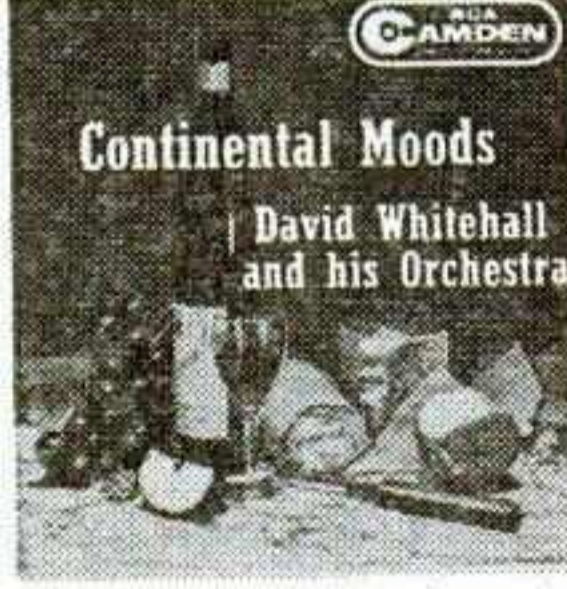
THE JAN GARBER STYLE

Twelve standards in the famous Jan Garber manner, designed for dancing. 12" Long Play (CAL-297) \$1.98



The Flavor of Spain
David Whitehall
and his Orchestra

(High Fidelity) Music in a Spanish mood played by the David Whitehall Orch. 45 EP (CAE-325) 79¢



Continental Moods
David Whitehall
and his Orchestra

(High Fidelity) Mood music accentuating romance by the David Whitehall Orch. 45 EP (CAE-326) 79¢



THE ART OF EMANUEL FEUERMANN

Memorial release (CAL-292). Hear the gifted 'cellist also on CAL-202, CAL-254. 12" Long Play \$1.98 ea.

Order through your
RCA Victor Record Distributor NOW!



A PRODUCT OF RADIO CORPORATION OF AMERICA

Nationally advertised prices—optional

Reviews and Ratings of New Popular Albums

Continued from page 32

the same. With distribution, this could become a brisk seller.

ORGAN FANTASIES IN HI-FI 68
Ralph Bell, Shay Torrent (1-12")
Mercury MG 20135

These are organ offerings of rather limited dimensions. Little use is made of the truly wide range of sounds possible with the instrument. The material runs strictly to a pop hue with such standards as "Skater's Waltz," "Sheik of Araby," "Wabash Blues" and "Oh, Johnny, Oh!" The recording job is tops and the variety of tone hues that do come thru are in fine balance. Students of pure sound may want this to test their hi-fi set's response, tho for listening pleasure alone the package lacks any major appeal.

Jazz

SHELLY MANNE AND HIS MEN, VOL. 4 82
(1-12")
Contemporary C 3516

Shelly Manne has been doing great work in this series. As an example, "Un Poco Loco," in which he plays a drum solo that is one of the most amazing in recorded jazz—an ingeniously conceived theme and variations. Charlie Mariano on alto and Stu Williamson on trumpet never sounded better, but the intriguing thing about this set is the interplay and counterplay of rhythm on the part of Manne, bassist Leroy Vinnegar and pianist Russ Freeman. One of the best jazz buys so far this year.

JULIAN (CANNONBALL) ADDERLEY AND STRINGS 80
(1-12")
EmArcy MG 36063

The facile technique and brilliant improvisations of this altoist in other recent albums had some critics comparing Adderley to the late Charlie Parker. That is an exaggeration, but in this alto solo-with-strings album, the listener will involuntarily recall Parker's work in this genre. Adderley does well by his model; he also has a remarkable lyric gift which he deploys with sophistication in a cornucopia of favorite ballads ("I Cover the Waterfront," "Polka Dots and Moonbeams," "A Foggy Day," etc.). Of all Adderley's albums, this should have the broadest popular appeal.

INTRODUCTION TO JAZZ 78
Reverend A. L. Kershaw (1-12")
Decca DL 8244

Altho its title is misleading, this is a marvelous jazz package that should be sold to anyone interested in building a representative library. The famed cleric of "\$64,000 Question" fame has selected 12 historic jazz performances dating from 1926 thru 1952, dealing mainly with traditional jazz types and never touching anything approaching the modern schools. Whether or not this a fair "introduction," there are top-notch examples of King Oliver, Louis Armstrong, Bunk Johnson, George Lewis, Bunny Berigan, early Goodman, Spanner, etc. Excellent packaging with complete, informative notes by the Reverend.

COUNT BASIE 77
(1-12")
Brunswick BL 54012

Now on 12-inch, and with vastly improved sound, here are the best of the original Basie Decca sides from the '30's. Lester Young's "Every Tub," "Shorty George," etc., are the solos that set off the modern jazz era. And then there is Herschel Evans' classic solo on "Blue and Sentimental." "Topsy," "Cherokee," and "Jumpin' at the Woodside," are here, too. Even recently hooked Basie fans can get a load of kicks from these monumental, historic performances. In view of Basie's current popularity peak, these should sell very well.

CANT GET STARTED WITH YOU .. 77
Jackie Paris (1-12")
Wing MG W 60004

If the cover doesn't sell this one, try the title song. Paris' highly distinctive, warm, jazz-propelled ballad singing should win a big audience eventually, and this release should boost his stock considerably among the laity. (He has always been a favorite of musicians). Also included are "That Ole Devil Called Love," a swingin' "Indiana" and "Heaven Can Wait." But dig that crazy cover!

INTRODUCING JIMMY CLEVELAND AND HIS ALL STARS 76
(1-12")
EmArcy MG 36066

Cleveland's trombone has been heard in solo parts on several Prestige and Bethlehem LP's. However, this is his first LP as leader, and the clean, sharp-focused intonation, the vigorous attack and solid rhythm feel of his playing. Here he is recorded with three different groups; each one bringing out different facets of his

style and personality. The swingiest sides are with Max Roach, Paul Chambers, John Williams and Barry Galbraith on rhythm. Try "Little Beaver" or "Hear Ye, Hear Ye."

ROLL 'EM, BAGS 76
Milt Jackson, Vibes (1-12")
Savoy MG 12042

"Bags" is vibest Milt Jackson's nickname, and as the album title might suggest, he plays a groovier, more down-to-earth brand of music here than when making it with the Modern Jazz Quartet. Let out of school, as it were, he reminds the listeners that he has swung with Dizzy Gillespie as well as John Lewis. There are also fine solos by Kenny Dorham and Julius Watkins. The brilliant Kenny Clarke is on drums. "You Go to My Head" or "Come Rain or Come Shine" will show "Bags" at his best.

JAZZ COMPOSERS WORKSHOP 76
Charlie Mingus, Bass; John LaPorta, Alto Sax; Teo Macero, Tenor, Baritone Sax (1-12")
Savoy MG 12059

This is fascinating stuff fashioned by those veteran avant-gardists Charlie Mingus, Teo Macero, John LaPorta and Wally Cirillo. Mingus and Cirillo did the writing, and both courageously reach out in new tonal directions, keeping, however, a pulsating jazz feel thruout. The solos also stretch far out, and one can't always tell when the music is improvised or written. It's all well worth hearing, and sincere modern jazz devotees should make this a profitable issue.

THE DUAL ROLE OF BOB BROOKMEYER 75
(1-10")
Prestige LP 214

Brookmeyer's outstanding work on the valve trombone has tended to obscure the fact that he is also a very good jazz pianist. In the early part of his career, in fact, he was more frequently heard on the latter than on the former. Brookmeyer is a fastidious musician with formidably high standards of playing for himself and the people with whom he works. This date represents a meeting of simpatico minds who could play up to Brookmeyer's demands. Jimmy Raney is featured on guitar. The rhythm section includes Mel Lewis and Teddy Kotick. Two of the best selections are Brookmeyer originals, "Rocky Scotch" and "Under the Lilacs."

JAZZ AT NICK'S 76
Billy Maxted and the Manhattan Jazz Band (1-12")
Cadence CLP 1012

Maxted's particular brand of Dixieland, as practiced at Nick's Village steak house, is robust, spirited and professional, altho his current group doesn't include any of the big Dixie names. There's a slightly modern flavor to the ensembles, enhanced by the both-hands-in-all-directions piano of the maestro. Can be sold to most Dixie fans, crewcut or superannuated types.

WINDY CITY JAZZ 74
Lawson-Haggart Jazz Band (1-12")
Decca DL 8198

As the notes indicate, these are not supposed to be imitation of the Chicago style. Rather, there are a dozen numbers, commonly associated with Chicago artists and locations, played in so-called up-to-date fashion. In effect, this largely eliminates the dynamics, force and freedom of the original style. As dancing fare, these renditions of "Tin Roof Blues," "That's a Plenty," "Royal Garden Blues," etc., come thru fine, but the title of the package may mislead customers.

ELLINGTONIA '56 74
(1-12")
Norgran MG N 1055

Johnny Hodges leads the ensembles here. On one side it's the entire Ellington band, minus Duke, doing some typical arrangements, which, however, give the soloists space to blow. The Ellington sound is more marked on the flip, which features a small group consisting of the men who make the most typical Ellington sounds: Hodges, Lawrence Brown, Harry Carney, Jimmy Hamilton, Ray Nance and the rhythm. This is the side to demonstrate, and almost any track will do, altho, as on the flip, there are no typical Ellington tunes present. Ellington fans will want to round their collections out with this, altho for general collectors, there are more provocative disks extant.

THE JOHN WILLIAMS TRIO 73
(1-12")
EmArcy MJ 36061

Young Williams, a vet of the Stan Getz and Don Elliott combos, names Horace Silver, Bud Powell and Hank Jones as his favorite pianists, and that's obvious in this first LP under

(Continued on page 82)

BIG TIME DEB

La Sherwood Rings Bell At Eden Roc

MIAMI BEACH — You could sense a new star was being born five minutes after Roberta Sherwood made her debut on the big time in the Eden Roc Hotel's Cafe Pompeii. For more than 20 years she has been singing in Miami and Beach spots, and was recently signed by Decca.

She made her entrance from among the Eden Roc tables, crooning her way to the stage. Onstage she held them with her first two Decca recordings, "Cry Me a River," "I Get Lost in His Arms" and her upcoming "Lazy River." Whether in husky tones, loud or high pitch, she moulded her listeners into her moods. She uses no prima donna tactics, just stands up squarely and sings. This is what gets her audience.

Herb Kelly.

'Romeo' LP's By Westminster

NEW YORK — In a reverse twist on normal trade procedure, the sound track music of a movie in current general release has been taken from an album. The movie is the Russian opus, "The Ballet of Romeo and Juliet," brought here and promoted by impresario Sol Hurok.

Meanwhile, Westminster Records has processed a pair of LP's from the master tapes for release to the trade next week. Music of the ballet is by Prokofieff. The original tapes were leased to the diskery by Leeds Music.

The ballet pack is one of an ambitious series of Russian sets being prepared by Westminster. In all cases, tapes are being channeled thru Leeds, which long has supplied Russian disk material to manufacturers here.

Melba Active In Talent Bid

NEW YORK — Melba Records, new indie which went into business last month with a hit disk, has signed several new acts in the pop, as well as the rhythm and blues field.

The diskery, operated by Morty Craft and Ray Maxwell, flush with the success of the Willows' "Church Bells May Ring," has signed the Sheperd Sisters, a pop act formerly with Benida Records, and also the pop warbler, Pete Marshall.

Also signed is a rock and roll group, the Tokens, from Brooklyn's Lincoln High School, and an r.&b. group, the Schoolboys. Latter unit consists of five nine-year old cats.

Kay Ryan has been hired to handle promotion for the label.



Roland Radio Corporation has introduced the new Key West Model 5P5 portable. The miniature unit weighs three and one-half pounds with batteries. An unbreakable plastic cabinet is a feature, and available colors are maroon, gray or green.



Fanon Electric Company has introduced the new Varsity three-speed automatic portable phonograph, Model F-80. The unit contains intermix and slumber switch features, dual-sapphire styli and an Alnico V speaker. Suggested retail price is \$59.50.

ANGLOPHILE

Evans Digs Britishers' Tune Taste

NEW YORK — At least one denizen of the Brill Building has bigger-than-ever eyes for England.

Publisher Redd Evans figures only the British get a chance to dig the really "great" songs. Frank Sinatra's single of Evans' "Wee Small Hours" was a smash on the other side of the pond. In this country, the tune was trapped for limited exposure only on an LP, and only this week was issued as a single by Morgana King on Wing Records. A Sinatra single was never released here.

Another Evans tune, "Jimmy Unknown," has been a hefty hit in Britain for weeks. According to the pubber, the Doris Day Columbia disk of the tune here got quickly snowed under, via another release by Miss Day. Third example is Evans' long-standing peeve on Perry Como's "Idle Gossip," a great hit across the water that never got out of the can in any form here.

Siegel Signs Seeco Stars

NEW YORK — Sidney Siegel, head of Seeco and Dawn Records, returned last week from a 10-day trip to South America, where he signed and recorded several Latin stars. In Puerto Rico, he inked the popular Cortijo ork, and in the Dominican Republic, he signed vocalists Alberto Beltran and Josito Mateo.

Next week, Seeco will bring out the first LP by the chanteuse Hildegarde. Two new Dawn jazz sets also will be released. According to Siegel, he has contracted for nine additional jazz sets to be produced under the supervision of Chuck Darwin in the next two months.

Diam'd Names Street, Easton

HOLLYWOOD — Irving Gwitz, president of the recently reactivated Diamond Record label, has expanded the operation of the firm, naming pianist-singer David Street to a repertoire post, and Fred Easton, national sales manager.

Gwitz has been setting up national distribution for the company, with 16 independent distributors handling the label thus far. Diamond's first release, "Honey Bee," by singer Gloria Wood, was selected as the record of the month by the Los Angeles branch of the California Music Merchants' Association here last week (11).

Bailey Inks Pact With Sunset

HOLLYWOOD — Singer Pearl Bailey, most recently with Coral Records, has signed a non-exclusive recording contract with Indie Sunset Records. Bill Bowers, president of the label, disclosed the inking of the agreement with Miss Bailey who etched four sides here recently. Three of the tunes are from Paramount Pictures' "That Certain Feeling," starring Bob Hope, and a fourth is the title song from "Solid Gold Cadillac."

Bowers also announced the appointment of Guy Ward as sales and distribution manager of the Sunset and Starlite labels, replacing Dick Maxwell who resigned to join RCA Victor in Atlanta. Ward recently resigned a similar post with the Mills Music diskery, American Records.

The Sunset-Starlite firms continued adding talent last week, inking "Guys and Dolls," star Stubby Kaye, Peggy Taylor, Paul Nero and Nete Condoli. Firm will also bring out some wax by singer Kay Brown, recorded prior to her current association with Decca.

Sunset recently acquired the majority interest in Starlite and will continue to release on both labels.

Frantic Sked For Vik Brass

NEW YORK — Vik labels execs, Herman Diaz and Ben Rosner, maintained their frantic pace last week signing and recording a flock of talent, and then hopping off to various parts of the country.

Diaz, artists and repertoire director, signed the Laurie Sisters, formerly with Mercury; Frank Minion, a rock and roller and a new thrush, Rosemary Rand. During the week he cut dates on an around-the-clock schedule with the above talent and also with Louis Jordan and Richard Maltby. Tuesday (17) Diaz hopped to Los Angeles to scout Coast talent and to cut an LP with Gordon Jenkins. Thence, he goes to New Orleans and Amarillo, Tex., and will return to New York on April 30.

Rosner, Vik's sales chief, is off on a 10-day swing thru the Midwest.

Number of Releases This Week

Label	Pop	C&W	R&B
ABC-PARAMOUNT	3	—	—
ABCO	1	—	—
BATON	1	—	—
CALVERT	—	—	2
CAPITOL	6	1	—
CHECKER	—	—	2
CHOICE	—	1	—
COLUMBIA	2	1	—
CORAL	1	—	2
D-C	—	—	1
DECCA	3	2	—
DE LUXE	—	—	1
DOT	1	—	—
EPIC	4	—	1
ERA	1	—	—
FEDERAL	—	—	2
FORTUNE	—	—	1
FOUR STAR	—	1	—
GLORY	—	—	1
GROOVE	—	—	1
HERALD	—	—	1
HICKORY	—	2	—
KING	3	—	1
LIBERTY	1	—	—
MERCURY	5	3	—
M-G-M	1	—	—
NEW DISC	1	—	—
PREMIUM	—	—	1
RAMA	1	—	—
RESERVE	2	—	—
ROUND-UP	—	1	—
SARG	—	1	—
SAVOY	—	—	3
SIMS	—	1	—
STARDAY	—	1	—
SUN	—	1	—
TARTAN	1	—	—
TIARA	1	—	—
TRINITY	1	—	—
VICTOR	4	2	—
VIK	2	—	—
WING	1	—	—
TOTAL	47	15	20

Higbee's Boosts Sales 400% in Four Years

Continued from page 26

tougher, the elevator only goes to the 11th floor and would-be record and phono customers have to walk up an additional flight to get to the Music Center.

Jones' solution to this problem is a series of hi-fi clinics and strong radio promotion, with copy designed to sell records and phonos simultaneously. The Music Center sponsors two or three hi-fi clinics a year. Higbee's has drawn as many as 4,000 people to the clinics, which spotlight demonstrations of the latest hi-fi equipment by leading manufacturers. Altho the clinics seldom spark much immediate business, Jones says they ultimately pay off big in return sales, particularly in the phono section.

Another important traffic builder and general sales stimulant for all departments of the Music Center is

ing in their entire family as Music Center customers for years to come.

Radio is by far the most important advertising media for the Music Center's record department, and Jones urges dealers to put more of their co-op money into it. While newspaper advertising is limited to a couple of spreads a month, he buys radio time on a daily basis, including a special seg to plug children's records on "Uncle Ed" Stevens' morning show over WERE and a daily 15-minute seg (6-6:15 p.m.) of Bill Randle's (also WERE) Monday thru Friday programs and an hour (6-7 p.m.) of the latter's Sunday show.

Jones' experience is that radio is a particularly effective sales media for LP's. For example, he notes when the first RCA Victor Glenn Miller album came out, Higbee's chalked up "the biggest LP dollar



A section of the phono and musical instrument department of Higbee's Music Center, Cleveland, O. The Music Center sells more records, phonos and pianos than any other member of the Associated Merchandising Corporation, and is rated the biggest retail record operation in Ohio and the biggest music center in the Midwest.

its music school program, with 21 instructors and 28 teaching rooms. The Center offers parents a special \$25 trial package, which includes the use of an instrument for a child student, six private lessons, sheet music and a scientific talent test set up by Dr. Joseph Maddy, of the University of Michigan. At the end of the trial period, Higbee's informs the parents whether or not their child shows sufficient musical aptitude to master an instrument.

Higbee's doesn't quite break even on its school, but between 60 and 70 per cent of those who pass the test, says Jones, enroll in the school as regular students, thereby bringing

sale in record history at one time" on a Sunday afternoon, when Randle introduced the album locally for the first time on the air. Sales orders phoned in to the station at that time totaled \$14,500, and ultimately Higbee's sold 1,200 copies of the \$25 package.

Last October Randle conducted a similar campaign on the Glenn Miller Army Air Force album, and sales phone orders that day totaled \$11,500. Last month, Randle plugged Elvis Presley's first RCA Victor album on a week day and Higbee's sold out its entire initial order (100 LP's) in 40 minutes.

Jones, incidentally, deems it important that the WERE phones are manned by Music Center record clerks (who receive commissions on sales) on Sundays, so that callers receive correct information on the albums. Since Higbee's has several thousand charge-customers, callers are urged to "charge it." Phone sales orders are also pushed on Steven's kiddie record show, with no charge made for mailing when a customer orders more than \$2 worth of disks.

The Music Center's deal with Randle is unique, according to Jones, in that the deejay reserves the right to decide which LP merchandise he will plug. Prior to Higbee's sponsorship of the show, the jock wouldn't accept dealer advertising because it would have required him to plug material of the retailers' choice.

The Music Center has a staff of more than 50 working under Jones. It covers Higbee's entire top floor (23,000 square feet of space) and was occupied by local radio station WHK until four years ago. Higbee's itself is 96 years old.



This dealer display rack has been specially designed to promote Columbia Records' LP Buy of the Month. Details of the new plan were reported last week (The Billboard, April 21).

COMING . . .

In just 14 days

The Billboard's 1956

MOA CONVENTION SPECIAL!
MAY 12TH

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

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

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

9th Annual Juke Box Operator Poll . . . Billboard's yearly survey to find out what operators are doing in record planning, promotion, programming . . . to build juke-box business.

The "Dime Play"—its progress and future.

Juke Box Programming—a series of successful case histories.

Plus side of the ledger—Public Relations.

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

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

Important reminder to talent and manufacturers:

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

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

Cincinnati 22, Ohio 2160 Patterson St. DUnbar 1-6450
New York 36, N. Y. 1564 Broadway PLaza 7-2800

Chicago 1, Ill. 188 W. Randolph St. CEntal 6-8761
St. Louis 1, Mo. 890 Arcade Bldg. CHestnut 1-0443

Hollywood 28, Calif. 6000 Sunset Blvd. HOLLYWOOD 9-5931

1956 MOA CONVENTION SPECIAL-MAY 12th

Disk-Phono Nuptials Pay Off for N. J. Dealer

Continued from page 26

fine toned panelling beckons the disk customer.

The hi-fi sector, smartly enough, is not cluttered, yet there are enough sample turntables, amplifiers and speakers to get any potential "bug" excited, and a convenient junction board permits hook up of almost any combination of components on view.

Pay-Off Display

This system of display and employment of low pressure selling, with a willingness to educate the customer to the intricate details of hi-fi has paid off. Perdue said that his store's sales of the equipment have shown a steady rise, since inception of the new floor layout.

Nor does Perdue stop at this point in the selling job. A three-month free service policy is in effect on all equipment—radio (even the smallest size), TV and phonograph—and in the case of hi-fi this includes the complete installation job in the home, together with all the fine adjustments necessary for best reproduction. "When the serviceman leaves the home," said Perdue, "the set is left playing with the best sound possible for that particular unit."

Another angle that comes under the service heading is Perdue's price of \$15 for diamond needles. On this item, he undersells all nearby discounters. He feels that the needle discounting becomes a profitable operation in terms of the good will it creates among buyers who remember for a long time that they saved money on the item in his store.

Lukewarm to Tape

Perdue's reaction to tape is lukewarm. No tape recording or playback equipment is now handled in the store. It's felt that most recorded tapes now available are inferior in quality and response to the same material available on disks. Perdue feels that disk reproduction of sound is not threatened in any way by tape. Another factor in handling tape equipment is the additional service problem it poses. Perdue's service manager and three servicemen are now in constant demand for installation and repair jobs on equipment. An interesting sidelight to the service picture arises in the fact that servicing is limited entirely to units purchased in the store. No over-



Perdue Radio Company, Montclair, N. J., makes record buyers into prospects for high-fidelity units with this handsomely styled hi-fi room. More than a score of manufacturers are represented among the components on display. Special jack boards permit line-up of numerous combinations of units for demonstration purposes.

the-counter service business is solicited or accepted.

Perdue's ad program covers printed media as well as radio. The local weekly newspaper is largely overlooked in favor of various pre-selected market publications. Specific hi-fi units are advertised in programs of local concert, musical and dramatic groups. A monthly magazine known as Suburban Life, and keyed mainly to a society pitch, is employed on a schedule basis.

The store has drawn a good share of inquiries from its spot announcements on local radio indie WPAT in Paterson, which features music programming almost entirely. Occasional spots on WQXR in New York have also drawn a good response to equipment ads.

Reviews and Ratings of New Classical Releases

Continued from page 32

mentary. The writer's photo also adorns the face of the package. As Sunset's first step in the classical field the disk bodes well for things yet to come from the label. It will repay dealer promotion in extra sales.

MOZART: SYMPHONY NO. 28 IN C MAJOR; SYMPHONY NO. 31 IN D MAJOR (PARIS) (1-12") — Camerata Academica des Salzburger Mozarteums; Bernard Paumgartner, Cond. Epic LC 3215 71

Paumgartner, eminent Mozart authority, is Epic's entry in a field that is justly dominated by the Beechams and Walters. His readings are straightforward and thoroly competent, and his orchestra is a beautiful instrument, especially as recorded here. But Paumgartner's Epic Mozart generally lacks the graciousness and warmth of the other conductors. He also lacks the recognition that will make their versions easier to sell.

DELIUS: VIOLIN SONATA NO. 3; CELLO SONATA; CAPRICE AND ELEGY; SERENADE FROM "HANSAN" (1-12") — Max Rostel, Violin; Colin Horsley, Piano; Anthony Pini, Cello; Wilfrid Parry, Piano. Westminster WN 18133 66

Music new to the LP catalog is offered here for the specialist collector. It's not likely to create much excitement among those not yet addicted to Delius, tho the performances, particularly by cellist Pini, are of high calibre. A special-order item for all but the exhaustive classical department.

London Showcase for Self-Service Operation

Continued from page 26

are used as "master bags" and provide an efficient and simple stock control.

In line with EMI's policy of inviting dealers from all over the world to send their sales people for special training at His Master's Voice, Fenwick has compiled a special self-service text book, designed to help other dealers set up similar operations. In the book, Fenwick particularly stresses that self-service does not mean a saving of staff.

"Self-service in my experience," he writes, "means such a vast increase in the volume of business that extra staff, not less, is needed for its successful operation." He also cautions dealers to be sure clerks are well-informed about the contents of the records sold, their location, where titles are duplicated and where a replacement is needed. "Remember," he notes, "doubt of location means a lost sale."

Fenwick himself employs only fem clerks, and they have to pass a nine-month period of extensive training (including monthly exams) to qualify. At least 50 per cent of them have degrees from the Royal College of Music, and a knowledge of languages is essential. Fenwick opines that in a self-service opera-

tion, "clerks must pay greater attention to their dress. A counter," he contends, "can hide a lot, but with self service, remember, the staff is always on parade." In line



Push-Button Listening is a big teen-age draw in the Browserie, the plush, new self-service department of His Master's Voice, the Gramophone Company, Ltd., London. The listening unit is stocked with current pop hit singles, which customers can hear by picking up an ear phone and pushing a button for sound.

with this, he provides his clerks with "an occupational allowance" which supplies them with four dresses a year, weekly trips to the hair dresser and specially selected stockings and shoes.

In relation to pilfering, Fenwick cautions dealers: "Your self-service files and browser boxes should be completely within sight of your watchful eye. All displays should have a maximum height of five feet, two inches."

Their First Smash Release on... **Vik**



the
**Laurie
Sisters**

**JUMP,
JUNIOR,
JUMP**

**ONE
TIME**

Vik 4X -0209

with orchestra arranged and conducted by **NEAL HEFTI**

Vik records
A Division of Decca Corporation America

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

For survey week ending April 18

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Poor People of Paris (Jean's Song)		1 11	6. Why Do Fools Fall In Love?		6 10
<p>By La Gaulante 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. Beltran, Vic 20-6498; P. Clay, Col; L. Clinton, Bell 1122; R. Morgan, Dec 29835; R. Roger, M-G-M 12188; C. Powell, Groove 0144; J. Hansen, Remington 25035; P. Terrace, Tico 351; L. Welk, Coral 61592.</p>			<p>By Lyman-Goldner—Published by Patrica Music (BMI) BEST SELLING RECORDS: Teen-Agers, Geo 1002; Diamonds, Mercury 70790; G. Storm, Dot 15448. RECORD AVAILABLE: G. Mann, Dec 29832.</p>		
2. Heartbreak Hotel		2 8	7. Rock and Roll Waltz		7 17
<p>By Axton, Durden & Presley—Published by Tree (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6420. RECORD AVAILABLE: Cadets, Modern 985.</p>			<p>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 61128.</p>		
3. Hot Diggity		3 7	8. No, Not Much		8 14
<p>By Al Hoffman & Dick Manning—Published by Roncom (ASCAP) BEST SELLING RECORD: P. Como, Vic 20-6427.</p>			<p>By Stillman & R. Allen—Published by Beaver Music (ASCAP) BEST SELLING RECORD: Four Lads, Col 40629.</p>		
4. Blue Suede Shoes		5 8	9. I'll Be Home		9 12
<p>By Carl Perkins—Published by Hi-Lo Music, Inc.-Hill and Range Songs, Inc. (BMI) BEST SELLING RECORDS: C. Perkins, Sun 234; E. Presley, Vic EPA-747; EPB-1254. 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.</p>			<p>By Washington & Lewis—Published by Arc (BMI) BEST SELLING RECORD: P. Boone, Dot 15443. RECORD AVAILABLE: Flamingos, Checker 830.</p>		
5. Lisbon Antigua		4 18	10. Main Title Molly-O (Man With the Golden Arm)		10 5
<p>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.</p>			<p>By Sylvia Fine and Elmer Bernstein—Published by Dena Music (ASCAP) BEST SELLING RECORDS: R. Maltby, Vik 0196; E. Bernstein, Dec 29869. RECORDS AVAILABLE: L. Eigart, Col 40664; Gaylords, Mercury 70778; T. Heath, London 1644; D. Kaye, Dec 29904; B. May, Cap 3372; Naturals, M-G-M 12158; D. Jacobs, Coral 61606; B. Morrow, Wing 90063; R. Young, Dec 29833.</p>		

Second Ten

11. A Tear Fell		11 8	16. Mr. Wonderful		12 9
<p>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.</p>			<p>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.</p>		
12. Ivory Tower		17 4	16. Magic Touch		15 4
<p>By Jack Fulton and Lois Steele—Published by E. H. Morris (ASCAP) BEST SELLING RECORDS: C. Carr, Fraternity 734; O. Williams, De Luxe 6093. RECORDS AVAILABLE: Four Hues, Coral 61617; G. Storm, Dot 15458.</p>			<p>By Buck Ram—Published by Panther (ASCAP) BEST SELLING RECORD: Platters, Mercury 70819.</p>		
12. Theme From the Three Penny Opera (Moritat)		11 13	16. Moonglow and Theme From Picnic		20 3
<p>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.</p>			<p>By Hudson, Delange & Mills (Dunning)—Published by Mills-Columbia Pictures Music Corp. (ASCAP) BEST SELLING RECORDS: M. Stolfo, Dec 29888; G. Cates, Coral 61618.</p>		
14. Eddie My Love		10 8	19. Juke Box Baby		17 7
<p>By Collins, Ling & 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.</p>			<p>By Noel Sherman & Joe Sherman—Published by Winneton (BMI) BEST SELLING RECORD: P. Como, Vic 20-6427.</p>		
15. Rock Island Line		16 4	20. Long Tall Sally		19 3
<p>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.</p>			<p>By E. Johnson—Published by Denice (BMI) BEST SELLING RECORD: Little Richard, Specialty 572. RECORDS AVAILABLE: P. Boone, Dot 15457; M. Robbins, Col 40679.</p>		

Third Ten

21. Innamorata		24 6	25. To You My Love		27 2
<p>By Jack Brooks & Harry Warren—Published by Famous (ASCAP) RECORDS AVAILABLE: D. Martin, Cap 3352; J. Vale, Col 46634; F. Verna, Dec 29767.</p>			<p>By Gaste-Lawrence—Published by Leeds (ASCAP) RECORDS AVAILABLE: B. Madigan, M-G-M 12156; N. Noble, Mercury 70821; G. Shaw, Dec 29839.</p>		
22. He		22 32	27. See You Later, Alligator		25 15
<p>By Richard Mullan & Jack Richards—Published by Avas (BMI) RECORDS AVAILABLE: K. Armen, M-G-M 17078; A. Hibbler, Dec 29660; McGuire Sisters, Coral 61501; G. B. Shea, Vic 20-6292.</p>			<p>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.</p>		
23. Great Pretender		21 20	27. Too Young To Go Steady		- 1
<p>By Buck Ram—Published by Southern (ASCAP) RECORDS AVAILABLE: S. Freberg, Cap 3396; Platters, Mercury 70753; J. Riggs, Media 1020.</p>			<p>By H. Adamson-J. McHugh—Published by Robbins (ASCAP) RECORDS AVAILABLE: Nat (King) Cole, Cap 3390; P. Page, Mercury 70820.</p>		
24. Bo Weevil		23 7	29. Eleventh Hour Melody		28 10
<p>By Antoine Domino & Dave Bartholomew—Published by Reeves (BMI) RECORDS AVAILABLE: T. Brewer, Coral 61590; F. Domino, Imperial 8575; B. Lou, King 4900.</p>			<p>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.</p>		
25. I Was the One		25 6	29. Church Bells May Ring		- 1
<p>By Schroeder, De Mestrals, Blair and Peppers—Published by Ross Jungnickel (ASCAP) RECORD AVAILABLE: E. Presley, Vic 20-6420.</p>			<p>By Willows-Craft—Published by Ray Maxwell (BMI) RECORDS AVAILABLE: Diamonds, Mercury 70835; Cadets, Modern 985; Willows, Melba 102.</p>		

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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.

EXCITING!

GRADUATION DAY

*recorded
by...*



**THE FOUR
FRESHMEN**

Capitol
F3410





AMERICA'S HOTTEST LABEL

Gives you another Fontane Sisters hit

I'M IN LOVE AGAIN

DOT
15462
on 45-15462

**FONTANE
SISTERS**



Dot RECORDS • • • GALLATIN, TENNESSEE • • • PHONE 1600
THE NATION'S BEST SELLING RECORDS



AMERICA'S HOTTEST LABEL

gives you a steady list of big hits coast to coast



GALE STORM

**IVORY
TOWER**

DOT 15458

**I AIN'T
GONNA
WORRY**

the HILLTOPPERS

**SO
TIRED**

DOT 15459

**FADED
ROSE**



PAT BOONE

**LONG
TALL
SALLY**

DOT 15457

**JUST AS
LONG AS
I'M WITH
YOU**

PAT BOONE

**I'LL BE
HOME**

DOT 15443

**TUTTI
FRUTTI**



GALE STORM

**WHY DO
FOOLS FALL
IN LOVE**

DOT 15448

**I
WALK
ALONE**

the FONTANE SISTERS

**EDDIE
MY LOVE**

DOT 15450

**YUM
YUM**



the CLASSMATES

**WHO'S GONNA
TAKE YOU TO
THE PROM**

(Featuring
Bernie Knee)

DOT 15460

**RETURN
MY
HEART**

(Featuring
Elise Bretton)

MOLLY BEE

**FROM THE
WRONG SIDE
OF TOWN**

DOT 15453

**SWEET
SHOPPE
SWEETHEART**



Brand New Smash! *The FONTANE SISTERS*

**I'M IN
LOVE
AGAIN**

DOT 15462

**YOU ALWAYS
HURT THE
ONE YOU
LOVE**

His Biggest! *MAC WISEMAN*

**THE MEANEST
BLUES IN
THE WORLD**

DOT 1282

**BE
GOOD,
BABY**



Dot RECORDS • • • GALLATIN, TENNESSEE • • • PHONE: 1600
THE NATION'S BEST SELLING RECORDS

• Best Sellers in Stores

For survey week ending April 18

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
1	1	8	HEARTBREAK HOTEL (BMI)—E. Presley I WAS THE ONE (BMI)—Vic 20-6420
2	2	8	HOT DIGGITY (ASCAP)—P. Como JUKE BOX BABY (ASCAP)—Vic 20-6427
3	3	11	POOR PEOPLE OF PARIS (ASCAP)—L. Baxter Theme From "Helen of Troy" (ASCAP)—Cap 3336
4	4	8	BLUE SUEDE SHOES (BMI)—C. Perkins Honey, Don't (BMI)—Sun 234
5	5	18	LISBON ANTIGUA (ASCAP)—N. Riddle Robin Hood (ASCAP)—Cap 3287
6	6	11	WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers Please Be Mine (BMI)—Gee 1002
7	14	2	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff Theme From "Picnic" (ASCAP)—Dec 29888
8	11	5	MAGIC TOUCH (BMI)—Platters Winner Take All (ASCAP)—Mercury 70819
9	8	5	ROCK ISLAND LINE (BMI)—L. Donegan John Henry (BMI)—London 1650
10	9	9	A TEAR FELL (BMI)—T. Brewer BO WEEVIL (BMI)—Coral 61590
11	7	12	ILL BE HOME (BMI)—P. Boone Tutti Frutti (BMI)—Dot 15443
12	12	4	LONG, TALL SALLY (BMI)—Little Richard Slippin' and Slidin' (BMI)—Specialty 572
13	10	14	NO, NOT MUCH (ASCAP) I'll Never Know (BMI)—Col 40629
14	16	3	IVORY TOWER (ASCAP)—C. Carr Please, Please, Believe Me (ASCAP)—Fraternity 734
15	17	5	MAIN TITLE ("MAN WITH THE GOLDEN ARM")—R. Maltby Heart of Paris (ASCAP)—Vic 0196
16	19	4	MAIN TITLE ("MAN WITH THE GOLDEN ARM")—E. Bernstein Clark Street (ASCAP)—Dec 29869
17	22	2	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—G. Cates Rio Batucada (ASCAP)—Coral 61618
18	13	17	ROCK AND ROLL WALTZ (BMI)—K. Starr I've Changed My Mind a Thousand Times (ASCAP)—Vic 20-6359
19	15	3	IVORY TOWER (ASCAP)—O. Williams In Paradise (BMI)—De Luxe 6093
20	—	1	"BLUE SUEDE SHOES (BMI)—E. Presley Vic EPA-747, EPB-1254
21	20	5	EDDIE, MY LOVE (BMI)—Fontane Sisters Yum, Yum (BMI)—Dot 15450
22	25	7	WHY DO FOOLS FALL IN LOVE? (Diamonds) You, Baby, You (BMI)—Mercury 70790
22	—	1	MY LITTLE ANGEL (BMI)—Four Lads STANDING ON THE CORNER (ASCAP)—Col 40674
24	18	4	SAINTS ROCK AND ROLL (ASCAP)—B. Haley R-O-C-K (ASCAP)—Dec 29870
25	24	6	WHY DO FOOLS FALL IN LOVE? (BMI)—G. Storm I Walk Alone (BMI)—Dot 15448

*This is an EP. However, action is of sufficient strength to warrant the present rank on this chart.

• Most Played in Juke Boxes

For survey week ending April 18

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

This Week	Last Week	Weeks on Chart	Title
1	1	10	POOR PEOPLE OF PARIS (ASCAP)—L. Baxter Theme From "Helen of Troy" (ASCAP)—Cap 3336
2	2	6	HOT DIGGITY (BMI)—P. Como Juke Box Baby (BMI)—Vic 20-6427
3	7	5	HEARTBREAK HOTEL (BMI)—E. Presley I Was the One (BMI)—Vic 20-6420
4	3	13	LISBON ANTIGUA (ASCAP)—N. Riddle Robin Hood (ASCAP)—Cap 3287
5	4	16	ROCK AND ROLL WALTZ (BMI)—K. Starr I've Changed My Mind a Thousand Times (ASCAP)—Vic 20-6359
6	5	6	BLUE SUEDE SHOES (BMI)—C. Perkins Honey, Don't (BMI)—Sun 234
7	5	11	ILL BE HOME (BMI)—P. Boone Tutti Frutti (BMI)—Dot 15443
8	9	11	NO, NOT MUCH (ASCAP)—Four Lads I'll Never Know (BMI)—Col 40629
9	8	6	A TEAR FELL (BMI)—T. Brewer Bo Weevil (BMI)—Coral 61590
10	10	9	WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers Please Be Mine (BMI)—Gee 1002
11	11	5	EDDIE, MY LOVE (BMI)—Fontane Sisters Yum, Yum (BMI)—Dot 15450
12	12	17	GREAT PRETENDER (ASCAP)—Platters I'm Just a Dancing Partner (ASCAP)—Mercury 70753
13	13	3	MAGIC TOUCH (ASCAP)—Platters Winner Take All (ASCAP)—Mercury 70819
14	15	8	WHY DO FOOLS FALL IN LOVE? (BMI)—G. Storm I Walk Alone (BMI)—Dot 15448
15	14	12	SEE YOU LATER, ALLIGATOR (BMI)—B. Haley Paper Boy (ASCAP)—Dec 29791
16	18	2	ROCK ISLAND LINE (BMI)—L. Donegan John Henry (BMI)—London 1650
17	16	3	EDDIE, MY LOVE (BMI)—Teen Queens Just Goofed (BMI)—RPM 453
17	—	1	POOR PEOPLE OF PARIS (ASCAP)—L. Welk Nobody Knows But the Lord (???)—Coral 61592
19	19	10	THEME FROM "THE THREE PENNY OPERA" (MORITAT) (ASCAP)—D. Hyman Baubles, Bangles and Beads (ASCAP)—M-G-M 12149
19	—	1	MAIN TITLE (MAN WITH THE GOLDEN ARM) (ASCAP)—R. Maltby Heart of Paris (ASCAP)—Vic 0196

• 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	1	10	Poor People of Paris (Connelly)
2	4	7	Hot Diggity (Roncom)
3	2	25	Rock and Roll Waltz (Sheldon)
4	7	3	Blue Suede Shoes (Hi Lo)
5	6	10	Theme From "The Three Penny Opera" (Moritat) (Harms)
6	3	15	Lisbon Antigua (Southern)
7	5	5	Mr. Wonderful (Laurel)
8	11	2	Heartbreak Hotel (Tree)
9	8	31	He (Avas)
10	10	11	No, Not Much (Beaver)
11	—	1	A Tear Fell (Progressive)
12	—	1	Rock Island Line (Hollis)
13	9	4	Eddie, My Love (Modern-Roosevelt)
14	—	1	Ivory Tower (E. H. Morris)
15	14	7	I'll Be Home (Arc)
15	15	3	To You, My Love (Leeds)

• Most Played by Jockeys

For survey week ending April 18

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

This Week	Last Week	Weeks on Chart	Title
1	1	11	POOR PEOPLE OF PARIS (ASCAP)—L. Baxter Theme From "Helen of Troy" (ASCAP)—Cap 3336
2	2	7	HOT DIGGITY (ASCAP)—P. Como Juke Box Baby (BMI)—Vic 20-6427
3	4	8	HEARTBREAK HOTEL (BMI)—E. Presley I Was the One (BMI)—Vic 20-6420
4	3	13	NO, NOT MUCH (ASCAP)—Four Lads I'll Never Know (BMI)—Col 40629
5	5	17	LISBON ANTIGUA (ASCAP)—N. Riddle Robin Hood (ASCAP)—Cap 3287
6	7	6	BLUE SUEDE SHOES (BMI)—C. Perkins Honey, Don't (BMI)—Sun 234
7	6	12	ILL BE HOME (BMI)—P. Boone Tutti Frutti (BMI)—Dot 15443
8	13	3	MAGIC TOUCH (BMI)—Platters Winner Take All (ASCAP)—Mercury 70819
9	10	6	A TEAR FELL (BMI)—T. Brewer Bo Weevil (BMI)—Coral 61590
10	15	3	ROCK ISLAND LINE (BMI)—L. Donegan John Henry (BMI)—London 1650
11	9	8	WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers Please Be Mine (BMI)—Gee 1002
12	12	6	WHY DO FOOLS FALL IN LOVE? (BMI)—Diamonds You, Baby, You (BMI)—Mercury 70790
13	8	17	ROCK AND ROLL WALTZ (BMI)—K. Starr I've Changed My Mind a Thousand Times (ASCAP)—Vic 20-6359
14	24	2	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff Theme From "Picnic" (ASCAP)—Dec 29888
15	—	1	IVORY TOWER (ASCAP)—C. Carr Please, Please, Believe Me (ASCAP)—Fraternity 734
16	—	1	IVORY TOWER (ASCAP)—O. Williams In Paradise (BMI)—De Luxe 6093
17	14	7	JUKE BOX BABY (BMI)—P. Como Hot Diggity (BMI)—Vic 20-6427
19	11	6	WHY DO FOOLS FALL IN LOVE? (BMI)—G. Storm I Walk Alone (BMI)—Dot 15448
20	—	1	MAIN TITLE (MAN WITH THE GOLDEN ARM) (ASCAP)—R. Maltby Heart of Paris (ASCAP)—Vic 0196
21	25	2	TOO YOUNG TO GO STEADY (ASCAP)—Nat (King) Cole Never Let Me Go (ASCAP)—Cap 3390
22	17	6	MR. WONDERFUL (ASCAP)—P. Lee Crazy in the Heart (BMI)—Dec 29834
23	16	6	EDDIE, MY LOVE (BMI)—Fontane Sisters Yum, Yum (BMI)—Dot 15450
24	—	1	"BLUE SUEDE SHOES—E. Presley Vic EPA-747; EPB-1254
25	—	2	PORT AU PRINCE (BMI)—N. Riddle Midnight Blues (BMI)—Cap 3374

*This is an EP. However, action on this side is of sufficient strength to warrant the present rank on this chart.

Take 2 They're BIG!

DRAPER AT HIS DRAMATIC BEST



"Sometimes You Gotta Lose To Win"

AND

"The Gun Of Billy The Kid"

RUSTY DRAPER

MERCURY 70853

BIG, BEAUTIFUL BALLAD BY THE PRINCE OF SONG

"She Loves Me She Loves Me Not"

AND

"Big, Big Ladder"

NICK NOBLE

MERCURY 70851



CHICAGO 1, ILLINOIS



M-G-M DELIVERS THE HITS!

Joni sings in film

JONI JAMES

I WOKE UP CRYING **THE MAVERICK QUEEN**

MGM 12213 • K12213 (From Republic film)

DICK HYMAN TRIO

BREAKING BIG!

HILLI, HI-LO

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

ART MOONEY

TALLY-HO **YOU ARE THE ONE**
(The Little Red Fox)

MGM 12219 • K12219

BARRY GORDON

I CAN'T WHISTLE and **THE MILKMAN'S POLKA**

MGM 12222 • K12222

BETTY MADIGAN

SURPRISE **I MISS THE BOY**

MGM 12214 • K12214

ROSALIND PAIGE

LET ME BE THE FIRST ONE
HAVE FAITH AND HAVE PATIENCE

MGM 12229 • K12229

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

ROBBIN HOOD

THE ROCK-A-BYE BLUES
BEAUTIFUL, BEAUTIFUL LOVE

MGM 12221 • K12221

CHARLIE APPLEWHITE

I COULD HAVE DANCED ALL NIGHT

(From Musical "My Fair Lady")

SHANGRI-LA

(From Musical "Shangri-La")

MGM 12220 • K12220

JOHNNY OLIVER

SIX FEET OF HEAVEN
A GOOD WOMAN'S LOVE

MGM 12230 • K12230

Territorial Best Sellers

For survey week ending April 18

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. Heartbreak Hotel, E. Presley, Vic.
3. Lisbon Antigua, N. Riddle, Cap.
4. Ivory Tower, C. Carr, Fty.
5. Magic Touch, Platters, Mer.
6. Wild Cherry, D. Cherry, Col.

Baltimore

1. Heartbreak Hotel, E. Presley, Vic.
2. Hot Diggity, P. Como, Vic.
3. Blue Suede Shoes, C. Perkins, Sun
4. Saints Rock and Roll, B. Haley, Dec.
5. Moonglow and Theme From "Picnic" M. Stollhoff, Dec.
6. Magic Touch, Platters, Mer.
7. Can You Find It In Your Heart? T. Bennett, Col.
8. Ivory Tower, O. Williams, Del.
9. It Only Hurts for a Little While Ames Brothers, Vic.
10. My Little Angel, Four Lads, Col.

Boston

1. Moonglow and Theme From "Picnic" M. Stollhoff, Dec.
2. Poor People of Paris, L. Baxter, Cap.
3. Lisbon Antigua, N. Riddle, Cap.
4. Standing on the Corner, Four Lads, Col.
5. Hot Diggity, P. Como, Vic.
6. Heartbreak Hotel, E. Presley, Vic.
7. Main Title ("Man With the Golden Arm"), D. Jacobs, Cor.
8. Can You Find It In Your Heart? T. Bennett, Col.
9. Look Homeward, Angel Four Esquires, Lon.
10. Magic Touch, Platters, Mer.

Buffalo

1. Heartbreak Hotel, E. Presley, Vic.
2. Moonglow and Theme From "Picnic" M. Stollhoff, Dec.
3. Hot Diggity, P. Como, Vic.
4. Magic Touch, Platters, Mer.
5. Happy Whistler, D. Robertson, Cap.
6. Long, Tall Sally, Little Richard, Spe.

Chicago

1. Heartbreak Hotel, E. Presley, Vic.
2. Main Title ("Man With the Golden Arm"), R. Maltby, Vik.
3. Poor People of Paris, L. Baxter, Cap.
4. Why Do Fools Fall in Love? Teen Agers, Gee
5. Hot Diggity, P. Como, Vic.
6. Wayward Wind, G. Grant, Era
7. Blue Suede Shoes, C. Perkins, Sun
8. Moonglow and Theme From "Picnic" G. Cates, Cor.
9. I'll Be Home, P. Boone, Dot
10. A Tear Fell, T. Brewer, Cor.

Cincinnati

1. Heartbreak Hotel, E. Presley, Vic.
2. Poor People of Paris, L. Baxter, Cap.
3. Hot Diggity, P. Como, Vic.
4. I'll Be Home, P. Boone, Dot
5. Ivory Tower, C. Carr, Fty.
6. Moonglow and Theme From "Picnic" G. Cates, Cor.
7. Moonglow and Theme From "Picnic" M. Stollhoff, Dec.
8. Why Do Fools Fall in Love? Teen Agers, Mer.
9. Why Do Fools Fall in Love? Teen Agers, Gee
10. Main Title ("Man With the Golden Arm"), E. Bernstein, Dec.

Cleveland

1. My Little Angel, Four Lads, Col.
2. Can You Find It In Your Heart? T. Bennett, Col.
3. Poor People of Paris, L. Baxter, Cap.
4. Ivory Tower, C. Carr, Fty.
5. Lisbon Antigua, N. Riddle, Cap.
6. Heartbreak Hotel, E. Presley, Vic.
7. Hi Lili Hi Lo, D. Hyman, M-G-M
8. Blue Suede Shoes, C. Perkins, Sun
9. Little Girl of Mine, Cletones, Gee
10. My Blue Heaven, F. Domino, Imp.

Dallas-Fort Worth

1. Moonglow and Theme From "Picnic" M. Stollhoff, Dec.
2. Poor People of Paris, L. Baxter, Cap.
3. Lisbon Antigua, N. Riddle, Cap.
4. Long, Tall Sally, Little Richard, Spe.
5. Heartbreak Hotel, E. Presley, Vic.

Denver

1. Heartbreak Hotel, E. Presley, Vic.
2. No, Not Much, Four Lads, Col.
3. Blue Suede Shoes, C. Perkins, Sun
4. Magic Touch, Platters, Mer.
5. Hot Diggity, P. Como, Vic.
6. Poor People of Paris, L. Baxter, Cap.

Detroit

1. Heartbreak Hotel, E. Presley, Vic.
2. I Want You to Be My Girl Teen Agers, Gee
3. Lisbon Antigua, N. Riddle, Cap.
4. Can You Find It In Your Heart? T. Bennett, Col.
5. Long, Tall Sally, Little Richard, Spe.
6. Moonglow and Theme From "Picnic" G. Cates, Cor.
7. Hot Diggity, P. Como, Vic.
8. Little Girl of Mine, Cletones, Gee
9. Hi Lili Hi Lo, D. Hyman, M-G-M
10. Ivory Tower, O. Williams, Del.

Kansas City

1. Heartbreak Hotel, E. Presley, Vic.
2. Blue Suede Shoes, C. Perkins, Sun
3. Main Title ("Man With the Golden Arm"), R. Maltby, Vik.
4. Lovely One, Four Voices, Col.
5. Hot Diggity, P. Como, Vic.
6. Ivory Tower, C. Carr, Fty.
7. Ivory Tower, O. Williams, Del.
8. A Tear Fell, T. Brewer, Cor.
9. Long, Tall Sally, Little Richard, Spe.
10. Poor People of Paris, L. Baxter, Cap.

Los Angeles

1. Poor People of Paris, L. Baxter, Cap.
2. Why Do Fools Fall in Love? Teen Agers, Gee
3. Heartbreak Hotel, E. Presley, Vic.
4. Lisbon Antigua, N. Riddle, Cap.
5. Main Title ("Man With the Golden Arm"), B. May, Cap.
6. No, Not Much, Four Lads, Col.

Milwaukee

1. Heartbreak Hotel, E. Presley, Vic.
2. Why Do Fools Fall in Love? Teen Agers, Gee
3. Ivory Tower, C. Carr, Fty.
4. Rock Island Line, L. Donegan, Lon.
5. Hot Diggity, P. Como, Vic.
6. Mr. Wonderful, P. Lee, Dec.
7. Main Title & Molly-O ("Man With the Golden Arm"), D. Jacobs, Cor.
8. Poor People of Paris, L. Baxter, Cap.
9. Wayward Wind, G. Grant, Era
10. Angel Pie, P. King, Col.

Minneapolis-St. Paul

1. Heartbreak Hotel, E. Presley, Vic.
2. Rock Island Line, L. Donegan, Lon.
3. Moonglow and Theme From "Picnic" G. Cates, Cor.
4. Crazy Little Palace, B. Williams, Cor.
5. Blue Suede Shoes, C. Perkins, Sun
6. Ivory Tower, C. Carr, Fty.
7. Hot Diggity, P. Como, Vic.
8. Why Do Fools Fall in Love? Diamonds, Mer.
9. Main Title ("Man With the Golden Arm"), R. Maltby, Vik.
10. Poor People of Paris, L. Baxter, Cap.

New Orleans

1. Heartbreak Hotel, E. Presley, Vic.
2. Juke Box Baby, P. Como, Vic.
3. Magic Touch, Platters, Mer.
4. Ivory Tower, O. Williams, Del.
5. Poor People of Paris, L. Baxter, Cap.
6. Hot Diggity, P. Como, Vic.
7. No, Not Much, Four Lads, Col.
8. Lovely One, Four Voices, Col.
9. I'm in Love Again, F. Domino, Imp.
10. Lisbon Antigua, N. Riddle, Cap.

New York

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

Philadelphia

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

Pittsburgh

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

St. Louis

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

San Francisco

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. Blue Suede Shoes, C. Perkins, Sun
5. Hot Diggity, P. Como, Vic.
6. No, Not Much, Four Lads, Col.
7. Eddie, My Love, Fontane Sisters, Dot
8. Main Title ("Man With the Golden Arm"), E. Bernstein, Dec.
9. Heartbreak Hotel, E. Presley, Vic.
10. I'll Be Home, P. Boone, Dot

Seattle

1. Heartbreak Hotel, E. Presley, Vic.
2. Lisbon Antigua, N. Riddle, Cap.
3. Hot Diggity, P. Como, Vic.
4. Ivory Tower, C. Carr, Fty.
5. Poor People of Paris, L. Baxter, Cap.

Toronto

1. Heartbreak Hotel, E. Presley, Vic.
2. Moonglow and Theme From "Picnic" M. Stollhoff, Dec.
3. Blue Suede Shoes, E. Presley, Vic.
4. Magic Touch, Platters, Mer.
5. Poor People of Paris, L. Baxter, Cap.
6. I'll Be Home, P. Boone, Dot

THE MOST **EXCITING** RECORD OF THE YEAR
THE MOST **EXCITING** VOICE OF THE YEAR

ENZO STUARTI



singing

O, MADONNA!

and

YOURS IS MY HEART ALONE

JUBILEE 5243

introduced on
ED SULLIVAN SHOW

Sunday, April 22

Jubilee RECORD CO. INC.
315 W. 47TH ST. NEW YORK, N. Y.

Princess
**GRACE
 KELLY**

stars in the MGM production
 "THE SWAN"

Now that we have your attention,
 we direct you to the magnificent

THEME FROM

"THE SWAN"

presented by

David Carroll

AND HIS ORCHESTRA

tastefully coupled with

"MISS POWDER PUFF"

from his current long play album "Toe Tappers"

MERCURY 70860



• **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. Can You Find It in Your Heart?
*Tony Bennett*
 (ASCAP) Columbia 40667
2. The Wayward Wind.....*Gogi Grant*
 (BMI) Era 1013
3. The Happy Whistler.....*Don Robertson*
 (ASCAP) Capitol 3391
4. Little Girl of Mine.....*The Clefstones*
 (BMI) Gee 1011
5. I Want You to Be My Girl
*Frankie Lymon & The Teen-Agers*
 (BMI) Gee 1012
6. I'm in Love Again
 My Blue Heaven.....*Fats Domino*
 (BMI); (ASCAP) Imperial 964
7. To Love Again.....*The Four Aces*
 (ASCAP) Decca 29889
8. Picnic
 Delilah Jones.....*The McGuire Sisters*
 (ASCAP); (ASCAP) Coral 61627
9. Long Tall Sally.....*Pat Boone*
 (BMI) Dot 15457
10. Walk Hand in Hand.....*Tony Martin*
 (BMI) Victor 6493

• **THIS WEEK'S BEST BUYS**

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

THE WAYWARD WIND (Warman, BMI)—*Gogi Grant*—Era 1013—The stir that Gogi Grant is creating with her latest record proves that her earlier hit, "Suddenly There's a Valley," was no flash in the pan success. "Wind" has been available in most areas only two weeks, yet it has already racked up enviable sales in such cities as Los Angeles, Chicago, Philadelphia, Boston, New York, Buffalo, Milwaukee, Baltimore and St. Louis. The chart potential of this disk is very good. Flip is "No More Than Forever" (Thunderbird, ASCAP).

TO LOVE AGAIN (Columbia Pictures, ASCAP)—*The Four Aces*—Decca 29889—Competition is keen on this tune, but these pros are taking a comfortable early lead and will probably hold it without much trouble. Excellent sales reports were received from retailers and one-stops in Boston, Providence, Philadelphia, Baltimore, Cincinnati, Milwaukee, St. Louis and Southern California. A few cities reported action on the flip, "Charlie Was a Boxer" (Halsey, ASCAP). A previous Billboard "Spotlight" pick.

PICNIC (Shapiro-Bernstein, ASCAP)

DELILAH JONES (Dena, ASCAP) — *The McGuire Sisters* — Coral 61627—With two instrumental versions of "Picnic" flying high in the charts, the ground has been prepared for the McGuires, and they are moving ahead very rapidly. In two weeks' time, they have come to be rated as good or strong sellers by reliable sources in an overwhelming majority of the sales territories of the country. Both sides are generating action, with "Picnic" currently the preferred tune. A previous Billboard "Spotlight" pick.

WILL YOU, WILLYUM (Tannen, BMI)—*Janis Martin*—RCA Victor 6491—See this week's Country and Western Best Buys.

4 GREAT VERSIONS

(The Same Thing Happens With)

the birds and the bees

WORDS BY MACK DAVID

MUSIC BY HARRY WARREN

Featured in the Paramount Picture
"THE BIRDS AND THE BEES"

Starring

George Gobel and Mitzi Gaynor



GEORGE GOBEL

RCA VICTOR

47-6483



ALAN DALE

CORAL

61625
9-61625



DICK NOEL

FRATERNITY

F-738-1



RUSH ADAMS

M-G-M

K-12228

GOMALCO MUSIC CORPORATION

Sole Selling Agent

FAMOUS MUSIC CORPORATION

1619 BROADWAY, NEW YORK 19, N. Y.

Another
SMASH HIT!

The
TEEN QUEENS

'SO

ALL

ALONE'

B/W

"BABY
MINE"

rpm 460

RPM RECORDS

9317 W. Washington Blvd. • Culver City, Calif.

THE TOP 100

For survey week ending April 18

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.	HEARTBREAK HOTEL	E. Presley	Victor	2
3.	HOT DIGGITY	P. Como	Victor	2
4.	LISBON ANTIGUA	N. Riddle	Capitol	4
5.	BLUE SUEDE SHOES	C. Perkins	Sun	5
6.	NO, NOT MUCH	Four Lads	Columbia	6
7.	I'LL BE HOME	P. Boone	Dot	6
8.	WHY DO FOOLS FALL IN LOVE?	Teen Agers	Gee	9
9.	MAGIC TOUCH	Platters	Mercury	11
9.	A TEAR FELL	T. Brewer	Coral	10
11.	ROCK AND ROLL WALTZ	K. Starr	Victor	8
12.	ROCK ISLAND LINE	L. Donegan	London	13
13.	JUKE BOX BABY	P. Como	Victor	12
14.	EDDIE, MY LOVE	Fontane Sisters	Dot	14
14.	MAIN TITLE ("MAN WITH THE GOLDEN ARM")	R. Maltby	Vik	28
16.	WHY DO FOOLS FALL IN LOVE?	G. Storm	Dot	15
17.	WHY DO FOOLS FALL IN LOVE?	Diamonds	Mercury	18
18.	IVORY TOWER	O. Williams	De Luxe	21
19.	IVORY TOWER	C. Carr	Fraternity	22
20.	LONG, TALL SALLY	Little Richard	Specialty	17
21.	MOONGLOW AND THEME FROM "PICNIC"	M. Stollhoff	Decca	36
22.	THEME FROM "THE THREE PENNY OPERA" (MORITAT)	D. Hyman	M-G-M	19
23.	I WAS THE ONE	E. Presley	Victor	23
24.	BO WEEVIL	T. Brewer	Coral	20
25.	BLUE SUEDE SHOES	E. Presley	Victor	54
26.	MAIN TITLE MOLLY-O ("MAN WITH THE GOLDEN ARM")	D. Jacobs	Coral	26
27.	GREAT PRETENDER	Platters	Mercury	16
28.	MR. WONDERFUL	P. Lee	Decca	33
29.	WILD CHERRY	D. Cherry	Columbia	35
30.	LOVELY ONE	Four Voices	Columbia	30
31.	LONG, TALL SALLY	P. Boone	Dot	52
32.	MAIN TITLE ("MAN WITH THE GOLDEN ARM")	E. Bernstein	Decca	43
33.	EDDIE, MY LOVE	Chordettes	Cadence	37
34.	EDDIE, MY LOVE	Teen Queens	RPM	27
35.	MOONGLOW AND THEME FROM "PICNIC"	G. Cates	Coral	24
35.	SEE YOU LATER, ALLIGATOR	B. Haley	Decca	25
35.	TOO YOUNG TO GO STEADY	Nat (King) Cole	Capitol	31
38.	INNAMORATA	J. Vale	Columbia	40
39.	INNAMORATA	D. Martin	Capitol	33
39.	STANDING ON THE CORNER	Four Lads	Columbia	—
41.	CHURCH BELLS MAY RING	Diamonds	Mercury	92
42.	TO YOU, MY LOVE	N. Noble	Mercury	37
43.	POOR PEOPLE OF PARIS	R. Morgan	Decca	—
44.	R-O-C-K	B. Haley	Decca	29
44.	WITHOUT YOU	E. Fisher	Victor	58
46.	IVORY TOWER	G. Storm	Dot	—
46.	THEME FROM "THE THREE PENNY OPERA" (MORITAT)	R. Hayman	Mercury	32
48.	SAINTS ROCK AND ROLL	J. August	Mercury	32
49.	MAIN TITLE ("MAN WITH THE GOLDEN ARM")	B. Haley	Decca	42
49.	PORT-AU-PRINCE	B. May	Capitol	50
51.	HAPPY WHISTLER	N. Riddle	Capitol	37
52.	CAN YOU FIND IT IN YOUR HEART?	D. Robertson	Capitol	—
52.	CAN YOU FIND IT IN YOUR HEART?	T. Bennett	Columbia	62
53.	CRAZY LITTLE PALACE	B. Williams	Coral	53
54.	IN A LITTLE SPANISH TOWN	Bing Crosby	Decca	49
55.	BAND OF GOLD	D. Cherry	Columbia	44
56.	LISBON ANTIGUA	M. Miller	Columbia	86
56.	THEME FROM "THE THREE PENNY OPERA" (MACK THE KNIFE)	L. Armstrong	Columbia	83
56.	WAYWARD WIND	G. Grant	Era	—
59.	OUR LOVE AFFAIR	T. Charles	Decca	84
59.	POOR PEOPLE OF PARIS	L. Welk	Coral	45
59.	ROCK ISLAND LINE	D. Cornell	Coral	75
62.	ELEVENTH HOUR MELODY	A. Hibbler	Decca	71
63.	HELD FOR QUESTIONING	R. Draper	Mercury	71
64.	MR. WONDERFUL	S. Vaughan	Mercury	48
65.	MR. WONDERFUL	T. King	Victor	56
66.	I WANT YOU TO BE MY GIRL	Teen Agers	Gee	—
67.	CHURCH BELLS MAY RING	Willows	Melba	75
67.	NO OTHER ONE	E. Fisher	Victor	65
69.	FLOWERS MEAN FORGIVENESS	F. Sinatra	Capitol	55
69.	MY LITTLE ANGEL	Four Lads	Columbia	—
71.	ROCK RIGHT	G. Gibbs	Mercury	45
71.	WALK HAND IN HAND	T. Martin	Victor	91
73.	BLUE SUEDE SHOES	B. Bennett	King	63
74.	ON THE STREET WHERE YOU LIVE	V. Damone	Columbia	82
75.	TOO CLOSE FOR COMFORT	E. Gorme	ABC-Paramount	73
76.	TUTTI FRUTTI	P. Boone	Dot	59
77.	THEME FROM "THE THREE PENNY OPERA" (MORITAT)	B. Vaughn	Dot	80
78.	HI LILI HI LO	D. Hyman	M-G-M	88
78.	WINNER TAKE ALL	Platters	Mercury	66
80.	THEME FROM "THE THREE PENNY OPERA" (MORITAT)	L. Welk	Coral	61
81.	MAIN TITLE ("MAN WITH THE GOLDEN ARM")	L. Elgart	Columbia	78
81.	ANGEL PIE	P. King	Columbia	—
83.	I'M IN LOVE AGAIN	F. Domino	Imperial	—
84.	FOREVER, DARLING	Ames Brothers	Victor	60
84.	LITTLE GIRL OF MINE	Clestones	Gee	—
86.	MEMORIES ARE MADE OF THIS	D. Martin	Capitol	45
87.	LOVELY LIES	Manhattan Brothers	London	90
88.	SLIPPIN' AND SLIDIN'	Little Richard	Specialty	81
89.	LIPSTICK, CANDY AND RUBBER-SOLED SHOES	J. La Rosa	Victor	64
89.	THEME FROM "THE THREE PENNY OPERA" (MORITAT)	L. Paul & M. Ford	Capitol	95
91.	TO YOU, MY LOVE	G. Shaw	Decca	70
92.	ELEVENTH HOUR MELODY	L. Busch	Capitol	74
93.	ELOISE	K. Thompson	Cadence	69
94.	I COULD HAVE DANCED ALL NIGHT	D. Shore	Victor	—
95.	MY BLUE HEAVEN	F. Domino	Imperial	—
96.	WE ALL NEED LOVE	P. Faith	Columbia	94
97.	JUST AS LONG AS I'M WITH YOU	P. Boone	Dot	—
98.	I WOKE UP CRYING	J. James	M-G-M	—
99.	LULLABY OF BIRDLAND	Blue Stars	Mercury	92
100.	BEYOND THE SEA	R. Williams	Kapp	68

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



OTIS WILLIAMS AND HIS CHARMS
IVORY TOWER
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

LITTLE WILLIE JOHN
FEVER
LETTER FROM MY DARLING
King 4935

DON RENO and RED SMILEY
LIMEHOUSE BLUES
LET'S LIVE FOR TONIGHT
King 4907

KING RECORDS

2 HITS

*A sentimental ballad
you'll always remember
as a Class A hit!*

Graduation Day



*Orchestra
and chorus
conducted
by Don Costa*

THE ROVER BOYS

FEATURING
Billy Albert



No. 9700

I Hear Music

*A tune with a great
beat! You'll hear
music... on your
cash register!*

*Orchestra and
chorus conducted
by Sid Feller*



FOUR HITS ON THE HOTTEST LABEL IN THE ROCK 'N' ROLL FIELD

GEE
1012

FRANKIE LYMON and THE TEENAGERS
I WANT YOU TO BE MY GIRL

b/w

I'M NOT A KNOW-IT-ALL

GEE
1011

THE CLEFTONES
LITTLE GIRL OF MINE
b/w
YOU'RE DRIVING ME MAD

RAMA
196

THE VALENTINES
THE WOO WOO TRAIN
b/w
WHY?

GEE
1002

FRANKIE LYMON and THE TEENAGERS
WHY DO FOOLS FALL IN LOVE?
b/w
PLEASE BE MINE

GEE

RECORDS

220 W. 42nd St., New York, N. Y.

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)—Gomallo—ASCAP
- Can You Find It in Your Heart? (R)—Witmark—ASCAP
- Delilah Jones (R) (F)—Dena—ASCAP
- Eddie, My Love (R)—Modern-Roosevelt—BMI
- Flamenco Love (R)—Bregman, Vocca & Conn—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
- Joey, Joey, Joey (R) (M)—Frank—ASCAP
- Magic Touch (R)—Panther—ASCAP
- Moonglow (R) (F)—Mills—ASCAP
- Mr. Wonderful (R) (M)—Laurel—ASCAP
- On the Street Where You Live (R)—Chappell—ASCAP
- Picnic (R) (F)—Shapiro-Bernstein—ASCAP
- Poor People of Paris (R) — Connelly—ASCAP
- Port-au-Prince (R)—E. B. Marks—BMI
- Rock and Roll Waltz (R)—Sheldon—BMI
- Serenade (R) (M)—Harms—ASCAP
- Standing on the Corner (R) (M)—Frank—ASCAP
- Theme from "The Three Penny Opera" (Moritat) (R)—Harms—ASCAP
- To Love Again (R) — Shapiro-Bernstein—ASCAP
- Too Close for Comfort (R) (M)—Laurel—ASCAP
- Too Young to Go Steady (R)—Robbins—ASCAP
- Wayward Wind (R)—Warman—BMI
- We All Need Love (R)—Remick—ASCAP
- What a Heavenly Night for Love (R)—Tee Kaye—ASCAP
- When You're in Love (R) — Chappell—ASCAP
- Why Do Fools Fall in Love? (R)—Patricia—BMI
- Without You (R)—Broadcast—BMI

Television

- A Tear Fell (R)—Progressive—BMI
- A Young Man's Fancy (R)—Ashtown—BMI
- Birds and the Bees (R) (F)—Gomallo—ASCAP
- Blue Suede Shoes (R)—Hi-Lo-Hill & Range—ASCAP
- Brazil (R)—Southern—ASCAP
- Eleventh Hour Melody (R) — Paxton—ASCAP
- Hot Diggity (R)—Roncom—ASCAP
- I Could Have Danced All Night (R) (M)—Chappell—ASCAP
- I'll Be Home (R)—Arc—BMI
- It's Almost Tomorrow (R) — Northern—Juke Box Baby (R)—Winnerton—BMI
- Llebon Antigua (R)—Southern—ASCAP
- Little Leaguers (R)—Kassel Airs—ASCAP
- Memories Are Made of This (R)—Montclare—BMI
- Mr. Wonderful (R) (M)—Laurel—ASCAP
- No, Not Much (R)—Beaver—ASCAP
- Picnic (R) (F)—Shapiro-Bernstein—ASCAP
- Poor People of Paris (R) — Connelly—ASCAP
- Practice, Practice What You Preach (R)—Mayfair—ASCAP
- Rock and Roll Waltz (R)—Sheldon—BMI
- See You Later, Alligator (R)—Arc—BMI
- Somewhere (R) (F)—E. H. Morris—ASCAP
- Theme From "The Three Penny Opera" (Moritat) (R)—Harms—ASCAP
- To Love Again (R) — Shapiro-Bernstein—ASCAP
- Too Close for Comfort (R) (M) — Laurel—ASCAP
- Too Young to Go Steady (R)—Robbins—ASCAP
- Walk Sweet (R) (F)—E. H. Morris—ASCAP
- What a Heavenly Night for Love (R)—Tee Kaye—ASCAP
- What Ev'ry Old Girl Should Know (R) (F)—E. H. Morris—ASCAP
- Without You (R)—Broadcast—BMI

Best Selling Sheet Music in Britain

(For Week Ending April 14)

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

- It's Almost Tomorrow—Macmelodies (Northern)
- The Poor People of Paris—Berry (Connelly)
- Memories Are Made of This—Montclare (Montclare)
- The Ballad of Davy Crockett—Disney (Disney)
- Zambezi—Fields (Shapiro-Bernstein)
- Rock and Roll Waltz—Maddox (Sheldon)
- Willie Can—Frank (Acuff-Rose)
- My September Love—Bron
- Theme From "The Three Penny Opera"—Arcadia (Harms)
- Young and Foolish—Chappell (Chappell)
- Band of Gold—Essex (Ludlow)
- The Dambusters March—Chappell (Chappell)
- Robin Hood—New World (Official)
- Jimmy Unknown—Bron (Jefferson)
- Pickin' a Chicken—Berry (Connelly)
- No Other Love—Chappell (Williams)
- Only You—Sherwin (Wildwood)
- The Great Pretender—Southern (Panther)
- With Your Love—Macmelodies
- When You Lose the One You Love—Bradbury (Chappell)

Best Selling Pop Records in Britain

(For Week Ending April 14)

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).....	1
2. ROCK AND ROLL WALTZ—Kay Starr (H.M.V.)	3
3. IT'S ALMOST TOMORROW—Dream Weavers (Brunswick).....	2
4. ONLY YOU—Hilltoppers (London)	4
5. MEMORIES ARE MADE OF THIS—Dean Martin (Capitol).....	7
6. MEMORIES ARE MADE OF THIS—Dave King (Decca).....	6
7. ZAMBESI—Lou Busch (Capitol)	5
8. MY SEPTEMBER LOVE—David Whitfield (Decca).....	11
9. SEE YOU LATER, ALLIGATOR—Bill Haley Comets (Brunswick).....	8
10. THEME FROM "THE THREE PENNY OPERA"—Dick Hyman Trio (M-G-M).....	9
11. A TEAR FELL—Teresa Brewer (Vogue/Coral).....	18
12. GREAT PRETENDER—Jimmy Parkinson (Columbia)	10
13. WILLIE CAN—Alma Cogan (H.M.V.)	13
14. THEME FROM "THE THREE PENNY OPERA"—Louis Armstrong (Philips).....	27
15. NO OTHER LOVE—Ronnie Hilton (H.M.V.)	—
16. I'M NO FOOL—Slim Whitman (London)	19
17. THEME FROM "THE THREE PENNY OPERA"—Bill Vaughn (London).....	12
18. YOU CAN'T BE TRUE TO TWO—Dave King (Decca).....	25
19. AIN'T MISBEHAVIN'—Johannie Ray (Philips)	—
20. BAND OF GOLD—Don Cherry (Philips)	17
21. SEVEN DAYS—Anne Shelton (Philips)	24



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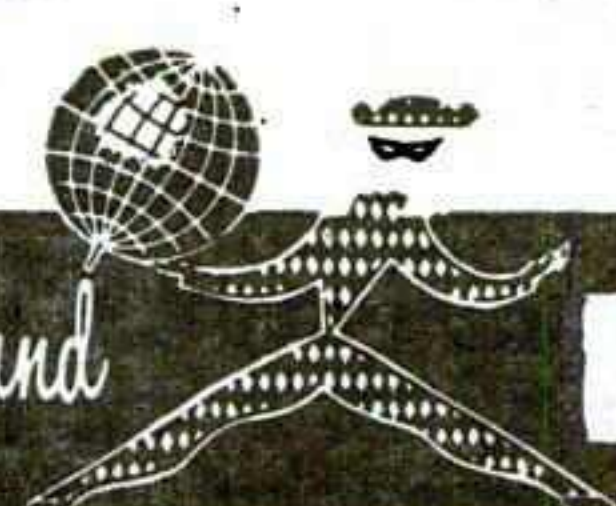
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MUSIC AS WRITTEN

Continued from page 24

has been set for May 1, with an open-house cocktail party tentatively set for May 14.

Entry of Norty's Music in the field brings the number of one-stop operators in this area to three. Others are California Music Company and William Leuenhagen.

**CURRY, REYNOLDS BOW
NEW INDIE LABEL**

Flash Records, new independent rhythm and blues label, has been formed here by Al Curry and Charlie Reynolds, both veteran disk dealers in this area. Firm is currently setting national distribution, with Curry planning a cross-country trek to distributors and disk jockeys. Talent signed thus far includes James Curry, Lorenzo Holden, Cheryl Crowley and the Jay Hawks.

New York

The Famous Bar, St. Louis department store, is burned up over Dave Brubeck's run-out last week on a scheduled personal appearance in its disk department. The store had plunged for several big ads in local papers. . . . Burt Korall, former Metronome magazine staffer, has joined the Frances

Kaye flackery here. . . . Directional Enterprises (Jerry Levy and Fred Amsel) have signed warbler-pianist Bobby Scott for personal management. . . . The Rover Boys have been booked into the Palace Theater, Akron, O., for the week of May 10. . . . The Mello-Larks go into the Riviera Hotel, Las Vegas, for four weeks starting May 9. . . . Jazz clarinetist John La Porta has been signed by Fantasy Records.

Two imported European pianists are scheduled to cut their first States-side recordings this week. The French pianist, Bernard Peiffer, will cut an LP for EmArcy, and German stylist, Jutta Hipp, will cut an LP on location at the Hickory House, where she's appearing currently. This will be released on Blue Note. Miss Hipp is the second modern jazz pianist to have come here under the aegis of Leonard Feather. The first was George Shearing, from England. . . . Another English artist, warbler David Hughes, has a disk coming out next week on Epic. The singer, who is managed by music publisher Edward Kassner, records for Philips in London.

Hollywood

RCA Victor's Coast repertoire chief, Henri Rene, leaves for New York for a series of meetings with Gotham execs. . . . Sammy Faine and Paul Francis Webster have completed four of the 10 songs to be used in "Hollywood or Bust," starring Martin and Lewis. . . . The Treniers, currently appearing at the Melody Room, have signed a personal management contract with Gabbe, Lutz & Heller. . . . The Ames Brothers were tendered a testimonial stag dinner at the California Racquet Club last week. . . . Yma Sumac, Capitol Records pactee, has signed a contract with the San Francisco Opera Company to sing the opera "Lake" on March 10 next year. . . . Jay Livingston and Ray Evans inked to pen the title tune for Paramount's "The Love of Omar Khayyam." . . . Vicki Young flies to Windsor, Ont., where she opens a two-week engagement at the Metropole April 19, following recording sessions here for Capitol. . . . Accordionist Jimmy Haskell set to appear as a regular at the New Garden of Allah. . . . Margaret Whiting headlines the new show at the Flamingo, Las Vegas, with Dick Contino also appearing on the bill. . . . George Baron, KOWL vice-president, off to Palm Springs, where he will attend the SCAA convention. . . . Chirp Ann Weldon returns to the New Frontier, Las Vegas, on May 7, marking her third trip there this year. . . . Dick Lyons, formerly with M-G-M Records in New York and a story editor at Universal-International here, leaves for New York next week for a brief stay. . . . Art Mooney completed his role in M-G-M's "The Opposite Sex" and returns to New York this week.

Hal Stanley, thrush Kay Starr's manager, left here for a two-week trip to New York. . . . Capitol Records' Margie Rayburn inked for a two-week stand at the Bar of Music beginning April 26. . . . Ralph Brewing takes over Allan Copeland's chores with The Modernaires for one week starting April 23 while Copeland vacations. The Mods are seen daily on the CBS-TV Bob Crosby Show. . . . Sammy Cahn, twice nominated in last year's Academy Awards, has been assigned to write a special theme song for M-G-M's "Somebody Up There Likes Me." . . . Matt Dennis will exit the NBC daytime Ernie Kovac teleshaw and return to the Coast. . . . Maurice Chevalier makes his first appearance in Hollywood at Ciro's April 25. . .

VOX JOX

By JUNE BUNDY

MALTY NO FIX: In answer to a recent Vox Jox query as to what happened on Richard Maltby's contest to have deejays and their listeners pick a new slogan for his band, Vik flacks this week report that Roy Perkins, KIMM, Denver, wins the two RCA tape recorders for his entry—"The Band the Dancers Demand." Perkins is donating one of the machines to the National Jewish Hospital of Denver.

GIMMIX: Manhattan station WMGM and the Donnell Regional branch of the New York Library started a series of Thursday night pop music jamborees and discussions last week in the Nathan Straus Young People's Room of the Donnell branch. The series, which will run thru May 31, will spotlight WMGM deejays Ed Stokes, Peter Tripp, Phil Goulding and Dean Hunter as emcees, while prominent execs of the recording field will also attend to discuss the business and spin their latest releases for the teen-age audience. The Donnell branch features Manhattan's first free record lending library.

Alan Dary, WBZ, Boston, recently offered \$25 worth of records to the first person who phoned him from west of the Mississippi. Winning call came thru from a fan-tagged, believe it or not, Liz Lucky—in Waterloo, Ia. . . . WNEW, New York, magnanimously presented over 2,000 classical records to WNYC, the municipally owned station, which has a

hand. The ersatz sheepskins were awarded the jocks for "outstanding service rendered to the youth of America" by spinning "Graduation Day" disks. The diploma, signed by "Dean" Goldmark, was resourcefully produced in two versions, one touting the Rover Boys' version of the song, and the other the Four Freshman's.

MILWAUKEE JUMPING: Bob (Coffeehead) Larsen, WEMP, Milwaukee, emceed a big name live talent show on stage at the Riverside Theater. The show, which ran eight days, was headlined by Gene Krupa, Carmen MacRae, Buddy Greco and Don Shirley. . . . Another Milwaukee station, WRIT, is readying a big celebration for May 6, at which time the outlet will celebrate its first anniversary on the air and the fact that, according to Hooper, WRIT is now the highest rated station in the city from noon 'till 6 p.m. Gene Edwards, WRIT's program director, says they've taken over the Milwaukee Auditorium for the big night and will present top entertainers and a name band.

The finals of the local seg of the Miss Universe contest will also be held at that time. Free tickets to the affair will be made available to listeners via WRIT sponsors. Everybody from the manager to the janitor will be introduced on stage, while WRIT deejays will share emcee honors. Edwards is anxious to contact any record artists who will be in the area that day and would like to attend "WRIT Appreciation Night."

YESTERYEAR'S TOPS—

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

APRIL 27, 1946

1. Oh! What It Seemed to Be
2. Shoo-Fly Pie and Apple Pan Dowdy
3. One-Zy, Two-Zy (I Love You-Zy)
4. You Won't Be Satisfied (Until You Break My Heart)
5. All Through the Day
6. Sioux City Sue
7. Personality
8. Laughing on the Outside (Crying on the Inside)
9. Day By Day
10. Prisoner of Love
11. I'm a Big Girl Now
12. Seems Like Old Times
13. Easter Parade
14. Doctor, Lawyer, Indian Chief
15. The Gypsy

APRIL 28, 1951

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

limited disk budget. . . . Don Blair, program director and deejay at WPTR, Albany, N. Y., and Don Blair, "The Music Merchant" host on WHAY, New Britain, Conn., have discovered each other. The Albany Blair wrote the New Britain Blair, when we ran an item in Vox Jox about the latter joining WHAY. The two Don Blairs—now fast friends—wonder if there are any more of them out there.

THIS 'N' THAT: Singing deejay Bill Bennett, WDGY, Minneapolis, has signed to emcee and sing at a series of Saturday dances at the Prom Ballroom. . . . Goldie Goldmark's Sheldon Music staff had writer's cramp this week as a result of addressing over 3,500 deejay diplomas in long-

**• Reveiws and
Ratings of New
Popular Albums**

Continued from page 34

his own banner. His manner is less frenetic than Powell's, and more provocative perhaps than Jones. On the whole, he's one of the most interesting of the recent abundant crop of pianists, and if pushed, this set should enjoy a fair-enough sale. His treatments of the erstwhile waltzes, "Someday My Prince Will Come" and "The Girl (Boy) Next Door," are intriguing.

SLIDE TROMBONE 73
Lawrence Brown (1-12")
Clef MG C 682

Brown needs no introduction to anyone who has followed the Duke Ellington band across the years. For 19 of them, Brown occupied the first trombone chair, and in an anthology like this, there are ample opportunities to study the facts of his style. His rich, gutty tone isn't currently in vogue, but it seems "right" enough in the kind of material he plays. Particularly in blues (like "Down the Street," "Round the Corner Blues" and "Blues for Duke") and in slow ballads ("Where or When?" for example) or his long celebrated handling of "Rose of the Rio Grande," he is an admirable jazzman. Collectors of Ellingtonia shouldn't miss this one.

**WARDELL GRAY
MEMORIAL, VOL. 1** 72
(1-12")
Prestige LP 7009

A convenient collection of some of the better sides by the late tenor man, available up until now only on scattered LP's and EP's. The material in this album was originally recorded in 1950 and 1951. The latter recording date was memorable for the early appearance of trumpet man Art Farmer. His blowing in "Farmer's Market" proved to be a springboard to fame. In the same session, Gray cut "Jackie," "Sweet and Lovely" and "Lover Man," all available here. The earlier session had Sonny Criss and Clark Terry, among others, in attendance, with Dexter Gordon sitting in on "Move."

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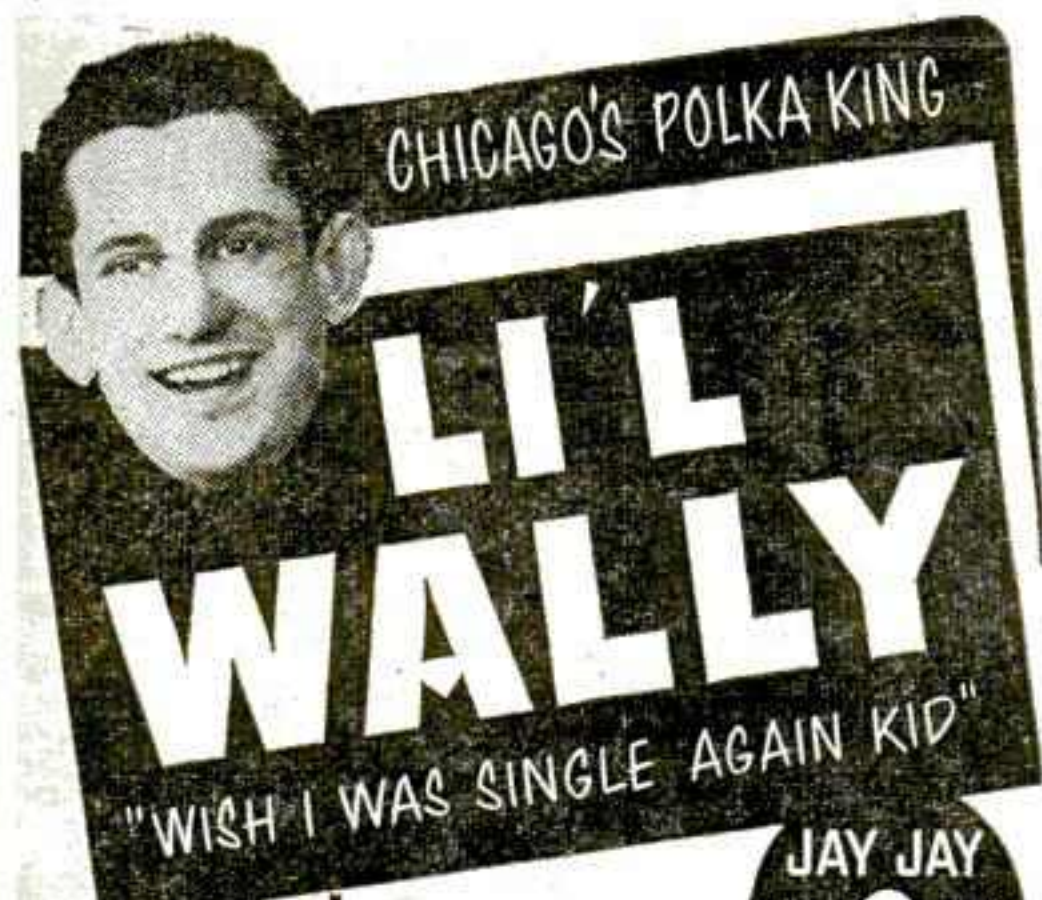
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Review Spotlight on . . .

RECORDS

THE ROVER BOYS . . . ABC-Paramount 9700 . . . GRADUATION DAY (Sheldon, BMI)

The group shapes up as a top threat with this warmly appealing sentimental ballad, of the hit caliber of "Moments to Remember." The tune has all the makings for honors and the boys offer their best sound yet on the disk. Flip is "I Hear Music," a nicely styled rhythm side. (George George)

LES BAXTER ORK . . . Capitol 3404 . . . TANGO OF THE DRUMS (Hill & Range, BMI)

Baxter, one of the top instrumental stylists of the day, blossoms out here with another dinking of big hit proportions. It's a smartly distinctive Latin-American piece, lushly arranged and beautifully performed. Flip is "Sinner Man," featuring folk singer Will Holt. (Chappell, ASCAP)

THE FONTANE SISTERS . . . Dot 15462 . . . I'M IN LOVE AGAIN (Reeve, BMI)

The gals are on the gravy train again with this low-down driving rhythm job. It moves at an exciting pace and the Fontanes are once again in great form with those swingingly suggestive tones. Fats Domino's original Imperial version is up on the r.&b. money chart, and this version should follow thru pop-wise. Flip is the oldie, "You Always Hurt the One You Love." (Pickwick, ASCAP)

MARGARET WHITING . . . Capitol 3412 . . . SECOND TIME IN LOVE OLD ENOUGH . . . (Celebrity, BMI)

Miss Whiting has two sides that could be real sleepers. On top is a lovely new tune from the upcoming legiter, "Shangri-La," which gets the gal's creamiest vocal styling. On the flip is a far above average waxing keyed to the teen category, which rates bows for a mighty smart performance. Both could come thru for big plays.

THE TEEN QUEENS . . . RPM 460 . . . BABY MINE SO ALL ALONE . . . (Modern, BMI)

(See listing under Review Spotlight on Rhythm and Blues.)

Reviews of New Pop Records

RATINGS—COMMERCIAL POTENTIAL

Each record review expresses the opinion of the members of The Billboard music staff. In determining the commercial rating, the following factors are considered: Interpretation, material, artist's name value, distribution power, exploitation potential. The same considerations are applied to records reviewed in the country and western, and rhythm and blues fields.

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

GEORGIA GIBBS
Kiss Me Another . . . 82

MERCURY 70850—Georgia Gibbs has a strong entry here that could easily step into the money ranks. Spanish gimmicks and elaborate production combine with the vocal in a standout effort. Better watch this one. (E. B. Marks, BMI)

Fool of the Year . . . 78

One of the best fool songs in some time, this one is sung with lots of impact. Backing has a quiet r.&b. beat that fits just right. Face could move ahead. (Gil, BMI)

JAYE P. MORGAN
Play for Keeps . . . 80

VICTOR 6505 — The thrush renders a moving ballad with effective lyrics in her usual distinctive vocal style. Should get considerable jockey and juke spins. (Korwin, ASCAP)

Lost in the Shuffle . . . 76

A strong vocal stint by the canary on an attractive ballad with a good title. (Mellin, BMI)

VAUGHN MONROE
The Rock 'n' Roll Express . . . 79

VICTOR 6501 — Despite the title, this material draws more than anything, from the country field's "railroad blues" tradition. The wild, accelerating rhythm and fast patter are catchy and commercially sound. Monroe's possibilities are good on this one. (Danby, BMI)

There She Goes . . . 73

A sentimental ballad in Monroe's older style. It's a tasty confection, with chorus and ork backing him up handsomely, but not overly strong for today's market. (Trinity, BMI)

MITCH MILLER ORK
That Girl . . . 78

COLUMBIA 40683—Miller has his harp-

sichord out front again for a mighty listenable slicing. The haunting melody is arranged with originality. Voices perform as instruments, all combining in a refreshing entry that could build in consumer favor. (E. B. Marks, BMI)

St. Lawrence River . . . 78

Hymn to the title river, a Bob Merrill opus, is given a rousing performance. A chorus chants the lyrics, and drums in the backing provide solid support. This could step out. (Rylan, ASCAP)

NICK NOBLE
She Loves Me, She Loves Me Not . . . 78

MERCURY 70851—Singer and material are well matched here. This beautiful ballad requires far more than the usual kind of style and feeling, and Noble tailors it very effectively to his voice. He is pretty well established now, and this could do much to strengthen his popularity. (Broadcast, BMI)

The Big, Big Ladder . . . 77

Noble's first hit having been "The Bible Tells Me So," it is only natural that another happy sacred tune of that type be attempted by the singer. The sales potential for such a vigorous, out-going reading should be good. (George, BMI)

LONNIE SATTIN
High Steel . . . 78

CAPITOL 3405 — Sattin belts across a hard-driving work song (the steel industry this time) with an exciting beat and vitality to spare. Jockeys are bound to spin this one. (Mode, ASCAP)

When My Love Says Goodbye . . . 75

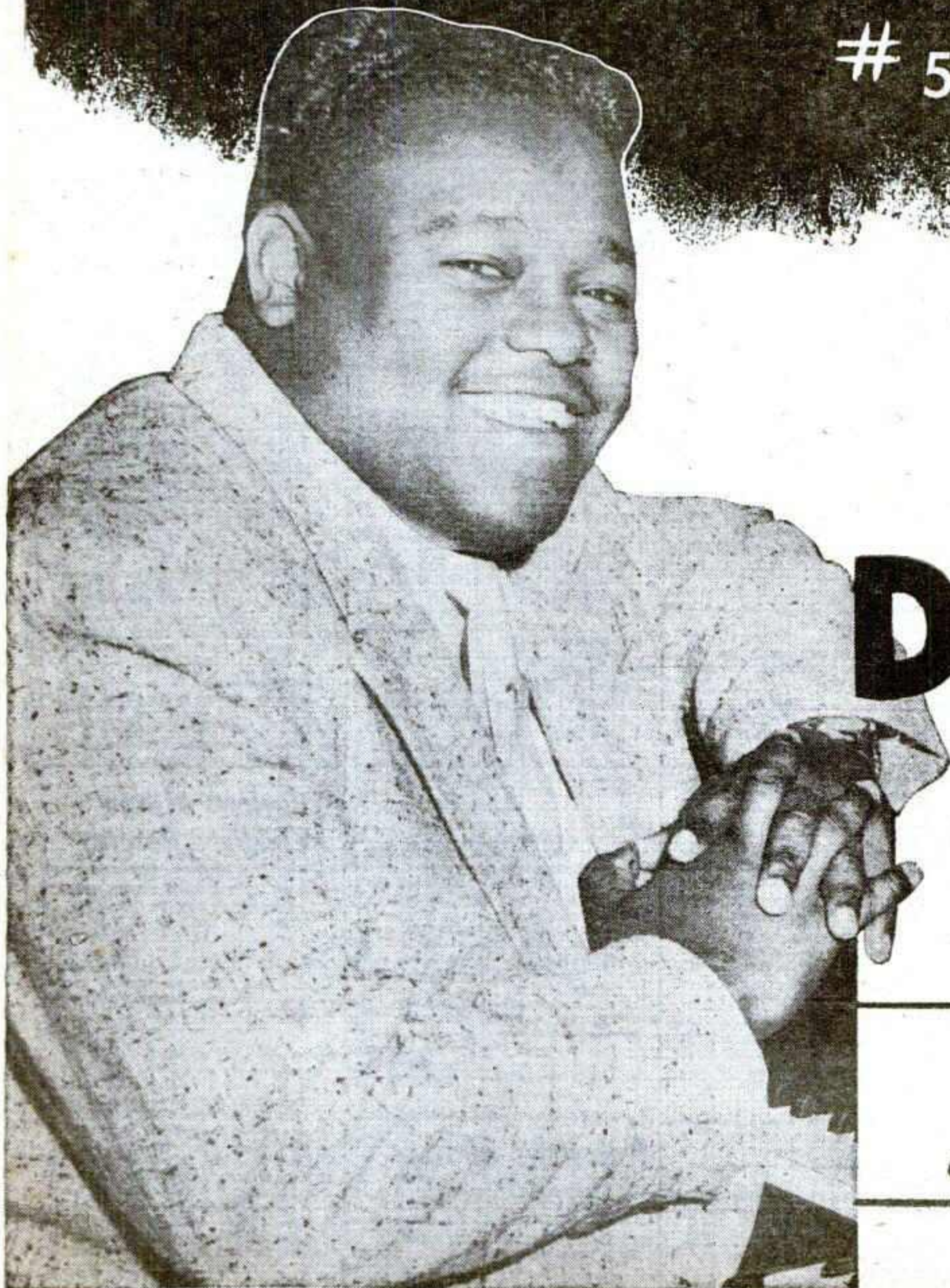
A moving vocal interpretation of an effective ballad. However, flip is stronger showcase for Sattin, and will probably grab off initial play. (Laurel, ASCAP)

(Continued on page 56)

OVER 300,000 RECORDS SOLD
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'MY BLUE HEAVEN'
and
'I'M IN LOVE AGAIN'

5386



**FATS
DOMINO**

**Imperial Records**

6425 Hollywood Blvd.

Hollywood 28, Calif.

Reviews of New Pop Records

Continued from page 54

THE FOUR FRESHMEN
Graduation Day 77
 CAPITOL 3410—The frosh have that agreeable harmony and blend on tap again on a slow, sentimental entry for the teen crowd. This will get its share of plays, tho' the Rover Boys will be hard to beat out. (Sheldon, BMI)

Lonely Night in Paris 77
 Slow, dreamy balladry here with the familiar images of romantic Paris tossed in—"sidewalk cafes," etc. Cool and smooth wax with some standout tromboning moving things along. (Starlight Songs, ASCAP)

BILLY STRANGE
My Buddy's Girl 77
 ERA 1014—A forceful swingin' rendition of this teen theme. Coupling has a real chance on both ends. (Thunderbird, ASCAP)

Say You're Mine, Porcupine 76
 Okay rockin' blues novelty gargled by Strange. Teen-agers can get hooked on this. (Warman, BMI)

DAVID ROSE ORK
Theme From "The Swan" 77
 M-G-M 12243—The Grace Kelly-Alec Guinness film is set for release almost to the day of "the" wedding in Monaco. What this means from the promotion point of view on this pretty theme music should not be hard to fathom. It should be a commercial push-over.

Forbidden Planet 71
 An odd coupling for a dreamy, romantic tune like the theme from "The Swan." On this side some of the earliest music the listener can imagine conjures up visions of interplanetary monsters, space-ships and the full paraphernalia of science fiction. Some novelty value, perhaps.

THE PILGRIMS
Mister Fiddler 76
 BATON 225—This is completely pop in flavor, and a very attractive item it is. The lead singers of the Pilgrims bring a fresh sound to this folk-type ditty, and the backing has a rousing quality. Watch it. (Dare, BMI)

This Land Is Your Land 74
 This side is a patriotic item, well-chanted with a dignified gang-sing quality. A good coupling. (Ludlow, BMI)

THE CLASSMATES
Return My Heart 76
 DOT 15460—The group sings a pretty ballad with feeling and sincerity, while Elise Bretton contributes a tender solo bit. Effective lyrics. (E. B. Marks, BMI)

Who's Gonna Take You to the Prom? 76
 A smartly paced, good-humored version of the catchy rock and roll rhythm ditty, with personable solo

warbling by Bernie Kneec. (Bourne, ASCAP)

CARMEN McRAE
Tonight He's Out to Break Another Heart 76
 DECCA 29890—Pretty ballad is sung with warmth and subtle phrasing. It's a fine entry by Miss McRae, and her fans will grab it up. (Planetary, ASCAP)

Star Eyes 75
 The sophisticated romantic ballad is warbled beautifully, with the backing tasteful and holding a few delicate hip turns. Good program wax. (Feist, ASCAP)

BOYD BENNETT AND HIS ROCKETS
The Groovy Age 76
 KING 4925—"Under 20, over 12," it says here. A good swingy side in the style of previous Bennett hits, with Big Moe on vocal. Could do okay. (Lois, BMI)

Let Me Love You 75
 Bennett and chorus chant this ballad-with-a-beat. Can do fine with the teeners if it gets spin support. (Benjon, BMI)

JOE (FINGERS) CARR
Portuguese Washerwoman 76
 CAPITOL 3418—Piano instrumental with a most interesting novelty touch. Lois of deejays will give this a whirl just to ascertain reaction. It's an unusual side.

Lucky Pierre 74
 Another novelty item which makes a happy coupling for the flip, and will add to a deejay's library of curios.

JOHNNY LONG ORK
Boom! Boom! 76
 (It's Great to Be Crazy)..... 76
 CORAL 61624—A bouncy novelty with wacky lyrics and exuberant group vocalizing. Should get juke attention. (Northern, ASCAP)

Around the Corner 73
 Same comment. (Feist, ASCAP)

RUSTY DRAPER
The Gun of Billy the Kid 75
 MERCURY 70853—The Western saga is delivered in fine dramatic style by Draper. May catch on with moppets, but heavy pop sales are unlikely. (Harris, ASCAP)

Sometimes You Gotta Lose to Win 74
 With rock and roll backing, Draper turns in some effective gargling on this bluesy ballad. He has had stronger entries. (Pure, BMI)

DEEP RIVER BOYS
Whole Wide World 75
 VIK 0205—A fine swingin' rock and roll side by the Boys, with especially forceful lead. The material isn't truly unusual, but the performance could give it some mileage if it gets teen-ager exposure. (Lowell, BMI)

All My Love Belongs to You 74
 The veteran group, big fave in Europe, returns to add its bit to the r.&r. movement. This is an effective ballad turn, but it will need heavy exposure. (Tee Pee, ASCAP)

BUBBER JOHNSON
My One Desire 75
 KING 4924—Bubber Johnson gets real emotion into his delivery of this pretty ballad. Deejays will like it. (Arnel, ASCAP)

I Lost Track of Everything 73
 This ballad is completely pop in style and feeling. Bubber Johnson sings it well. (Jay & Cee, BMI)

HOLLY TWINS
It's Easy 75
 LIBERTY 55015—The technique of inviting romantic overtures is quite shorly explored here. A cute disk-ing with a slinky Latino beat. (Bourne, ASCAP)

Take Me Back 74
 The girls sing in close harmony and with engaging spirit. This is a sprightly side and it has a bright beat. Good listening. (Liberty, ASCAP)

JOEY RASA
Angels Never Leave Heaven 74
 ABC-PARAMOUNT 9703 — The label's new warbler flashes a winning voice with some Buddy Clark inspiration. This kind of singing should take him a long way from the Fulton Fish Market, where he works these days. (Leeds, ASCAP)

D'Annella 73
 This tune, a lively item with Italian and English refrains, should establish the lad in Italian-American markets. (Romm, BMI)

GUY LOMBARDO ORK
The Sand Dance 74
 DECCA 29859—Altho' Lombardo has left the label, Decca still has sides by him in the can, including this pleasant pseudo-rumba ditty with a danceable beat and personable warbling by Kenny Gardner and the Lombardo Trio. (Valando, ASCAP)

The Doggone Blues 72
 Gardner warbles nicely on an amusing little ditty with a terp-wise fox trot tempo. (Laurel, ASCAP)

ROBERT CLARY
Heart of Paris (I Left My Heart in the Heart of Montmartre) 74
 EPIC 9157—Bitter-sweet melody is

awarded an expressive reading by Clary. Jockeys ought to hand it adequate exposure, and it could stimulate some attention. (Mills, ASCAP)

Merry-Go-Round
 (Complante de la Butte)..... 69
 The futility of rotation is explored here. Clary does a nice job in the vocal department. Tune is pretty. (Southern, ASCAP)

EDDIE CALVERT
Serenade 73
 CAPITOL 3407—British trumpet man Calvert offers a pleasant danceable version of the tune from the new Mario Lanza pic. Chorus and Norrie Paramo ork lends a flowing backing. (Harms, ASCAP)

Taking a Chance on Love 71
 Calvert blows more straight clean sounds in upbeat rhythm on the danceable standard. (Miller, ASCAP)

JOE VALINO
Buckets of Love 73
 VIK 0204—Valino's first VIK record is a promising rock and roll effort that should start him off in style. The pace is fast and furious, and Valino gives an exciting, personable reading. (Raphael, ASCAP)

The Four Seasons 71
 In this lyrical, folk-like tune, Valino reveals what a polished singer he really is. The timbre and smooth style suggest a model like Vic Damone. He handles himself expertly, and ought to attract much favorable attention. (Harrison, ASCAP)

JENNIE DEAN
Man in the Gray Flannel Suit 73
 NEW DISC 10015—A most appealing vocal rendition on an attractive, but somewhat forbidding tone based, at least title-wise, on the book and flick of the same name. Many jocks will like this girl. (Marks, BMI)

I Could Have Danced All Night 68
 Late and light coverage of the pleasant tune from "My Fair Lady." (Chappell, ASCAP)

MORGANA KING
In the Wee Small Hours of the Morning 72
 WING 90073—The lovely tune featured by Frank Sinatra in an album gets its initial single release. Miss King puts the silken pipes to work in a touching job. With proper exposure this could win a lot of nickles. (Evans, ASCAP)

Delovely 70
 The Porter perennial gets a slightly sultry treatment by the talented gal. Good listenable wax and jockeys doubtless will go for it. (Chappell, ASCAP)

THE TRENIERS
Good Rockin' Tonight 72
 EPIC 9162—This blues gets an exciting performance, with the vocal chanted solidly. (Blue Ridge, BMI)

Boodle Green 71
 The title is the name of a dance. The Treniers tell how to do it, with a rocking rhythm and an accompaniment of honking horns. (Lois, BMI)

KLAUS HAMMERSCHMIDT
There'll Be Some Changes Made, Mine Hare 72
 CAPITOL 3406—Here's an amusing parody on "There'll Be Some Changes Made." It's all about the love life of a couple of Easter Bunnies. Logical niche is in the party disk category and for that limited market it figures there'll be chuckles aplenty. (E. B. Marks, BMI)

Rock Around the Danube 70
 The oom-pah-pah boys give Johann Strauss a rock 'n' roll going over. It's a yockful burlesque on the style. (Tacet, BMI)

DAVID HUGHES
One Finger Song 72
 EPIC 9152—Britisher Hughes is effective with this melodic novelty. His vocal is backed with excellent instrumentation by Wally Stott's ork. (Schneffers, BMI)

Until You're Mine 69
 Hughes, a legit-style warbler, belts out this old-fashioned piece of material with old-fashioned vocal flourishes. Has a British touch. Backing is Wally Stott's ork. (Kassner, ASCAP)

THE THREE GIRLS
He's Got Time 72
 CAPITOL 3422—Jane Russell, Connie Haines and Beryl Davis are the chicks. They chant this nostalgic-flavored ditty, reminiscent of soft-shoe hoofing days. Pleasant.

The Magic of Believing 68
 This side is a slow ballad, and it lacks the impact of the flip. Doesn't quite come off.

CATHY RYAN
Love You With All My Might 72
 KING 4916—There's a cute lyric to this blues, and Cathy Ryan's vocal gets very helpful backing by the musicians. (Jay & Cee, BMI)

Lazy River 65
 The standard gets a rather brassy vocal by Cathy Ryan. Side has little distinction. (Peer, BMI)

JILL COREY
Your Prayers Are Always Answered 71
 COLUMBIA 40687 — Inspirational opus is an ambitious job. It's doubtful, tho, if the disk has click content. (Dartmouth, ASCAP)

Summer Night 70
 The young thrush shows surprising

maturity in this soaring reading of the pretty melody. (Witmark, ASCAP)

VAN LYNN ORK
Lullaby of Birdland 70
 DECCA 29885—A top-flight addition to the catalog of diskings of the evergreen. This features the European ork in a fine rendition, with much use of mellow string sound. Ideal program wax. (Patricia, BMI)

Try a Little Tenderness 69
 Another pretty performance by the ork which has figured in some fine mood music albums for Decca. (Robins, ASCAP)

ALVY WEST BAND
Ya Ya Ya 70
 ABC-PARAMOUNT 9680—This up-tempo instrumental novelty uses a vocal chorus (the Roslyn Teen-Agers) to help spice things up. Some of the instrumental passages are very interesting. (Marguerita, ASCAP)

Blue Bongo 67
 A moody instrumental side that makes original use of Latin-American percussion. Late-evening deejays might welcome this disk. (Jay IV, ASCAP)

BILLY BRITT
Monaco 69
 TARTAN 501—The Brill building was well represented tune-wise at the Monaco wedding festivals last week, so this waxing has plenty of competition for jockey play. It's a pretty ballad, with a timely theme and an okay vocal job. (Tartan, BMI)

Nights Enchanted 68
 Britt's stand-out trumpet solo work is spotlighted on a lush instrumental wrap-up of a pleasant theme. Good mood music programming for jocks. (Tartan, BMI)

REET RILEY
I Found a New Sound 69
 VICTOR 6506—This singer, in search of a new sound, finds musical possibilities in the snore. Variations of it punctuate the score here, and turn it into a rather amusing novelty. Deejays will appreciate this cleverly presented ditty. (Aprege, ASCAP)

Evolutionary Blues 65
 Somewhat less amusing is this disclaimer by a monkey of any connection with the human race, Darwin or no. Riley does a good job, but the material is a little too hip to rope in the average listener. (Aprege, ASCAP)

LOUIE MEYERS
Bluesy 68
 ABCO 104—Meyers features r.&b. line-up of harmonica, guitar and drums on this jumping instrumental with a boogie-woogie beat. Good juke fare. (Lawn, BMI)

Just Whaling 66
 This side spotlights a big, fast beat with the same instrumental grouping. Sounds as tho it should have been "Just Whaling," not "Just Whaling." (Lawn, BMI)

THE FOUR CHAPS
Completely Yours 68
 RAMA 195—This group makes its debut with a pretty, up-tempo ballad that serves them well for its harmonizing possibilities. They have a general approach that is reminiscent of the Hilltoppers—but lack a strong lead like Jimmy Sacca. (Myers, ASCAP)

Foolish Little Butterfly 65
 The material and arrangement aren't so fresh on this side. The group has an easy, flowing style and a good sense for beat, but from a commercial point of view, the side doesn't come off. (Patricia, BMI)

LOUISE BARBER
Without You 66
 TIARA 156—Thrush has an ample voice, which she controls with grace. A listenable side. (Nimistilla, BMI)

Sleepy Melody 64
 Another good rendition by the songstress. Material lacks potency, tho. (Nimistilla, BMI)

BILLY WELLS
Julie 66
 RESERVE 105 — Routine material, adequately chanted. (Reserve, BMI)

I Love Only You 62
 This side goes along in routine fashion, then gets a little wild at the midpoint. But it doesn't come off. (Reserve, BMI)

ESTRELITA
Remembering When 62
 REAL 1308—Deejays may like this nostalgic confection. Estrelita projects this pretty tune huskily, accompanied by violins. (Lero, ASCAP)

Doll Face 61
 Turning to this vigorous rhythm item, Estrelita shows another side of her talent. Here, however, it is not too well matched with the material. (El Dorado, ASCAP)

GIL SKELTON
Lullaby at Midnight 50
 TRINITY 106—This ballad doesn't come off too well. (Greenwald, BMI)

Thought I Heard Your Voice 50
 Ditto. (Greenwald, BMI)

Josephical tones by the group. This one is bound to activate the spinners. (Peer, BMI)

Away This Side of Heaven 76
 More great lessons told here about living the right life. This one bounces all the way, which adds to the spiritual lesson. Plenty of potential here, too. (American, BMI)

DENVER DUKE AND JEFFERY NULL
Hymn of the Redwood Tree 76
 ROUND-UP 502—Unusual, idiomatic western sacred material sung in appropriate style by the harmony team. Has wide country-sacred appeal, but will have to get distribution. (Fee)

Beautiful Shores of Heaven 73
 In twanging western style, the team harmonizes a pleasantly pious number that can muster good territorial support. (Vokes, BMI)

JOE HOLIDAY ORK
Timmy's Tune 6
 DECCA 29829—The tenor sax of Joe Holiday is supported by a hip group of sidemen in a danceable jazz stinging. (Tiny Tim, BMI)

Tiny Mite 65
 More of the same. (Copar, BMI)

MIL-ED DUO
Wedding Waltz 7
 JAY JAY 156—European-style waltz rhythm, played by brass band and harmonized by the boy-girl team, should get play in all good polka sectors.

Moonlight and Roses 76
 Here's a polka-time version of the oldie, with badly balanced harmony by the duo. Still should do okay on many tavern boxes.

JOE JAROSZ ORK
Miss You Polka 7
 JAY JAY 151—Snappy Polkah-style polka orking sounds as tho it was recorded in a dance hall performance. Has good instrumental flavor despite poor recording. Can pay its way on the boxes.

Chicken Dinner Polka 74
 Poor recording is harder to overcome on this face.

RAY HENRY ORK
Highway Patrol Polka 7
 DANA 3226—Briskly paced instrumental wrap-up of a gay polka theme with an infectious, danceable beat.

Candy Polka 75
 Same comment.

KENNY BASS ORK
Waterloo Polka 7
 CORAL 61623—An okay instrumental polka for some Midwestern box slots. (Lake Erie, BMI)

Hot Diggity Polka 74
 Polka coverage of the Perry Como smash, including band vocal, will have a tough time replacing Como on the boxes, but may get some coin in good polka nabes. (Romm, ASCAP)

RON TERRY
Yak Tam Squeeze Polka 7
 MERCURY 70848—Polka fans will find this a novel and highly original effort. A good dancing beat, colorful orchestration and happy gang-sing lyrics make up the ingredients of this salable side. (Pure, BMI)

You'll Be Sorry 71
 Here is another brisk, liting polka, with a good vocal job by Terry. Oomph belt stores won't have any trouble disposing of this disk. (BMI)

Reviews of New Childrens Records

GILBERT MACK AND GWEN DAVIE
The Gingerbread Boy (Parts 1 and 2) 5
 MERCURY MC 60 — Very cute dramatization of the standard children's tale, with song and musical effects. Good sturdy cover and durable title make this excellent inventory for all dealers. (Favorite, ASCAP)

HUGO PERETTI BAND
Concert in the Park (Parts 1 and 2) 7
 MERCURY MC 59—Here is another entry in the label's "Childcraft" series of kiddie material. Four typical old-fashioned "concert in the park" items are aired, including "The Band Played On," "In the Good Old Summer Time," "My Bonnie" and "Yankee Doodle Dandy." Tho it doesn't seem particularly keyed to the juvenile market, it is gay and listenable and with the help of the colorful envelope, should sell a healthy share of copies.

Reviews of New Sacred Records

THE MADDOX BROS. AND ROSE
It's a Dark, Dark Place 70
 COLUMBIA 21513—A wonderfully expressed lesson of life sung in phi-

★ Decca Records Star ★
BILL HALEY
 and THE COMETS
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 with Sam Ketzman's
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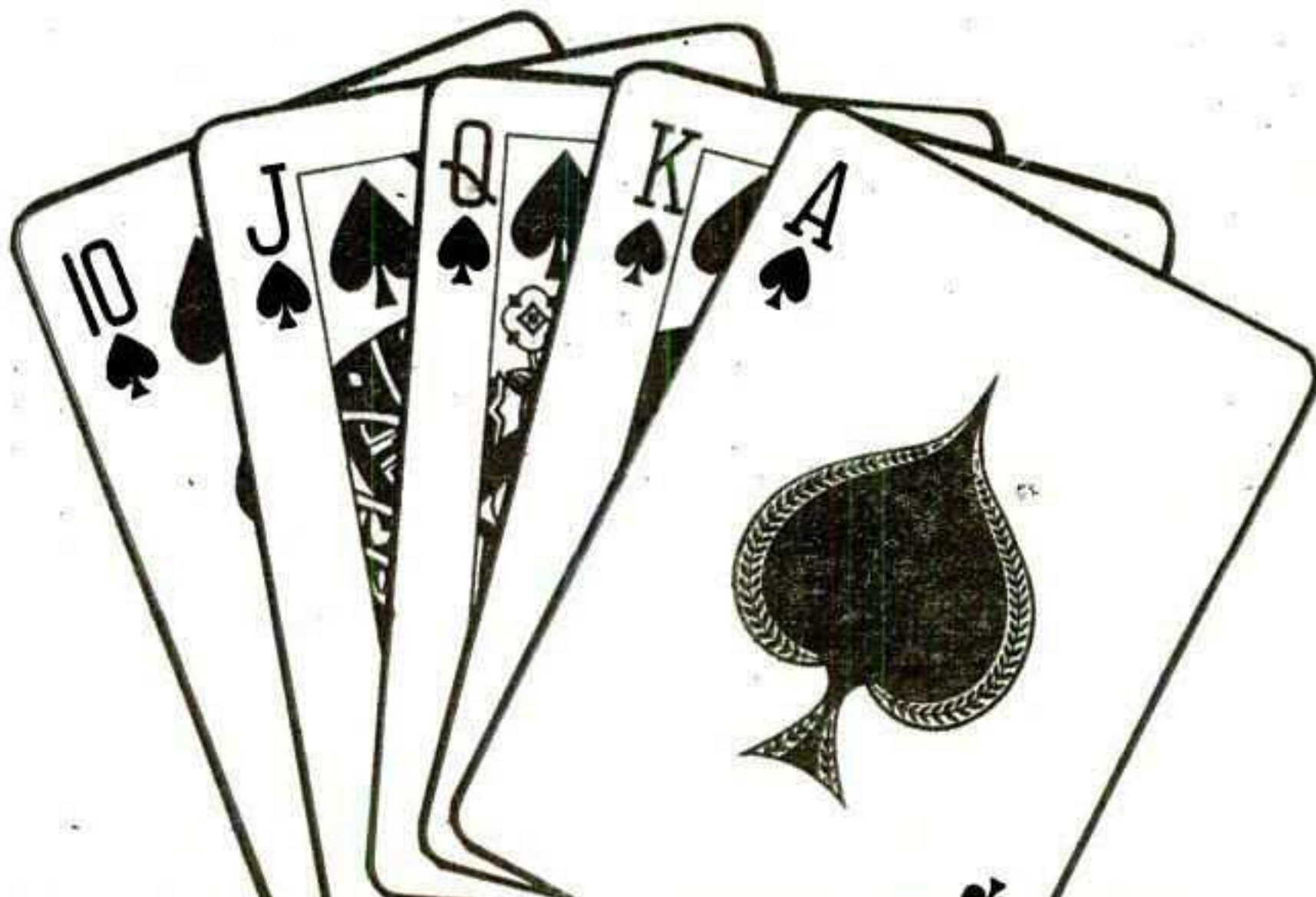


BY DEMAND! A pair of hits from Ernie's hit album "This Lusty Land"

THE ROVIN' GAMBLER

JOHN HENRY

record no. 3421



• This Week's Best Buys

YOU'RE CALLING ME SWEETHEART AGAIN (Central, BMI)
HE LOVED ME ONCE AND HE'LL LOVE ME AGAIN (Southern, Belle, BMI)—Jean Shepard—Capitol 3401—With the exception of a few insurgents, the country field remains firmly in the hands of consistent hit-makers like Miss Shepard. Action on both sides has been very strong, with preferences still split close to a 50-50 basis. The record itself is a fast seller, according to a survey of Southern and Northern retail outlets. It is also becoming a popular juke box offering in a majority of areas queried. A previous Billboard "Spotlight" pick.

WELL, YOU, WILLIUM (Tannen, BMI)—Janis Martin—RCA Victor 6491—Singing something like a "female Elvis Presley," Miss Martin has begun selling in a way that has some happy resemblances to young Presley. First reports were from the South and were very good; now, however, she is being exposed by more and more pop disk jockeys, North and South, and is appealing to a wide segment of the record-buying public. Pop and country dealers and operators alike should be aware of the great potential in this disk, in light of recent experience with Presley. Flip is "Drugstore Rock and Roll" (Athens, BMI). A previous Billboard "Spotlight" pick.

• Review Spotlight on . . . RECORDS

MARVIN RAINWATER

Mr. Blues—M-G-M 12240—The label's classy performer follows up good previous diskings with another top-notch job. It's a fine traditional country blues opus backed with a great "down" guitar sound. Current trend of r.&b. influence is evident in the pay-off Presley style. Flip is "Hot and Cold," another r.&b.-influenced job.

• Reviews of New C & W Records

MARTHA LYNN
I'm Goin' Huntin' Tonight . . . 80
 VICTOR 6504—The thrush pulls a switch and tells her philandering sweetie that she's "goin' cattin' tonight." Sock vocalizing by Miss Lynn on her own tune, a catchy rhythmic novelty. This one should grab off plenty of play. (Melody Trails, BMI)
Just for Fun . . . 78
 A wistful interpretation of a poignant weeper. He broke her heart—"just for fun." (Acuff-Rose, BMI)

JIMMY SKINNER
Dime a Dozen . . . 78
 (That's What You Are) . . . 78
 MERCURY 70854—A very solid country item in the traditional style. Song is a weeper, and is belted out by Skinner with a wealth of individual style and feeling. (Acuff-Rose, BMI)
(My Heart's) on a Budget . . . 76
 Another in the traditional country style. This side has a cute lyric with a novelty touch about it. Not quite as effective as the flip, but nevertheless a strong one. (Acuff-Rose, BMI)

ARLIE DUFF
Home Boy . . . 76
 DECCA 29866—Duff himself clefted this crisp hunk of hominy touting the comforts of family life. Attractive stuff that should muster some spin support. (Starrite, BMI)
Oh How I Cried . . . 74
 A conventional ballad weeper here, also clefted by the warbler. (Starrite, BMI)

RUSTY AND DOUG
Hey, You There . . . 76
 HICKORY 1048—A rollicking novelty, belted out in smart fashion by Rusty and Doug, and backed with

tee-tickling instrumentation. Country deejays will go for it. (Acuff-Rose, BMI)
Your Crazy, Crazy Heart . . . 73
 This side is a weeper, done with authentic sound. (Acuff-Rose, BMI)

BABS AND FLOYD
Giggle Box . . . 74
 VICTOR 6503—Here's a funny novelty with an effective giggle gimmick. The gal waxes hysterical, while her boy friend sings about his "Giggle Box." (Valley, BMI)
Do You Love Me? . . . 73
 Attractive duo warbling on a pleasant rhythmic ditty with clever lyrics. (Valley, BMI)

JIMMY DEAN
Hello, Mr. Blues . . . 74
 MERCURY 70855—A bluesy ballad done in real weeper fashion by Jimmy Dean. Latter's vocal is potent. (Alpine, BMI)
I Found Out . . . 72
 (What I've Been Thinkin') . . . 72
 She's been playing, and he found it out by looking thru the window. A fair country lyric, with a competent vocal by Dean. (Tree, BMI)

TOMMY HILL
Although I'm Second-Hand . . . 74
 HICKORY 1047—Hill sings this one with a sincere ring. The tune is listenable, as it vows true love even tho a previous venture turned out wrong. Good wax. (Acuff-Rose, BMI)
I Wanna Show My Baby Off . . . 70
 Pleasant ditty with a bright beat is handled nicely by chanter and string band. (Milene, ASCAP)

FREDDIE HART
Dig, Boy, Dig . . . 73
 COLUMBIA 21512—Here's a bright "you can't take it with you" opus that swings with spirited tones. Good rhythmic job that could make some juke sing. (Central, BMI)
Two of a Kind . . . 71
 Hart sings of the ties that bind in this pledge of faith. Moves slowly and with deep feeling in a sincere performance. (Central, BMI)

MARTY LICKLIDER
Cold Hands, Warm Heart . . . 70
 STARDAY 554—Licklider, new to the label, has a deep voice and relaxed style that reminds the listener of the incomparable Ernest Tubb. He employs his voice to good advantage on this humorous, bouncy tune. (Starrite, BMI)
Our Anniversary Day . . . 68
 The singer portrays the feelings of a couple that has been happy in marriage for many years. A thoughtfully presented reading that many country deejays will want to program. (Starrite, BMI)

EDDIE MILLER BAND
Patty Cake Man . . . 68
 4 STAR 1693—Patty cake man becomes bebop man in this country rock and roller. Cute idea, but the market may be slim. (4 Star Sales, BMI)
You Walked Away . . . 66
 The country artist emulates r.&b. singing with an arrangement to match. Though the singer performs well, the combine of styles doesn't quite make it here. (4 Star Sales, BMI)

SLIM RHODES
Bad Girl . . . 68
 SUN 238—Brad Suggs is the vocalist

• C & W Territorial Best Sellers

For survey week ending April 18

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. Blue Suede Shoes, C. Perkins, Sun
2. Heartbreak Hotel, E. Presley, Vic.
3. Blackboard of My Heart, H. Thompson, Cap.
4. What Would You Do If Jesus Came to Your House? P. Wagoner, Vic.
5. You and Me, R. & B. Foley, Dec.
6. So Doggone Lonesome, E. Tubb, Dec.

Charlotte

1. Heartbreak Hotel, E. Presley, Vic.
2. Blue Suede Shoes, C. Perkins, Sun
3. Baby, Let's Play House, E. Presley, Vic.
4. You and Me, R. & B. Foley, Dec.
5. Yes, I Know Why, W. Pierce, Dec.
6. I Was the One, E. Presley, Vic.
7. So Doggone Lonesome, J. Cash, Sun

Dallas-Fort Worth

1. Blue Suede Shoes, C. Perkins, Sun
2. Heartbreak Hotel, E. Presley, Vic.
3. I Was the One, E. Presley, Vic.
4. Cause I Love You, W. Pierce, Dec.
5. Blackboard of My Heart, H. Thompson, Cap.
6. Love, Love, Love, W. Pierce, Dec.
7. For Rent, S. James, Cap.

Houston

1. Heartbreak Hotel, E. Presley, Vic.
2. Blue Suede Shoes, C. Perkins, Sun
3. For Rent, S. James, Cap.
4. Seasons of My Heart, J. Newman, Dot
5. I Was the One, E. Presley, Vic.
6. Yes, I Know Why, W. Pierce, Dec.
7. Sixteen Tons, T. Ernie, Cap.
8. I'm Not Mad, Just Hurt, H. Thompson, Cap.

Memphis

1. Blue Suede Shoes, C. Perkins, Sun
2. Heartbreak Hotel, E. Presley, Vic.
3. Yes, I Know Why, W. Pierce, Dec.
4. Why, Baby, Why? R. Sovine-W. Pierce, Dec.
5. Honky Tonk Man, J. Horton, Col.
6. I Was the One, E. Presley, Vic.

Nashville

1. Blue Suede Shoes, C. Perkins, Sun
2. Heartbreak Hotel, E. Presley, Vic.
3. So Doggone Lonesome, J. Cash, Sun
4. You're Still Mine, F. Young, Cap.
5. Yes, I Know Why, W. Pierce, Dec.
6. I've Changed, C. Smith, Col.
7. If You Were Mine, J. Reeves, Vic.
8. So Doggone Lonesome, E. Tubb, Dec.

New Orleans

1. Blue Suede Shoes, C. Perkins, Sun
2. Heartbreak Hotel, E. Presley, Sun
3. I Don't Believe You've Met My Baby, Louvin Brothers, Cap.
4. I've Changed, C. Smith, Col.
5. So Doggone Lonesome, J. Cash, Sun
6. Yes, I Know Why, W. Pierce, Dec.

Richmond, Va.

1. Heartbreak Hotel, E. Presley, Sun
2. Blue Suede Shoes, C. Perkins, Sun
3. What Would You Do If Jesus Came to Your House? P. Wagoner, Vic.
4. You and Me, R. & B. Foley, Dec.
5. Why, Baby, Why? R. Sovine-W. Pierce, Dec.

St. Louis

1. Blue Suede Shoes, C. Perkins, Sun
2. Heartbreak Hotel, E. Presley, Vic.
3. That's All, T. Ernie, Cap.
4. Yes, I Know Why, W. Pierce, Dec.
5. I've Changed, C. Smith, Col.

who intones this pathos-ridden essay on one of those "fallen angels" who are so frequently a theme of country music. He handles his subject with taste and skill. (Hi-Lo, BMI)
Gonna Rump and Stomp . . . 65
 A country boogie designed for dancing. Dusty and Dot handle the vocal and pace the high-flying band with infectious drive. Made to order for juke boxes. (Hi-Lo, BMI)

CHARLIE ALDRICH
I Saw My Old Flame Last Night . . . 68
 DECCA 29901—Weeper material, a clefting job by Aldrich, is produced in interesting fashion. Aldrich sings, narrates and otherwise vocalizes. Slight potential, tho. (Northern, ASCAP)
Come Back to Me . . . 65
 Another pleasant job by the chanter, this one singing all the way. (Shapiro-Bernstein and Peco, ASCAP)

CHUCK BOWERS
Totin' Water . . . 67
 CHOICE 845—Bowers' deep baritone is well cast in this "Ol' Man River" type of folk tune. It is very pleasant listening, and recently the public has shown itself highly responsive to this type of material. (Shelter)
Pig Pen Boogie . . . 65
 The humor here is rural and rather broad. The sound gimmicks are good for generous yocks. (Shelter)

GLEN PAUL
Send to Nowhere . . . 66
 RARG 129—Paul shows a wailing, soulful style on the country weeper. Material limits the potential. (Acuff-Rose, BMI)
I'm Broke . . . 64
 In a rhythmic setting, Paul voices a popular lament. Weak backing doesn't help much. (Acuff-Rose, BMI)

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Carl Smith, June Carter, Jean Shepard, Ferlin Huskey, the Jordanares, George Morgan, Chet Atkins, Flatt and Scruggs, Minnie Pearl, Rod Brasfield and the Senior Kentucky Briarhoppers head up "Grand Ole Opry's" ABC-TV network show via WSM, Nashville, Saturday (28). Buddy Ebsen and the Collins Kids will appear as special guests. . . . Ray Price stars on the Prince Albert portion of "Grand Ole Opry" over the NBC radio network from Nashville Saturday (28), when Charlene Arthur serves as special guest.

Mac Curtis, of Weatherford, Tex., who, thru his manager, Bill Thompson, Fort Worth, recently signed to wax for King Records, has just cut his first session at the Jim Beck Studios in Dallas. Of the four tunes cut by Curtis, three were penned jointly by Joe Price (Starday) and the latter's personal manager, Jim Shell, with Lois Publishing Company handling. Curtis' initial King release is set for around mid-May. . . . Ernest Tubb booked for April 25 at Montgomery, Ala., and follows with Memphis, 26; Birmingham, 27; 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, and Jackson, Miss., 12.

Wild Bill Cody, who recently underwent a second operation for removal of half his Adams apple and most of his vocal chords, is recuperating at his home in Charlotte, N. C., and hopes to resume theater work for Southern Attractions in another month or so. Rendered speechless by his latest operation, Wild Bill will concentrate on his knife-throwing and whip-cracking, leaving the comedy patter to his wife and daughter, who work with him in the act. Cody wishes to thank the many friends who sent him letters and get-well cards following a recent item in this column. Mail will reach him at Route 10, Box 587, Charlotte.

Louise Massey, formerly of Louise Massey and the Westerners, of "Adobe Hacienda" fame, is now operating a gift and curio shop near Ruidoso, N. M. . . . The Davis Sisters will guest on "Circle Theater Jamboree," Cleveland, Saturday (28), with George Morgan set for that slot May 19. The Red Foley show, with Bobby Lord, makes an appearance with "Circle Theater" May 22, with Lefty Frizzell and Tex Ritter also due in in May. . . . Recent additions to the Starday recording roster are Link Davis, Benny Barnes, Larry Nolen, Neal Merritt and Bill Mack.

Thurston Moore and Smokey Warren are partnered in the operation of Verona Lake Ranch, on Route 16, five miles west of Walton, Ky. Jimmie Skinner celebrates the fourth anniversary of his Cincinnati Music Center at Verona Lake Ranch April 29. The new country music park officially opens its season Decoration Day with Ernest Tubb and Texas Troubadours. Porter Wagoner is set for June 3; Webb Pierce, July 4, and Faron Young, Labor Day. Others tentatively set to appear at Verona Lake Ranch during the season are Homer and Jethro and Lulu Belle and Scotty. Jimmie Skinner and Ray Lunsford will make frequent appearances there during the summer.

Ann Jones and Her Western Sweethearts, who have been playing one-nighters thru Arizona, New Mexico and Texas since leaving Oregon in January, have been engaged to entertain servicemen in the Far Eastern Command for a three-month period. Ann and her gals leave Travis A.F.B., Fairfield, Calif., May 7 for the flight to Tokyo. Meanwhile, they continue their one-nighter trek thru Texas and Oklahoma. Comprising the Western Sweethearts personnel are Ann Jones, guitar; Blanche Emerson, steel; Bambi Nelson, accordion; Marion Saylor, drums; Jan Shafer, bass; and Pat York, guitar.

Lula Bell Si opens her new Country Jamboree Park, on State Road 35 at Blountsville, Ind., June 3. Featured with her there during the season will be her Country Folk Band, Country Cousin Chickie; the Davis Sisters; the Elrod Sisters, and the Crackerjacks, junior square-dancers. Jack Noel and His Happy Valley Folk, of WTTV-TV, Indianapolis, plays the country funspot June 10, and Lattie Moore and His Frontier Boys, of WISH and WTTV-TV, Indianapolis, are booked in for June 17.

Brenda Lee, child country singer of Augusta, Ga., who appeared recently on Red Foley's "Junior Ozark Jubilee" from Springfield, Mo., makes another appearance on that show Saturday (28). Brenda Lee does a live and deejay show from the Brenda Lee Record Shop, operated by her parents in Augusta. She'd like to receive deejay samples from artists just getting started. . . . Comic Bob (Luke) Jones has just returned to Baltimore after completing a Caribbean tour with Connie B. Gay's "Town and Country Time" unit. In the troupe, besides Jones, were Mel Price and the Santa Fe Rangers, Dale Turner and Carol Lee, and 14-year-old Kenny Cummings. Gay also made the trek.

Mitchel Torok has signed Pappy Anderson, of Colorado Springs, Colo., as his personal manager, effective May 15. Anderson for years has been engaged in booking c.&w. packages in the Rocky Mountain sector. Torok, whose latest on the Decca label is "Red Light, Green Light" b.w. "No Money Down," will guest with "Ozark Jubilee" May 5 or 12. . . . Jim Reeves began a tour for A. V. Bamford at Edmonton, Alta., Monday (23). He played Calgary, Alta., Tuesday (24), with the remainder of the route stacking up as follows: Billings, Mont., 25; Minot, N. D., 26; Sioux Falls, S. D., 27; Sioux City, Ia., 28; St. Paul, 29, and La Crosse, Wis., 30.

Red Foley, while in New York recently for publicity work, appeared on ABC-TV's "Masquerade Party" Wednesday night and the following morning guested on CBS-TV's "Strike It Rich." Accompanying the Redhead to New York were "Ozark Jubilee's" drummer, Don Richardson, and Crossroads TV execs, Si Siman and Les Kennon. Foley, incidentally, is sporting a new, all-white Mark II Continental. . . . Tom Carlisle, who toured for a time with his uncle Bill Carlisle's unit, is now a news man at KBTB, ABC-TV outlet in Denver. He continues, meanwhile, with his single turn in the Denver area.

THE WALTZ OF THE ANGELS
 b/w
 WHY DO I LOVE YOU SO?
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First Time Together
 Wilma Lee and Al Terry
"NOT ANYMORE"
 c/w
"WE MAKE A LOVELY COUPLE"
 Mercury 104

• **Best Sellers in Stores**

For survey week ending April 18

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers thruout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a 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	9
I WAS THE ONE (BMI)—Vic 20-6420		
2. BLUE SUEDE SHOES (BMI)—C. Perkins.....	2	11
Honey, Don't (BMI)—Sun 234		
3. I FORGOT TO REMEMBER TO FORGET (BMI)—E. Presley	3	33
MYSTERY TRAIN (BMI)—Vic 20-6357-Sun 223		
4. YES, I KNOW WHY (BMI)—W. Pierce.....	4	8
'CAUSE I LOVE YOU (BMI)—Dec 29805		
5. WHY, BABY, WHY? (BMI)—R. Sovine & W. Pierce..	5	19
Missing You (BMI)—Dec 29755		
6. YOU AND ME (BMI)—R. Foley & K. Wells.....	8	14
No One But You (BMI)—Dec 29740		
7. SO DOGGONE LONESOME (BMI)—J. Cash.....	6	11
FOLSOM PRISON BLUES (BMI)—Sun 232		
8. I DON'T BELIEVE YOU'VE MET MY BABY (BMI)—Louvin Brothers	9	14
In the Middle of Nowhere (BMI)—Cap 3300		
9. BLACKBOARD OF MY HEART (BMI)—H. Thompson	7	4
I'm Not Mad, Just Hurt (BMI)—Cap 3347		
9. WHAT WOULD YOU DO IF JESUS CAME TO YOUR HOUSE? (BMI)—P. Wagoner.....	10	5
How Can I Refuse Him Now? (BMI)—Vic 20-6421		
11. I'VE GOT FIVE DOLLARS (BMI)—F. Young.....	11	4
YOU'RE STILL MINE (BMI)—Cap 3369		
12. EAT, DRINK AND BE MERRY (BMI)—P. Wagoner..	12	22
Let's Squiggle (BMI)—Vic 20-6289		
12. THAT'S ALL (BMI)—T. Ernie.....	14	5
Bright Lights and Blond-Haired Women (BMI)—Cap 3343		
14. LOVE, LOVE, LOVE (BMI)—W. Pierce.....	13	32
If You Were Me (BMI)—Dec 29662		
15. I'VE CHANGED (BMI)—C. Smith.....	15	2
If You Do, Dear (BMI)—Col 21493		

• **Most Played in Juke Boxes**

For survey week ending April 18

RECORDS are ranked in order of the greatest number of plays in juke boxes thruout the country, as determined by The Billboard's weekly survey of operators using a high proportion of 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. HEARTBREAK HOTEL (BMI)—E. Presley.....	2	7
I WAS THE ONE (ASCAP)—Vic 20-6420		
2. BLUE SUEDE SHOES (BMI)—C. Perkins.....	1	8
Honey, Don't (BMI)—Sun 234		
3. I FORGOT TO REMEMBER TO FORGET (BMI)—E. Presley	4	24
MYSTERY TRAIN (BMI)—Vic 20-6357-Sun 223		
4. 'CAUSE I LOVE YOU (BMI)—W. Pierce.....	3	6
YES, I KNOW WHY (BMI)—Dec 29805		
5. I DON'T BELIEVE YOU'VE MET MY BABY (BMI)—Louvin Brothers	8	7
In the Middle of Nowhere (BMI)—Cap 3300		
6. YOU AND ME (BMI)—R. & B. Foley.....	6	5
No One But You (BMI)—Dec 29740		
7. WHY, BABY, WHY? (BMI)—R. Sovine & W. Pierce..	7	16
Missing You (BMI)—Dec 29755		
8. SO DOGGONE LONESOME (BMI)—J. Cash.....	5	7
FOLSOM PRISON BLUES (BMI)—Sun 232		
9. BLACKBOARD OF MY HEART (BMI)—H. Thompson	—	2
I'M NOT MAD, JUST HURT (BMI)—Cap 3347		
10. SEASONS OF MY HEART (BMI)—J. Newman.....	9	2
Let's Stay Together (BMI)—Dot 1278		

• **Most Played by Jockeys**

For survey week ending April 18

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

This Week	Last Week	Weeks on Chart
1. HEARTBREAK HOTEL—E. Presley.....	1	9
Vic 20-6420—BMI		
2. BLUE SUEDE SHOES—C. Perkins.....	2	10
Sun 234—BMI		
3. YES, I KNOW WHY—W. Pierce	3	9
Dec 29805—BMI		
4. YOU AND ME—R. & B. Foley.....	6	11
Dec 29740—BMI		
5. I DON'T BELIEVE YOU'VE MET MY BABY—Louvin Brothers	5	16
Cap 3300—BMI		
6. WHY, BABY, WHY?—R. Sovine & W. Pierce.....	7	20
Dec 29755—BMI		
7. FOR RENT—S. James.....	9	3
Cap 3357—BMI		
8. SO DOGGONE LONESOME—J. Cash.....	8	10
Sun 232—BMI		
9. LITTLE ROSA—R. Sovine & W. Pierce.....	11	2
Dec 29876—BMI		
10. FOLSOM PRISON BLUES—J. Cash.....	4	12
Sun 232—BMI		
11. I TAKE THE CHANCE—M. & J. E. Brown.....	—	1
Vic 20-6480—BMI		
12. I WAS THE ONE—E. Presley.....	—	1
Vic 20-6420—ASCAP		
13. SEASONS OF MY HEART—J. Newman.....	—	1
Dot 1278—BMI		
14. YOU'RE STILL MINE—F. Young.....	15	2
Cap 3369—BMI		
15. I'VE GOT FIVE DOLLARS—F. Young.....	10	2
Cap 3369—BMI		

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HANK SNOW · ANITA CARTER

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KEEP YOUR PROMISE, WILLIE THOMAS

20/47-6500

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<p>HANK SNOW These Hands I'm Movin' In 20/47-6379</p>	<p>ANITA CARTER A Tear Fell One Heartache at a Time 20/47-6482</p>
<p>RCA VICTOR</p>	



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Excello #2077

"IF IT WASN'T FOR MY BABY"
b/w
"YOU DON'T LOVE ME NO MORE"
By Jerry McCain and His Up-Starts
Excello #2079

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"THIS OLD SOUL OF MINE"
b/w
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By Chosen Gospel Singers
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b/w
"SURELY IT WAS GOD"
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"MY HEART TREMBLES"
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Vocals - CARMEN DAVIS - #009

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THE NEW TEEN-AGE SMASH!
"Please Mr. Disc Jockey"
The Sensations
ATCO-6067

• This Week's Best Buys

I'M A FOOL (Cash, BMI)—The Turks—Money 215—For several weeks, this disk has been a top seller in Los Angeles. Gradually it is making itself felt in other parts of the country. Good sales are now reported in New York, Philadelphia, Buffalo, St. Louis, Chicago, Nashville and other cities. If it achieves wider distribution, its potential for making the charts is good. Flip is "I've Been Accused" (Cash, BMI).

THE GIRL IN MY DREAMS (Modern, BMI)—The Cliques—Modern 987—Another West Coast record that is beginning to "happen." Again, Los Angeles sales are outstanding, but East Coast volume is beginning to hit just as profitable a groove, particularly in Baltimore, Washington, Philadelphia, New York and New England. Not all Southern areas have received the record, but those that have (Atlanta, for instance) indicate strong activity. Flip is "I Wanna Know Why" (Modern, BMI).

• Review Spotlight on . . . RECORDS

TEEN QUEENS

Baby Mine (Modern, BMI)
So All Alone (Modern, BMI)—RPM 460—The girls are high on the charts right now with "Eddie, My Love," and this disk should be another big one for them in both the pop and r.&b. markets. "Baby Mine" spotlights their appealing delivery on a pleasantly paced rhythm ditty with effective lyrics. "So All Alone" is a wistful ballad, wrapped up in a vocal treatment strongly reminiscent of their click platter, "Eddie, My Love."

CLYDE McPHATTER

Treasure of Love (Monument-Progressive, BMI)
When You're Sincere (Progressive, BMI)—Atlantic 1092 Here's another great two-sided disk by the velvet-voiced McPhatter. The warbler sings with poignancy and feeling on "Treasure of Love," an attractive ballad, while the flip—another pretty ballad—is also handed a smooth, listenable vocal treatment. McPhatter is backed by a pop vocal group and a big band, and the disk should move in pop as well as r.&b.

SMILEY LEWIS

She's Got Me Hook, Line and Sinker (Reeve, BMI)
Please Listen to Me (Reeve, BMI)—Imperial 5389—Lewis has been a big man on the charts in the past and he may do it again with this platter. He wraps up "She's Got Me Hook, Line and Sinker"—a clever rhythm ditty—in a sock vocal. The flip, a pretty ballad, is dressed up in a warmly sincere reading by Lewis.

JIMMY REED

Can't Stand to See You Go (Conrad, BMI)—VJ 186—Reed's "Ain't That Lovin' You Baby" is still a potent platter, and his new waxing should grab off plenty of juke and jockey play. He warbles with heart and sincerity on the plaintive blues, with moving lyrics. Flip is a sock instrumental "Rockin' With Reed" (Conrad, BMI).

TALENT

THE DRIVERS

Smooth, Slow and Easy (Lois, BMI)
Women (Lois, BMI)—De Luxe 6094—De Luxe's new group sells "Smooth, Slow and Easy," a slightly spice ditty, with verve and enthusiasm. The group is loaded with showmanship, and the lead singer is a particular standout. Flip is a humorous rhythm-novelty.

• Reviews of New R & B Records

VARETTA DILLARD
Cherry Blossom80
GROOVE 0152—Varett Dillard chants this ballad in fine style. Side has feeling and is well-recorded. Could take off. (Raleigh, BMI)
Gonna Tell My Daddy78
Watch this one. Varetta Dillard socks it out with a rocking, powerful beat; and it has a better-than-usual lyric. (Sylvia, BMI)

BETTE McLAURIN
I'm Past Sixteen79
GLORY 241—Sweetly intense thrashing on an appealing ballad with effective lyrics and warmly expressive phrasing by Miss McLaurin. Should get jockey spins. (Bryden, BMI)
Petticoat Baby75
The gal wraps up a catchy rhythm

ditty in a swiny vocal. Title refers to those acres of ruffled underskirts currently in vogue with the pony-tail set. (Piccadilly, BMI)

THE CHATEAUX
Darling, Je Vous Aime Beaucoup79
EPIC 9163—A unique interpretation of the appealing standard with a fascinating recitation by the lead singer on the bridge. This could be a sleeper. (Chappell, ASCAP)
Let Me Tell You, Baby75
A spirited vocal job on an infectious rhythm-blues with a strong insistent beat. (Raleigh, BMI)

CASHMERES
Little Dream Girl78
HERALD 474—A moving interpretation by the group of a tender ballad with stand-out work by the lead singer. (Angel, BMI)

Do I Upset You?73
The boys warble happily on a bouncy rhythm ditty with a pleasing up-beat tempo. (Angel, BMI)

PAUL GAYTEN
You Better Believe It76
CHECKER 836—Paul Gayten belts out a blues to a rollicking backing. Guitar, drums and horns contribute authentic sound. (Are, BMI)
Mother Roux76
This side is an instrumental, with a slow, insinuating riff, a satisfying rhythm and Deep South sound. (Are, BMI)

BILL DOGGETT
We Found Love76
KING 4917—The regular following of the organist will find this to be

• R & B Territorial Best Sellers

For survey week ending April 18

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. Slippin' and Slidin' Little Richard, Spe.
2. Long, Tall Sally, Little Richard, Spe.
3. Blue Suede Shoes, C. Perkins, Sun
4. Who? Little Walter, Che.
5. Down in Mexico, Coasters, Ato.
6. Please, Please, Please, J. Brown, Fed.
7. Forty Days and Forty Nights M. Waters, Chs.
8. I'm in Love Again, F. Domino, Imp.
9. Magic Touch, Platters, Mer.
10. Corrina Corrina, J. Turner, Atl.

Charlotte

1. Long, Tall Sally, Little Richard, Spe.
2. Slippin' and Slidin' Little Richard, Spe.
3. I'm in Love Again, F. Domino, Imp.
4. Why Do Fools Fall in Love? Teen Agers, Gee
5. Blue Suede Shoes, C. Perkins, Sun
6. Ivory Tower, O. Williams, Del.
7. Magic Touch, Platters, Mer.
8. Drown in My Own Tears R. Charles, Atl.
9. Try Rock and Roll, B. Mitchell, Imp.

Chicago

1. Why Do Fools Fall in Love? Teen Agers, Gee
2. Blue Suede Shoes, C. Perkins, Sun
3. Long, Tall Sally, Little Richard, Spe.
4. Heartbreak Hotel, E. Presley, Vic.
5. We Go Together, Moonglows, Chs.

Cincinnati

1. Please, Please, Please, J. Brown, Fed.
2. Why Do Fools Fall in Love? Teen Agers, Gee
3. Long, Tall Sally, Little Richard, Spe.
4. Heartbreak Hotel, E. Presley, Vic.
5. Eddie, My Love, Teen Queens, RPM
6. I Want You to Be My Girl Teen Agers, Gee
7. Ain't That Lovin' You, Baby? J. Reed, VJ

Detroit

1. Long, Tall Sally, Little Richard, Spe.
2. Why Do Fools Fall in Love? Teen Agers, Gee
3. Who? Little Walter, Che.
4. Blue Suede Shoes, C. Perkins, Sun
5. Drown in My Own Tears R. Charles, Atl.
6. I'll Be Home, Flamingos, Che.
7. Little Girl of Mine, Cleftones, Gee
8. Down in Mexico, Coasters, Ato.
9. Heartbreak Hotel, E. Presley, Vic.
10. Please, Please, Please, J. Brown, Fed.

Los Angeles

1. Why Do Fools Fall in Love? Teen Agers, Gee
2. I'm a Fool, Turks, Mon.
3. Blue Suede Shoes, C. Perkins, Sun
4. Long, Tall Sally, Little Richard, Spe.
5. Eddie, My Love, Teen Queens, RPM
6. Down in Mexico, Coasters, Ato.
7. Cherry Lips, Robins, Whp.
8. Talk to Me, M. Williams, Fed.
9. Bo Weevil, F. Domino, Imp.
10. Need Your Love So Bad L. W. John, Kng.

New Orleans

1. Long, Tall Sally, Little Richard, Spe.
2. Ivory Tower, O. Williams, Del.
3. I'm in Love Again, F. Domino, Imp.
4. Slippin' and Slidin', Little Richard, Spe.
5. Magic Touch, Platters, Mer.
6. My Blue Heaven, F. Domino, Imp.
7. Corrina Corrina, J. Turner, Atl.
8. Down in Mexico, Coasters, Ato.

one of the most beautifully styled of Doggett's recent releases. He outdoes himself to achieve a tender, evocative mood. (Arnel, ASCAP)

Squashy75
For dancers, Doggett has a fast side on every disk. This is an unusually attractive offering, with some solid tenor solos to provide variety. An item like this will be a good catalog seller for quite a while to come. (Billace, BMI)

LINDA HOPKINS
Come Back, Baby76
FEDERAL 12265—Linda Hopkins is a gal with a robust set of pipes. She sings this blues with plenty of know-how, creating a mood that many will like. A right good side. (Armo, BMI)
I'm Going to Cry You
Right Out of My Mind74
A quiet and intimate blues, on the special-material side. It's a quality effort that will be appreciated by a good many listeners. Jockeys could make good use of this one. (Armo, BMI)

BILLY GAYLES
I'm Tore Up75
FEDERAL 12265—Gayles is a young, shouting blues singer with Ike Turner's band who should have been recorded before now. He is an exciting discovery in this funky, down-home rhythm effort. (Armo, BMI)
If I Never Had Known You73
Here Gayles shows strong feeling for a basically spiritual type of blues delivery. He whips himself—and the listener—into quite a lather before he concludes. Two well-conceived performances. (Armo, BMI)

9. Blue Suede Shoes, C. Perkins, Sun
10. Eddie, My Love, Teen Queens, RPM

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. Church Bells May Ring Willows, Mba.
5. Long, Tall Sally, Little Richard, Spe.
6. Heartbreak Hotel, E. Presley, Vic.

Philadelphia

1. Blue Suede Shoes, C. Perkins, Sun
2. Drown in My Own Tears R. Charles, Atl.
3. Sister Sokey, Turbans, Her.
4. Magic Touch, Platters, Mer.
5. Why Do Fools Fall in Love? Teen Agers, Gee
6. Church Bells May Ring Willows, Mba.
7. Long, Tall Sally, Little Richard, Spe.
8. In Paradise, Cookies, Atl.
9. Eddie, My Love, Teen Queens, RPM
10. I'll Be Home, Flamingos, Che.

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. Forty Days and Forty Nights M. Waters, Che.
7. In Paradise, Cookies, Atl.

Washington, D. C.

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. Drown in My Own Tears R. Charles, Atl.
7. Slippin' and Slidin', Little Richard, Spe.
8. Your Promise to Be Mine Drifters, Atl.
9. A Tear Fell, I. J. Hunter, Atl.
10. Ivory Tower, O. Williams, Del.

GOING . . . GOING UP . . . GOING UP THE CHARTS

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"CAN'T STAND TO SEE YOU GO"

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VEE-JAY Records, Inc.
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b/w

"I WANT A LOVE"

THE MEDALLIONS

#393

"OOP BOOPY OOP"

b/w

"PLEASE LOVE A FOOL"

DON JULIAN'S MEADOWLARKS #394

DOOTONE RECORDS

• Best Sellers in Stores

For survey week ending April 18

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

This Week	Last Week	Weeks on Chart
1. LONG TALL SALLY (BMI)—Little Richard.....	1	4
SLIPPIN' AND SLIDIN' (BMI)—Specialty 572		
2. WHY DO FOOLS FALL IN LOVE? (BMI)		
Teen-Agers	3	11
Please Be Mine (BMI)—Gee 1002		
3. BLUE SUEDE SHOES (BMI)—C. Perkins.....	2	7
Honey, Don't (BMI)—Sun 234		
4. DROWN IN MY OWN TEARS (BMI)—R. Charles...	5	10
Mary Ann (BMI)—Atlantic 1085		
5. MAGIC TOUCH (ASCAP)—Platters.....	4	4
Winner Take All (ASCAP)—Mercury 70819		
6. HEARTBREAK HOTEL (BMI)—E. Presley.....	8	3
I Was the One (BMI)—Vic 20-6420		
7. EDDIE, MY LOVE (BMI)—Teen Queens.....	7	11
Just Goofed (BMI)—RPM 453		
8. MY BLUE HEAVEN (ASCAP)—F. Domino.....	14	2
I'M IN LOVE AGAIN (BMI)—Imperial 964		
9. BO WEEVIL (BMI)—F. Domino.....	11	12
Don't Blame It On Me (BMI)—Imperial 5375		
10. PLEASE, PLEASE, PLEASE (BMI)—J. Brown.....	6	2
Why Do You Do Me (BMI)—Federal 12258		
11. IVORY TOWER (ASCAP)—O. Williams.....	10	3
In Paradise (BMI)—De Luxe 6093		
11. CHURCH BELLS MAY RING (BMI)—Willows.....	—	1
Baby, Tell Me (BMI)—Melba 102		
13. WHO? (BMI)—Little Walter.....	—	3
It Ain't Right (BMI)—Checker 833		
14. DOWN IN MEXICO (BMI)—Coasters.....	9	5
Turtle Dovin' (BMI)—Alco 6064		
14. GREAT PRETENDER (BMI)—Platters.....	12	20
I'm Just a Dancing Partner (ASCAP)—Mercury 70753		

• Most Played in Juke Boxes

For survey week ending April 18

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

This Week	Last Week	Weeks on Chart
1. LONG, TALL SALLY—Little Richard.....	1	4
SLIPPIN' AND SLIDIN' (BMI)—Specialty 572		
2. BLUE SUEDE SHOES (BMI)—C. Perkins.....	4	7
Honey, Don't (BMI)—Sun 234		
3. DROWN IN MY OWN TEARS (BMI)—R. Charles.....	2	9
MARY ANN (BMI)—Atlantic 1085		
4. WHY DO FOOLS FALL IN LOVE? (BMI)		
Teen-Agers	3	8
Please Be Mine (BMI)—Gee 1002		
5. EDDIE, MY LOVE (BMI)—Teen Queens.....	5	7
Just Goofed (BMI)—RPM 453		
6. TUTTI FRUTTI (BMI)—Little Richard.....	—	17
I'm Just a Lonely Guy (BMI)—Specialty 561		
7. GREAT PRETENDER (BMI)—Platters.....	6	15
I'm Just a Dancing Partner (ASCAP)—Mercury 70753		
8. WHO? (BMI)—Little Walter.....	—	3
It Ain't Right (BMI)—Checker 833		
9. HEARTBREAK HOTEL (BMI)—E. Presley.....	—	1
I Was the One (ASCAP)—Vic 20-6420		
10. BO WEEVIL (BMI)—F. Domino.....	6	4
Don't Blame It On Me (BMI)—Imperial 5375		
10. DEVIL OR ANGEL (BMI)—Clovers.....	8	10
Hey, Doll Baby (BMI)—Atlantic 1083		

• Most Played by Jockeys

For survey week ending April 18

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
1. LONG TALL SALLY —Little Richard	1	4
Specialty 572—BMI		
2. WHY DO FOOLS FALL IN LOVE?—Teen-Agers....	2	9
Gee 1002—BMI		
3. SLIPPIN' AND SLIDIN'—Little Richard.....	4	3
Specialty 572—BMI		
4. I'M IN LOVE AGAIN—F. Domino.....	11	2
Imperial 964—BMI		
5. MAGIC TOUCH—Platters	14	3
Mercury 70819—ASCAP		
6. HEARTBREAK HOTEL—E. Presley.....	13	5
Vic 20-6420—BMI		
7. EDDIE, MY LOVE—Teen Queens.....	3	9
RPM 453—BMI		
7. PLEASE, PLEASE, PLEASE—J. Brown.....	8	2
Federal 12258—BMI		
9. BLUE SUEDE SHOES—C. Perkins.....	7	8
Sun 234—BMI		
9. CORRINE, CORRINA—J. Turner.....	14	2
Atlantic 1088—ASCAP		
11. ONE NIGHT—S. Lewis.....	12	2
Imperial 5380—BMI		
12. DROWN IN MY OWN TEARS—R. Charles.....	5	10
Atlantic 1085—BMI		
13. BO WEEVIL—F. Domino.....	—	1
Imperial 5375—BMI		
14. IVORY TOWER—O. Williams.....	10	3
De Luxe 6093—ASCAP		
15. DOWN IN MEXICO—Coasters.....	9	2
Alco 6064—BMI		

Rhythm & Blues Notes

By BILL SIMON

Here's a new lick for the r.&b. cats. Wilmoth Houdini, the calypso vet, has cut his first wax for Mercury, and the title is the inevitable—"Rock 'n' Calypso." . . . Aladdin has signed the Blockbusters group. . . . Duke still has some cuts by the late great Johnny Ace in the can. We're advised that a new release will be out shortly. This will be followed by some sides by Buddy Ace. . . . The Avalons, who wait on Grqove for Bobby Rolontz, have been signed to a management deal by tunesmith Fanny Wolff.

Jack Archer, veepee of Shaw Artists, returned from the Coast last week with a whole string of bookings under his arm for the agency's acts. The age-old problem of setting up the territory, particularly the Northwest, for r.&b. acts to work on an economically sound schedule has been solved to some extent by Archer. Several territorial promoters have been pulled into the Shaw orbit, and each of them will be able to deliver not one, but a handful of clubs and theaters in his bailiwick.

Archer has dates set all the way into August for the following packages, soloists and band acts: Lowell Fulson and the Moonglows, the Five Keys and Clifton Chenier, Joe Turner and the Choker Campbell Ork, Fats Domino and his ork (booked for two months), Ray Charles and his ork and Amos Milburn with the Eddie Bo Ork.

Shaw signed two new acts last week. One is thrush Vikki Nelson, currently on Premium Records. This chick has been breakin' up the joint at the Savannah Club in New York for the past nine months. The other patee is warbler Ocie Smith, an M-G-M disk artist who cut several sides with the Art Mooney band, and last week came out with his first coupling under his own banner.

Aladdin Records has moved to new quarters. The address is 5352 West Pico Blvd., Los Angeles 19. . . . Pete Terrace has been hired by George Goldner, of Rama and Gee labels, to handle a.&r. work. He'll also record with his own instrumental units. . . . Don Brown, of Fortune Records in Detroit, has named Bob Cordell to handle promotion for the up-'n'-coming label. . . . Congratulations are in order to Morty Craft and his Melba label. The diskery's first release, the Willows' "Church Bells May Ring," hit the charts this week.

Atlantic came up with a potent special release this week. There are two disks. One is by Lavern Baker, the other by ex-soldier Clyde McPhatter. . . . Bobby Shad, the hit-heavy artists and repertoire cat with Mercury, Wing and EmArcy, is back in town after making three trips to the Coast in two weeks. On one of 'em, he cut an LP with the Platters, which the company is rushing into release. He also signed a new shouter, Sil Austin. Now that Wing will concentrate on r.&b. and r.&c., Shad has pushed a group of names into early releases, Buddy Johnson, the Penguins and Marie Knight.

Called Phill Chess in Chicago the other day and got piped right into the studio, where he was recording Chuck Berry. Phil told us that he has signed the Ravens to cut for his pop Argo label. Brother Leonard will head South in a few days to spread the word.

SPECIAL RELEASE!

Clyde McPhatter

HIS GREATEST RECORD YET...

"TREASURE OF LOVE"

When You're Sincere"

ATLANTIC #1092

The 'TWEEDLEE DEE' Girl - has 2 NEW BIG HITS!

LAVERN BAKER

"Fee-Fee-Fi-Fo-Fum"

"I'll Do The Same For You"

ATLANTIC #1093

HITTING ALL OVER THE MAP

Atlantic 1088 Joe Turner

"CORRINE CORRINA"

Atlantic 1091 Ruth Brown

"SWEET BABY OF MINE"

"I'M GETTING RIGHT"

Atlantic 1089 The Drifters

"RUBY BABY"

"YOUR PROMISE TO BE MINE"

Atlantic 1090 The Cardinals

"OFF SHORE"

"CHOO CHOO"

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

CNE \$3 Million Hall Under Construction

Will Include Spacious Exhibit Area, Theater, Lounges, Offices

TORONTO—First steps in the construction of the Canadian National Exhibition's new \$3 million convention hall-women's building got under way here recently, with completion scheduled for the '57 fair.

The present general exhibits building, located in the center of Exhibition Park, is being razed to make way for the new hall. The west entrance of the new structure will face Gooderham Fountain and extend east for 488 feet.

An exhibit area of 63,000 square feet, which can be converted to a convention hall with a 50-foot stage, will occupy the major portion of the building. Offices will be located on two floors and will include such facilities as a branch bank, a lounge and reception rooms. A dining room, with a capacity of 325, will be available for special events during the exhibition and thruout the year.

The theater, which will measure 88 by 180 feet, will seat 1,350 and will be fully equipped. The stage will be 88 feet long with a depth of 40 feet and will have a turntable. In addition there will

be an orchestra pit and band room, spacious dressing and rehearsal rooms, projection booth and washrooms.

The foyer of the theater will be two stories high and will have a spiral stairway leading to the second floor. The theater will be completely air conditioned and the entire building will be heated and ventilated for winter use.

Only 14 supporting columns will be visible in the 63,000-square-foot exhibit hall. At its east end will be public washrooms and separate washrooms for exhibitors. The stage, which will be 22 feet deep, will be flanked by dressing rooms and rest rooms.

Thrill Shows, Circus to Play Chicago Field

CHICAGO — Two thrill shows and the Ringling Bros. and Barnum & Bailey Circus will be the major outdoor amusement organizations to appear this summer in Soldier Field.

Erwin Weiner, director of special services for the Chicago Park District, this week released a run-down of events that will be held in the lakefront arena.

The Ringling show, which plays the main parking lot just south of the field, is scheduled for a 10-day run, opening August 25 and closing on Labor Day. First thrill show—the Joie Chitwood organization—will be in Wednesday, June 27. Earl Newberry's show will give one performance on Friday, July 20.

Other programmed events include 10 nights of stock car races, American Legion July 4 celebration, an exhibit of the Sante Fe's "El Capitan," and over 15 football games.

Weiner disclosed that he was still negotiating for a number of other attractions, and in anticipation the Park District is expending \$300,000 in improvements on the field and surrounding area.

New Englander First to Win Gagster Award

CHICAGO—Lawrence Friedman, 367 Angell Street, Providence, is the first to become an official Gagster. He submitted the winning gag line for the first of a series of cartoons in the contest sponsored by The Billboard.

As a result, Friedman will receive a handsome certificate suitable for hanging on a wall, and an official wallet-sized Gagster membership card.

Entries in the Gagster contest, a weekly feature of The Billboard, continue to mount, with gag lines pouring in from all parts of the U. S. and Canada for the No. 2, No. 3 and No. 4 cartoons in the series. The writer of the best gag line for the No. 2 cartoon will be announced next week.

Eddie Moran Buys Wolcott Minstrel Org

CINCINNATI—Eddie Moran, of Monroe, La., has purchased from Earle Hendren, of the Capitol Amusements, Erwin, Tenn., the title and equipment of the F. S. Wolcott Rabbit-Foot Minstrels. Deal was finalized in Monroe last Wednesday (18).

In Cincinnati Thursday (19) to purchase new show paper from the Enquirer Printing Company, Moran said that the show equipment, now stored at the Memphis fairgrounds, will be moved this week to new winter quarters in Monroe. Show will open around mid-May to again play its old-established territory in the South.

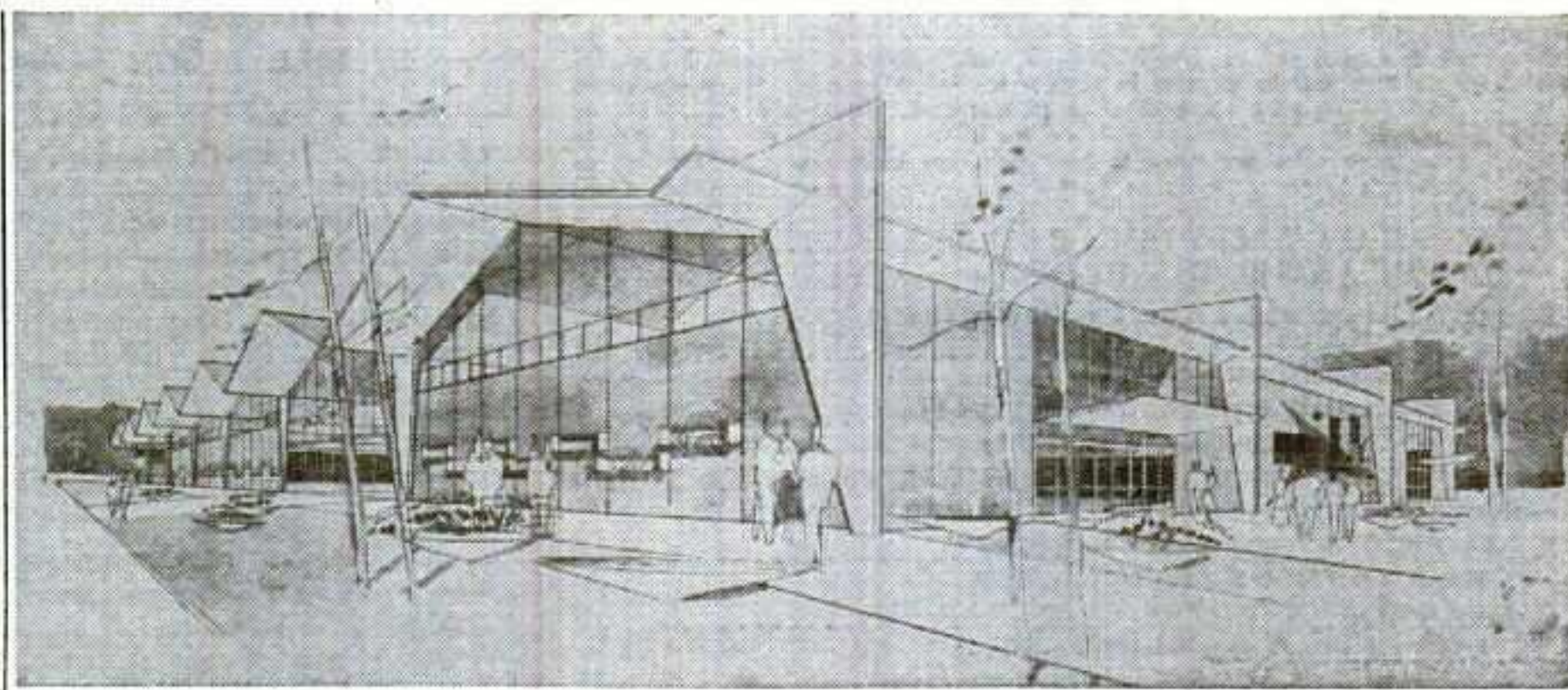
Moran, accompanied by F. S. Wolcott, left here late Thursday for Columbus, O., to purchase new scenery and wardrobe for the minstrel.

UNIQUE MOVIE CONTEST FEATURED BY MINEOLA

NEW YORK — Decisions on both the midway and grandstand attractions are still to be made, both awaiting a board meeting which is hoped for next week. I. T. Shows has played the date in recent years and George A. Hamid and Son provided free grandstand acts. Fair was not held last year at its Roosevelt Raceway location in Westbury and is being resumed this time, with dates of September 8-16.

Bidding for the grandstand award is spirited with at least four organizations in the running, including a couple which are not normally identified with this type of presentation.

There will be increased effort this year on the fair's amateur photography and amateur movie competition. In recent years, with the decline of agricultural interest and increase in industry on



THE CANADIAN NATIONAL EXHIBITION'S new \$3,000,000 convention and women's building to be started this year on the Toronto grounds will look like this, according to an artist's sketch. Included in the spacious structure, scheduled for completion in 1957, will be 63,000 square feet of exhibit space which can be converted to a convention hall, offices, a branch bank, complete theater, lounge, reception rooms and a dining room.

Horton Joins Kochman Hell Driving Unit

NEW YORK — The corps of stuntmen with the Jack Kochman Hell Drivers was completed this week with the announcement of the addition of Bill Horton to the ranks. He joins head driver Neil Hamilton, George Patton, Marty Stepka, Martin Malody, Jimmy Burns and Joe Jackson.

Horton, a veteran and one of the best known stunters in the field, was formerly associated with the Irish Horan Lucky Hell Drivers and the Jimmie Lynch Hell Drivers.

A study of possible presentation innovations is under way, Bob Conto, general representative, said. With the thrill show route filled, Conto has been devoting his time to developing tie-ins with national advertisers.

Beatty Attendance Zooms, 5 Big Days

HEMET, Calif. — The Clyde Beatty Circus continued a business-building streak here Wednesday (18), pulling a capacity afternoon house and near-full house at night.

This came shortly after a four-day stand in San Diego, that saw big attendance on the lot after bad weather held down the crowds on the first two days. Lions Club sponsored the run.

San Diego began Thursday (19) with a half house. A cloudburst at 7 p.m. killed night business, with the show drawing only a handful. While bad for the show, rain was welcomed in the city and may have loosened some pocketbooks.

On Friday (13) both houses were about half full despite rain and high wind.

3 Sunday Shows

A turnaway was rung up on Saturday afternoon. That night gave a three-quarter house. Sunday had three shows scheduled. The first afternoon house was strayed and the second was half full. Night score was three-quarters of capacity. The extra show was scheduled late in order to handle anticipated good-weather crowds.

On Monday (16) at Oceanside, the Beatty show had two three-quarter houses. Anaheim on Tuesday (17) brought out two more three-quarter houses.

Conn. Widens Provisions of Outdoor Law

HARTFORD, Conn. — Connecticut's amusement law, which formerly covered the licensing of any circus, carnival, portable show or exhibition presented under any single tent or portable shelter involving the assembly of 100 or more persons, has been revised as follows:

"Amusement" shall mean any circus or carnival presented in the open, and any circus, carnival or other portable show or exhibition presented under any single tent or other portable shelter, and involving the assembly of 100 or more persons, and in tents or portable shelters involving the assembly of 100 or more persons for other than purposes of amusement."

According to interpretation issued by John C. Kelly, commissioner of State Police, a State license is now required for any operation which comes within the scope of new legislation, and regulations apply which include proof of financial responsibility to be filed with the State Insurance Commission and power of attorney vested in the Connecticut Secretary of State in the case of non-residents.

Sarah Brittain Seriously Hurt In Auto Crash

ASHEBORO, N. C. — Mrs. John M. (Sarah) Brittain, who with her husband operates the Carolina Motor Court here, popular stopping place for outdoor show people, is in serious condition in Montgomery Hospital, Troy, N. C., with injuries sustained in an auto accident here Saturday, April 14.

Accident occurred when the car she was driving plunged into an open excavation after the brakes failed. She suffered multiple cuts and bruises, a compound fracture of the leg, a broken hip and severe rib injuries. She will be confined to the hospital at least three months.

Her husband, John M. Brittain, formerly operated the Montgomery County Fair at Troy for the American Legion. The Brittain entered the trailer park and motor court business here eight years ago.

King Books Middletown

MIDDLETOWN, Conn. — The Junior Chamber of Commerce will sponsor King Bros.' Circus here June 13. Municipal Court Judge Charles Snow, chairman of the committee, said the show will parade thru the downtown area the day of the show.

The circus, following last year's schedule, will use the Coleman Shows carnival lot.

Mineola's amateur movie contest. (Continued on page 67)

Long Island, Manager Charley Bochert has been devising non-agriculture lures for patrons, both in the way of exhibits and contests.

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

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- ★ LOCOMOTIVE TRAIN
- ★ ROCKET FIGHTER
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Herb Dotten
His Turn to Roll Dice

THIS is the year Willard (Bill) Masterson rolls the dice. Now 35, and one of the youngest State fair managers, Bill is in his fifth year in the No. 1 spot at the Wisconsin State Fair, a year in which a \$650,000 outlay will back his sweeping changes in the fair.

When Bill moved into the position he moved into it cold. He had had only a short period of training, and the job he faced was a big one. The fair ranked as a model for State fairs, and he followed two outstanding managers.

His immediate predecessor was Jack Reynolds, now manager of Eastern States Exposition, West Springfield, Mass. Reynolds had been preceded by the able Ralph E. Ammon, who no longer is in the field of fair management.



MASTERSON

It was Ammon who lifted the fair up by its bootstraps in the depression 30's. Among other things, Ammon kicked politics out, turned the operation into a business-like one, developed an excellent line and groomed Reynolds to become his successor.

Reynolds, in turn, continued the high standards set by Ammon and introduced new features in keeping with the changing times. When tapped for the Eastern States post, Reynolds had only a short period in which to give Bill some training.

Bill in his early years at Milwaukee was aware of his limited knowledge of the field. He devoted himself to building his knowledge and at the same time to maintaining the standards set by Ammon and Reynolds. During the last two years Bill introduced some new features

and also spent time laying the groundwork for sweeping changes he will make this year.

Old buildings are to be razed, a new \$500,000 youth center is to go up, several existing buildings are to be utilized differently and many major new features are to be unveiled this year.

The youth building will sleep about 1,300 boys and girls, and its cafeteria will feed up to 800 at one sitting. Much usage is for the youth center and its cafeteria at other than fair time.

The cafeteria, Bill points out, will provide the largest dining hall in the Milwaukee area. No Milwaukee hotel, he says, can accommodate more than 500 diners in a single room, and because of this he expects the cafeteria to be used for many banquets.

Puts Show on Wheels

To bring the night grandstand revue closer to the audience, Bill is having a portable stage constructed. Built in five units, the 60-by-80-foot stage will be wheeled to within 35 feet of the grandstand, as contrasted to 140 feet in the past.

To heighten the fair's lure to Wisconsin's many dairy farmers, Bill will present a dairy equipment show, a veritable trade show for the industry, developed around the mounting use of bulk tanks. No fewer than 16 manufacturers of such tanks already have contracted space. So, too have five milking machine companies and a large number of manufacturers of small tanks and of filtering, cleaning and heating equipment.

This building, plus others previously used for a horse show, have been released for other uses by lifting the horse show out of the fair and scheduling it as a separate event in August. The loss of the horse show will be more than offset, Bill believes, by the utilization of the buildings for events and shows of broader appeal.

Much of Bill's thinking over the past few years has been on how to develop new, strong features in tune with the shift to increased leisure time. The results of such mulling will show up at this year's fair in an extremely strong emphasis upon exhibits and demonstrations of how the public can utilize their leisure time.

For one thing, Bill has mapped an ambitious 10-acre sports-conservation show, which will embrace the present outdoor conservation area, plus an outdoor boat show, an outdoor mobile home show and an indoor sports show to be presented in the old youth building which is to be revamped. The tanks, 30 by 60 feet, are to be constructed in the building and will be used for a variety of demonstrations, including retriever trials, boating safety, and bait and fly casting.

70 Looms for Patrons' Use

For another thing, Bill has in the works a huge arts and crafts show, the high spot of which will be a section given over to 70 looms, at which fairgoers for a nominal charge will be able to try their skill at making place mats or other items.

The arts and crafts shows, five times larger than the previous show at the fair, will be situated under the grandstand, with some 20,000 square feet of floor space devoted to it. Included in it will be a new hobby show, the centerpiece of which will be a large model railroad set-up.

These major new features add up to an impressive total. But there are still others planned or about to be planned. The Coliseum program is among these. Bill wants to use the building, which has a seating capacity of 4,500, for youngsters of high school age.

Uncertain as to what such teen-agers would go for, he has decided to ask them. He has requested each of the high schools in the Milwaukee area to send two students to a meeting, where he will ask them what they would like to have at the fair. If the students come up with something that sounds good and can be staged at a reasonable price Bill says he will present it at the fair.

Bill has asked countless questions of a vast number of people since he has taken over. He has weighed the answers carefully, and he has been unhurried before taking action. That is why any possible side bet on his dice-rolling this year would be that he will make his point.



KIDDLE BOAT RIDE

41,432 RIDERS IN 11 DAYS

THAT'S WHAT E. M. HAWORTH, KIDDELAND AMUSEMENT, INC., PORTLAND, OREGON, REPORTS:

"Yes, sir," he says, "we had 41,432 riders in 11 days at the P. N. E. in Vancouver. The Kiddle Boat Ride is just fine."

SUMNER RITTENBERG, BOSTON, MASS., SAYS:

"Of all the Kiddle rides we have, the Allan Herschell Boat Ride is outstanding. Boats gliding over actual water create a wonderful illusion for children. The allurements and appeal of this ride are fantastic and thus our grosses are high. We also like the ride because it is fast loading and safe."

LLOYD D. SERFASS, STROUDSBURG, PA., REPORTS:

"The portable Boat Ride which I purchased from Allan Herschell more than paid for itself in less than a season."

- MERRY-GO-ROUNDS • BOAT RIDE • KIDDIE AUTO RIDE • PORTABLE ROLLER COASTER • JOLLY CATERPILLAR • SKY FIGHTER • ROADWAY RIDE • RODEO • TWISTER • TANK RIDE • BUGGY RIDE • GASOLINE SPORT CARS • 18-CAR CAT • RECORD PLAYER • MERRY-GO-ROUND RECORDS • TAPES • RIDE TIMERS • CANVAS.

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Hagen to Open With Revamped Rolling Stock

EDMOND, Okla. — Hagen Bros. Circus will open April 23 after a refurbishing job that trouper declare will give the show an all-new appearance.

Rolling stock has been repainted and lettered, with pictorials on all equipment and with both tractors and trailers being finished professionally. Trucks were rebuilt and reconditioned by a local truck and body shop. Several new trucks have been added and all of those

on the show have been equipped with new tires.

Among new rigs are two elephant trucks, one for Clyde Bros. and one for Hagen Bros., and a combination stake driver and stake and chain wagon. More seats are to be carried. Sleeper accommodations have been increased.

Circus quarters were televised by an Oklahoma City station for an hour, and show manager Bob Couls was emcee. Program invited

the public to visit quarters and it plugged show's stands in this area. Resulting crowds at quarters were large.

Newspapers have carried extensive photo and feature coverage of the show.

N. Y. Voids Club Formula Discrimination

NEW YORK — The organization of associations or clubs for the purpose of evading the State anti-discrimination laws were held illegal Thursday (19) by the Appellate Court.

The court unanimously upheld a 1955 Supreme Court ruling directing the Castle Hill Beach Club in the Bronx to admit Negroes. Action was brought by the New York State Commission Against Discrimination.

The Appellate Division ordered the club to admit customers on a nondiscriminatory basis. It also ordered the prominent posting of notices that the swimming-recreation center was open to the public without regard to race, creed, color or national origins.

The club contended that it was a private, non-profit organization and did not come within the "public accommodations" provision of the law. The Supreme Court held that it was a place of public accommodation. The court expressed doubt that the group would have been chartered had it been known that its intent was to exclude Negroes.

Mills Ready For Opening

JEFFERSON, O. — With the Saturday (21) opening at hand for Mills Bros. Circus, co-owner Jake Mills said all departments are ready for the show's 17th season.

Opening is at the fairgrounds here, where the show has spent the winter.

Mr. and Mrs. Jack Mills are due in quarters from their Cleveland home.

All equipment has been repainted and lettering of trucks is finished. Charles Brady's crew has raised the big top and practices are held daily, with full-dress rehearsals scheduled for Friday (20).

Elephant Burma was in Ashtabula Saturday (14) for parade in connection with Republican rally.

Barton show grounds at Tulsa, used only by Ringling in the past few years but by many shows in the past, is to be sold for industrial use.

George Cole Starts Tour, Acts Named

QUINTON, Okla. — George W. Cole Circus opened Wednesday (11) at Wright City, Okla., and gave a matinee only Sunday at Quinton.

Show has a new big top, an 80 with two 40s and a 30, and travels on 14 show-owned trucks and three trucks owned by performers. The show drew half a house Sunday afternoon.

The performance: 1—Spec, "The Circus on Parade." 2—Liberty ponies, Billie Grubbs and Charles Rex; dogs, Shirley Rex. 3—Ladders, Rosie Wright, Margaret Rawls and Mary Rawls. 4—High school horses, Billy and Bob Grubbs. 5—Clowns, Ted LaVelda and Harry Rawls. 6—Trampoline, Jeanie Kriehl, David and Bobby Rawls. 7—Two single elephants, Shirley and Charles Rex. 8—Tight wire, Jeanie Kriehl and Mary Rawls. 9—Clowns. 10—Single trap, Charles Rex. 11—Elephant parade, with banners. 12—Jeanie Kriehl, hand and head balancing. 13—Liberty horses (6), Bob Grubbs, three blacks and three whites. 14—Clowns. 15—Webs, Rosie Wright and Mary Rawls. 16—Clowns. 17—Rings, Joe and Rosie Wright and Joe Jr. 18—Elephant number. 19—Rolling globe, Rawls family and Jeanie Kriehl. 20—Neck loop, Mary Grubbs. 21—Elephant act.

The show carries three elephants, two camels, a chimp, a leopard, four lions, seven monkeys, five bears and a rhinoceros.

The staff: Herbert Walters, general manager; Helen Walters, treasurer; Floyd Hill, general agent; Jackie Wilcox, contracting press; Sam Price Jr., advertising car; Leona Hill, mail agent and organizer; Ross McKay, drummer; Red Folker, superintendent; Gladys Wiegens, promotional director; Ernie Wiegens, 24-hour man; Mrs. Brownie Robbins, cookhouse; Brownie Robbins, pie car; Charles Rex, lights; Dusty Spaeth, me-

Circus Museum In Formal Bow At Charleston

CHARLESTON, S. C. — A press party here Friday (13) drew 125 press, radio and television representatives and marked the official opening here of the National Circus Museum. Event was at the Francis Marion Hotel, and John P. Yancey Jr., president of the Circus Foundation, Inc., and member of CFA, was host.

The National Circus Museum consists of more than 10,000 circus relics, antiques and oddities as well as a miniature circus. It is routed into Eastern territory and will enter Canada. Show is billed and promoted under auspices like a circus.

Emmett Kelly Appears
During the cocktail party, host Yancey; Emmett Kelly, circus clown, and Ora O. Parks, the organization's press representative, were on hand to give the newspaper, radio and television people a first-hand account of the museum.

Following dinner, Yancey introduced the guests and gave a detailed explanation of how the Circus Museum was born and told of its purpose and aims. He explained how, acting upon the advice of his doctor, he started building a scale model of a circus, as a hobby. Before he knew it, the venture covered a full 14 years and some \$8,000 had been spent on it.

The profit from the public showing of the Circus Museum is to be spent to benefit indigent circus folks, he added.

chanic; Ross McKay, pony ride; Margaret McKay, little horse pit show; Mr. and Mrs. Bill English, concessions; Ted LaVelda, Side Show and producing clown.

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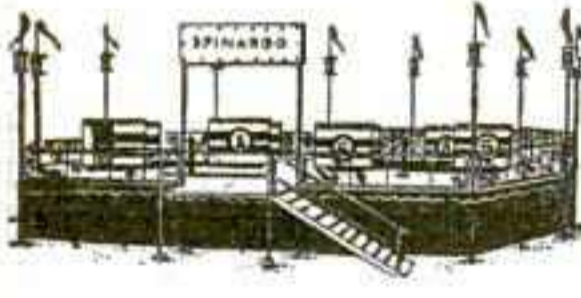


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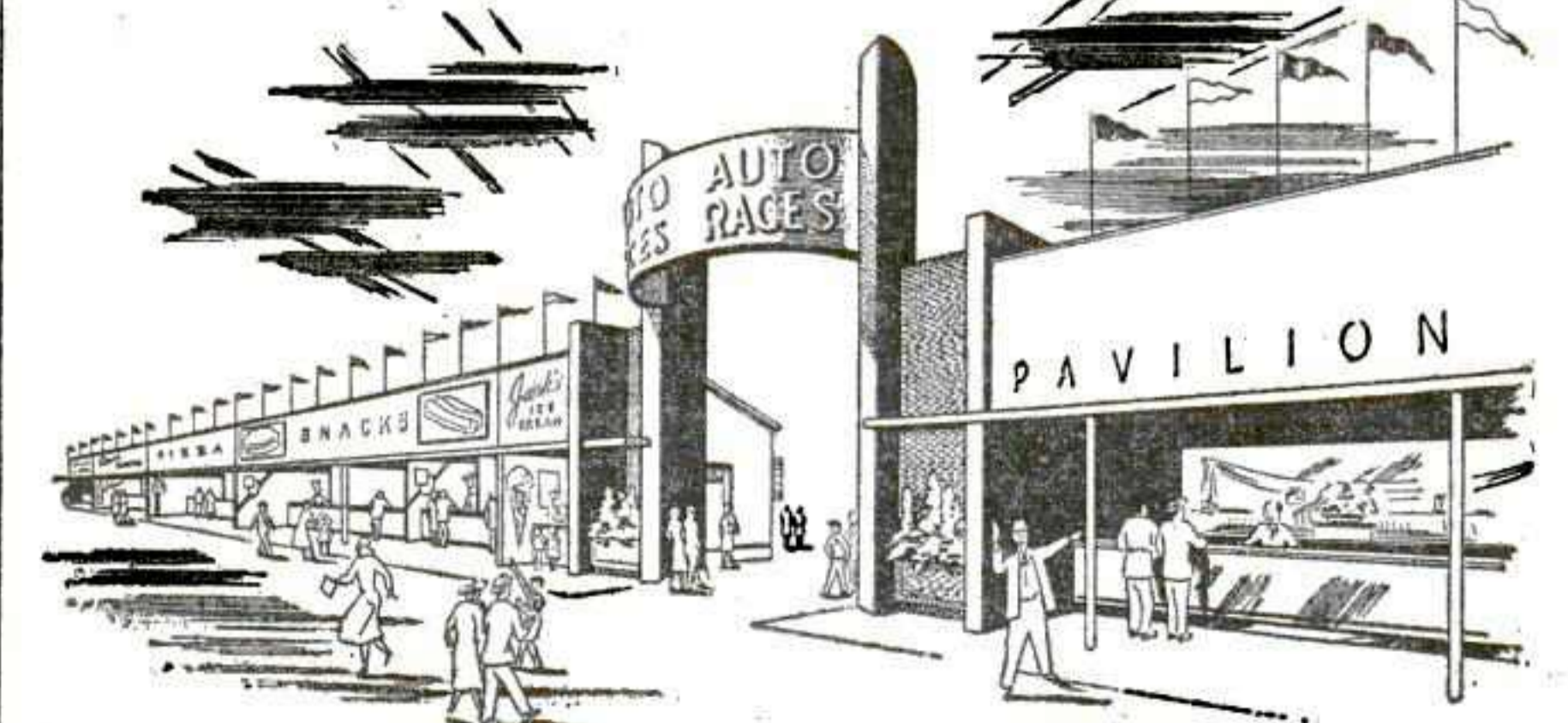
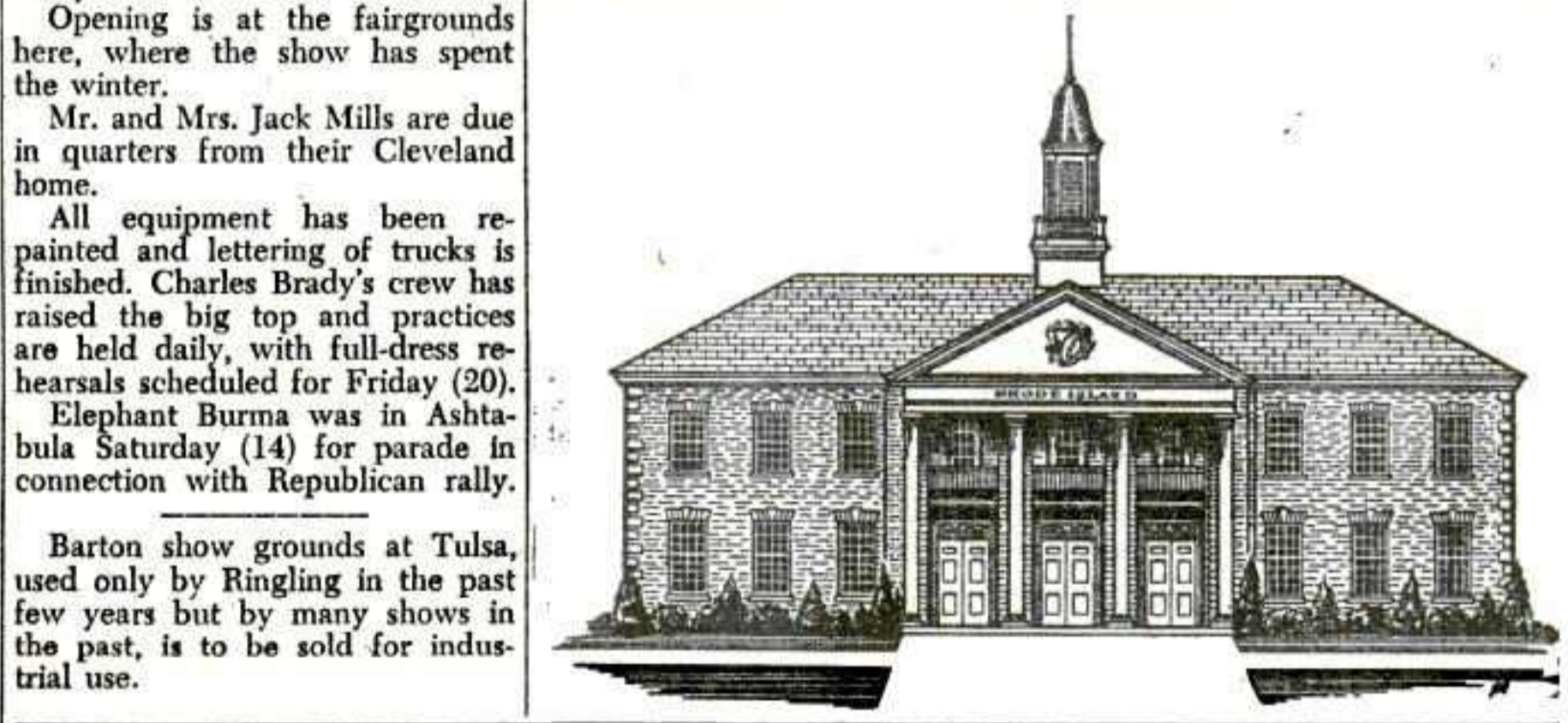
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TWO MAJOR ADDITIONS TO THE FAIRGROUNDS at Eastern States Exposition, Springfield, Mass., will be the Rhode Island Building (top) and the new grandstand entrance and food concessions in the bottom sketch. The Rhode Island Building will complete the fair's famed Avenue of States, with each of the six New England States being represented. The new food and beer concession stands replace a number of old structures razed last year. Both improvements will be completed for this year's fair.

Gainesville Set; Talent in Town

GAINESVILLE, Tex.—Gainesville Community Circus will open its 1956 season in Gainesville May 2-3-4, playing in front of the grandstand at Locke field, baseball park, for the first time. Several out-of-town dates are also carded.

Scotty Davis, clown, left April 19 to join Hagen Bros. Circus at Edmund, Okla. Mr. and Mrs. Portis Sims arrived from Columbus, where they were with Orrin Davenport, to be at the bedside of their daughter, Mrs. Berlin Compton, of Corsicana, Tex., critically ill in a Fort Worth hospital. Bob Stevens was due back from a trip to the West Coast. Tom Packs' Western unit is readying for the season at Stevens' quarters here. Mr. and Mrs. Art Henry, with their dogs and ponies, opened at Pontchartrain Beach in New Orleans. Jimmy Connors is building a barn for his stock here. He was recently with Kaye Bros. Circus on the West Coast.

ARENAS & AUDITORIUMS

Madison, Wis., Arena Conflict Centers on Location, Design

By TOM PARKINSON

AMONG the numerous cities that have experienced local conflicts about building auditoriums and arenas, the current situation in Madison, Wis., stands out.

Citizens voted a \$4,000,000 bond issue in a 1954 referendum. That measure specified that the auditorium-arena is to be located at a certain lake-front site and that famous architect Frank Lloyd Wright is to design it.

He has prepared a preliminary plan and model which calls for a 2,500-seat auditorium, 3,500-seat arena with facilities for ice rink, a 500-seat theater, community center, art gallery and boating facilities.

SINCE THEN, OPPOSITION has developed. A faction objects to the location and to Wright's modernistic design. Supporting both since prior to the referendum is the Municipal Auditorium Committee. Chairman of this committee is Iven Nestingen, who also was elected mayor this month.

He interprets his election as the go-ahead for both the site and design, and he intends to "push the project hard and fast."

But first comes a court action which is to decide whether the city may use the designated site. The location was authorized by the State in 1931, and the present court action is to determine if the law is constitutional. Testimony was heard last week. Nestingen feels that a circuit court decision may be forthcoming in a month.

WHILE TAKING PART in the court action, he also is planning to go ahead with other phases. A 1,000-car parking facility is contemplated and plans must be worked out for the construction and a bond issue with the local parking authority. He wants to contract with Wright for complete plans, but he anticipates that the architect may not want to sign until the site has been confirmed by the court.

The opposition is charging that the soil is not proper for building the proposed structure and that it shouldn't be built partly over water.

In Madison, the building itself is not in contention—only the site and design. But by the time current questions are resolved, at least two years will have passed since the bond issue was voted. When construction might start is anyone's guess.

Arena Recap

REPLACE P.A. SYSTEM AT SAN FRANCISCO

SAN FRANCISCO — Auditorium Board okayed \$4,300 for a new public address system at Civic Auditorium. The old one was damaged during installation of the Motorama show last month.

CHICAGO HOME SHOW ATTRACTS 270,000

CHICAGO — Modern Living home and garden show here drew 1,795 on Sunday (15), putting the total attendance at 270,048, Director Grover McDonald announced. This was the show's first time at the International Amphitheater and space used was 60,000 feet more than previous shows at Navy Pier. McDonald leaves May 1 to survey attractions, expositions and fairs in Europe.

COLORADO BLOSSOMS NEW HOME SHOWS

DENVER — Blossoming of home shows in the Rocky Mountain area recently had the expos in operation at Colorado Springs, drawing 6,000 daily; Englewood, drawing another 6,000; Fort Collins, pulling 1,500, and Cheyenne, Wyo., 7,000 a day. Upcoming are home shows at Grand Junction, Colo.; Pueblo, Colo.; Albuquerque, N. M., and Laramie, Wyo. Denver's own home show at University of Denver Arena will open May 13.

Denver Agent Jack Blue booked acts into the recent shows.

PITTSBURGH BUILDING GRANTED \$4 MILLION

PITTSBURGH — County and city has granted \$4,000,000 to the proposed \$14,000,000 arena for Pittsburgh. Plans are being made to raise \$2,500,000 by public subscription. The structure would have a roof which could be opened in good weather to provide for outdoor attractions.

MOVIE TRADE EXPO SET FOR NEW YORK

NEW YORK — Motion picture industry's international trade show is scheduled for the New York Coliseum September 20-24. Show last year was in a Chicago hotel. Coliseum booths are priced at \$400 and \$415 for the Popcorn and Concessions Association section of the show. Thomas Sullivan, Popcorn and Concessions Association, Chicago, is in charge.

Karsh Suit Settled

ST. LOUIS — A libel suit by Harry Karsh, labor organizer in the outdoor amusement field, against The St. Louis Post-Dispatch this week was settled out of court when the newspaper awarded a \$2,500 cash settlement.

The suit stemmed from an editorial published April 19, 1952.

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Tent Shows In Sweden All on Road

MALMO, Sweden — Swedish tent circus season is in full swing. Trolle Rhodin's Zoo Circus completed a one-week stand here and on Monday (9) hit the road with a hybrid operetta-circus-water spec. It has the following acts: Kollman, tiger and camel groups; Jack Rhodin, chimps and baby elephants; Navarro, Liberty horses; Kurt Jager, high school horse; Two Antalis, aerial; Two Rollex, skaters; Toto Brasso, comic; Eric Zidla, juggler; Three Najas, acro dance; Petronella, trained doves; Rassy, juggler; Popsy Ladies, puppets; Mlle. Cynnu, snake dance.

Circus Altenburg opened Saturday (7) in Landskrona, with Albert Altenburg and Charles Lindberg, Liberty horses; Pero Smaha, high school horse; Two Renellys, aerial; Three Rorks, rolling globes; Three Sylwests, bike; Erico Gunardo, novelty acro, and Kuhlyns Family, musical clowns.

Circus Scott (Kate Bronett), opened in Malmo on Thursday (12), with "Wild West" outfit from the (German) Circus Williams. The successor to the former Circus Mijares-Schreiber, Grand Circo Mexico, is also set to go under the direction of Manuel Mijares, former wire-walker and brother of the late Chuy Mijares. Baptista Schreiber-Mijares has an interest in the show but will not perform. Ernie Carre will handle horse numbers and Bela Kremlo, ace juggler, will be a feature.

Danish tent circuses are temporarily stymied by a nation-wide strike, which leaves them unable to get programs, billing matter or newspaper publicity as printing unions are idle. They have also been held up by an inability to secure fuel for their transportation.

Fannie Ingham, wife of Rex N. Ingham, is at home in Ruffin, N. C., after eight months in hospitals and hopes to be walking again soon.

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Belle City: (N. Tentionia & Capitol Dr.) Milwaukee.
Big City: London, Tenn.
Blue Grass: Owensboro, Ky.
Bogle, F. C.: Augusta, Kan.; Manhattan 30-May 8.
Borderland: Menard, Tex.; San Angelo 30-May 6.
Brodbeck & Schrader: Arkansas City, Kan. Buck, O. C.: Schenectady, N. Y., 27-May 8.
Burke, Harry: Independence, La.
Burkhart: East St. Louis, Ill., 23-May 8.
Capell, Doc: Arkadelphia, Ark., 26-28.
Capital City: Barnesville, Ga.
Central States: Great Bend, Kan.; Dodge City 30-May 4.
Cherokee Am. Co.: Chanute, Kan.; Coalgate, Okla., May 3-5.
Coleman: Middletown, Conn., 26-May 8.
Continental: Kingston, N. Y., 26-May 8.
Crafts Expo.: Port Hueneke, Calif., 25-29.
Davis Am.: Camas, Wash.; Sweet Home, Ore., May 1-8.
Down River Am.: River Rouge, Mich., 26-May 8; Roseville 8-14.
Drago Amusements: Kokomo, Ind., 26-May 5.
Drew, James H.: Marmet, Va.
Dudley, D. S.: Littlefield, Tex.
Dumont: Canton, Ga.
Dyer's Greater: Jacksonville, Ark., 23-May 5.
Empire State: Taft, Tex.; Seguin 30-May 6.
Evans United: (Sixth & Central) Kansas City, Kan.; (Seventh & Miami Sts.) Kansas City 26-May 6.
Frame's Greater: (Wesleyville) Erie, Pa.; (Perry Plaza) Erie 30-May 5.
Franklin, Don: Corpus Christi, Tex. G. & B.: Lumberport, W. Va.
Gem City: East St. Louis, Ill., 27-May 8.
Georgia Am. Co.: Gainesville, Ga.
Gladstone Expo.: Holly Springs, Miss.; Humboldt, Tenn., 30-May 8.
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Hale's Shows of Tomorrow: Kansas City, Mo.
Hannum, Morris: Scranton, Pa., 27-May 8.
Happy Attractions: Newark, O.; Barberton 30-May 5.
Harris, Roxie: Ashland City, Tenn., 30-May 5.
Heller's Acme: New Milford, N. J.
Hottle, Buff, No. 1: Greenville, Miss.; Pine Bluff, Ark., 30-May 5.
Hottle, Buff, No. 2: Ponchatoula, La.
Hugo's Novelty Expo.: Tonganoxie, Kan.; Leavenworth 30-May 5.
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Lagasse Am. Co., No. 1: Lawrence, Mass., 27-May 5.
Majestic Greater: Hartford, Ky.; Fort Knox 30-May 4.
Manning, Ross: Goldsboro, N. C.; Newborn 30-May 5.
M. D. Amusements: Hazelton, Pa., 25-28.
Midway of Mirth: Murphysboro, Ill.
Mighty Interstate: Cleveland, Tenn.
Monarch Expo.: St. Clair, Mo.; Pacific 30-May 5.
Moore's Modern: Jacksonville, Tex.
Motor State: Madison Heights, Mich.; Oxford May 1-6.
Nolan Am. Co.: Nelsonville, O.; Springfield 30-May 5.
Norton's Rides: Spearman, Tex.
Page's Combined: Martinsville, Va.
Pan American: Monroe, La.; Pine Bluff, Ark., 30-May 5.
Penn Premier: Lynchburg, Va.; Roanoke 30-May 5.
Perry, Jack J.: Clifton Heights, Pa.
Prel's Broadway: Columbia, S. C., 28-May 5.
Red Menace: Hickory, N. C.; Morgantown 30-May 5.
Reithoffer, Uley: Berwick, Pa.; Schickshinney 30-May 5.
Royal Jack: Twin City, Ga.; Claxton 30-May 5.
Schafer's Just for Fun: Dallas.
Siebrand Bros.: Claypool, Ariz.
Southwest Amusements: Duranes-Albuquerque, N. M.; San Jose-Albuquerque 30-May 5.
Star Am. Co.: Searcy, Ark.; Bald Knob 30-May 10.
Strates, James E.: Washington, D. C.
Sugar State: (Fair) Houma, La., 26-29.
Sunset Am. Co.: Excelsior Springs, Mo., 26-May 5.
Sylvester, Ernie: Charlotte, N. C.
Tatham Bros.: Clinton, Ill.; Bement 30-May 5.
Tennessee Valley Am.: Shepherdsville, Ky., May 2-10.
Thomas Joyland: Logan, W. Va.
Tinsley, Johnny T.: Greenville, S. C.
Tivoli Expo.: Webb City, Mo.
United Expo.: Herrin, Ill.; Belleville 30-May 5.
United States: North Wilkesboro, N. C.; Lenoir 30-May 5.
Venditto Bros.: (Hopkins Park) Providence, R. I., 26-May 5.
Virginia Greater: Suffolk, Va.; Pocomoke City, Md., 30-May 5.
West Coast, No. 1: Oakland, Calif., 24-29; Richmond May 1-6.
West Coast, No. 2: Alameda, Calif.; San Jose 30-May 6.
Wolfe Am. Co.: Newberry, S. C.

Ohio Lt. Gov. John Brown visited Mills Bros.' quarters and plans to make the opening show, reports Mark Jones, of the show. The Bakers arrived in quarters along with the Dewsburys.

Circus Routes

Beatty, Clyde: Baldwin Park, Calif., 24; Pomona 25; Fontana 26; Monrovia 27; N. Hollywood 28; Panorama City 29; Lancaster 30; Visalia May 1; Merced 2; Stockton 3; Modesto 4; Fresno 5; Bakersfield 6.
Carson, Tex: Thomas, Okla., 24; Selling 25; Vici 26; Shattuck 27; LaVerne 28; Buffalo 29.
Cole, Geo. W.: Ava, Mo., 24; Hartsville 25; Houston 26; Eminence 27; Van Buren 28; Piedmont 29; Lutesville-Marble Hill 30; Chaffee May 1; Bloomfield 2; Maiden 3; Tiptonville, Tenn., 4; Ripley 5.
Cristiani Bros.: Bowling Green, Ky., 24; Columbia 25; Somerset 26; London 27; Winchester 28; Madison 30.
Davenport, Orrin: Grand Forks, N. D., 24-28; Winnipeg, Man., 5-12; Brandon 14-19.
Hagen Bros.: Drumright, Okla., 24; Pawnee 25; Bartlesville 26; Vinita 27; Webb City, Mo., 28; Baxter Springs, Kan., 30; Coffeyville May 1; Arkansas City 2; El Dorado 3; Wichita 4-5.
Hamid-Morton: Altoona, Pa., 24-28; Montreal, Que., May 5-12; Quebec 13-17.
Hunt Bros.: Hammonton, N. J., 24; Egg Haror 25; Glassboro 26; Woodstown 27; Vineland 28; Morristown 30; Bellemaw May 1; Pennsgrove 2; Woodbury 3; Orland, Pa., 4; Collingsdale 5.
Kelly-Miller: Greenville, Tex., 24; Garland 25; Grand Prairie 26; Waxahachie 27; Terrell 28; Mineola 29; Gladewater 30; Mount Pleasant May 1; Clarksville 2; Idabel, Okla., 3; Mena, Ark., 4; Poteau, Okla., 5.
King Bros. (Eastern): Lexington, Va., 24; Radford 25; Bluefield, W. Va., 26; Beckley 27; Charleston 28; Logan 30.
King Bros. (Western): Frankfort, Ky., 24; New Albany, Ind., 25; New Bedford 26; Bloomington 27; Columbus 28; Shelbyville 29.
Leonard Bros.: Sabina, O., 24; Loveland 25; Hamilton 26-27; Middletown 28; Oxford 29.
Mills Bros.: Hubbard, O., 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.
Packs, Tom: Texas City, Tex., 27; Beaumont 28; Galveston 30-May 1; Port Arthur 2; Billings, Mont., 7-13; Missoula 15.
Polack Bros. Eastern: Austin, Tex., 25-28; Phoenix, Ariz., May 4-5.
Polack Bros. Western: Sacramento, Calif., 26-May 6; Santa Rosa 7-8; San Francisco 10-20.
Ring Bros.: Eastman, Ga., 24; Helena 25; Lyons 26; Swainsboro 27; Statesboro 28; Barnwell, S. C., 30.
Ringling Bros and Barnum & Bailey: New York 24-May 13.

Ice Shows

Holiday on Ice: Lafayette, La., 24-27; Baton Rouge 28-May 1; San Antonio, Tex., 3-9; Corpus Christi 10-14.
Holiday on Ice: (European): Hamburg, Germany, 24-29.
Ice Capades of 1956: Denver, Colo., 24-29; Los Angeles, Calif., May 3-20.
Ice Capades International: Rochester, Minn., 24-30; Lubbock, Tex., May 3-11.
Shipstads & Johnson's Ice Polles of 1956: Winnipeg, Man., 24-28; Spokane, Wash., May 1-7; Seattle 9-20.

Miscellaneous

Hitler's Personal Armored Car, Jack W. Burke, Mgr.: Newark, N. J., 24-25; Paterson 26-28.

Tex Carson Opens in Okla.

ALLEN, Okla.—Tex Carson's Wild Animal Circus opened Friday (13) at Stonewall, Okla.
Owners are Jack Moore, who manages the show; Dores Miller, of Al G. Kelly-Miller Bros.' Circus, and Tom McLaughlin, who is general agent.
The show is enlarged, showing under a 70-foot top with a 30 and a 35-foot middle. Two rings are used and the top seats about 1,000 persons. The show travels on eight trucks.
In the Side Show there are three semis carrying 15 cage compartments, and in addition to the caged animals there are an elephant, a camel and a sacred cow. Jack Turner has a gorilla show and Happy Hanks a reptile show on the midway.
The performance includes Liberty horses, pony drill, dogs, monkeys, wrestling bear, trick mule, bounding rope, ladders, webs and single traps, closing with an elephant act.
The show had about two-thirds house the first night at Stonewall, no matinee being given. Saturday's matinee at Allen drew about half a house.

Polack Climbs 25% at Spokane

SPOKANE—Polack Bros.' Circus drew 23,500 to the Spokane Coliseum last weekend (13-14-15), Shrine officials said. This was a gain of about 25 per cent over last year.
Billed as second annual Shrine circus, the show was presented in six performances, with three matinees. General admission seats were \$1.20 for adults and 60 cents for children under 12. Reserved seats were scaled at \$1.80 and \$2.40.

Ruston, La., Re-Elects Raley to Presidency

RUSTON, La.—T. E. (Temp) Raley was re-elected president of the Northern Louisiana Fair at its annual meeting here last week.
Other officers include M. J. Kavanaugh, vice-president, and Harold Barker, secretary-treasurer. Dates are October 8-12.

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THE FINAL CURTAIN

BARR—Earl A., bandmaster, formerly with outdoor shows, at St. Joseph, Mo., March 30.

BATY—William L., 55, former ride operator with the S. W. Brundage and other shows, recently in Mount Sterling, Ill. He had been off the road a number of years, working for a steel firm in Mount Sterling. Survived by his widow, Pearl; a daughter, two sisters and two grandsons.

Brown—Edwin E., veteran tattoo artist, March 26 in Detroit. Brown, who had traveled with many shows, had also operated photo and shooting galleries. For the past 25 years he had a tattoo studio in Detroit. Survived by a son and a daughter.

BOYLE—Ray, central ticket agent for all amusement and sports events in the Pittsburgh area, in that city April 17.

FLEMING—Malcom M., 64, legal adjuster with King Bros.' Circus the past three seasons, at Scottsboro, Ala., April 16 of a heart ailment with which he had suffered several years. Formerly a banker in Pennsylvania, Fleming was active as a member of the CFA before entering circus business. Since then he has been on many shows, including those of Ben Davenport, Jimmy Heron, Biller Bros. and others. He served as contracting agent, 24-hour man and in other capacities. Prior to joining King Bros. three years ago he had been off the road because of his health. Surviving is his widow. Burial at Fryburg, Pa.

FULLER—J. Sidney, 62, former widely known outdoor show personality, recently in Fort Worth. He at one time worked with the John Francis and T. J. Tidwell shows. After retiring from show business, he served for a while as deputy sheriff of Tarrant County, Texas (Fort Worth). Survived by his widow, Winifred, and one daughter. Burial in Fort Worth.

GORDON—Harry L., 86, former billposter, April 13 in Riverside Nursing Home, Monroe, La. For many years he worked on the Ringling-Barnum, Cole Bros. and other smaller circuses. In more recent years he was with C. W. Nail Shows. Burial in the showmen's plot, Port Gibson, Miss.

JAMES—William B., 78, former hoop performer known professionally as the Great Roulette, employed for the past 40 years by the Walter Reade Theater chain, April 1 at the home of his son, Marvin R. James, New Shrewsbury, N. J. His wife, Florence L. Dennis James, died in 1950. His career dated back to 1898 when he toured with the John W. Vogel Minstrels.

JOHNSON—Edward A., contracting press agent with circuses, of a heart attack while working ahead of King Bros. Circus last week. He had been with Ringling Bros. and Barnum & Bailey until this winter. Johnson began as a lithographer for Sells-Floto Circus and later worked as contracting press agent with that show. Later he was with Hagenbeck-Wallace. About 1936 he went to the Ringling advance and had been there since except for the time he went with RKO Pictures and another time he spent with Cole Bros. Circus. Survivors include a sister at Winnipeg, Man.

JOHNSON—George, 69, who formerly had a Monkey Speedway on the S. W. Brundage Shows and at one time was Side Show talker on Ringling-Barnum Circus, April 13 in Tampa. He also had been with Prell, Beckmann & Gerety, Rubin & Cherry and Sheesley carnivals. A native of Canada, he was a veteran of the Boer War. There are no known survivors.

MASERANG—Henry, 60, retired concessionaire known as Sonny Cook, April 14 in Abilene, Tex., following a heart attack. Prior to his retirement he had been with Wallace Bros. and Buckeye State shows in addition to others. Survived by his widow, his parents, four sons and two daughters.

PAYNE—Lester B., 65, former tent-rep show operator, April 9 at Gladewater, Tex., where he resided since 1931. He also had operated movie houses. Surviving is his widow, Elizabeth.

SMITH—Henry (Pop), 72, of the mentalist act, the Vernons, April 11 in a Dallas hospital. The Vernons played fairs for many years and pitched horoscopes in stores during the winters. Buried in the cemetery plot of the Lone Star Showmen's Association, Dallas. Pallbearers were Jack Lindsev, George Miller, John Anderson, Pat Gregg, Mace Farmer and Ed Meek.

MARRIAGES

BRIGHT-HULSEY— James H. (Pat) Bright, twin wheel foreman on Hill's Greater Shows, and Ruby M. Hulsey, star of little Egypt Show, recently in Carlsbad, N. M.

MALMBERG-MONTESANO— Walter Malmberg and Patricia Montesano April 10 in Charleston, S. C. Both are with Raley Bros.' Exposition Shows.

BIRTHS

MCCARTHY— A son, Charles P. Jr., to Mr. and Mrs. Charles P. McCarthy Sr. April 11 in Aransas Pass, Tex. Father is legal adjuster on United Exposition Shows.

Movie Contest

Continued from page 62

test is the only one at a New York fair. At the former fairgrounds in Mineola the films were shown outdoors after dark. At the raceway they occupy part of a tent which is also devoted to hobbies, antiques and ancient vehicles. Seating for about 100 people is provided, and showings of amateur motion pictures, many being of exceptional quality, are nearly continuous. Ford Motor Company and the Princeton Library contribute supplementary films.

Awards in the unique competition are \$10 and a blue ribbon for first, \$5 and a red ribbon for second, a gold ribbon for third, and special plaque plus \$25 for best-in-show. Director of the event is John Krause, formerly in charge of the Nassau County Police Photography Department. In charge of the amateur photography exhibit is Ray Harty, president of the Nattau County Camera Club. Judges are well-known camera club officials.

Krekos Fights Rain In Bakersfield Bow

BAKERSFIELD, Calif. — Despite considerable rain, the No. 1 Unit of Mike Krekos' West Coast Shows garnered satisfactory business at its 10-day opening stand which wound up here Saturday (14). Organization was here for the 11th straight year under auspices of the Veterans of Foreign Wars.

Opening Thursday (5) on the old Kern County Fairgrounds, the show received fair business over the first weekend. Cooler weather cooled off takes the first part of the full week and a heavy rain on Wednesday (11) closed the show for the night.

Thursday found part of the lot mired. Despite pumps, that pulled 2,000 gallons per hour, it took over 3 hours to clear off the water. Threatening weather did little to bolster Thursday and Friday business.

Krekos to Greece

Mike Krekos, president of the show corporation which owns West Coast Exposition Shows, and Mrs. Krekos, visited for the opening. They left shortly after and on April 11 took off from San Francisco for a visit to Greece. Louis Leos, show auditor, was reported confined to Los Banos, Calif., hospital.

The show, out for its 28th year, opened with eight major and five kid rides, five shows and about 40 concessions. Show is moving on 20 pieces of rolling stock and carries two Diesel power plants, 14 35-foot light towers and two 60-inch searchlights.

Personnel includes: Office — Harry Myers, general manager of the corporation; Edward Hellwig, show manager; E. W. (George) Coe, business representative; Bobby Cohn, corporation general agent; Barbara Hellwig, show secretary. Joe Wallace is lot superintendent, assisted by Bill Stathos. W. B. McClanahan is mechanic; Harry Baker electrician, Paul McFarland, assistant; Charles Carpenter, billposter; Nick Krekos, night security officer; Pete Stanfield, day security officer; Betty Coe, front gate tickets; W. F. Coy and Halbert Culbertson, gate and towers. Other ticket takers are Lawrence Andrada, Donald Burke, Lawrence Spaulding and Albert Marko.

List Ride Foremen

Rides and personnel: Ferris Wheels, William (Heavy) Snelson, John Wilson foremen; Edmund

Williamson, Harry Mooney, second men; Rose Young, tickets. Merry-Go-Round, Ray Butler, foreman; Richard Worthy, second; William Eldridge, third; Arlene Giboney, tickets. Tilt-a-Whirl, Paul Herron, foreman; Curtis Jones, second; Howard Arnold, third; Anne Lee Abalos, tickets. Octopus, John (Sporty) Young, foreman; John Roseman, second; Virginia Herron, tickets. Caterpillar Bob Giboney, foreman; Paul Graham, second; Tony Giboney, third; Edna McFarland, tickets.

Rock-o-Plane, Ernest Shackelford, foreman; Earl Richardson, second; Gladys Wilson, tickets. Roll-o-Plane, Ray Meiss, foreman; Arnold Geer, second; Viola Richardson, tickets. Pony Ride, Oscar Scarbery.

Shows: Side Show, Donald Gilbert; Claude Gilbert, talker; Harold Gilbert, tickets; McNeely Vercher, midget; Josephine, annex; Betty Kline, blade box; Joann Hilliard, electric chair; The Great Rodello, strong man; Rosita (Gervasi), contortionist; Zandu, quarter boy; Julius, pinhead, and Seal-o-Seal boy. Motordrome, E. C. (Speed) Mullins, owner; Bill Draper, Bob Ford, tickets. Dope Show and Fun House, Charles Griner, Betty Griner, Dolly LaFon, Lucky LaFon, Larry Spalding. Girl Show, Jeannine Winters; Buster Odle, talker; Jay Barrio, tickets; Bonnie Brooks and Sherry Lane, dancers.

Concessionaires

Concessions: Ed Kemp, scales, novelties, rest rooms, and The Bill. (Continued on page 84)

Chowchilla, Calif., Skeds Circus, Rodeo Acts for Program

CHOWCHILLA, Calif. — A circus, vaudeville performance, animal show, rodeo and carnival will be featured during the five-day Chowchilla Junior Fair here May 16-20, Edward H. Clendenen, secretary-manager, announced last week.

Opening on a Wednesday, the fair will feature Kids' Day Thursday (17) with John A. Strong's Circus and Larry (Bozo the Clown) Valli as added attractions. The Miss Madera Pageant is scheduled for that evening with Phil Arden as the director.

The vaudeville presentation on Friday will be headlined by Hilo Hattie and Company. They are being presented by Fun Unlimited headed by Isabelle Whall in San Francisco.

The Saturday attractions are Gene Holter's Racing Camels and Ostriches. Also scheduled for that day are a parade and barbecue. Andy Amsbaugh will produce the rodeo on Sunday, the closing day. West Coast Shows, managed by Ed Hellwig, will play the midway.

New Format for Lucky Dogs

NEW YORK — A new presentation format is being worked out for Jack Kochman's Lucky Dogs, racing greyhound attraction.

The attraction, introduced last year, was presented in straightway fashion with the dogs flashing by the grandstand once in each race. Kochman, now in Florida, is experimenting with the construction of portable banked turns which will make it possible to confine all of the race action directly in front of the stands, thus providing longer viewing time for audiences.

The use of sharp turns, made necessary by the limited space in front of most grandstands, will likely necessitate special training for the dogs. Success will add considerably to the excitement of the attraction.

Del Mar, Calif., Kicks Off Advance Cut-Rate Campaign

DEL MAR, Calif. — The advance sale of bargain rate tickets for the Southern California Exposition and County Fair to be held here June 29 thru July 8, was started Friday (20) by units of the Ninth District Parent-Teachers Association, Paul T. Mannen, fair secretary-manager said.

County PTA units are selling admission tickets for 50 cents, a saving of 35 cents over the one-pay gate admission. Children's tickets are available for 25 cents.

Last year more than 16,000 tickets were sold by more than 100 participating units. Of that number, less than 1 per cent were not used, Mannen added.

In addition to the savings offered patrons, participating PTA units and the San Diego Children's Dental Center will benefit from the sale.

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COST RISE SEEN

U. S., State Legislation Poses Park Problems

FITCHBURG, Mass.—Pending legislation on federal and State levels is currently posing worrisome problems for operators in the amusement and recreation industries, and in particular for the operators of amusement parks.

Massachusetts operators are now awaiting the final outcome of a proposed increase in the basic minimum wage from 75 cents to 90 cents per hour. Altho already accepted by the Minimum Wage Commission, as presented by an especially appointed wage board, the final decision of acceptance or return for further study rests with the Department of Labor and Industry.

Henry G. Bowen, president of the National Association of Amusement Parks, Pools and Beaches, and also of Whalom Park here, appeared against the proposed minimum wage increase, along with other amusement park operators and representatives of the theater industry. The minimum suggested for ushers is 80 cents per hour.

Big Cost Rise

Bowen noted that the 90-cent minimum would bring the cost of teen-age seasonal help, who make up a large percentage of the personnel in the amusement park industry, to about \$45 per week

per person. On this basis of reckoning it would mean a cost per employee increase of about \$8 per week. When multiplied by the number of employees affected, it can be seen that operational costs would rise considerably and likely represent several thousands of dollars per season for virtually all funspots.

Amusement parks, swimming pools, beaches, boathouses, circuses and carnivals, and all of the workers employed in any phase of these operations, are among the enterprises specifically mentioned in the definition of the proposal. Even tho on commission a worker must be guaranteed the minimum wage, and the commissions earned cannot be averaged out to cover more than one week. Tips can not be counted as part of the minimum wage. Employees must be paid for the time they are required to wait on the premises for work, and any employee who reports for work on request must be paid a minimum of two hours' wages.

On the national scene there is at the present time a bill in Congress, Bowen reports, which provides for the elimination on exemption of service establishments from the provisions of the wage and hour bill or the fair labor standards act. At the present time service industries and establishments are exempt from the federal minimum wage law and, presumably, from the 40-hour week so that they are governed exclusively, in these respects, by State laws.

Legislative Efforts

The NAAPPB is working to retain this exemption in the interest of its membership. Association legislative efforts also include a

(Continued on page 69)

1 Twister Too Many; So It's Rock 'n' Roll

NEW YORK—A Twister by any name is just as sweet, according to the operation at Olympic Park, Maplewood-Irvington, N. J.

Latest addition to the major ride line-up at the Guenther operation is a Herschell-built Twister ride, only it will be tagged "Rock 'n' Roll" when the spot opens.

Since it was deemed okay not to use the sign provided with the ride, management gave it the new label. Reason: One of Olympic's traditionally popular units is a dark ride named the Twister. And the dreamed-up name for the new ride, it was felt, not only is timely but has some bearing on the sensation imparted by the Herschell unit.

NAAPPB Rates To Stay Same For '56 Show

CHICAGO—Rates for the 1956 convention trade show of the National Association of Amusement Parks, Pools and Beaches will be the same as those of last year.

This was announced by Paul Huedepohl, executive secretary, who said he had received approval of general convention plans from the executive committee of NAAPPB.

He said that convention arrangements will remain generally the same as in the past, altho some prices have been increased by the hotel. He said it was believed NAAPPB still could absorb these increases.

NAAPPB Names Mildred Sprinkle To Office Post

CHICAGO — Paul H. Huedepohl, executive secretary of the National Association of Amusement Parks, Pools and Beaches, has announced the appointment of Mildred Sprinkle to succeed the late Belle Cohen as secretary at the NAAPPB office here.

Miss Sprinkle was in a similar position at the National Industrial Recreation Association for eight years. During a recent illness of Mrs. Cohen, she substituted. She has been active at the office since shortly after Mrs. Cohens' passing.

Pennsy Spots Set Talent

NEW YORK—Name bands, recording personalities and novelty acts and features are in the attraction plans of Dorney Park, Allentown, Pa., and Lakewood Park, Barnesville, Pa.

The Allentown spot will begin weekend operations May 6. Lakewood, which gets under way May 30, has changed its use of name attractions from Thursday to Saturday nights.

New York agent Abe I. Feinberg reports that he will set acts for both spots.

MRS. WILLIAM NUNLEY:

Little League Valuable as Publicity and Money-Winner

By MRS. WILLIAM NUNLEY

Nunley's Amusement Company, New York

FOR 40 years of ride operation, the Nunley interests have been on the modest side regarding advertising and promotion, a good location being deemed sufficient to draw patronage. In recent years, however, our Happyland spot in Bethpage, Long Island, being all-weather Kiddieland, has profitably gone into a couple of ventures which have not only spread good will, but which are also revenue-producing in their own right.

One effort which has proven very successful has been Little League baseball. Any park operator can see the value of a ball team of youngsters bearing the park's name on their uniforms. Best of all, the games attract spectators who are the very people to patronize parks, that is, parents and children. And on top of this, the press in many cities carry stories and point standings of the leagues, which puts the park's name in the newspapers several times a week.

We pay \$300 for a season, and thereupon forget the entire matter until the following year. The league uses the money for our team's uniforms and equipment, and the selection of players and management of the team is out of our hands. This is just as well, for none of the sponsors thus has any connection with the team outside of the financing, so there is no chance for ill will to be created thru a sponsor's interference in the kids' activity.

IF FORTUNE SMILES, the team will win a championship, as Happyland has, and the resultant trophy ceremonies and local jubilation all bring further publicity to the park.

Happyland contains five rides outdoors and five indoors, and there is a connection to the Jolly Roger eating establishment which is leased to Max Lander, known as a food specialist in this area thru his Adventures' Inn in Yonkers, N. Y. Indoors, Happyland also has Arcade pieces along its walls, under Jimmy Mizell's supervision, and the set-up thereby proves ideal for year-around patronage. It is the largest of our five Kiddielands.

Brand-new inside the building is an 18-by-18 foot "party room" now two months old. Its instant success will be featured soon in our newspaper advertising, as it is the first time we have actively solicited kids' parties. For 75 cents apiece we give each child seven ride tickets, party hat, blower, balloon, and other so-called slum items. We provide tables with decorative cloths, and a room with walls covered with Davy Crockett paintings, all made to our order.

ADULTS BUY THE FOOD at Lander's and take care of the proceedings from there on. Very shortly we will have our party favors imprinted so that the name of Happyland will be carried home to hundreds of neighborhood homes, thereby spreading the party idea and serving as a reminder to return to the park. Parties have averaged two to three a day since we started this scheme, and a minimum of cleaning up has been our only obligation.

Both Little League baseball and the party room have earned dividends out of proportion to their investment. With both programs, any park operator could profit in the same way.



MRS. WILLIAM NUNLEY

Jacksonville Funspot Finds Business Okay

JACKSONVILLE, Fla. — Si Walker, owner-manager of Riverview Park here, said last week that attendance started good and has been building since the spot opened on Easter Sunday.

Ella Carver, veteran high diver, was booked as a free act for the opening. Negotiations are under way for a return appearance before she starts an European tour. Freezo, man in a cake of ice, is being booked.

Barn dances each Friday and Saturday have proved successful, Walker said. Jimmy Strickland's band plays. Rides and shows in-

BIDS TOO HIGH — TRY AGAIN DESIGNER TOLD

NEW LONDON, Conn.—The Ocean Beach Park Board, mulling over the idea of shade shelter, kitchen, barbecue pit and rest room facilities, hired an architect and allocated \$40,000 for the project. Bids were opened last week. The lowest, from Elci Construction Company of New London, read \$85,000. Now the board has asked the architect to try to design something simpler—and less expensive.

clude glass house, Big Eli 12 Ferris Wheel, Merry-Go-Rounds, Chair-o-Plane, Spitfire, Chip, Caterpillar and two Miniature Trains. Picnic facilities border the Trout River.

240 UNITS

N. Y. Beach Arcades Go To Dime Play

NEW YORK — An experiment in dime-play Skee Ball at Olympic Park, Maplewood, N. J., is resulting in conversion of close to 240 Arcade pieces in the Rockaway Beach area. It is reportedly producing the largest concentration of dime-play units in the country, and involves Skee Ball, Pokerino, and Bing-O-Reno.

Involved in the beach district around Rockaways' Playland are the Nathan and Izzy Faber, Altman, and Seidel interests.

Olympic two years ago took over operation of eight Skee Ball units from a concessionaire, added new units to bring the total to 20, changed from cigarette to flash merchandise, modernized the building, and set sail with dime play. Results were very good and have been watched by other operators. Nathan Faber last winter tried dime play at Coney Island with Bingo-O-Reno, also with success.

Faber said patrons will get double coupons for point scores, and that much more lavish merchandise offerings will be made possible by the conversions. With no signs of sales resistance from the public thus far, it is assumed that the metropolitan area dime has gone the way of the penny and nickel in the light of local prosperity.

Operators at Rockaway are also banking on added attendance this year thru opening of the public transit line from the Queens mainland.

Atlanta Park Refurbishing Roller Coaster

ATLANTA—Lakewood Amusement Park's Roller Coaster is being reconditioned at a cost of about \$40,000. Work on it is expected to be completed by opening day, May 5, when Lockheed Aircraft's fourth annual family day will launch the spot's season. Attendance then is expected to reach 40,000.

A new live pony ride will start that day. Both the ice rink and roller rink will be operated during the summer. E. Lee Carteron, general manager, is making plans for new rides, including a dark ride.

Weekend Schedule For Cincy's Coney

CINCINNATI — Weekend operations on April 28-29 kick off the 70th season for Coney Island here. The park will again be in operation May 5-6 and May 12-13 before beginning daily operations May 19. During the three weekends there will be nightly fireworks. For the opening weekend Tommy Alexander's band will be in Moonlite Gardens.

New this year will be a front for the Wildcat in modern style and streamlined stainless steel cars, complete with headlights for night riding.

ROLLER RUMBLINGS

Big Prize Awards At Oldtimer Event

MINEOLA, N. Y.—Four 17-jewel wrist watches valued at \$350, plus a number of trophies, will be awarded at the May 17 sixth annual Oldtimers' Jubilee at Earl Van Horn's Mineola Roller Rink. The

event is a device by which the management hopes to refute the argument that roller skating is strictly a pastime for youngsters. Each year Van Horn invites former Mineola patrons to the Jubilee in hopes that the event will revive their interests in the sport and the rink.

Highlights of the evening will be three dance skating contests open to all except members of the Earl Van Horn Dance and Figure Skating Club. They are a straight waltz contest for the Pat McMahon memorial trophy, a chicken scratch contest for a leg on the new Victor J. Brown trophy, the previous trophy having been retired last year, and a circle waltz contest, new this year, for which a trophy will be awarded. Open to all skaters will be a voodoo fours contest. Each member of the winning quartet will receive a watch. During the evening there will be exhibition skating by a number of champions. Following the skating session a buffet supper will be served at a nearby restaurant.

Deuback Anniversary Celebration Clicks . . .

DALLAS—A series of special events, offered in appreciation of patron's patronage during the past year, were features of the successful March 17-24 19th anniversary celebration of Deuback Skating Rink here. Merchandise valued at \$350 was awarded as prizes for special events, games and contests held during the celebration.

Main features of the affair were a 45-minute skating show presented the last three nights of the celebration and a rink sweetheart contest, the latter being tied to box-office admissions. Each 10 cents of admission price was good for one vote. Winner of the contest received a four-month skating pass. To the runner-up went a three-month pass; a two-month pass to third-place winner, and a one-month pass to the girl coming in fourth. All other entries received skating tickets.

Tri-State Contest For Greeley, Colo. . . .

DENVER—Norcross' Warnoc Rink, Greeley, Colo., will be the scene of a tri-State roller meet on May 7-8. Competitors from Colorado, Wyoming and New Mexico will be pitted against each other in preparation for the upcoming RSROA regional meet. All skaters, regardless of club affiliation, may compete in the May event.

7 Spots Enrolled As RSROA Members . . .

DETROIT—Seven rinks have been added to the membership roll of the Roller Skating Rink Operators' Association of America, it was announced last week at association headquarters here by Robert D. Martin, secretary-treasurer. The rinks and their operators are Spinning Wheels, Chico, Calif., Ollie A. Roberts; Burkett's Rink, Hattiesburg, Miss., W. B. Ross; Lakeview Gardens, Weymouth, Mass., Antoon Hajjar; Rondevoos Skateland, Twin Falls, Idaho, Mr. and Mrs. Paul Cloud; Evan's Rollerdrome,

Bradford, Pa., Mr. and Mrs. John Evan, John Evan Jr. and Robert L. Evan, and Pla-Mor, Philadelphia, Raymond Jackson.

Mt. Vernon's 50-Pt. Lead in AOW Racing . . .

ELIZABETH, N. J.—When Mount Vernon (N. Y.) Arena Racing Club goes to the post in the April 28 renewal of inter-rink racing in the Northern Division of the America on Wheels chain of rinks it will be sporting a comfortable 50-point lead over its nearest rival, Paterson (N. J.) Arena, host rink that night, which has 122 points. In third place, with 108 points, is Hackensack (N. J.) Arena, followed by Twin City Arena here, 104; Boulevard Arena, Bayonne, N. J., 102; Florham Park (N. J.) Rink, 94; Capitol Arena, Trenton, N. J., 76, and Levittown (L. I.) Arena, 6.

SOUTHERN COLORED ACTS

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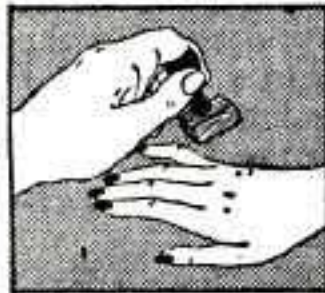
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Steam locomotive in operating condition, with or without track and cars.

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Must be top—Stock neat and clean. Open end of May, close October. No moves. Good accommodations; pleasant place to work. In addition, will consider reliable Party with Pony Rides.

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Manager-Operator for Popcorn Units. Must know all phases of operation.

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STATIONARY PARK MERRY-GO-ROUND

A real beauty! 50 footer, 42 giant horses, 2 chariots. In excellent condition. Has been reconditioned in our factory. An outstanding buy!

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FOR SALE

Seven Kiddie Rides complete. Now in operation, ready for delivery. Mangels Carousel, 3-abreast, alum. horses; Ferris Wheel, 8 cars; Chairplane, 20 ft.; Boat Ride, 8 boats; Kiddie Whip, 8 cars; Aer-o-Plane Swing, 6 planes; Herschell Auto Ride, 10 alum. cars. All in good condition. Not sold separately. \$9,500.00. WM. E. AUER, 148 Beach 97th Street, Rockaway Beach, N. Y. Granite 4-3099.

GIVE TO DAMON RUNYON CANCER FUND

Bazaar-Ride Firm Formed

PHILADELPHIA—Aimed at servicing privately sponsored outdoor events, the Active Bazaar and Rides Equipment Company was organized here, with local attorney Samuel Moonblatt handling its affairs.

According to the application for a business charter filed with the Department of State by Moonblatt, the purposes for which the new ride company has been organized are: "To own, operate, lease, buy, sell, mortgage, amusement rides and equipment and accessories thereto, and to do anything connected with the operation of an amusement and entertainment business, including the lease or owning of real estate if necessary."

Cost Rise Seen

Continued from page 68

change in the present policy of the Small Business Administration, which refuses loans to the outdoor recreation industry in blanket fashion, rather than on the basis of individual merit.

Altho Bowen's written presentation of the need and right of amusement park operators to obtain loans thru the government agency brought only a restatement of policy from Wendal B. Barnes, administrator of the SBA's loan policy board (The Billboard, April 21), many members of the national association have been requested to contact their senators and representatives for the purpose of getting this ruling reversed.

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10 miles from PHILADELPHIA; 9 miles from CAMDEN; 2 miles from Exit 3, N. J. TURNPIKE. Within 30 minutes of THREE MILLION PEOPLE. ★ ★ Following Concessions Available Now ★ ★ 1. 4 fully equipped Refreshment Stands 3. Giant Carousel 2. New 40'x90' Game Arcade Building 4. Airplane Rides 5. Ample space for six Kiddie Rides For information: Call Yellowstone 1-7414 or Blackwood 8-0560. Or wire or write SUNSET BEACH AMUSEMENT CORP. ALMONESSON, N. J.

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FUN CITY PARK Johnstown, Pennsylvania Opens May 26, 1956 Wants Major Rides not conflicting. Percentage or lease. Have opening for Arcade in main building. Can place other Concessions. City of 100,000. Largest filtered pool in Pennsylvania. Write or phone HARRY KLEIN, 1421 Mary Drive, Johnstown, Penna. Dial 35-1986.

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- 200 pr. Used Shoe Skates. 5.00 pr.
- 700 pr. Used Shoe Skates. 6.00 pr.

Bonny's Hug-Me-Tights. \$10.50 dz. Bonny's New "Princess" Line Skating Skirts. 24.00 dz. up

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Skating Rink Equipment FOR SALE

In good condition; 75 pr. Chicago rental shoe skates, 100 pr. clamp skates, electric skate board, amplifier and speaker, \$500.00 worth of skating equipment, new Chicago grinder, enough equipment to start large rink; all to be sold in one job lot. BOX 148, CANTON, MO.

Complete Portable Rinks FOR SALE

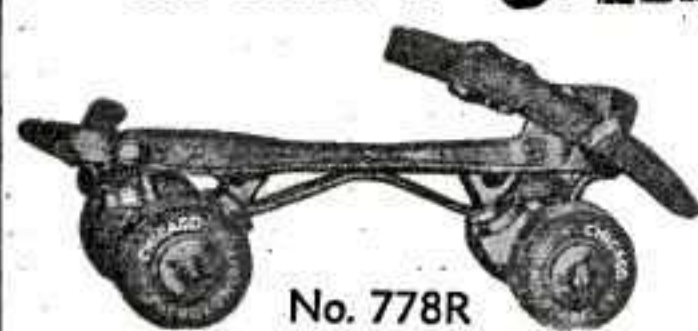
Beautiful designed tents—interchangeable floors—no bolts required for rails, light fixtures or office. Sectional gym floors. Tents of every kind. TILLINGHAST MFG. CO. P. O. Box 27 Venus, Texas Phone 79-F-2

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Manager for Portable Skating Rink. Good salary, good equipment. Can furnish year round job. Write or call at once.

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King Unit Endures Mishaps, Mix-Ups

Eddie Johnson Dies; Moss Quits; Show Catches Paper, Headlines

NEWPORT, Tenn. — Floyd King's Eastern unit of King Bros. Circus tried here Tuesday (17) to get organized after coming thru a fantastic set of mix-ups and mishaps.

The show had succeeded in catching up with its paper. It was moving regularly, altho short of trucks, and was keeping contracts with auspices for advance sales.

But the tangle that disrupted the show began on its third day out of winter quarters, April 10, at Elberton, Ga. That's where the show bogged down in mud and burned out motors on trucks. Al Moss, superintendent, quit at this time.

Arriving late at Winder, Ga., the Wednesday stand, the show stayed thru Thursday, when it gave a night show only. Because of a shortage of good-order trucks, the show left some lead stock and an elephant on the Winder lot. These and a load of props were to be picked up later. The animals were to be taken to the Miller Bros. animal exhibit at Pigeon Forge, Tenn. However, the stock was

found by townspeople before it was picked up. This led to its being hauled to the zoo at Atlanta. Newspaper stories over the country figured the animals had been "lost."

Friday, the 13th

Meanwhile, the show moved to Marietta, Ga., on Friday (13), a day behind its paper. On the way, the show's canvas spool truck caught fire and the big top was destroyed. Arriving in Marietta, the circus was sidetracked and it played to two half houses. Advance sale also was good.

The show equipment was shuttled because of the truck trouble. Reports were that 14 motors had

(Continued on page 71)

Wathon Sets New Europe Talent Hunt

NEW YORK — Talent representative Stanley W. Wathon will return to Europe to scout thrill and novelty acts Wednesday (25). A stay of at least six weeks will match a previous journey completed early this year.

Wathon, who has passage on the liner Queen Mary, will spend several days in London, where he has business interests. His search for talent, however, will take place mostly on the Continent.

This trip is timed to coincide with the full operation of European circuses. Units will be visited in Germany, where he will spend some time with the Hagenbeck family, and in France, Belgium, Denmark and Sweden.

Hunt Outlook Bright As Season Starts

FLORENCE, N. J. — Hunt Bros. Circus started a new season on its own winter quarters lot here Saturday (21). The brightness of an intensive refurbishing program showed in the equipment, and new features were ready for spotting thruout the 24-display program.

New acts included those of Bert Wallace, animal trainer; the Kriel Family, Al Hamel and the Lunsfords. A Mickey Sullivan band, with Joe Villanti conducting, is also new.

Show manager and spokesman H. T. Hunt predicted a good season for his organization. Based on economic studies of the territory involved, he said that business was expected to be at least as good as last year when the show enjoyed an excellent season.

Sellouts Added

Once again the show is assured of a number of sellouts even as the season starts. These contract dates have been built up steadily in recent years until they now represent a sizable percentage of the entire route.

A concert feature, along with Wild West offerings, expected to attract considerable attention in the press, is the strongman offering of Jack Walsh. Top exhibition of strength will be the hoisting of an elephant by the strong man. This is accomplished by placing an elephant on a platform so that the necessary leverage can be obtained.

Added press and promotional effort is planned, Hunt said. He announced the appointment of Roy Bickford as special press and promotional director.

New Equipment

New physical equipment includes a new Side Show top. This

unit is managed by Henry Thompson. Candy and popcorn stands, operated by the show, are also new.

Eddie Melo is boss canvasman of the big top, assisted by Al Lenox. James Tamper is in charge of the Side Show canvas. Roy Bush is in charge of the elephants and Bert Wallace is superintendent of stock.

Two weeks will be spent in nearby New Jersey communities and then the show will head into Pennsylvania for some dates. The show is tightly routed in its usual territory.

Maley's Show Moving Okay; Business Fair

COLUMBIA, Tenn. — Arnold Maley's unit of King Bros. Circus played to turnaway business at Anniston, Ala. (12), one day after Cristiani Bros.

It also has been getting adequate business at most other stands.

Mrs. Ira Watts was dispatched from this show to Winder, Ga., to help get the other unit of King Bros. out of the mud and then she returned to the Western unit.

Malcolm Fleming, legal adjuster of the Western unit, died at Scottsboro, Ala., Monday (16). (Details in Final Curtain section.) His duties have been taken over by Butch Cohn and Bill Porter.

Ringling Business Going Strong in N.Y.

NEW YORK — Business for the Ringling circus was still holding up well this week despite union picketing, as circus management sought to get a State Mediation Board ruling which would restrain both the American Guild of Variety Artists and the AFL Teamsters from picketing Madison Square Garden.

The show contends the State board should rule it has no jurisdiction in the dispute, since it is interstate commerce, and it is unreasonable to expect the show to go thru the same procedure in every State it plays. It was not brought out what effect such a ruling—that Ringling is in interstate commerce—would have on its responsibilities under the federal minimum wage laws.

Matinee business has been very good, with mid-week turnouts ranging from two-thirds to three quarters. For the first 12 days, the show contended, the over-all gross prior to admissions taxes and the cut-up with the Garden, came to \$551,000 or close to \$30,000 ahead of 1955. Ringling's cut of this, tho, will reflect the increased percentage imposed by Madison Square Garden at last winter's re-

newal of the expired five-year contract. In any event the picketing, conducted quietly and with no gusto, has had only a minor effect at the box office to date. (For the 12 matching days in a very recent year, Ringling's end after taxes and the Garden's cut, and including the show's share of concession receipts, was \$434,300.)

Stay-out performers have apparently breached their show contracts, management said, but this does not necessarily mean they are unwelcome if they wish to return.

MICHAEL BURKE SAYS:

R-B Retains \$1 Blues, Returns Inside Tickets

NEW YORK — Seats in the Ringling blues this season will be \$1 for children, and the same for adults when accompanied by kids. The plan was adopted late last year following an early-season attempt to extract a full price for youngsters. The minimum under that plan was \$1.50, and it eliminated the traditional half-priced kids' admission.

Michael Burke, executive director, discussed prices and various other matters regarding the show operation.

He said the route from the usual Eastern cities thru Chicago has not been approved as yet, altho it has been under consideration for some time. There are no auspices dates contemplated, unless the route includes a few such locations were auspices are deemed necessary to obtain show lots, which occurred a few times in 1955, twice in Canada.

The auspices policy has its ifs and buts. Should picketing recur on the road, it was stated, and local organizations are felt better equipped for purposes of advance ticket sales and supplying various materials, the show can make arrangements for auspices on short notice.

Exchange Booth Again

It was noted that the inside exchange ticket booth, eliminated when last year's tour started, will probably be reinstated. The use of

double turnstiles made it inconvenient for patrons to pass out thru inside turnstiles, menagerie tent, outer turnstiles before reaching the ticket wagons for exchanging. This encouraged patrons to take up their exchange problems with ushers, Burke said.

The trip from wagons to show top will be even longer this year since Ringling will have all its horses, said to be close to 100 head, in a tent as a "horse fair." This will be right inside the outer

(Continued on page 71)

Yee Reports Hilo Success

HONOLULU — Wally Yee, summarizing Hawaiian circus dates he produced recently, announced the Waiakea Lions Club Circus at Hilo netted \$6,000 for the auspices. Advance sale was \$10,000.

Show had a capacity of 1,400 for 24 performances. Scale was \$1.20 to \$2, and 75 cents for kids. Flying Roberts had the concessions, Sam Alexander had the Side Show. All performers returned to Los Angeles March 20 by plane, with the exception of some who took animals by ship.

Yee said that both the Hilo Lions and the Honolulu Shrine had taken up options for next year's circuses.

Morton Vetoes Summer Plan For New York

PITTSBURGH — Bob Morton, co-owner of Hamid-Morton Circus, said here last week he had told the New York Coliseum and his partner, George Hamid, that he was against putting the Hamid-Morton show into that building for a summer run in New York.

Morton said the possibility of a one-ring circus with a \$4 top was being considered for a July opening. He said that past experience showed that all summer circus ventures in New York have failed and that he would not be interested in the present plan unless the show was to have a guarantee.

He said that his report to the Coliseum and Hamid meant that if a show is put in it will be a Hamid production and not the Hamid-Morton show.

Orrin Davenport Wins At New Canadian Date

FORT WILLIAM, Ont. — Orrin Davenport's circus played here April 11-14 and pulled strong business under Shrine auspices. This was the show's first appearance in Fort William, and it was in Fort William Gardens, an arena seating 4,500 persons.

Wednesday (11) business was good for both afternoon and night. Thursday night was near capacity. Friday brought a full house. The Saturday afternoon show was sold out in advance and the Saturday night show was expected to be capacity. Shrine clubs at Fort William and Port Arthur sponsored the show. The cities have a combined population of about 70,000.

Show jumped here from Columbus, a distance of 1,050 miles. No mishap was experienced by any of the personnel. Because of special axle weight restrictions on the

highway from Duluth to Fort William, the Miller-Woodcock Elephants were transported on two trucks rather than one.

From Fort William the Davenport show moved to Duluth for a week and then to Grand Forks, N. D., before resuming its Canadian tour. The route ends at Edmonton, Alta., June 2.

Ringling Signs Chicago Date

CHICAGO — Ringling-Barnum has contracted Chicago, it was announced here last week by Erwin Weiner, of the Chicago Park District.

Show is scheduled to play the Soldier Field parking lot again. Dates are August 25-September 3.

Hamid-Morton Registers Big Pittsburgh Advance

PITTSBURGH — Hamid-Morton Circus opened here Monday (16) with a \$110,000 advance sale, according to Col. Bob Morton, manager, who said the possibility of a \$150,000 gross was in sight. Show is under auspices of the largest Shrine temple.

Morton said snow fell on the first three days but didn't amount to enough to hurt attendance. Show is in the Hunt Armory and is making the date for the first time in five years. Previously it used the Duquesne Gardens, which is to be razed.

Mary Atterbury Stath is back in the flying act after recovering from injuries. A member of the Lane Troupe, however, chipped a heel bone and is out of the act.

Morton said the show finished up in Harrisburg, Pa., \$4,150 ahead of last year. Door sales were up \$150, he said, and membership sale was up \$4,000.

Jim Allen promoted Pittsburgh for H.M. O. B. O'Brien had Harrisburg.

Morton said that while he feared a drop in business at Eastern cities, business had not varied from last year's.

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Phonemen for Exchange Club deal, New Haven, Conn. U.P.C. & Banners. Pay every day. 191 Wallace St., New Haven, Conn. Phone Days—Main 4-1220 New Haven, Nights—Hartford, Ja 2-0575.

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Les Brown, come on in. Deal is okay, I'm here. A. G. McLohon.

ANIMAL TRAINER AVAILABLE

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CONTORTIONISTS

Twelve 5x7 photos women or men (choice) professional contortionists, two dollars. Fifty different, five dollars.

BERNARD L. KOBEL

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PHONEMEN

Veterans' deals. 2 more men wanted. Commissions paid daily. Call

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FOR SALE

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GEORGE W. COLE CIRCUS

WANTS

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Route: Lutesville, April 30; Chaffee, May 1; Bloomfield, May 2; Malden, May 3; all Missouri.

PHONEMEN

Crew Managers with men.

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THE RED MENANCE SHOW

Hickory, N. C., 3-9882

UNDER THE MARQUEE

Clown Jimmy Armstrong missed several days in New York due to intestinal virus, and was bedded in his President Hotel room, where he would appreciate hearing from friends. Others in the midget clown contingent this year on Ringling are Frankie Saluto, Harry Burman, Harry Kline, Noe Novack, Paul Horompho, Carl Stephen, Little Morales, Prince Paul Albert, Ronnie Daniels, George Riley and Salvatore.

Acts booked for the April 29 Super Circus TV show are the Lang Troupe, teeterboard; Aero Stylists, perch; Piero Brothers, jugglers, and Al Flosso, comedy magician. . . LaBlonde Trio, bar and trampoline act, was featured last week at Palisades (N. J.) Amusement Park. Old-time Circus Sarrasani has been revived after 11 years, and opened April 1 in Mannheim, Germany.

Crossing paths in Chicago this weekend were Frank Braden, Allen Lester, Bill Fields and Bev Kelley, all formerly in Ringling's press department and now touring for movies and legit shows.

Al Moss, formerly with King Eastern, was in New York last week, talking with Ringling people. . . The A. Morton Smiths caught George W. Cole and Tex Carson circuses. . . The Paul M. Conways have returned from a vacation in Cuba and the Bahamas.

John H. Wilson, former trouper and now a member of CFA, was elected mayor of the city of Ripon, Wis., in recent balloting and now has taken over the office.

Visiting Tex Carson Circus were Dory, Isla and Barbara Miller; Red Hunnicutt, Dutch LeBlair, Freddie and Shirley Logan, Maurice Marmolejo, the Sam Russells, the Herschel Dicksons, George J. Gallo, the Bob Mocks the Alphonse Loyal family, Kelly Miller, J. P. Bounds, Wayne Sanguin, Mike Gallagher, the Reverend McGoldre and Joe and Rosie Starr.

Announcement is being made of the coming marriage of Chester Stanley, of the Polack Western staff, and Winnifred Pyle, captain of the Dagenham Pipers, a feature of the circus last season. Wedding is set for May 12 at Ilford, Essex, England, after which the couple will return to the show.

A. J. Ody, who has had Odyson Circus in Canada the past three seasons, this year has Odyson

Monkeydrome and Odyson Dog and Pony Show with the Royal Canadian carnival. . . Acts with the Harlem Clobetrotters at Denver included Francis Brunn, juggler; Tong Brothers, acrobatics; Ray Wilbert, hoop rolling; George Bauer and Son, balancing; Rolando, hand balancing; Lilly, cycle; Paul White, comedy and dancing, and Shari McKim and Benny Schirtzinger, batons.

Addison Mallery, mayor of Saratoga Springs, N. Y., writes that the old show grounds at Glens Falls, N. Y., is gone. Glens Falls Post carried an article recalling titles of shows that played the lot.

Red Davis, Philippi, W. Va., CFA, caught Polack at Clarksburg, W. Va., and visited Henry Kyes. . . John Harrop, Chicago CFA, reports films of a Russian circus were shown on TV recently.

Ray Bickford, Bernardston, Mass., will be press agent for Hunt Bros.' Circus this season. He is a former civil engineer who has been active as a clown in recent seasons. NBC has been making arrangements to make TV pick-ups from Hunt Bros.' quarters in the several days just prior to opening the season.

Byron and Thelma Gosh, of All-American Indoor Circus, were guests of Ralph Clauson on Crisiani Bros. at Chipley, Fla., and guests of the Bill Dollars, of Lee Amusements, at Birmingham. They also visited Franco and Lucy Richards at Ring Bros.' Circus. With the Gosh show are Minney Rooney, dogs; the Schuchs, novelty acts; Pete the clown; Martha Smiga, wire; Mike Gasca, comedy balancing and roly-boly; Joe Smiga, concessions, and the Goshes. Show is getting good business in Alabama.

Billy Barton, cloud swing, now is working under the name of Mr. Sensation. . . Gus Bell has his cannon act and flying act booked at the Southwest America Exposition, Oklahoma City, thru April 29.

The Hanel Troupe closes with the Beatty show and jumps 3,200 miles to join Hunt Bros.' Circus. Their rigging fell because of soft ground Friday (13), letting Nina Hanel and the midget, Jancsi, fall. Jancsi required six stitches to close a head injury.

Robert D. Good, Allentown, Pa., spent several days with Ringling in New York and recalled that it

was 30 years ago this spring that the show first moved into the present Garden building. He was with the show at that time.

Herman Joseph, retired Barnum clown, enthuses about the National Circus Museum. He caught it at Goldsboro, N. C., where he said the business was good, and he saw a Norris & Rowe lithograph, the first he had seen since he was with the show in 1907. He visited with John Yancey, Bob McMahon, Marcus Ritger and Larry Bolton of the show.

Dave Twomey, circus performer and clown from Van Nuys, Calif., is in the Army in Virginia. He had a mouse circus and snow cone joint at a church picnic.

Glenn Trump, Omaha World-Herald columnist, published Bev Kelley's recollection of the Wallendas' first American circus appearance. Kelley was in Omaha ahead of the Wallendas are playing there for Rink Wright's Shrine Circus.

Michael Burke

Continued from page 70

gates, and connecting with the menagerie tent, which again connects with the show tent. Turnstiles between the last two-mentioned tents, Burke said, cut down sharply on sidewalling last year, altho in some towns fire marshals objected to their use on ground: the big top could not be emptied sufficiently fast in event of emergency.

The horse fair concept was tried in Cuba with satisfactory results, Burke said.

Mitchell New Comptroller Burke said the new comptroller, Gerald Mitchell, has had long experience as an executive with heavy construction firms both in the U.S. and abroad. Much of his background has been with mobile operations involving large payrolls and it is felt this should prove valuable to the show's financial department.

Burke claimed the budget for outdoor advertising is larger this year than last, and that the increase will be spent to buy large highway board space. Another item which was cut back in 1955, press passes, is also due for an increase, but Burke said it would still be less than in previous years when issuance of such passes "got out of hand."

As yet there has been no relaxation in the Agriculture Department's confinement of the Ringling okapi to Brookfield Zoo in Chicago. Burke said the animal, expected to be a circus feature, represents about \$10,000 invested so far with no sign it will be allowed to travel over the country.

King Unit Endures Mix-Ups

Continued from page 70

burned out as the show sought to get out of the Elberton mud. This would amount to half of the motors back on the circus.

On Saturday (14), the show blew Rome, Ga., in order to catch up with its paper at Cleveland, Tenn. On the way, the Side Show's fighting lion truck had stalled. While it was sideroaded to await repairs, towners again called Atlanta, and the humane society picked up the lion.

Upon leaving Cleveland, the show left five elephants on the lot. They were to await return of trucks that would shuttle them to the next stand. However, the lion and elephant incidents were added to the earlier ones as the King story continued to develop in newspapers.

By Sunday (15), word had reached the show of the death of Eddie Johnson, contracting press agent, who joined King this year after a long career with Ringling. (Details in Final Curtain section.)

Severe rain hit the show Sunday. Thus, the lot at Oak Ridge, Tenn., was muddy. Moreover, weather Monday included snow, hail, wind and more rain. Arrival was late. Parade was canceled here as in other cities.

2,000 in Snow, Mud

Following loss of the big top at Marietta, the show sent to Macon for a replacement tent. This reportedly blew down during the morning at Oak Ridge. In any case, the show was sidewalled there. Schools were dismissed for the show, and 1,000 turned out in the bad weather for the afternoon performance. Night show was reported larger than that. Trucks were sent to Atlanta for the animals.

En route from Oak Ridge to Newport on Tuesday (17), a truck carrying three elephants was stopped at Knoxville until the show could be contacted for payment of a gasoline bill. The circus then came on to Newport.

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24 consecutive spots ready and waiting personnel.

Charley Nelms wants Men. Key spots. Eugene Williams, call.

Calif. State Awards Grandstand to MCA

SACRAMENTO, Calif. — The Music Corporation of America this week was awarded the contract to provide the night grandstand shows at the California State Fair and Exposition, Dudley T. Fortin, fair manager, announced. The decision

was made at a Thursday (19) meeting of the board of directors.

The big booking office, which competed in a field of 42 bookers for the pact, will operate on a budget of \$90,000. Golden State Fireworks Company was again awarded the pact for pyrotechnics.

Fortin also disclosed that the State had approved air-conditioning of Governor's Hall at a cost of \$90,000. This is one of the few buildings on the fairgrounds that is not air-conditioned.

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GAC-Hamid Pacts Talent At Bloomsburg

BLOOMSBURG, Pa. — The Bloomsburg Fair has awarded the contract for its grandstand attractions to GAC-Hamid. The pact calls for the firm's principal revue offering, International Revue, plus the Mariners and a group of novelty acts. The policy of presenting separate attractions in the afternoon show will be continued.

The award wraps up the contracting of major users of talent among the Eastern fairs. Several agencies participated in the bidding beginning at the time of the State association meeting in January.

Dates Set for 2 Regional Mass. Confabs

BOSTON— The dates of two sectional fair meetings have been announced thru the Massachusetts Department of Agriculture.

The Eastern Massachusetts Fair Association will meet at Grange Hall, East Bridgewater, April 25. The business session will start at 7:30 p.m. following a supper.

Speakers will include Charles F. Shelnut, assistant commissioner of the State Department of Agriculture; E. Gerry Mansfield, master, Massachusetts State Grange; George Jones, 4-H Club agent, and Levett Norris, travel editor of the Christian Science Monitor.

Representatives of fairs in the four western counties of the State will meet Monday evening, May 21, at the Hampden County Improvement League Building, West Springfield. A dinner will precede the meeting.

Predict Attendance Gain For N. C. Short Course

RALEIGH, N. C. — Program details have been announced for the second agricultural fair management short course, sponsored by the North Carolina Association of Agricultural Fairs, at North Carolina State College here April 26-27.

Norman Y. Chambliss, association president, predicted that representatives of as many as 50 member fairs would participate in the program. Representatives of 34 fairs attended the first course offered last year. The decision to repeat the school won unanimous approval at the annual meeting of the association in January.

The program, after registration, on opening day, will include addresses by R. L. Lovvorn, director, State Experiment Station; L. Y. Ballentine, commissioner of Agriculture, and Chambliss.

Dr. J. S. Dorton, manager of the State fair will talk on fair management planning; Ona P. Humphrey, county home demonstration agent, on building a premium list; Ruth Current, State home demonstration agent, on building a new face for a fair, and R. J. Pearse, landscape architect, on new things to come at fairs.

A panel discussion, adjusting exhibits to the times, conducted by J. B. Copeland, head of the division of agricultural information, will conclude the days' sessions. Topics will include livestock, poultry, home, youth, horticulture and agronomy.

Speakers and their subjects on Friday will be Howard Robbins, manager, Spindle Center Agricultural Fair, Gastonia, on publicity and promotion of agricultural fairs, and Corbin Green, manager, Catawba Fair Association, on relations of county and community fairs to the State fair. An open discussion on fair problems will be conducted by R. W. Shoffner, assistant director, agricultural extension service.

Leonard Chairman

Curtis A. Leonard is chairman of the association committee. Members are Ernest P. Batten and W. K. Lanier.

All sessions, conducted by the School of Agriculture, will be held in the College Union, 2600 Hillsboro Street, on the State College campus. The attendance fee is \$5 per fair. Rooms for men only are available at Watauga Hall at the rate of \$1.25 per night.

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My ad notifying entertainment committees to see my return date, April 15, on Super Circus TV of the CycleWhirl missed publication.
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That Stroblite doesn't show on TV, also that N.Y.C. ordinance prohibited my fireworks finale. Some open time. Book thru Wm. Shilling, 1560 Broadway, New York City 36, or direct:
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P.S.: In less than a year this act has appeared on four Coast-to-Coast TV shows as the feature. Once was on West Coast outlet only. 5 TV shows. It MUST be good or I'm a good salesman!
MOTORCYCLES ROCKETS

Toronto Winter Event Inks Police Unit

VANCOUVER, B. C.—For the first time since 1953, the Royal Canadian Mounted Police musical ride will be featured at the horse show of the Royal Agricultural Winter Fair. Musical ride will be presented during the show November 9-17 in Toronto.

Mesquite, Tex., Elects Schulgen

MESQUITE, Tex.—W. H. (Bill) Schulgen, department store executive, is the new president of the Dallas County Fair, succeeding Olin Paschall.

Also elected were Keith Barnett, E. H. Hanby, Jack Farley and J. C. Austin, vice-presidents; Gene Shands, treasurer; Earl C. Cogburn, secretary-manager, and five new directors: Shands, Barnett, Fairley, Schulgen and J. B. Andrews. Fair will run August 21-27.

Atlanta Up-Dates Race Track, Fun Zone

ATLANTA — The Southeastern Fair this year will plow much of its profits back into plant improvements on the midway and race track, E. Lee Carteron, general manager, announced.

Upward of \$15,000 is being invested in the race track and will include a steel guard rail, traffic lights, modernization of the press box and a new reserved-seat section with 500 theater-type seats.

The midway area has been widened 15 feet in some sections, and \$40,000 is being spent to modernize

the Roller Coaster, one of the major rides in the amusement park. Five concession stands have been eliminated to provide more room.

Other improvements include reconditioning of the entrance which will have modernistic three-foot letters spelling out the fair's title. In addition, considerable landscaping will be completed in time for the fair's September 27-October 6 run.

Four large exhibit buildings have already been repainted and a new four-lane entrance into the grounds has been completed to expedite the traffic flow.

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- An Educational Feature for the Old as Well as Young

Pete and Punk again thank all the board members of the following Fairs at which they have already appeared:

Iowa State Fair	Waterloo, Iowa, National Dairy Congress	Nebraska State Fair
North Carolina State Fair	All Iowa Fair,	Missouri State Fair
Tulsa State Fair	Cedar Rapids, Iowa	Kansas Free State Fair,
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Bloomsburg, Pa., Fair	Spencer, Iowa	Austin, Minnesota, Fair
New York State Fair	Louisiana State Fair	Hibbing, Minnesota, Fair

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DAVID BLOM ADDRESS Oxenexhibit, Shartlesville, Berks County, Pa.

Calif. State Awards Midway to Krekos

Bid of 100G or 72% of Gross Is Winner; Alex Freedman Takes Novelty Contract

SACRAMENTO, Calif.—West Coast Shows of San Francisco this week was awarded the contract to provide the midway attractions at the California State Fair and Exposition for 12 days starting August 29. The decision came out of a Thursday (19) meeting of the board of directors, which also made a decision to sell soft drinks at 10 cents instead of 15.

Dudley T. Fortin, fair manager, announced that the novelty contract was awarded Alex Freedman Concessions, Los Angeles. Music Corporation of America will produce the night grandstand shows; Pacific Catering, San Francisco, was awarded the contract for sell-

ing beer and hot dogs in the grandstand, and Pat Lizza's Golden State Fireworks Manufacturing Company again won the contract to produce the pyrotechnic displays.

High Percentage Wins

West Coast Shows, headed by Mike Krekos, offered a guarantee of \$100,000 or 72.2656 per cent of the gross from rides, shows and concessions, whichever is larger. Both Crafts Shows and Frank W. Babcock United Shows offered the \$100,000 guarantee with percentages of 65 and 60 per cent respectively.

Freedman's bid for the novelty contract, which he has held for the past five years, was \$16,025. Jake Schwartz, West Coast Novelty, was second with \$14,550, while M. (Whitey) Monette and Pat Treanor & Son, were third and fourth.

Fortin declared that soft drinks will be 10 cents thruout the grounds. The price will be charged for six ounces of the beverage served in a seven-ounce cup.

Harris Preps For April 30 Bow in Tenn.

VAN BUREN, O.—The Roxie Harris Shows, formerly Royal Midwest Shows, will open its season April 30 at the Ashland City, Tenn., centennial with nine rides and five shows, Bill Harris, general manager, announced.

More rides and back-end units will be added for fairs, Harris said. To start, the organization will carry a snake show, athletic unit, two girl shows and a mechanical village.

Staff, in addition to Harris, includes Charles Duke Hall, assistant manager; Bud Birchman, ride superintendent and electrician; Rosine Harris, secretary; Mrs. Bessie Birchman, agent for The Billboard, and Patrick Brady, publicity man. A business manager will be added at a later date, Harris said.

The show's general manager left his winter home this week for quarters in Leitchfield, Ky., where equipment and rides have been overhauled and made ready to move to the Tennessee opening date.

Reports from the winter base are that those already there include Bud Birchman, Earl Pease, Duke and Peggy Hall and Lomar Teer. Clarence Rawnsley will join at Ashland City with his live ponies, and Mrs. C. J. (Millie) Farmer writes she'll be there with concessions. Also set to open are V. C. Allen with novelties and H. L. Runyan, big six.

Showmen Stream Northward To Prepare for Openings

MIAMI — Florida showmen's ranks have thinned out considerably in recent weeks as showmen prepared for the upcoming season. Many have left the sunshine belt for quarters up and down the seaboard to prepare their equipment.

With a couple of shows already seeing action, several concession operators have joined up with these, until their own shows get on the road.

Miami activities are at a standstill, and the lessened population

Davis, Ferguson Join Meeker Show

TACOMA, Wash.—Bill Davis and Danny Ferguson, ride and concession operators, have joined Meeker's combination carnival and circus, Ralph Meeker, owner-manager, announced. The duo will operate two major rides and a string of concessions on the show this season.

Meeker reported the line-up this year includes 14 rides, 4 shows, the animal circus and upwards of 30 concessions. He also disclosed that two more rides will be added when the show moves into its fair route.

Fair Dates Shape Up Okay For Johnny's United Unit

GANTT, Ala.—Johnny's United Shows will bow May 12 in Opp, Ala., then will work north thru Alabama, Tennessee and Kentucky, playing the annual July 4 Rotary Celebration at Brazil, Ind., with the annual Danville, Ind., street celebration to follow.

Show has contracted 15 fairs for this season. New on the already strong route are: DuBois County Fair, Huntington, Ind.; Lawrence County Fair, Bridgeport, Ill.; Dyer County Fair, Dyersburg, Tenn.; Morgan County Fair, Decatur, Ala.; Culman County Fair, Culman, Ala.; Calhoun County Fair,

SMILES WITH REASON

Jimmie Sullivan Beams Over Make-Ready Pace

By HERB DOTTEN

SIMCOE, Ont.—J. P. (Jimmie) Sullivan, the ever-smiling Irishman who owns and operates the World's Finest Shows, had reason to beam here this week in the face of raw weather and muddy underfooting at the fairgrounds.

Work, he noted, on make-ready for his show's long tour, one which will take it as far west as the Western Canadian B. Circuit and as far east as Quebec, was progressing at more than a satisfactory rate, well ahead of schedule, in fact.

Even the concessionaires, he observed, were busy with hammers, saws and paint brushes building

new or redoing old stands. Some of these concessionaires had come in from as far as Chicago to ready their stands well in advance of the opening.

Concessionaires Busy

Sullivan chuckled as he eyed the concessionaires—every one of them busy. He exuded satisfaction over the appearance of new show fronts, repainted rides, and overhauled rolling stock, for he knew that his show, every segment of it, would be ready and bright under new paint when it tossed off its winter wraps and opened its season April 28 at Hamilton, Ont.

His smile broadened as he noted several of the flat cars being

readied to take on several rides which were to be shipped to Hamilton to get in some action in connection with an indoor show before his entire aggregation of rides, shows and concessions moves in for its still-date stand.

Able Key Men

The genial Sullivan beamed with justifiable pride as he pointed to Hank Blade, his assistant; Tiny Jamieson, traffic manager-welder; Slim Lalumiere, head of the electrical department, and others of his capable "old hands." Each of his department moving in high gear.

Sullivan also could take pride in the winter quarters set-up. The fairgrounds has excellent buildings for quartering a large show. One building, with the proportions of an airplane hangar, can accommodate more than five major rides completely set up and still provide ample space for housing and repairing rolling stock. Part of this building is winterized, and this enables some of Sullivan's repair men to tear down and rebuild motors before the winter quarters activities hits full-scale operation.

This year all of the ride foremen reported March 26 and immediately went to work preparing the rides. The kiddie rides have a building all to themselves, and there the efficient John (Rollo) Bunk supervises preparation for the season ahead.

Sullivan and Blake are pleased with the present performance of a loading device installed last summer in his ramp flat cars. Some bugs developed in the operation last year but these since have been eliminated. The cable which operates from a motor housed under the car now can pull wagons up the ramp at an even speed.

Use of the device not only eliminates possible injury to show help but also eliminates the need for a caterpillar. Once pulled up on the ramp by the loading device, wagons can easily be towed down the flats by a farm tractor running on the ground, alongside of the train.

Shows Are Set

To Sullivan, the perfection of the device is just one more reason for him to beam, for its smooth operation will greatly speed up loading and unloading of the show. In his case such speed is vital. During the up-coming season, as for many seasons in the past, he will play two fairs a week thruout Western Canada, tearing down Wednesday nights, jumping 100 or more miles overnight to open the following day at noon. On weekends the show jumps from 200 to 600 miles.

For the season ahead, Sullivan will have a Scrambler, which he has booked on. His shows will consist of a Girl Show, managed by Chick Schloss; Goldie Restall's Motordrome; Hermine's Midgets, Arnold Raybuck's two-headed bull and two units, a Side Show and a Fat Show, booked on by L. B. Mallott.

man, secretary; Mrs. Dick Coleman, treasurer; Bobbie and Tody Coleman; John Pesecki, ride superintendent; John Boyd, truck mechanic; Joe Sarrana, chief electrician and diesel operator; Lane Altman, Merry-Go-Round foreman. Rides will include Twin Wheels, Merry-Go-Round, Whip, Tilt, Octopus, Turnpike, Little Dipper, Kiddie Autos, Sky Fighter, Ponies, Boats, Super Roll-O-Plane, and Kiddie Wheel.

CAR PITCH:

Penn Uses Auto Show To Hypo Still Dates

DANVILLE, Va.—Lloyd Serfass' Penn Premier Shows this spring will launch a new policy by tying in with an automobile show—to be called a Motoramic Fair—at all still dates starting April 30 with Roanoke, Va.

The auto show portion will be handled by W. A. Godley, manager of the New Bern (N. C.) Fair and will use two 60 by 300-foot tops rented from the American Tent & Awning Company, Norfolk. The tents will be leap-frogged ahead of the carnival and when the show moves into a town the top and exhibit will be up and ready to go.

Godley will operate ahead of the show contracting the various auto dealers, while General Motors, Ford

and Chrysler will furnish cut-away models and other advertising material.

The first auto show will be held in Roanoke, Va., and 14 more will follow before the organization begins its fair route at the Green County Fair, Waynesboro, Pa. Pennsylvania fairs to follow are the Indiana County and Grangers Free Fair. In Virginia the fair route will include those at Staunton and Fredericksburg, while in North Carolina it will play annuals at High Point, Mount Airy, Laurensburg, New Bern and Trenton.

Organization broke in a new lot when it bowed at Petersburg, Va., on March 31. Cold weather and rain hurt business. A substitute lot was used at Richmond due to deep mud and the show made an unscheduled move to Danville instead of playing two weeks in Richmond.

Frank Long, who has been secretary for the past 10 years, will leave soon due to sickness in his family. Other staffers include Lloyd D. Serfass, owner-manager; Harry Westbrook, business manager; W. A. Godley, special agent and advertising manager; Herbert Crane, auditor; Dynamite Harris, ride superintendent; Miles Detrick, lot superintendent; Ernest Arnold, purchasing agent; W. Fritts, artist; John (Hoppy) Riggle, electrician; Grover Hill, billposter, and W. Blackie Jones, lot man and agent for The Billboard.

More Units Named for Coleman Show

MIDDLETOWN, Conn.—Additional units of the Coleman Shows, besides those recently listed (The Billboard, April 21), are as follows:

The Allan Johnsons, Wild Life; the Tony Nelsons, two shows; Jerry and Alice De Barge, photos; Charlie Sniffen, basketball and break records; Joan and Phoebe Cooper, cigarette gallery and mitt camp.

Staff members besides Owner Dick Coleman are: Mrs. F. J. Cole-

has permitted alteration work on the showmen's club here. The former office has been moved to the rear of the reception room, and the entire front part of the building has been renovated and altered. Plans are to use this section for the reception room.

The new addition to the cocktail lounge is expected to give many of the seats privacy, and will also enlarge its capacity. Work is expected to total \$10,000, and will be finished before members return in the fall.

Anniston, Ala., and the Dothan, Ala., National Peanut Festival and Fair.

Show will close after the third week of October. The org will operate with a free gate on still dates with strongly promoted kiddie matinees and special reduced rates or the rides on slack evenings during the week.

Work in winter quarters is progressing rapidly with a complete revamping job already completed on the kiddie plane and merry-go-round. Work is now in process on the Octopus. All trucks are being painted red and white, lettered in yellow and circus-scrolled. New rides added for this season are an Allan Herschell Auto and Sky Fighter. Show plans to add a new 12-car Dodgem by July 4.

Staff this year will be: John Portemont Jr., manager; John Portemont Sr., assistant manager; Jimmy Bush, general representative; Kathleen Bush and Marilyn Portemont, secretaries; Ed Rosenbaum, special promotions; William T. Carter, electrician; Lloyd Kelley, The Billboard agent and mailman; Ed Hart, painter.

Frank (Shrimpy) Rappaport has sold his ball game equipment to Abe Wolfert and Lucky Gordon of New York, hanky-pank operators.

GEM CITY SHOWS INC.
FEATURING ODDS, CLEAN
OUTDOOR AMUSEMENTS

LAST CALL LAST CALL

OPENING FRIDAY, APRIL 27
EAST ST. LOUIS, ILL.

10-BIG DAYS AND NIGHTS-10

POLICE AND FIREMEN'S 10TH ANNUAL SPRING CELEBRATION, followed by
"FIRST-IN" AT CHAMPAIGN AND AURORA, ILL.

Note: For those who cannot get in until Monday, April 30,
space will be held with deposit

—CAN PLACE FOR OPENING AND SEASON—

CONCESSIONS

Fish Pond, Pitch-Till-You-Win, Short Range, Bear Pitch, Cork Gallery, String Game, High Striker, Balloon Darts, African Dip, Age and Scale, Hoopla, Basket Ball, Derby, Gold Fish Bowl, Coke Bottle, Ball Game, Milk Bottle Ball Game or other Hanky Panks. Can also use outright sales such as Names on Hats, Jewelry, French Fries or what you have.

Glass House, Drome or Monkey Village, Wild Life, Big Snake, Mechanical, Freak Animal and other Grind and Bally Shows of merit.

SHOWS

Round-Up, Screw Ball, Flying Scooter, Rock-O-Plane. Can use any two or other attractive money-getting rides.

Foremen for 3-Abreast Merry-Go-Round, Ferris Wheel and Tilt-a-Whirl. Also Second Men on all rides. Anyone who has worked for us before, come in immediately.

RIDES

6 Still Dates, 3 Celebrations and 15 Bona Fide Fairs. Show is completely booked to November 15, with the most outstanding route in business. Join NOW, in order to get

preference at fairs.

ALL REPLIES

GEM CITY SHOWS

THOMAS D. HICKEY
c/o Western Union
East St. Louis, Ill.

DON GRECO
c/o Broadview Hotel
East St. Louis, Ill.

MIDWAY CONFAB

Mr. and Mrs. Pete Hox and their daughter, Flo, together with Chief White Eagle recently wound up dates in Ontario and plan to play independent celebrations in the Detroit area. . . . David King, vent, spent the winter in Iowa City, Ia., where he made many visits to entertain the youngsters in a school for the handicapped.

Art Craner, altho ill for the past two and a half years, still remains in close touch with show activities. He has been adviser on several promotional events in the San Francisco bay area. He and Mrs. Craner still make their headquarters at the Grand Hotel in San Francisco. . . . Harry Low, veteran showman and former secretary of the Show Folks of America in San Francisco, recently checked into a hospital there for a check-up. At the last report he was greatly improved.

Harry (Polish) Fisher, former circus and carnival owner, is seen daily around Show Folks of America clubrooms, San Francisco, where he recalls many old-time events and happenings. . . . Art Andersen, veteran concessionaire with the West Coast Shows, No 1 unit, checked into the Cedars of Lebanon Hospital in Los Angeles Wednesday (18) for surgery.

Mr. and Mrs. Grover Hill, on the advance of Penn Premier Shows, recently visited Mr. and Mrs. Rex Ingham at Ruffin, N. C.

Fat man W. D. Cowlan, who claims 640 pounds, and Mabel Ruth Watkins, Aliquippa, Pa., 360-pounder, were married recently in Jackson, Tenn. . . . Jimmy Stutz postals he recently cut up jackies in Mobile, Ala., with Willie Hunt, Ace Hewton, Fingers Leavitt, Walter Fox and Marshall Green. Charlie Woods, ex-concessionaire, is holding down a steady job there.

Walt Malmberg and Pat Montessano, of Raley Bros.' Shows, recently middle-aided it at Charleston, S. C. Mrs. Marvin Lewis was matron of honor and Bill Turner was best man. Guests included Mrs. Bill Turner and Mr. and Mrs. Russell Rice and their daughter.

Harvey L. Boswell, midway show operator, will keep busy this season. His walk-thru show and new freak unit opened with Penn Premier Shows and he is also still out with his mobile museum playing schools. In addition, Boswell will have an animal show and atomic bomb unit at Ocean View Park, Norfolk, Va., when the spot opens.

Manuel (Jimmy) Aquiar's M. A. Concession Company will carry nine stands this season, he informs from Fall River, Mass. Included will be novelties, age and scales, names on hats, cotton candy, snow cone, and others. James Martin will be business agent and Alfred V. Mercure, assistant manager.

Roy and Holly Wilder, formerly with Dyer's Greater Shows, now operating Holly's Cafe in Tunica, Miss., report their place is a regular stop for showfolk heading north. Recent visitors who took advantage of the "coffee on the house" were Joe and Virginia Simon, Jack Cook, Punk Smith, Frank Moore and Larry Jamison. The Wilders report its tough to stay off the road once the warmer weather begins.

Mrs. Helen Nazar, wife of Nick Nazar, concession operator, is seriously ill at Mount Sinai Hospital, Miami Beach, Fla., and would like to hear from friends. . . . Active in the Coleman winter quarters have been Tody Coleman, John Pesecki, Harold Nickerson, Chick Hathaway, John Boyd and Tony Nelson.



PARAKEETS

YOUNG BANDED . . . \$1.25 each
OLDER BIRDS—When Available
85c each
CANARIES AND FINCHES

★

PLEASE SAVE THIS AD.
THOSE SHOWS THAT START
WITH CONRICK'S WILL HAVE
PREFERENCE THIS SUMMER. THERE WILL
BE A SHORTAGE OF BIRDS.

Call us or wire your orders to us. 24-Hour Service

★

PARAKEET CAGES

NO. 10 — COMPLETELY ASSEMBLED.
6 3/4" x 4 3/4" x 5 1/4" high.
Packed 60 to carton.

1 CARTON (60 cages)	55c each
5 CARTONS (300 cages)	50c each

MORE THAN (300 in shipment) 48c each

FINISHED IN CHROME AND NICKEL — REAL FLASH

★

CASH WITH ORDER OR C.O.D.

CONRICK BIRD FARM

8900 South Western Avenue, Los Angeles 47, Calif. Phone: Pleasant 8-8994

MOTOR STATE SHOWS

Want for Fairs and Celebrations in Michigan, Ohio, Indiana, and into Fall Fairs
in Mississippi, Tennessee, and Louisiana

Few more Hanky Panks, Ball Games, Darts, etc. Can place at once Merry-Go-Round Foreman, Kiddie Ride Foreman, Roller Coaster Foreman, Second Man who drives, Want Man for Monkey Show and Arcade, Madison Heights, Mich., until April 30; then Oxford, Mich., May 1-4. Come on, will place you. Mail and wires to

JOE FREDERICK, 2263 Newton St., Detroit 11, Mich.

SECRETARY

For office who can handle 6 Rides and 25 Concessions. Must type, check tickets in and out, handle income tax, Social Security and bookkeeping. Answer

P. O. Box 337, Mobile, Alabama

CARROLL'S GREATER SHOWS

CONCESSIONS: Want Basketball, Long Range, Glass Pitch, Penny Pitch, Ball Game, Huckley Buck, String Games. RIDE HELP: Due to disappointment need Ferris Wheel, Tilt-a-Whirl, new Tube-o-Fun, Kiddie Rides. Need Second Man who drives. Top wages and bonus. Must have driver's license. RIDES: Will book of 50 for cash—Rock-o-Plane in good condition, used on Wheel 1 Lot 4. FOR SALE: 1 International Motor in good condition, used on Wheel 1 Lot 4 cylinder Motor. These motors are mounted on Wheels. 2 1/2 KVA. Transmitters cheap. ADDRESS: 10754 CENTRAL AVE., N. E. MINNEAPOLIS, MINN.

FIDLER SHOWS

OPENING MAY 12

Want Ride Help for Merry-Go-Round, Tilt, Wheel, Octopus and Kid Rides. Electrician to handle Caterpillar Light Plant. All help must drive. Want legitimate Concessions of all kinds for Street Fairs and Annuals in Illinois. Want Man to handle Bingo Top and Stock. Winterquarters now open. Write AIRPORT BRANCH, MALDEN, MISSOURI.

ON THE WEST COAST CRAFTS HAS FOR SALE

One Twenty-Car Lusse Auto Scooter	
One 8-Car Whip	\$2,500.00
One Allan Herschell Auto Ride	1,750.00
One Auto Racer	1,850.00
One Dark Ride (Pretzel)	2,500.00

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

7282 Bellaire Avenue
North Hollywood, Calif.
Phone: Poplar 80909 or Poplar 80828

WANTED

Experienced Dodgem or Scooter Man; must drive. Also want Man to handle 2 King Kid Rides; must drive. Top salaries.

BOB ALSOBROOK
c/o MOUND CITY SHOWS, Pacific, Mo.

HUBERT'S MUSEUM

228 W. 42nd St. New York, N. Y.

Open all year round

Want Freaks and Novelty Acts. State salary and all particulars in first letter.

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 8-5514)

NOLAN AMUSEMENT CO.

Springfield, Ohio—April 30-May 5

Want Concessions, Shows, also Old Show, Ride Help.

FRED NOLAN
Nelsonville, Ohio, this week.

AGENTS WANTED!

Two Count Stars, one Pin, two Picture Frame, two Swinger. NOTICE TO FOLLOWING: Chuck Severance, J. E. Kelly, Freddie Haisch, call or wire at once.

JOE TAYLOR, Drage Show Lot, Kokomo, Ind., phone Gladstone 9-4907, or BILL (TINY) SMITH, Kokomo Country Club, Kokomo, Ind., phone Gladstone 2-9713. No collect wires or calls!

VIRGINIA GREATER SHOWS

Suffolk, Va., April 23 to 28; Pocomoke City, Md., April 30 to May 5

WANT

Custard, Photo, Age and Scales, Novelties, American Mitt Camp (no gypsies), Battle Ball Game, Punk Rack, Basket Ball, Long and Short Range, Cigarette Shooting Gallery, Hoop-La, Pitch Till Win, Hi-Striker, Bowling Alley, Man and Wife for office Hanky Panks. Ride Help who drive. Live Pony Ride, Acts for Side Show, Snake Show, Unborn, Wildlife, Monkey Show. All mail and wires to

WM. C. (BILL) MURRAY



Monarch EXPOSITION SHOWS

Can place Foreman and Second Men on Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl and Coaster. Will book a few more Stock Concessions, Ball Games, etc. Want two Agents for Trailer Concessions (must drive). Want to Buy—Good Long Range Gallery on straight truck.

Address E. L. WINROD, Mgr.
ST. CLAIR, MO., THIS WEEK; PACIFIC, MO., NEXT WEEK.
(Perm. Phone: Clearwater 7-2228, Pacific, Mo.)

BUCKEYE STATE SHOWS

PLAYING OHIO, WEST VIRGINIA AND KENTUCKY—ALL BONA FIDE CELEBRATIONS
OPENING ZANESVILLE, OHIO, MAY 10-19

Want Concessions—Lunch, Custard, Popcorn, French Fries. Want Games—Bingo, Hanky Panks of all kinds working for stock and Penny Pitch. Want Ride Help—Foremen and Second Men—must drive semi and straight jobs—for Wheel, Parker Merry-Go-Round, Smith & Smith Chairmans, Loop and Kid Rides. Also working Ride Superintendent: Curley or Sam Wilson; call me collect—good proposition. Want Man to take complete charge of Live Pony Ride. Contact

TIM NOLAN—MOXAHALA PARK
PHONE: GL 2-8252 SOUTH ZANESVILLE, OHIO

JACK ROYAL AMUSEMENTS

Twin City, Ga., April 23-28; Claxton, Ga., April 30-May 5; Augusta, Ga., May 7-12

Wanted—Hanky Panks not conflicting, Jewelry, Bumper, Ball Games and Balloons. Hanky Pank Agents, come on. Soldiers' payday in Claxton. Also want Shows.

Replies to JACK ROYAL, Twin City, Ga., this week

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.

THOMAS JOYLAND SHOWS

WANT FOR GRUNDY, VA., NEXT WEEK

FIRST SHOW IN 8 YEARS

SHOWS: Animal, Wild Life, Unborn, Monkey, Midget, Mechanical City, Jig Show with own outfit.
RIDE HELP: Want Ride Men on all rides.
HOWARD WARD, CLARENCE DAVIS & WIFE, GLEN HODGES, JOE TANNER, JACK SUTTON, EUGENE BOLING, ALL CONTACT AT ONCE.
CONCESSIONS: Want Hanky Pank Agents, Can place Scales and Age, High Striker, Cigarette Gallery, Long Range Gallery.
Al Wallace wants Dark Ride Foreman at once, must drive. Charles Leroy wants Side Show Talker at once. Roland Porter wants Candy Butcher.

All Wire L. I. THOMAS, Mgr.
Logan, W. Va., this week. (No collect wires or phone calls.)


RIDE HELP WANTED

Must be sober at all times and licensed truck drivers. Need 2 A-1 Wheel Foremen. Also Chairplane Foreman; this Chairplane tilts over in truck. Second Men on all Rides. Salary \$60.00 up with bonus—payday every Wednesday—never miss one. Can use Wife on Kid Rides. FOR SALE—Plenty heavy Rubber Ground Cable, 2 and 3 conductor wire, size 2—0+00. This is new cable. Merry-Go-Round Top, size 36 ft., used but in good shape—good for 2 seasons. Show Top, 20x30, Anchor make. Winterquarters now open.

LOUIS T. RILEY
P. O. BOX #397, OWENSBORO, KY.

BILL DAVIS and DANNY FERGUSON
(watch our dust)

RIDES AND CONCESSIONS BOOKED WITH



TOMORROW'S RIDES TODAY!
MONKEY'S SHOWS
"IN THE WEST IT'S THE BEST"

— ON TOUR —

EVANS UNITED SHOWS

16 MORE WEEKS ON CHOICE CITY LOTS IN KANSAS CITY AND OMAHA; THEN 15 WEEKS OF CHOICE FAIRS

WANT CONCESSIONS: Hanky Panks, Diggers, Duck Pitch, Bear Pitch, several others. CONCESSIONS, CONTACT TED CORY
RIDE HELP: Can place Second Man on new Tilt. Want Man for Roll-o-Plane and Octopus. Also Second Men for Wheel and Kid Ride. All Help must drive. HELP. CONTACT BILL EVANS
SHOWS: Want Grind Shows, Funhouse, Monkey Speedway. Join now, be in time for 12 big days in Omaha.
ADDRESS: Now showing 6th & Central, Kansas City, Kan., until April 24; then 7th & Miami St.; Followed by 12 Big Days in Omaha.

HEDY JO STARR

Wants for the coming season: People of all kinds for six Shows. Want Girls for All-Girl Revue. All girls who have worked for me before come on. For Minstrel Show—"Fathead" Williams, get in touch with me at once. Want Geek Show Talker. (I have the best Geek in the business.) All contact at once c/o Gem City Shows, open East St. Louis, Ill., April 27. Come on in! No collect wires or tickets. I will be in Indianapolis, Ind., until April 26 at the Minnesotan Hotel.

JAMES H. DREW SHOWS

Can place now and for long circuit of Celebrations and Fairs to follow. Shows: One more Grind or Bally Show that does not conflict with what we now have. Good opening for Drome, Glass House and Midget Show. Concessions: Will place all kinds of legitimate Stock and Outright Sale Concessions. Need Long Range, Arcade, Bobo, Hi-Striker, etc. All address this week:

JAMES H. DREW SHOWS
c/o WESTERN UNION, CHARLESTON, W. VA.

L. J. HETH SHOWS

Want capable and sober Mechanic, preferably one with own tools. Good salary. Want Man who can repair and operate G-E Searchlight. Contact immediately. Good opening for Photo Gallery for season. Agents for Short and Long Range write W. Corley. Replies to

FLOYD R. HETH, Mgr.
P. O. BOX 5515 NORTH BIRMINGHAM, ALA.

CARNIVAL WANTED

for
BLOUNT COUNTY FAIR
AUGUST 20 THRU 25
"40,000 Population in County." (Will be required to post appearance bond.)
Contact **E. A. SMITH**
PHONE: 4745 MARYVILLE, TENN.

NOW BOOKING

RIDES—SHOWS—CONCESSIONS

IN OHIO, MICHIGAN AND INDIANA.

Early dates available. Weeks of May 21 and May 28 open. Send your dates in, we will try to serve you.

Write WM. B. JACOBS SHOWS
Swanton, Ohio, or phone, day or night, LU 7-4759, Toledo, Ohio



CALL FOR 1956 SEASON

MULLINS' ROYAL PINE SHOWS

THE EASTERN SHOW OF QUALITY

OPENING BANGOR, MAINE, MAY 10—WINTER QUARTERS NOW OPEN

WANT BEANO FOR SEASON—YOU WORK EVERY WEEK UP HERE

CONCESSIONS: Want Photos, Duck Pond, Plush Store, Basketball, Slum Spindle, Custard, Cigarette Gallery, Glass Pitch, Bear Pitch, Novelties, other legitimate Concessions. We only book one of a kind. Will book Mitt Camp if you have Hanky Panks. Also have P.C. open. ALL CONCESSIONS BOOKED ANSWER THIS CALL.

SHOWS: Will book Fun House, Glass House, Wild-life, Snake Show or what have you in a Grind Show.
RIDE HELP: Can place Help on all Rides, semi drivers preferred.

WANT SIDE SHOW OPERATOR, HAVE NEWLY FRAMED SIDE COMPLETE WITH P.A. SET. WANT COOKHOUSE, ONE THAT CATERERS TO SHOW PEOPLE. WANT OPERATOR FOR LONG RANGE GALLERY.

This Show has Six Fairs, Two Celebrations and booked solid for the season.
Address: CLIFFORD W. MULLINS, 197 State St., Bangor, Maine
OR PHONE HAMPDEN, MAINE, 1113 AFTER 11:00 P.M.

COME TO CANADA WHERE THE BIG MONEY IS!

KING SHOWS LTD.

20 PROVEN RED FAIRS STARTING AUGUST 1, INCLUDING LEAMINGTON, PICTON, OSHAWA, BARRIE
5 EARLY CELEBRATIONS INCLUDING A WEEK ON THE MAIN STREET OF PARIS FOR CENTENNIAL

SHOW OPENS MAY 9TH

WANT Any Hanky Panks, especially Jewelry Sale and Spindle. Any Side Shows. Non-conflicting Rides.

Write or wire **Howard Jones, 1283 Gerrard St. E., Toronto, Ont., Canada**
Ride Mgr., **WHITEY MORGAN** Owner, **DON PITCHER**



GLADSTONE EXPO SHOWS

Humboldt, Tenn., Strawberry Festival—April 30-May 5

WANT CONCESSIONS—Bingo, Glass Pitch, Novelties, Ball Game, Pitch-Till-You-Win, Balloon Dart, Coke Bottle, Short Range, Long Range, American Palmistry, Hi-Striker, Fish Pond, Custard, Bear Pitch, Pin Store, Roll Down—all Hanky Panks open, \$26.00.
WANT SHOWS—With own equipment—Fun House, Monkey, Snake, Side, Glass House, etc.
RIDE HELP—On Wheel, Jenny, Tilt and Octopus.

15 FAIRS

SPRINGFIELD, KY.	CENTRAL CITY, KY.	GALLATIN, TENN.	JACKSON, TENN.	BELZONI, MISS.
SCOTTSVILLE, KY.	HODGENVILLE, KY.	HOHENWALD, TENN.	NEW ALBANY, MISS.	CLARKSDALE, MISS.
GLASGOW, KY.	RUSSELLVILLE, KY.	CENTERVILLE, TENN.	CHARLESTON, MISS.	CANTON, MISS.

Fennell, call again. Bill, let me hear from you.
HOLLY SPRINGS, MISS., ALL THIS WEEK. Wire, no phone available.

F. O. POOLE, Mgr. **J. OLIVER, Bus. Mgr.**

MOTORAMIC FAIR & CARNIVAL COMBINED

Featuring the **PENN PREMIER SHOWS** On the Midway

APRIL 30-MAY 5 — ROANOKE, VIRGINIA — APRIL 30-MAY 5

CONCESSIONS	Can place Custard, French Fries, Derby Racer, Glass Pitch; Ex on Jewelry, Novelties, Basket Ball, Water Games. Can place exclusively Diggers and Rotaries. Can also place Percentage Games and any other legitimate Concessions. Positively no Camps or Stores.
SECRETARY	Can place at once good Office Secretary who understands payrolls and taxes. Must be sober and reliable.
RIDES	Can place any Major Rides not conflicting. Scooter, Scrambler, Fly-o-Plane, Rock-o-Plane or any other Ride not conflicting. We will play a motoramic fair every week until fair dates.
SHOWS	Can place any Independent Shows not conflicting with what we have. This is a real opportunity for independent showmen to play fairs every week. Can place good Monkey Show, Midget, Fun House or Crime Show.
HELP	Can always place good, sober, reliable Ride Men who drive semis. Must have license. Pay plus bonus.

Address all mail and wires to LLOYD D. SERFASS, Owner, PENN PREMIER SHOWS, Lynchburg, Va., this week; followed by Roanoke, Va.; then Portsmouth, Ohio

WANTED

DERBY OPERATOR

For summer park season and State Fair of Texas. Must be thoroughly familiar and able to maintain Wiser Derby. Good opportunity for right man. Also want Foremen for Rocket and Caterpillar. Must know their rides.

JOE MURPHY
Fair Park, Dallas 10, Tex.
(Phone: Hamilton 1-1210)

WANTED

Reliable Ride Superintendent; Foremen and Second Men for Merry-Go-Round, Ferris Wheel, Rolloplane and Tilt-a-Whirl. Capable of maintaining their ride. Semi Drivers with chauffeur's license given preference. Also Men to up and down Concessions. Want A-1 Mechanic to keep rolling stock rolling. Must have tools. Top salary and good treatment. Will frame Concessions to suit capable Agents. Open in May.

FRED A. POTENZA
741 N. Wolcott Ave. Chicago 22, Ill.
Phone: HAYmarket 1-4121
No reverse calls accepted.

CUSTARD TRAILER

FOR SALE

Stainless Steel Body, Electro Freeze and accessories.

BOX 29
The Billboard,
1564 Broadway,
New York 36, N. Y.

JOHN H. MARKS SHOWS

MILE
LONG
PLEASURE
TRAIL

Opening May 14th

Two choice locations in Richmond, Va., with excellent route of Still Dates to follow.

CONCESSIONS: Can place legitimate Merchandise Concessions. Have opening for Long Range Shooting Gallery.

SHOWS: Account disappointment can place Girl Revue. Have beautiful equipment for same. We carry only one show of this type. Can place any money getting Grind Show, with or without equipment.

RIDES: Will book Scrambler or any other novelty ride not conflicting. Can place Ride Foremen and Ride Help. We pay top salaries to dependable men.

SIDE SHOW ATTRACTIONS: Contact Whitie Sutton, Side Show Manager.

COLORED MUSICIANS and Performers, address Jimmie Simpson.

ALL REPLIES to Box 771, Richmond, Virginia.

BELL-FORM SHOWS

OPENING APRIL 28-MAY 5, STAMFORD, CONN.

Middletown, Conn. — St. Sebastian Feast, Largest in the East, May 10-11-12-13

WANT

RIDE HELP

Foreman for new Merry-Go-Round, also #5 Ell Ferris Wheel. Men will be given best wages and consideration.

CONCESSIONS

Cook House, all kinds of Hankies and skill games. No grift. Geo. Oigowy wants to hear from Tony Garcia immediately. Also all Agents formerly with him.

All replies

JOHN J. BELLOISE

35 Winthrop St., Bristol, Conn.

Phone: Ludlow 3-7256

MICHAEL FORMAGIONI

13 Division St., Bristol, Conn.

Phone: Ludlow 2-0954

Morris Hannum Shows

One of the Great Eastern Shows

SCRANTON, PA., APRIL 27-MAY 5. DOWNTOWN IN THE HEART OF SCRANTON. EVERYBODY WORKING

SHOWS

With own outfits—Motordrome, Monkey, Mechanical, Snake. Can also place Girl Show and Side Show. Want Semi-Drivers to handle our Fun House.

CONCESSIONS

Ball Games, Six Cats, Wheels, Stock Concessions of all kinds, Photos, Custard and Jewelry.

HELP

Foremen for Wheels, Octopus and Chairplane; Second Men on all rides; licensed drivers preferred. Man for marquee and Downey light tower.

This show has booked WILNO'S CANNON ACT. Man shot over two Ferris Wheels.

All replies to MORRIS HANNUM, Casey Hotel, Scranton, Pa., thru May 5

QUANTICO, VA., WEEK APRIL 30

RIDES: Can place Rides not conflicting, also two Kiddie Rides. Strictly legitimate Concessions of all kinds, including Bingo, Marine Base, four paydays. Want Ride Help in all departments, also Sound Truck. Wire after Tuesday, Quantico, Va.

BARNEY TASSELL SHOWS

ALSO BOOKING FOR SUNSET LAKE PARK, OPENING MAY 15

The only colored park of its kind in the State of Virginia; two lakes, immense large dance pavilion and all-night restaurant, picnic tables, special events, etc. Day and night play, 7 days a week. Deep Creek, Va., on Route 17, seven miles from Portsmouth, eight miles from Norfolk and twenty miles from North Carolina State line. Wonderful colored drawing power. Concessions work on percentage basis only. P.S.: Trailer space available on park grounds with water, light and sewerage. Address: Quantico, Va., or Sunset Lake Park, Deep Creek, Portsmouth, Va.

BARNEY TASSELL

WANT—BAKER UNITED SHOWS #2 UNIT—WANT

OPENING MAY 5, CLINTON, IND. (suspices Fire Department). Playing 8 Fairs, 5 Celebrations and 2 Centennials in Indiana, Illinois and Tennessee.

CONCESSIONS: Hanky Panks of all kinds. Novelties, Long Range and Bear Pitch open. No flats or gypsies. Reasonable privilege. We do not overload.

RIDES: Will lease, book or buy Spitfire, Tilt-a-Whirl, Roll-o-Plane, Octopus (Earl Cooper, contact show at once) or any Ride that does not conflict with the 8 we now have.

SHOWS: Fun House, Snake Show, Mechanical Show, 10-in-1. Low percentage or will turn over back end to responsible party.

RIDE HELP: Want at once Foremen for Ferris Wheel, Roll-o-Plane and Tilt-a-Whirl. Second Men on all Rides. No chasers or boozers wanted. Woody Underwood, call Sorenson, Wallace, come on. Chick Carpenter: Holding job for you or let me hear from you at once. Bingo Caller and Countermen.

WILL BUY 50 or 75 KVA Transformer complete.

All replies and wires to B. NESSLER, Mgr., 469 Swan St., Terre Haute, Ind. P.S.: Labor Day committees, contact us. We have date open.

UNITED EXPOSITION SHOWS

Want for Big Soldiers' Payday, Belleville, Ill., April 30-May 6

Agents for following: Well-lashed Watch-La (you must know how). Hit and Miss Ball Game, Buckets and High Striker. Can place a few more Hanky Panks, also Ice Cream or Custard. Want MECHANIC with hand tools. Must be first class and furnish good references. Good proposition to right man. Boozers, don't answer. FOR SALE—Devil's Bowling Alley (working condition), first \$50.00 takes it. This is going to be IT, followed by East St. Louis and Alton, Ill.; then sailors' payday at Waukegan, Ill. (lake front). All address: C. A. VERNON, Mgr., Herrin, Ill., this week.

WANTED

Ride Foremen for Wheel, Fly-o-Plane, Merry-Go-Round, Ridee-O and two Kid Rides. No ups or downs until Labor Day. Free rooms, good pay. If you drink don't come here. For Sale—Monkey Motor Drome and Semi, perfect shape, \$2,000.00.

BOX 339

Virginia Beach, Va.

ELECTRICIAN WANTED

Single and no car, for transformers only.

SUNSET AMUSEMENT COMPANY

Excelsior Springs, Mo., April 26 to May 5.

NOTICE

CHANGE OF OPENING DATE FROM APRIL 26 TO MAY 3

Look for our ad next week.

Maryland Bazaar Co.

BUSTER WHITMORE, Manager

Leonardtown, Md.

WANT

Octopus Foreman and Second Man on Wheel. Kitty Kelley wants Girl Show People.

MOORE'S MODERN SHOWS

Jacksonville, Texas

Babcock Withdraws Bid For Ventura, Calif., Fair

VENTURA, Calif.—Frank W. Babcock, bidding for his United Shows, withdrew his offer of 60 per cent for the Ventura County Fair midway contract here Wednesday (18) in favor of Foley & Burk Combined Shows.

Three bids for the midway were submitted to the board of directors. They included, in addition to Babcock's 60 per cent, offers of 50 per cent of the gross lot income from both L. G. Chapman of Foley & Burk and W. Lee Brandon, representing Crafts 20 Big Shows.

When the bidding figures were announced and the board asked additional time to study the contracts, Babcock withdrew in favor

of the Chapman organization. Foley & Burk has played the fair consecutively for more than 20 years.

Tinsley Draws Well Despite Winds, Cold

GREENVILLE, S. C.—Johnny T. Tinsley Shows bowed here Saturday (14) and was greeted by a violent windstorm accompanied by rain that scattered a big matinee turnout. Fast work under the direction of Ben Cheek, lot superintendent, had the show back in operation by 7 p.m.

Altho beset by cold weather the balance of the week, the show was fortified by a big advance sale of tickets that had been handled by the Sertoma Club. And as a result, the midway had strong crowds almost every night.

Due to the lot, all rides were not put up. Show operated 10 rides, 30 concessions and a back end that included Gray's Minstrels, Jean and Aljean Williams' gal show, Harry Harris' snake and animals and the Rayless Motordrome. A Scrambler is en route to join from Cuban winter dates.

Staff, in addition to Johnny T. Tinsley, owner, and his wife, Mayo, who is secretary-treasurer, includes Cheek, Mack McDonald, electrician; Bobby Sickels, general agent; Albert Rives, office attendant and agent for The Billboard.

Cold Hampers Strates D. C. Preem Date

WASHINGTON — The James E. Strates Shows opened a 10-day engagement on the Benning Road show grounds Thursday (19). Cold, unsettled weather which has blanketed the East thruout the week, affected the opening days.

The show, which has long enjoyed the privilege of showing here first, is in some 10 days later than it has shown here in the past since the booking action of other organizations, which forced the earlier dates, has slackened off.

Only a facsimile of the once heavily populated concession midway remains. In the past the date had been a mecca and opening stand for literally dozens of concessionaires, most of whom were waiting for their own show affiliates to open.

BOSS CANVAS MAN WANTED

Good pay, good living quarters goes with the job. Reply at earliest convenience.

CONTACT

Sam H. Handelsman
58 West 57th Street
New York, N. Y.
Circle 6-3030

Crawshaw Bows With 12 Rides, Four Shows

VANCOUVER, B. C.—Gerry Crawshaw's Royal Canadian Shows was scheduled to open its season here Monday (23) with a three-day stand at Central Park. From there the show was to move to the parking lot at Empire Stadium on the grounds of the Pacific National Exhibition for the balance of the week.

Major dates on the route this season will include four Class B annuals, Moose Jaw and Swift Current in Saskatchewan, and Lethbridge and Medicine Hat in Alberta. Ride line-up includes eight major and four kid devices. A Dipper was purchased this year from the Allan Herschell Company, and Captain Ody's Skippy was booked on for the season. A Rolloplane, purchased from the Eyerley Aircraft Company, is another addition to the show-owned rides.

Four Shows on Back

Four units are on the back end. Odyson's Monkey Motordrome and Dog and Pony Show, part of Odyson's Circus the past two years, have been signed. In addition Nick Kil will have snakes and Pop Riel the Class House. Upward of 24 concessions will make up the front end.

Personnel this year includes Gerry Crawshaw, manager; Dick Crawshaw, assistant manager; George Crawshaw, office; Jim McAllister, advance; Herb Swanson, transportation, and Bill Mohan, electrician.

Ride foremen include: Merry-Go-Round, L. Sandey; Ferris Wheel, Lloyd Davis; Tilt-A-Whirl, Wally Costinack; Octopus, Jerry Rockford; Rolloplane, A. Smith; Roundup, Tex Whitford; Rocket Ride, Harry Nash; Skippy, A. M. Ody; Baby Dipper, Hal Winters; Caterpillar and Funhouse, Leo Small.

Full Front End

Concessionaires are Mrs. Rockford, corks; Jimmie Gains, darts; Slim Cameron, balloons; Robbie Robertson, crown and anchor; Grace Robertson, crown and anchor; Bernice Crawshaw, under and over; Stan Korn, hoppers; Pop Reil, fish bowl, hoops and bird pitch; Lucky Lang, swinger; Bobby Gauld, glass pitch and shooting gallery; Marcelle Begin, cats; Peaches Neilson, hit and miss; Bob Parsons, cookhouse; Betty Crawshaw, floss; John Kizlowski, novelties; Johnnie Appelbaum, diggers, and Mike Smith, derby.

Royal Canadian's new winter home, located in Newton, a Vancouver suburb, is being improved. Several buildings have been erected on the four-acre plot and more are being planned.

BEAM'S ATTRACTIONS

MARTINSVILLE, VA., FIREMEN'S JUBILEE—NEXT WEEK

The fastest growing industrial town in Virginia

CONCESSIONS—All types of legitimate Games can be booked. Agents can be placed by many concessionaires now on show.

SHOWS—Monkey Show or any other type of Animal Show. Reggie and Joe Mooney, come on. Can place Side Show.

HELP—Ride Help who drive. Best of working conditions. Capable Carnival People in other departments can be placed.

MECHANIC—Capable Man with tools. Equipment new in first-class condition.

MOTORDROME—Want capable Manager-Rider. Drome new last season. In excellent condition.

ADDRESS ALL COMMUNICATIONS TO FRANKLINTON, NORTH CAROLINA

STEVE DECKER, Mgr.

STAR AMUSEMENT CO.

WANTS FOR GRAND OPENING AT SEARCY, ARK., AND SEASON

Clean Cook House, Bingo, Ball Racks, Stock Concessions. Jack Cook wants Concession Agents, Half and Half and general useful Show People. Sam Tucker can place Agents for Razzle, Pins, Buckets. Ride Help who can produce and drive. Can place Octopus First Man at once. Searcy, Ark., this week; Bald Knob Strawberry Festival next week, and two more Strawberry Festivals to follow and bona fide route of Celebrations and Fairs. Concessions and Ride Help, contact:

B. E. MILLER, Manager

WILBER'S WOLVERINE SHOWS

ARAB, ALA., APRIL 23-28

Want Stock Concessions—Six Cat, Swinger, Long Range, Coke Bottle, Balloon Dart, Basket Ball, Age and Scale, Bingo, Ball Game. Agents Jimmie Leto, Tommy Brown, contact D. D. Hale. Sam Housner wants Agents; Burl, answer. Grind Shows or any Show of merit with own equipment; Dale, answer. Rides—Will book, buy or lease short-arm Octopus, Kiddie Rides; must be A-1. Want Ride Man capable of doing woodwork repairs. No drunks or chasers tolerated; must drive semi. Indiana and Michigan committees, contact either:

HENRY O. WILBER
(Owner and Manager)
as per route, Arab, Ala.

C. E. JOHNSON
708 Academy Ave., Kalamazoo, Mich.
Phone #54924

WANT PARADA SHOWS WANT

Bingo, Cookhouse, Age and Scales, String, Bumper, Coca-Cola Bottles, Cigarette Gallery, Watch-La, Penny Pitch or any other Hunky Panks. Want Mitt Camp, Grind Shows, Funhouse, Ride Help, come on. Winter Quarters now open. Want Agents for 6-Cats and Buckets. Show opens May 12.

H. C. SWISHER

BOX 125 PHONE 468 CANEY, KANS.
P.S.: Want General Agent with or without car.

LAST CALL ROXIE HARRIS SHOWS LAST CALL

OPENING ASHLAND CITY, TENN., CENTENNIAL CELEBRATION, APRIL 30-MAY 5, ON COURT HOUSE SQUARE AND STREETS.

Can place Kats, Grab, Candy Apples, Snow Cones, Floss, Fishpond, Darts, Ball Games, Long or Short Range, Cork Gallery, Pitch-Till-U-Win, Jewelry, High Striker, Bumper, Coke Bottles, Age and Weight, Buckets, Six Cats, Rat or Pan Game, Cigarette Gallery, Monkey, Wildlife or Grind Show, Auto Ride, Fun House. Ride Help on all Rides. Wire BILL HARRIS, FAIRGROUNDS, LEITCHFIELD, KY.

HUGO'S NOVELTY EXPOSITION SHOWS

WANTED WANTED

Hanky Panks of all kinds, we carry only one of a kind. Can use Six Cats, Buckets, etc. Can place Ride Help on all rides, must drive semi. Top salaries.

ADDRESS: CAPT. E. H. HUGO, OWNER-MGR.

Tonganoxie, Kans., April 25-28; Leavenworth, Kans., April 30-May 5.

RIDE FOREMEN WANTED

For Wheel, Tilt, Screw-Ball, Merry-Go-Round and Kiddie Ride. Also Second Men on all rides. Top wages for sober, reliable Help. Foremen wages \$50.00 and up depending on what you can do. Second Men, \$40.00. We pay every week. #1 Unit, West 11th & Clark; #2 Unit, 57th & Woodland, Cleveland.

A. J. SUNNY AMUSEMENTS

3006 East 130th St. Phone Washington 1-4679 Cleveland 20, Ohio

WANT WANT WANT

Ride Help: Foremen for Ferris Wheel, Merry-Go-Round, Chairplane, Spitfire, Kiddie Rides, etc.

No collects. No drunks. All season's work.

SAM TASSELL

8837 WALNUT ST., PHILADELPHIA, PA. Phone: GRanite 4-3748

FOR SALE

32 FT. SPILLMAN MERRY-GO-ROUND
Adult size, in #1 shape, 20 wooden horses, 2 chariots, top and sidewalk in #1 shape; 5 H.P. Electric Motor, #1 shape; Wisc. V.E. 4 H.P. Motor (gas) on wheels, #1 shape; 100 Electric Lights on Mich. Red-White Picket Fence; Ticket Office, in operation at 9th and West Maple Streets.

Price \$4,400.00

LARRY L. LOUGHRAN
2106 Henderson Owensboro, Ky.
Phone: Mornings MU 3-7321; Evenings MU 3-6770

FOR SALE

Complete Carnival — Allan Herschell Merry-Go-Round, Ell Ferris Wheel, Smith & Smith Chairplane, Octopus, Super Rolloplane, Allan Herschell Auto Kiddie Ride, Kiddie Swings, 2 International Diesel Light Plants (60 kw.), 1 Side Show complete, 1 complete Minstrel Show, 1 Girl Show, 9 Semi Trailers, 5 Tractors, 5 Concession Tops and Frames and Stock, 3 Percentage Tables, plenty of Ground Cable, Junction Boxes and P.A. Sets. Will sell cheap for cash. All mail and wires to

TWIN CITY AMUSE. PARK

Columbia, S. C. Tel. 4-2295

MO-ARK SHOWS

Opening May 3 to 5, Junior Livestock Show, Ava, Mo., followed with good spring route and best picnic in Missouri. Have Corn and Floss booked. Will book most Hunky Panks, one of a kind only; low privilege. First to write—first booked. Positively no flats, P.C. or sypses. No phone calls, please. Write LEWIS GARNER, MO-ARK SHOWS Box 102, Mountain Grove, Mo.

LEONARD BROS.' CIRCUS

WANTS

Organist with own organ, Drummer, Press Agents and Billposter. Address: London, Ohio.

WANTED GENERAL AGENT

Prefer one with Concessions. Salary and percentage. This is a good job for the right man. Contact immediately.

H. C. SWISHER

BOX 125 PHONE 478 CANEY, KANS.

\$50.00 CASH REWARD

For accurate information as to present whereabouts of

TOMMY SPOON

Call Collect Day or Night
HIRAM STATON
2-3097, Waco, Texas

TENTS

CONCESSION * CIRCUS * CARNIVAL * THEATRICAL * MOVIE * SKATING

AMERICAN TENT CORPORATION

America's Largest Builder of Fine Show Tents!

Field Representative G. C. Mitchell
Theoretical Selling Agents

ALLSET ASSOCIATES
1172 BROADWAY, NEW YORK, N. Y.

PHOENIX THEATRICAL SUPPLY AND RENTALS
324 N. HOLMES ST., PHOENIX, ARIZ.

MAIN OFFICE AND FACTORY
201 E. WATER ST., NORFOLK 10, VA.

BILL SANDERS

PARAKEETS

GIVE-AWAY CAGES NOW AVAILABLE

BAMBOO...\$4.80 per dozen

METAL\$7.20 per dozen

Shipped F.O.B. Los Angeles.

Cash or money order with order.

24-HOUR SERVICE

ELIOTT 9-4591

WELLS BIRD FARM

2143 South Myrtle Avenue

Monrovia, California

WANTED

Carnivals, Circuses, Shows and Attractions of any kind suitable for playing infield at

ROCKY MOUNTAIN SPEEDWAY

Cheyenne, Wyoming

Season between June 20 and Sept. 30.

Have 3,000-seat grandstand. Write

CHARLES THOMAS

Box 887, Cheyenne, Wyoming.

HELP WANTED

FOR PLAYLAND PARK

Bingo Manager and Caller. Also Relief Caller. RIDE MEN—Steady work for reliable Operators. Weekly salary. Wives can work on Concessions. Come on at once, will place you. Concession Agents for Hunky Panks. Year round work in park. Contact

MORT MESSIAS, PLAYLAND PARK

3309 Wilkinson Blvd., Charlotte, N. C.

Phone: Express 9-9208

Empire State Shows

WANT FOR SEGUIN, TEX., CINCO DA

MAYO CELEBRATION, MAY 6

Can place Photos, Grab, Bumper, Glass Pitch, Hunky Panks (we only book one of a kind), Want Hunky Pank Agents.

Will book Shows of all kinds except Girl Show. Want Ride Help, must drive FAIR AND CELEBRATION COMMITTEES. Have some open dates. We carry 7 Rides.

Address: JACK BARNES

3425 Roosevelt Rd., San Antonio, Tex.

Phone: WA 3-9380 or c/o Empire State Shows, Fort, Tex., this week; then Seguin, Tex., Celebration.

SEARCHLIGHTS

Brand-new Sperry and G.E. 60-inch Searchlights, still crated, located Albany, Chicago or St. Louis, with tires and complete spare parts box. \$400. Brand-new Generators, still crated, 16.5 kw., \$600. Complete Burner Heads, \$100 a set. Also very good buys in slightly used equipment.

J. PILE

825 Becker Road Glenview, Ill.

Glenview 4-1240 or Mulberry 6-3510

WANTED TO BUY

Anything that can be used in a Museum featuring Frontier—Early American—Civil War and Indians. State all first letter, condition and price.

DANIEL BOONE TRADING POST

Cumberland Gap, Tenn.

FOR SALE

Ford 1 1/2 ton truck factory body. Windows and insulation, suitable to live in, like new. Also two 12x14 foot Pin Hinge Tops and Frames, Pitch-Till-U-Win and Dart Balloons. False ceiling and drapes. Best framed and fish in the business. Also Basketball Game, factory knits, professional balls, \$1,250.00 cash takes all. "Whitney" Hinchley, 2540 34th Ave., North, St. Petersburg, Fla. Phone 707483.

Sensational! New! 360° REVOLVING LIGHT



TRIPPE HI-BALL



- * FREEZE-PROOF
- * WATER-PROOF
- * FADE-PROOF
- * TROUBLE-PROOF
- * EASY TO INSTALL OR REMOVE
- * MADE LIKE A FINE WATCH
- * BUILT FOR YEARS OF SERVICE

Hi-Powered attention getter! Its parabolic mirror rotates around the powerful light bulb at 60 TIMES A MINUTE. Intense flash can be seen at great distances. Plastic dome available in Red, Amber, Blue, Green or Clear. 115-130 Volt, A.C. 9 1/2" diameter. Heavy chrome. Ultimate in beauty and operation—and the price is LOW!

Write or Wire for Beautiful Catalog or Call Your Jobber

TRIPPE MFG. COMPANY

133 N. Jefferson Street

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Chicago 6, Illinois

ANCHOR TENTS



The Showman's Choice

Finest Materials—60 Yrs. Experience. Recognized as the Tent House of FIT—STYLE—AND QUALITY

Concessions—Show Tents—Ride Tops—Bingo—Merry-Go-Round—Cookhouse Tops

Aluminum Tent Frames—Light Weight Hinged Legs—Slip Joints—Rustproof

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

WANT COTE AMUSEMENT CO. WANT

Opening May 4, Utica, Mich., followed by Kiwanis Club, Pontiac, Mich.

Booked solid until October. Our Fairs start in June

WANT Hunky Panks of all kinds that work for stock. Can use 1 or 2 feature Rides for season, such as Octopus, Rolloplane or any new Ride.

WANT small Grind Shows, Funhouse, Glass House or small 10 in 1 that can work on streets. Ride Help in all departments.

COTE AMUSEMENT CO.

BOX 15 Phone Republic 9-1821 Utica, Mich.

ATTENTION, RIDE MEN

Join April 30, Guymon, Okla. Have a long season heading for Northern Montana. Need Foremen for Spitfire, Octopus, Roll-O-Plane; Second Men on all rides who can drive. Will book Shows with own equipment, Athletic, Motordrome or Ten-in-One. No collect calls or wires. Please contact

DELBERT NORTON, NORTON RIDES

as per route.

CORRECTION NOTICE!

In PRELL'S BROADWAY SHOW ad

which appeared in the April 21 issue of The Billboard, the list of dates published are

FAIR DATES which PRELL'S BROADWAY SHOWS

will play later in the season.

WANT

FOR 20 OF THE BEST FAIRS & CELEB. IN COLORADO & NEBRASKA

Want Wheel Foreman, \$65.00 a week, must be able to move it. Has special van. Also can always use good reliable Ride Help. No drunks. Will book Octopus or Tilt or Spitfire. Also Pony Ride. Will book Grab or Cookhouse, Mug Outfit; also a few non-conflicting Concessions. No money games, no camps.

ARMY ARMSTRONG NEEDS AGENTS. Show opens April 26, Derby, Colo., thru May 7. All replies JOE L. KING, Kings Bros.' Shows, 1729 Lawrence St. No collect calls. Phone Grand 7-9048 from 8 a.m. till 10 a.m. APRIL 26-27 only. Wire or write.

P.S.: Fair & Celeb. Committees in Texas, have a few open dates in October.

WANTED

Carnival Bids for CHARRO DAYS FIESTA

Brownsville, Texas

Contract to cover 9 days, February 23 through March 3, 1957. Largest celebration of its kind in the U. S. Will support top-flight show. No graft. Adequate Major Rides. Submit bid to

FOUNT RAY, Chmn. Carnival Committee

P. O. Box 1112, Brownsville, Texas, before May 14, 1956.

FOR SALE

Kiddie Ride Swing; Milk Bottle Ball Game; Short Range Shooting Gallery, built in two-wheel trailer with 3 guns; Gold Fish Bowl Concession.

H. REED

P. O. Box 83 Newport, Ky.

FOR SALE

32' steel and aluminum Lowboy, tandem wheel; over 300 lights on 60' panel front right on trailer Walk Around or Walk Through. This is back end on any show. Arcade—30 machines, 20x30 top, 50' panel front. (Price on machines per Billboard list.)

H. R. SNOWBALL

Box 72-C, R. 1 Naples, Fla.

JACK VINSON

WANTS GENERAL BINGO HELP

Bob Gant, E. C. Holland, Walter Hammond and others, answer.

JACK VINSON

c/o Gem City Shows 809 Jefferson St., Quincy, Ill.

FOR SALE

Three new Chicago Spindles, never used; also extra Arrows. We also have plenty of Plaster on hand. Write to

PHIL'S STATUARY & NOVELTY CO.

9861 New Hammond Highway Baton Rouge, La.

LAST CALL KING REID SHOWS LAST CALL

OPENING MAY 7, GLENS FALLS, NEW YORK,

Followed by 5 Terrific Engagements in Connecticut before our Canadian route

Want A #1 Show Mechanic; salary your full worth.

Ride Superintendent who can handle 10 office-owned rides.

Need Show Painter, Fritts, Jimmy Short, contact or come on.

Want A #1 Ride Foremen for Tilt, Caterpillar, Merry-Go-Round and Scooter. Blackie Martin, contact at once.

CONCESSIONS: Due to change in policy will book Hanky Panks of all kinds: Scales and age, Monogramed Hats, Pitch-Till-You-Win, Duck Pond, Ball Games, Penny Arcade, Photos (George F. Lewis, contact).

SHOWS: Ten-in-One, Monkey Show, Crime Show and any other Grind Shows.

Phone: Manchester 468-W or Dorset 50

KING REID, Manchester, Vermont

Sure-Fire PROFIT August 18-25

Jewelry—Novelty Candy Concessions

A few booths available for reputable concessionaires at America's biggest county fair. We have 72-booth set-up at Erie County (N. Y.) Fair, August 18-25. Most participants are nationally known food product manufacturers who demonstrate and sample. 1955 attendance over 400,000. Write for details.

OTTO C. JENSEN
Managing Director—Food Fair
104 Niagara Frontier
Food Terminal
Buffalo 6, New York

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

GOVERNMENT SURPLUS TENT SALE

18'x54' new 2 sectional 4 1/2" Wall, 12' center. Wt. 450#. Cost \$2,300 only \$400.00
18'x20' new wall type 3 1/2" Wall, 12' center. Wt. 320#. Cost \$380.00 only 100.00
HARRIS MACHINERY COMPANY
801 30th Ave., S.E., Minneapolis 14, Minn.

American Beauty Shows WANT

First and Second Men on all Rides. GIRL SHOW (must have good canvas).

FOR SALE

Long Range Gallery (can be seen on show), Spiffire Ride (all painted and ready to go). All replies:

H. W. Bartholomew, Mgr.
Flat River, Mo., this week.

4 GIRLS WANTED FOR GIRL SHOW

Going into biggest Girl Show spot in the Midwest, Manhattan, Kansas. 30,000 soldiers' payday; Salina payday follows. Christine Ferrone, get in touch; have terrific proposition for you. Dottie Rue, Ginger, get in touch. TONY PARADISE, contact me immediately; have good thing for you. All above get in touch with **BUBBLES**
c/o F. C. Bogle Shows, Augusta, Kansas.

*** GIRLS! * EXOTIC DANCERS WANTED * AUSTIN NEEDS YOU ***

for Frolics Sho-Bar, Philly, and his three Road Shows. No wardrobe or photos needed. Top salaries—53 weeks' work.
804 WALNUT ST. • PHILADELPHIA
Phone: MArket 7-8717

Due to Disappointment WANT

Cookhouse to join immediately. Give exclusive on Popcorn, Floss and Sno. Place Hanky Panks of all kinds.
WOLFE AMUSEMENT CO.
Newberry, S. C., this week.

LAST CALL

Opening Ashland City, Tenn., Centennial, April 30-May 5, around Court House—first big date of the year. Place Auto Ride, Floss, Candy Apples, Snow Cone, Long Range, Short Range, Jewelry, Basket Ball, Custard, Eats, Stock Concessions, Ride Help on all Rides. Wire **BILL HARRIS**
Fairgrounds, Leitchfield, Ky.

MIAMI VALLEY AMUSEMENTS NOW BOOKING

Opening South Shore, Ky., across the river from Portsmouth, Ohio, April 30 thru May 5, Firemen's Spring Festival, Other Celebrations to follow—Coalton, Vanceburg, Flatwoods, Westwood. Want legitimate Concessions, one Milt Camp. Agents for office owned Concessions, Ride Help. No drunks. Contact **MANAGER**
P. O. Box 68 South Shore, Ky.

GOLD MEDAL Shows

55 RAILROAD CAR SHOW ON TRUCKS

First Real Big One of the Season: Tennessee-Carolina Seven County Spring Celebration, Newport, Tenn.; Cocke County Fairgrounds, April 30-May 5. Races—Special Events—3 Governors attending—Schools of Seven Counties participating in a tremendous Kids' Day.

Can place Girl Show with own equipment—Monkey Show, Snake Show, Drome, Fun House, Glass House or any worth-while Show with own equipment.

CONCESSIONS—Long Range, Short Range, Ball Games, Water Games, Hanky Panks of all kinds. Contact **JOHNNY J. DENTON, GOLD MEDAL SHOWS**
ASHEVILLE, N. C.

BUFF HOTTE SHOWS UNIT #1

Want to hear from Alfredo, the Side Show Man, at once.

Will book two sets of Diggers for season. Want Agent for Scales. Can place Ride Men who drive. Jack Flynn and Leo Bistany want Blower, Pin Store and Razzle Agents. Leo Bistany wants Man and Wife to work Girl Show for season. Irish Caughn wants to hear from Charles Brooks and Harry from New Jersey. Address: Greenville, Miss., this week; Pine Bluff, Ark., next week.

JOHNNY T. TINSLEY SHOWS

WANT FOR BEST ROUTE OF STILL DATES AND FAIRS IN THE SOUTH

CONCESSIONS: Photos, Long Range Gallery, String Game and Hanky Panks of all kinds. **RIDES:** Sky Fighter, Pony Ride and Coaster. **SHOWS:** Good Side Show, Grind Shows, Mechanical City and Fun House. Nathan Gray wants Performers and Musicians for Minstrel Show, Trombone and Saxophone, experienced Chorus Girls. (Angus Harley, King Brooks and Sam Rozelle, contact.) Salary—no percentage. **RIDE HELP:** Foremen for Rock-o-Plane, Ferris Wheel and Merry-Go-Round. Second Men on all Rides. All address: **JOHNNY T. TINSLEY, Mgr.,** 1208 New Buncombe Rd. (Phone: 3-0436), Greenville, S. C.

SUNSET AMUSEMENT COMPANY

Opening Excelsior Springs, Mo., April 26-May 5

Want capable Tilt and Octopus Foreman. Also Second Men on Ferris Wheel, Merry-Go-Round, Octopus, Tilt, Rock-o-Plane. All must drive semis. Can place Long Range, Age and Weight, Photos, Hanky Panks, and Ball Games open. Mac wants Bucket Store Agents. Address: 701 N. MAIN ST., EXCELSIOR SPRINGS, MO.

M-D AMUSEMENT SHOWS

Want Foreman for Ferris Wheel and Tilt-a-Whirl. All replies to

MICHAEL DEMBROSKY
302 East Diamond Ave. Phone: Gladstone 5-0473 Hasleton, Pa.

HELLER'S ACME SHOWS

Want all kinds of Skill Games, French Fries, Doughnuts, Pizza Pie, Guess Your Age, Bumper, Pitch-Till-You-Win, Hi-Striker, Nickel Pitcher, Jewelry, Coke Bottles. Will book Octopus and Rolloplane for Paterson and Newark. Want Ride Help on all Rides. Phone after 11:00 p.m., reverse charges. John Lucas, Pat Manning, Gossett, "Merry-Go-Round Joe," Booker (the painter and Ferris Wheel man), contact. Cliff Carter and all other help with me before, get in touch. Top salaries. This week, New Milford, N. J.; Paterson next week; Newark to follow. Write, wire or phone: 9 Virginia Ave., West Orange, N. J., or phone Orange 4-5447 after 11:00 p.m.

CAN PLACE

Octopus Foreman—Join immediately. Wildlife Show—good proposition. Irene Burton, call me.
LLOYD D. SERFASS, Owner, Penn Premier Shows
Lynchburg, Va., this week; Roanoke, Va., next.

WANTED C. A. STEPHENS SHOWS

Concessions working for stock, Water Games, Cigarette Gallery, Long and Short Range, Ball Games, Bumper, Age and Weight, String Games, Buckets and Swingers. **SHOWS:** Side Show with own equipment, Baby Show or any Grind Show with flash. Dallas, Ga., this week; Athens, Tenn., follows.

ART B. THOMAS SHOWS

WANT FOR 1956 SEASON
OPENING MAY 3, LINCOLN, NEBRASKA
Well-framed CIRCUS SIDE SHOW for 14 outstanding Fairs. Also a few CONCESSIONS that do not conflict. **RIDE HELP:** Foremen for Ferris Wheel, Merry-Go-Round and Octopus. Second Men for other Rides. Top wages for good men. Must drive semis. No drunks tolerated. Address: **BERNARD THOMAS** (Phone 118), LENNOX, SO. DAK.

DYER'S LOTTA HOOEY

Jacksonville, Ark., thru May 5. Several big paydays. 500,000 people to draw from, hard top location. Want neat Shows, Fun House, Legitimate Concessions, Join now. Foreman on 3-Abreast Jenny, Second Men who drive. Concession Agents for Fish Pond, Bottles, High Striker. Opportunity knocks. "Get on your flat feet."

WANT AT ONCE

For Carnival—Panel Show Front for show front and Marquee for front gate, Sound Truck, Star for #3 Ell Wheel, Ground Cable and Junction Boxes.
TIM NOLAN—MOXAHALA PARK
Phone: GL 2-8252, South Zanesville, O.

EXPERIENCED RIDE HELP WANTED

For Merry-Go-Round, Ferris Wheel, Tilt-A-Whirl, Rock-o-Plane. Top salary.
DELGARIAN AMUSEMENT COMPANY
2308 N. Melvina Chicago, Ill.
Phone: Merrimac 7-2108

WANT TO BUY

Roman Targets
J. BLASH
2606 Payton Road La Verne, Calif.

Famous AMERICAN Shows
America's Newest Midway

FIRST 4 WEEKS THE CREAM OF ALABAMA INDUSTRIAL SPOTS
Account weather conditions—show opening changed to May 14

WANTED ★ ★ ★ WANTED ★ ★ ★ WANTED

CONCESSIONS
BINGO, 6 Cats, Buckets and all legitimate Concessions.

SHOWS
Any Grind Show with own outfit. Revue-type Girl Show. Minstrel (Leonard Duncan, what happened?), Drome with own outfit. Penny Arcade. PONY RIDE.
Welders, Truck Mechanic, Show Carpenter, Painter, Man to handle front gate. Concession Help of all kinds. Stock Man, RIDE FOREMEN for all Rides. Second Men, must drive semis. Lotman—Cash Wiltsie, wire.

HELP
WANT SIDE SHOW ACTS AND FREAK TO FEATURE.

NOTICE ★ ★ ★ ★ NOTICE
CONCESSIONAIRES AND SHOWMEN
Those who know me, I am sure know I will only play PROVEN SPOTS.

FAIR SECRETARIES AND COMMITTEES
In Illinois, Indiana, Kentucky, Mississippi and Louisiana, we have a few open weeks.

NEIL BERK
P. O. BOX 214—Tel. 30976—DOTHAN, ALABAMA.
Winterquarters open at Fairgrounds. Useful Help, come on.
P.S.: Ted Woodward wants W. O. Burke, George Johnson, E. M. Zureher, Tom Mielhi to contact him here and any other useful people he knows.

ROHR'S MODERN MIDWAY
(NO GATE) (NO GRIFF)
MAY 1 to MAY 6
GRAND OPENING, HOPKINS PARK, ILLINOIS
(All-Colored Celebration)

Want Concessions—Long Range, Slum Alley, Fish Pond, Pins, Strikers, Basketball and other Hanky Panks. Want Agents for Balloon Dart, Buckets, Six Cats, Pea Pool, Beat the Dealer, Cigarette Block, Nickel Roll. Can also place Fun House and Grind Shows. This show has 9 office-owned Rides; can use Help on these Rides. Must drive semi. Please contact—Carl Jacobi, Russell Hull, Dutch Smith.
Contact **DWIGHT BAZINET**
Concession Manager
Chebanse, Ill. Phone: Chebanse 11. No collect calls.

WANT—PAN-AMERICAN SHOWS—WANT

SHOWS: Operators for Girl Show, Fun House and Athletic Show (Ray Wheelock, answer). **JIMMIE FARMER** wants Side Show Help, Talkers, Ticket Sellers, Tattoo Artist (Ralph, answer), Magician, Knife Thrower, Palmistry. (Taboo and Cowboy Helen, come on. Billy DeLaney and Ruth Williams, contact me.) Want Man and Wife for Animal Show and Snake Show. **CONCESSIONS:** Stock Concessions of all kinds. Bingo, Frozen Custard, Lead Gallery, Glass Pitch, Milt Camp. Can place Grind Store Agents. **HELP:** Good Legal Adjuster. Ride Help on Tilt-a-Whirl, Ferris Wheel, Chairplane. (Must drive trucks and have licenses.) Assistant Electrician to handle Towers, Searchlights and Front Gate.

All replies to **JOHN R. WARD, Mgr.**
MONROE, LA., this week; PINE BLUFF, ARK., to follow.

HELP WANTED

Experienced Men to up and down Concessions and work Hankies, salary \$50.00; must stay sober and drive. Concession Manager and Stock Man, salary \$75.00, plus working around Skillo. Mississippi, answer. Come to Shepherdsville, Ky., now. Will slough here Wednesday night, April 25, and open at Ft. Knox, Ky., soldiers' payday, April 28 to May 6; then 16 weeks in Ohio.
CHARLIE GRIGGS

WANTED FOR MANHATTAN, KANSAS
SOLDIERS' PAYDAY AND BALANCE OF SEASON, including 16 Kansas Fairs.
CONCESSIONS: Mug, Fish Pond, Six Cats, Watch-La, Bumper, Glass Pitch, Jewelry, Long and Short Range, Penny Arcade, Ball Games, Pan Games, etc. **SHOWS:** Grind or Bally except Fun House and Animal. Excellent deal to Side Show or Drome. **RIDES:** Will book Kiddle Rides, Tractors, Coasters, Boats, Autos, etc. **HELP:** Agents for office-owned Hanky Panks. Can use capable Ride Men, Wire, don't phone.
F. C. BOGLE SHOWS
Augusta, Kansas, this week; Manhattan, Kansas, next week.

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

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Talking, Acting Man-Wife Teams free to travel, learn specialty selling. Demonstrate new, patented cleaning machines, in terrific demand by housewives, stores, institutions. No competition, no layoffs, no bosses. Your own business. Learn quickly; take virgin territory; three-fourths U. S. still wide open. Over billion dollars potential next few years. Independent operators earning well over a grand a month. Executive-type promoters as crew managers. Prosperous pitchmen as fair-chain store demonstrators. Truly a world beater. Yes, a little gold mine for the right people. Give full information about yourself, home address in first letter. No rush; no collects. Contact J. L. LYONS, Sales Director, National Distributors, Box 1971, Louisville, Ky.

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7-PIECE MAGNETIC SCREW DRIVER SET
All individual screw drivers feature Plastic, Shockproof, Unbreakable Handles. Made of hardened tempered tool steel blades. Each set comes with wall rack.

\$21.00 per case of 50 sets
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Write for FREE listing
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Durable—Tough—Brilliant
48 assorted color—18-inch Plastic Pennants sewed on a tough, heavy tape 100 ft. long ONLY \$4.00 ea. Dozen lots \$3.00 ea. Write for quantity prices. Money refunded if not satisfied.

A & A NOVELTY CO.
Cincinnati 36, Ohio

MERCHANDISE TOPICS

Dayless Manufacturing Company, Inc., 3257 North Western Avenue, Chicago, reports increased interest is being displayed in its new Kleen-Rite self-wringing sponge rubber mop and waxer. This article—which may be handled with a 100 per cent profit margin—is used to clean walls, mop floors and wash and wipe windows in one operation. The sponge automatically suction-scrubs, then magically picks up the liquid, the manufacturer states. By means of a lever, the mop is wrung out dry, keeping hands dry and clean. The sponge rubber mop has two edges that adds to its life. Metal parts are of rust-proofed solid steel and the handle is made of No. 1 fir. Extra sponge refills, that are easily inserted, are available.

The Aireactor, deodorizer developed by the Aireactor Corporation, 22 East 40th Street, New York 16, is said to maintain a fresh, odor-free atmosphere when used in bathroom, hospital, etc. The deodorizer, made from rare non-toxic elements found in plant life, neutralizes the offending odor in its vapor phase much as masses of green foliage do in nature. Illustrated literature on odor control can be obtained from the manufacturer.

Cook Bros., 916 South Halsted Street, Chicago, is featuring a five-pound bag of grass seed of the better brands which is said to be free of crabgrass and carries a guarantee. It sells to the trade at \$1.20 per five-pound bag. The seed is packed 10 bags to a master carton.

A unique novelty item is the Cut-A-Pak cigarette container offered

by Walter Stolbach, 949 Broadway, New York. Complete with its own cutter, which is hidden in the attractive cigarette case, you can cut your king-size cigarettes in half and surprise your friends who expect a king-size cigarette. Stolbach says it's a sure-fire seller and offers them at \$7.20 per dozen, complete with instructions and in a wide variety of attractive colors. A sample is \$1.

Merchandise Distributing Company, 19 East 16th Street, New York, is celebrating its 20th year at the same location. The firm has available close-out and bankrupt merchandise consisting of slum, toys, gifts, premiums, novelties, etc., at low prices. It prides itself on quick service.

A variety of Mexican imports is handled by F. L. de Arkos, 904 Scott Street, Laredo, Tex., including heavy rings, baby chairs, feather bird post cards, hand-tooled leather billfolds, earrings, hand-tooled bags, hand-painted skirts, embroidered wool jackets, convention canes, serapes, blowing horns, curios and novelties. Write for the firm's free catalog.

Sterling Jewelers, 1975 East Main Street, Columbus, O., is getting heavy response on the No. 169 three-stone man's ring selling for \$3 per dozen in three-dozen lots. This ring has a one-carat center stone plus two square cut side stones. It may be had with white or red side stones. Comes in gold finish. A sample dozen is \$3.25, while a gross is \$33, plus postage.

PIPES FOR PITCHMEN

By BILL BAKER

IN THE FIRST PIPE... that we've had from her in several years, Mary E. Ragan letters the following info from Bakersfield, Calif., about some of the folks whose paths she has crossed in that time. "Chet Wedge, Dick Kanthe and I have a jewelry concession on West Coast Shows (Unit No. 1) which works California and Oregon. . . . Yoder, the mineral man, has given up the road and owns real estate in Los Angeles. . . . Joe Colby, of jam fame, has a home in El Monte, Calif., where he hibernates in the winter. . . . Vern Freed, of coil note, is also in El Monte. . . . Bill Vernon, the polish impresario, is seen up and down the Coast. . . . Brother Sax, the old-time jewelry man, has a big pawn shop and jewelry store here in Bakersfield. . . . Red McDonald and his wife, Kay, worked Indio, Imperial and the Orange Show with coils and braiders. . . . Walnut Kid has a home in Marysville, Calif., and can be seen working the sales with graters. . . . Heard that Bill Boyce and his wife visited Johnny Voght in Gardena, Calif., this winter. . . . Muddy Waters and his wife, Frank Poke and his missus, Curley Burnett, Doc Jester, Goldie and Lee and the Sherwoods were seen at the fairs on the Coast last year. . . . Ed Kennedy, Elsie (Calvert) Kennedy, Mickey and the Bishop were all holding forth at the Orange Show. . . . Madaline is still in Florida, but I expect to see her out here soon. . . . Harry Kin-slow writes from his Oklahoma City headquarters every now and then. . . . Haven't heard anything from the boys in Texas. . . . What's up around the Osage store in Dallas? . . . Pipe in, Millie and Freddie Hudspeth. . . . Where's Ethel Beam

and Thunder Cloud?—long time no hear." (Editor's note: We're glad to hear from Mary after so long a time. Now if some of the guys and gals who are included in her report would pipe in, we would have quite a bit of chatter to rack up in this corner. What say you?)

OUR OLD FRIEND... Henry H. Varner, the Akron home guard, posts that he has been visiting Ernie Burck, John Toy and all the cast of Orin Davenport's show in Dayton and Columbus, O. He also notes that his protege, Leo (Happy) Heller, is progressing nicely in the Michigan territory.

A FEW DAYS AGO... we received an airmail envelope from our good friend Mrs. Mae Noell, of Noell's Ark Gorilla Show, containing some very interesting news shots of her and her young grandson, Bobby, and only the last page of what was undoubtedly one of her usual newsy letters. If the good lady has the rest of the letter

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rull 5' long, sturdy glass construction. Cork & aluminum handle. \$1.15 ea.
6 1/2" Spin Glass Rod 2.00 ea. 7 1/2" 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.
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Assorted Lures, 1 doz. to box. \$3.60 per dz. 25% dep. with order, bal. C.O.D., F.O.B. Chicago.

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42" DANCING DOLL
Plastic face, cotton stuffed, rayon & taffeta, plastic bags. \$18 doz. In gross lots \$17.50 dz.

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Rayon plush, asstd. \$11.40 doz. In gross lots \$10.80 dz.

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23" FRENCH POODLE \$21.00 dz.
Giant size, cotton stuffed....

28" PLUSH BEAR \$21.60 dz.
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GAGFILES FOR SALE! EVERY TYPE available. Write for information. Show-Biz Comedy Service, Dept. B64, 1613 East 29 St., Brooklyn 29, N. Y.

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AGENTS, FAST SELLING, NEW METALLIC Ironing Board Cover, sells on demonstration. Free sample. Quality Products, Box 748, Passaic, N. J. ch-my5

ASSORTED FILIGREE, PEARL, TAILORED and stone earrings, cost \$18; 3 dozen different samples, \$6 postpaid. Jacobi, Manufacturers, 1715 E. Mercer, Seattle 2, Wash. my5

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Summer Earrings, Asst. \$1.50 dz.
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Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.

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Tailored Earrings & Pins \$1.50 dz.
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Pierced Earrings, beautifully Enamel on Copper, Pin, Earrings & C/L 2.50 dz.
Men's Tie Slide & Cuff Link Sets, boxed 5.00 dz.
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Ladies' Stoned Rings, asst. dz. 3.00 dz.
Pin & Earring Sets, reg. 3.98 boxed 7.20 dz.

EXTRA SPECIAL!

1 gross #200 Assortment every piece different. Stoned, Plastic Sets, Boxed, Necklaces, Bracelets, Earrings, Kiddie Sets, Bibs, Chokers, Pearls. All fancy goods from large manufacturer's bankrupt stock. Values up to \$5.98.

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45 N. Main St. Bristol, Connecticut

JOKERS FUN SHOPS—FULL CREDIT allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. my26

LIST OF FOREIGN FIRMS SEEKING agents for their products, \$2 Max Saltzman, Dept. Billboard, 7635 Hind Ave., North Hollywood, Calif. ap28

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PAPER MEN—FOR PREMIUMS OR OUT-right sale, get your 2-sheet Maps, 28x36, 4 pages, from Map Headquarters, George F. Cram Company, Attention Goodall, 730 East Washington Street, Indianapolis 7, Ind. my5

NOTICE: LADIES' NYLONS, \$3 DOZEN; sheers, fancy pack, light & dark brown shades; one bargain store sold over 3,000 doz. last year; agents, pitchmen sell everywhere. We also manufacture a sensational four-colored bed spread on the family plan; no overhead, no labor cost; this large heavy, all-over chenille spread with a three multi-colored Peacock design brings repeat orders everytime; send \$4.50 for sample Ladies' Nylon hosiery #501 is our best repeat number. Some customers have used this number for 5 years; be sure and send \$4.50 for sample dozen of #501. Send immediately. Sibert Mill, Chattanooga 4, Tennessee. ch-1fn

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Attractively gift boxed, 90 different colors, #50 Mercerized. Easy matching any fabric. Fine for show people. Make 50¢ or more if you want to sell.

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Box 294, B 37 Solano Beach, Calif. #25 ASSORTMENT BIGGER THAN EVER—Two large boxes of Snakes for the price of one. McClung Snake Farm, Laplace, La. ap28

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1112 N. Miami Ave. Miami, Fla.

FAT, BABY RHESUS, BONNETS, SPIDERS, \$30; Cinnamon, Black, Ringtails, \$35; Squirrels, \$22; Woolys, \$75; Miniature Chimp, Stumptails, hand-tame young, \$95; Pigtails, \$50. Bronson Birds, 149B Fort George, New York 40, N. Y. Lorraine 9-0940. ap28

ALLIGATOR SNAPPING TURTLES, \$40; Desert Tortoise, \$2; Jaburi Storks, \$75; Green Iguanas, \$2.50. McClung Snake Farm, Phone #411, Laplace, Louisiana.

CHIMPANZEES, MALES, 45 AND 65 pounds, perfect, \$450; 2 female Puma Cubs, tame, \$185; Giant Chacma Baboon, \$150; Giant Anteater, \$125; adult perfect Cassowary, gentle, \$700; Baby Tapir, \$285; adult Rhea, \$150; mated pair adult Ocelots, \$190; mated pair Jaguarundi Cats, \$75; young Sooty Mangabey Monkeys, \$45; pair young Mandrills, active, \$150; young Agoutis, \$30; Paca, \$40; Baby Yak, \$500; all priced each. Many more. Write for price list. Rare Bird Farm, Kendall, Fla.

LARGE DIAMOND BACK RATTLES, Bulls and Indigo Snakes, 75 cents lb. fresh caught. Rush your orders. 5% discount on 100-lb. orders. The Lost Jungles, Rt. 3, Box 111A, Mission, Tex.

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SEE ADVERTISEMENT UNDER PARKS section in this issue. Bill Green's Rare Bird and Animal Farm, Fairfax, Va. my5

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DETECTIVE SERVICE, SALESMEN EARN up to \$75 daily. See ad for samples and details. Boroughs, 412 West Wishart, Monett, Missouri. ap28

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DUE TO DEATH—FORCED TO SELL Amusement Arcade in Trenton, N. J. For information write Arcade, 110 N. Warren St. or phone Export 4-9395.

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HAVE OPPORTUNITY FOR MAN WITH Flow, Corn, Sno-Cone, Novelties, Greese, etc. Candy Pitch, all concessions. Portable arena, Indian and Western Show going east, small towns. No time to dicker. J. W. Stroud, Bristol Hotel, Oklahoma City, Okla. my5

HOW TO MAKE MONEY WITH CARNIVAL Games, 144-page book, 35 illustrations, \$2 postpaid. Theron Fox Publishing, 1296 Yosemite, San Jose 28, Calif. ju9

JAPAN DIRECTORY, JAPANESE MANU- facturing exporters; single item up, plus "Ginza Plan" information. Just \$1 today. Nippon Annual, 920 3rd Ave., Box 739, Seattle 4, Wash. my5

PHOTO STUDIO—IN GOOD HAND MADE house trailer, \$595. Flori's Sign Serv., Oil City, La. Phone 6972.

TRAIN RIDE WANTED—NOW OPEN. Kiddie Park, Temple, Tex.; percentage. Phil Bible, Kiddie Park, 401 South Lamar, Austin, Tex.

18' CRISTAND TRAILER, ALL STEEL, insulated, walk-in cooler, complete hot and cold water system, water storage tank. Cristand machine complete with condensing unit; space for other custard machine and short order grill, wash sink, floodlights, serving counter, \$3,500. Custom Bill Body Shop, Camp Road, Hamburg, N. Y. my19

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BENRUS ELGIN WALTHAM GRUEN BULOVA WATCHES

Guaranteed LIKE NEW!

ASSORTMENT OF 10 for \$72.95

(Sample Watch \$8.95)

Chooie Lot—Famous WATCHES, 6 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.

LITTLE ATOM World's Smallest Pistol

COMPLETE WITH RABBIT AND YOUR CHOICE OF LEATHER HOLSTER OR SLINGS

Dealer's Cost... \$1200
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Actually shoots balls with terrific report... blasts on sight with a bang!

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Jobbers, Distributors, write, wire or phone for quantity prices. Also write for '56 Catalog.

G & S Mfg. Co.
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BEST SELLERS

No. 509 AN EYE CATCHER! \$2.75 Doz. \$30.00 Gross Gold finish.

White Brilliant Center, Red Sides or Three Sparkling Rhinestones.

PROVIDENCE RING COMPANY
49 Westminster St., Providence, R. I.

SALES BOARDS TICKET GAMES PULL TICKETS BASEBALL TIPS

HOLDOUTS—KEYS

SEATTLE GAMES
319 East Pine, Seattle 22, Wash.

Money Making Volume FIRST QUALITY PRECISION RETRACTABLE BALL PENS

NEW "DE LIDO" Two-Tone Plastic Pen in sell on slight color combinations, \$18.00 gross, \$16.50 gross in 5 gr. lots.

NEW SUPER-SLIM PLASTIC PEN with gold caps, \$19.00 gross.

NEW AUTOMATIC METAL PUSHBUTTON PLASTIC PEN. Press button to write, press to retract. Dull gold finish caps, \$36.00 gross.

All with silver tip refills.

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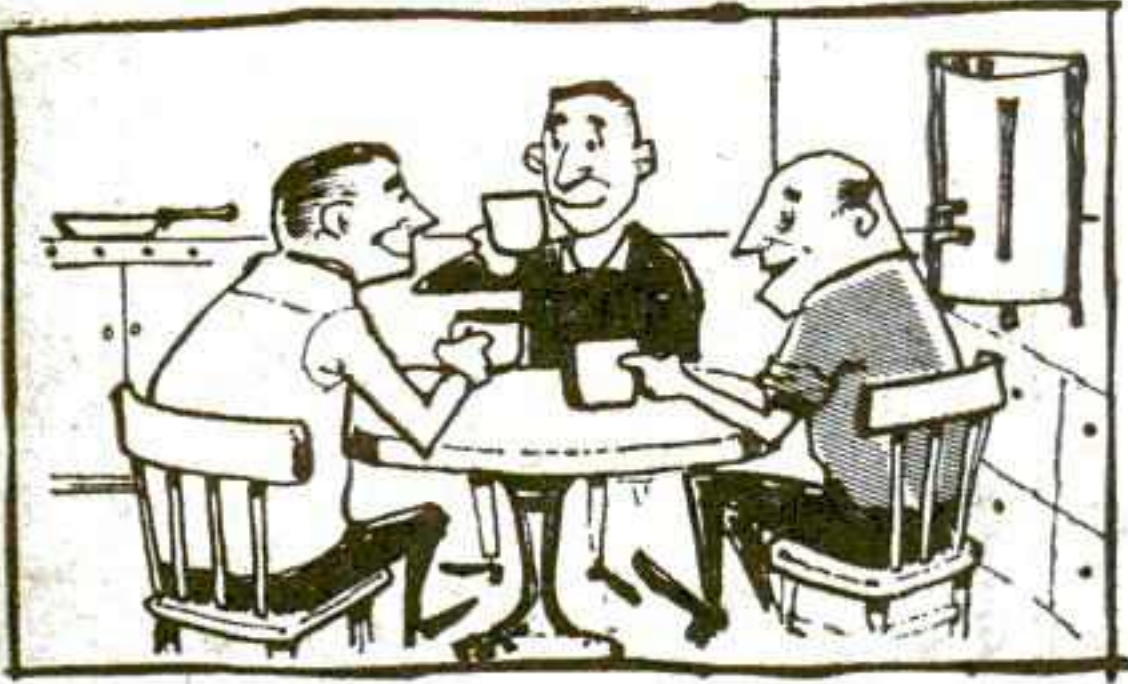
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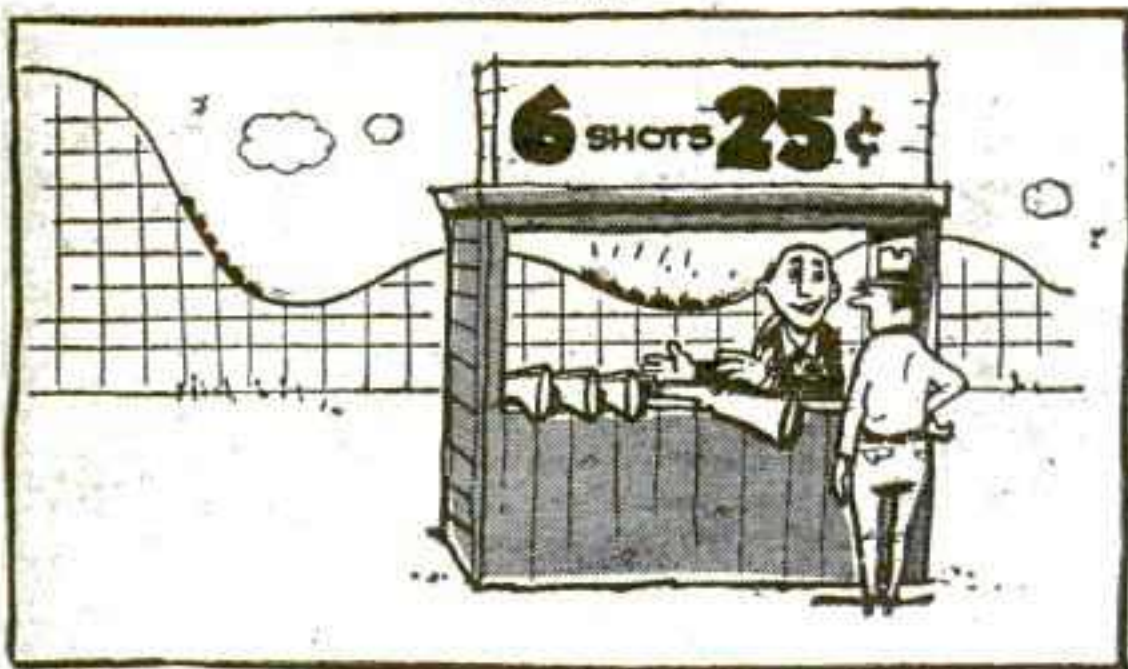
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NO. 1



NO. 2



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A-1 TATTOOING MACHINES—OUTFITS, \$85 and up; designs, ink, colors, special free catalog. Owen Jensen, 120 West 53rd St., Los Angeles 3, Calif. my8

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Forms Close Thursdays for the Following Week's Issue

ADVANCE MAN, BANDMASTER, MUSICIANS, Comedians, Piano Player, etc. Wanted for the Broadway Musical Minstrels. Address: c/o Billboard Pub. Co., St. Louis, Missouri.

ATTRACTIVE GIRL PIANIST OR ORGANIST for club work. Call Mr. Thomas, CYPRESS 6-9147, Key West, Fla., after 9 o'clock nightly. my19

AVAILABLE? SEND \$1 1956 LISTING OF Theatrical Agencies who have work! World Wide Theatrical Guide, P. O. Box 78, Chicago 90. np.my12

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WANTED—ARCADE MECHANIC, ALSO want Floor Man for traveling arcade. Apply Box C-425, c/o Billboard, Cincinnati 22, Ohio.

WANTED—GOOD BOOKING AGENT capable booking small towns with phone promotion. Must be able to start now. Weekly advance, plus per cent. Portable arena type, Indians, cowboys, hillbillies. J. W. Stroud, Bristol Hotel, Oklahoma City.

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WANTED—TENOR SAX DOUBLING Violin and Vocals for Combo. Steady locations. c/o Box C-421 Billboard, Cincinnati 22, Ohio.

AT LIBERTY ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursdays for the Following Week's Issue.

AGENTS & MANAGERS

BALLROOM MANAGERS, EXPERIENCED, excellent references, all manage or operate. Reply Box C-423, c/o Billboard, Cincinnati 22, Ohio.

CIRCUS & CARNIVAL

ATTENTION: CARNIVALS AND CIRCUSES—Available for season, Sammy the Penguin Boy, has worked freak and side shows; can belly. Box C-424, The Billboard, Cincinnati 22, Ohio.

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PALMIST DESIRES WORK VERY SILENT, enhancing, expert. Free to travel. Rose Davis, Avon, Pa. Phone Lu 7-8228.

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AT LIBERTY—DRUMMER WANTS steady work with dance combo. Free to travel, car, young, good beat and equipment. Member of Local 655. Prefer resort work, available at once. Paul Lewith, 110 Avon St., New Haven, Conn.

AT LIBERTY—EXPERIENCED ORGANIST with late model Hammond; white; union; now in Midwest; no rinks. Box C-422, Billboard, Cincinnati 22, Ohio.

AT LIBERTY—PIANIST, COMMERCIAL, union, sober, read, fake, cut shows. Experienced all lines. Jesse Jackson, 2420 Selwyn Lane, Charlotte, N. C.

BASS MAN, A-1. READ, FAKE, CUT shows, do comedy, M.C. work, pantomime. Experienced; sing; personality; sober; available May 7. c/o Box C426, The Billboard, Cincinnati 22, Ohio. my8

CLARINET DOUBLING TENOR SAXophone, experienced in all lines; union. Write or wire Frank Tonar, Route 2, Box 58, Leavenworth, Kan. ap28

COMMERCIAL DRUMMER AVAILABLE for organized band. Play society, Latin, Dixie, jump, shows and read; also pantomime. No bop. Sober, dependable. Prefer Midwest or Southern territory, but will consider all offers. Write, wire or call Jack Rearick, Aberdeen, Miss. Phone 277-W.

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SOLO GUITAR—MODERN, UNION, travel or location. Prefer small combo, consider all offers. Vocals, comedy, pantomime. Join immediately. Write or wire Musician, c/o Cedar Hotel, 218 Chicago, Illinois. my12

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TRUMPET—AVAILABLE IMMEDIATELY. Combo work preferred, other offers considered. Kenny Buckles, 418 W. 3rd, Garnett, Kan. Phone 368.

TRUMPET LEAD—COMBO, SING. Presently top name. Desire summer location. Large or combo. Write, Box C-420, c/o Billboard, Cincinnati 22, Ohio.

TRUMPET MAN AVAILABLE FOR ORGANIZED band or combo. Play society, jump, Dixie, shows, read, fake, double melophones. Sober, dependable, neat appearance. Will consider all offers. Write or phone Harry "Nick" Noel, Tonica, Ill. Phone 54.

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TENOR SAX MAN—PREFER SOCIETY band; sober and reliable; free to travel. Available May 25. Richard A. Jones, Route 3, Gadsden, Ala. Phone 80671. my5

PARKS & FAIRS

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Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

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2160 Patterson St. Cincinnati 22, O.

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 Albertson, Chas.
 Allen, Leslie
 Allen, Mildred
 Blankenship
 Allen, Tex
 Atkins, T. E.
 Backer, Mrs. E. D.
 Bagdonas, Tony
 Baylee, Edw.
 Bagwell, Margaret
 (Peaches)
 Baker, Bennie
 Baker, James
 Beamer, Robt.
 Rodney
 Bennett, Chris
 Bess, Wm.
 Blade, Ernie
 Blakely, Benton H.
 Blue, James
 Borrer, W. L.
 Boyd, Bill
 Bradley, Henry S.
 Bradley, Lee
 Bradford, Enoch
 Brennan, Evelyn
 Broeffie, Mrs. Anna
 Brooks, Mrs. Mae F.
 Brouillette, Albert
 (Frenchy)
 Brown, R. W.
 (St. Louis)
 Brown, Tommy
 Bruce, Carol
 Burch, Ernie
 Burnett, Jack (Soapie)
 Burrige, Bob
 Buskey, Mrs. Nathan
 Winnie
 Calk, Tommy
 Cannelly (Connolly)
 Joe
 Carden, Catherine L.
 Carey, Roy
 Carr, Wm. J.
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 Carroll, Tommie J.
 (Curley)
 Carryell, Jimmie
 Cassidy, Kay D.
 Cerrone, Vito & Mrs.
 Chambedan, Henry
 Chambers, Mrs. Patsy
 Cheatham, Mrs. Mary
 Elizabeth
 Church Jr., Chris L.
 Church, Robt. L. (Ted
 Lewis Show)
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 Clayton, Charlet M.
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 Cole, Jeannie
 Coleman, W. J.
 Coler, Whitey
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 Cook, Sam
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 Correll, Maran
 Costa, George
 Couch, Levi
 Cowan, W. D. (Tiny)
 & Mrs.
 Cox, Joe (Doc)
 Cunningham, Mrs.
 Hannah
 D'amico, F. (Kiddie
 Ride Operator)
 Data, Danny
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 Day, Andy
 DeCassalis, C. A.
 DeCosta, Romaine
 (Frenchie)
 DeRue, Dellah
 DeWald, Frieda
 Del Grosso, Daniel
 Delano, Tony (From
 Augusta)
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 Demetro, Dewey
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 Farmer, Ray Odell
 Flasher, Jake
 Fox, Wm.
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 Franz, Frank
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 Freeland, Forrest
 French, Mrs. Louise
 French, Perry Eugene
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 Gerry, Claire (Bobby)
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 (Aerial Gibsons)
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 Griffin, Ray
 Gross, Chas. & Mrs.
 Hackett, Edw. J.
 & Mrs.
 Hackman, E. Otis
 (Phoneman)
 Hale, D. D. & Mrs.
 Hall, Hlmie
 Hall, Duke (Mug
 Joint)
 Hamilton, Kellis
 Russell
 Hams, Warren
 Hanksford, Hayden H.
 Hanksford, Poodles
 Hanson, J. D. & Mrs.
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 Hatcher, Ward W.
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 Hawkins, Mrs. Eunice
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 Hendricks, Cecil
 Hendrix, W. A.
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 Herrick, Carl
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 Huffle, Tom
 Hultendor, Virginia
 Ivan, Johnny
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 Johnson, Meerie
 (Curly)

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 Spreng, Jack
 Stagg, Wm. A.
 (Shorty)
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 Stoltz, Lloyd
 Stone, Mrs. Babe
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 Strickland, Bill
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 Surran, Frank
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 Sword, Buford L.
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 Taylor, Chris
 Taylor, Shirley
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 Tilton, M. R.
 (Tilton's Comedians)
 Tomo (clown)
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 Travers, Charles
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 Dahlberg, Gilda
 Daisey, George
 Dumont, Denise
 Dower, Roy
 Durand, Pedro
 Farrington, Mrs.
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 Gould, Murray
 Harrell, Bud and
 Rosie
 January, Lois
 Johnson, Albert E.
 King, L. G.
 Lang, Paul
 Wentworth
 Leslie, Teddy Marlon
 McCarthy, James
 Miller, Bill
 O'Brien, Wilmer J.
 O'Connell, Tom
 Pedrme, Sam
 Porter, Mayxell
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 Regency Agency
 Rietze, Max
 Rosel, Tony
 Schermerhorn, Mary
 E.
 Schwartz, Laura
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 Whitmer, Kenneth M.
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 Lee, Charles
 Lane, Harold
 Loyde, Tina
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 Navis, William H.
 Reardon, Joe
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390 Arcade Bldg. St. Louis 1, Mo.

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 Boitze, Mr. & Mrs. Albert
 Borsvold, A. E.
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 Brown, Toots
 Burten, Mr. & Mrs. Joe
 Byers, Jimmy
 Campbell, Mrs. Chris
 L.
 Campbell, Herbert
 Carman, James R.
 Carpenter, E. W.
 Cherry, John
 Chidester, Wm. J.
 Coleman, Leonard W.
 Colvin, Buss
 Creighton, Mrs. Mamie
 Crowe, Mrs. Leona
 Crowe, W. J.
 Crowell, Mr. & Mrs. Harold W.
 Daubenspeck
 Davis, Noah E.
 DeBark, Cy
 Decker, Ted
 Dodson, Troy Leon
 Doty, Mr. & Mrs. Robert
 Eagle, Chief Ed
 Edwards, G. A.
 Edwards, Jack
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 Furkeson, Lloyd
 (Heavy)
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 Klenke, Harold C.
 Kobacker, Robert
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 Legan, Mrs. Eldon
 Lemons, Charles
 Liles, E. Paul
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 McAlester, Faye
 McDonald, K. (Little
 Mac)
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 McHenry, M. F.
 McKee, Edna C.
 McTurk, Joe
 Madison, Harry
 Medlin, Mrs. James
 Medlin, Sadie
 Melby, Riggo
 Merchants' Free
 Circus
 Metzger Jr., A.
 Burton
 Metzger, Gladys
 Miller, Melvin E.
 Moorehead, Merle M.
 Moreno, Tito M.
 Morgan, Lorne E.
 Morrissey, David A.
 Mortensen, Arthur
 Neil, James
 Nelson, H. E.
 Newton, "Ace"
 Nix, Chester & Joan
 Olender, Harvey
 Swede
 Owens, Mr. & Mrs. Burt
 Peach, V. M.
 Pierce, Carl & Vivian
 Provov, Hoyt
 Raine, Mrs. Leo
 Rateliff, Curtis C.
 Rose, Louis
 Rowe, Jack
 Schild, John
 Sellers, Jackie
 Shadel, Dick Sam
 Shaffer, Bill & Dale
 Sheffield, Bill
 Sokolowski, Peter V.
 & Rebecca
 Sonny, Max
 Stacy, Dennis W.
 Stacy, Woodrow
 Stages, James H.
 Stahler, H. E.
 Starr, Heddy Jo
 Toney, Mrs. Pauline
 Tripp, Mr. & Mrs. Earl
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COMING EVENTS

Alabama
Birmingham—Better Homes Exposition, May 15-20 Patrick J. O'Toole, Chamber of Commerce Bldg.

Arkansas
Des Ars—Prairie Co. Livestock Show, April 28, B. E. Wray.
Forrest City—St. Francis Co. Jr. Livestock Show & Sale, May 10, John R. Silpe, Box 289.
Little Rock—Home Show, April 29-May 1. 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 27-30. Slim Beaver.
Hollister—San Benito Co. Saddle Horse Show, Rodeo & Fair, June 22-24, J. M. Leonard.
Napa—Napa Valley Horse Show, May 8. Mrs. Wilhelmina Glancy, P. O. Box 736.
Oakland—California International Home & Garden Show, April 21-29, John I. Hennessy, 277 West MacArthur.
Sacramento—Horse Show, June 9-10, Irma Wiles, 3839 Woodcrest Road.
San Diego—Spring Fair of Modern Home Ideas, April 24-29.
San Jose—Spring Festival, May 1-8.

Connecticut
Bridgeport—Barnum Festival, June 26-July 7.
Meriden—150th-Year Celebration, June 17-23.

Florida
Ruskin—Fla. Tomato Festival, April 26-28, W. D. Miller.

Georgia
Sylvania—Sylvania Rodeo, April 24-26, A. L. Blaylock.

Illinois
Alton—Spring Celebration, May 31-24.
Springfield—National Home Show, May 1-6, E. J. Smith.
Springfield—National Home Show, May 27-27, E. V. Smith.

Indiana
Indianapolis—Custom Auto & Boat Show, May 26-30, B. A. Disney, Max Adams.
Muncie—Muncie Fair & Horse Meet, June 11-15.
Osceola—Centennial, June 18-23.

Iowa
Tonganoxie—Spring Festival, April 26-28.

Kansas
Cherokee—Centennial, June 3-5.
Dodge City—Celebration, April 30-May 4.
West Bend—Centennial, May 31-June 1.

Louisiana
Shreveport—Holiday in Dixie Spring Festival, April 25-29, Able C. Goldberg.
New Orleans—La. Boat Festival—Pan American Regatta, June 9-10, Leonard Rosman, 62 Egrat St.
New Roads—Baton Rouge-Points Coupe Boat Festival, May 26-27, Cal J. Calliout, 605 Pierce St., Baton Rouge.
Shreveport—Horse Show, June 8-9, Mrs. E. D. Holcomb Jr.

Maryland
Baltimore—Celebration, June 11-18, Big 4 Veterans of Pimlico, Inc., 4627 Park Heights Ave.

Massachusetts
Boston—Daffodil Show, May 7-8.
Boston—Tulip Show, May 17-18.
Boston—GM Motorama, April 18-20.
Fall River—National Home Show, May 1-4, John W. Daly.
Gloucester—St. Peter's Fiesta, June 26-July 1.

Michigan
East Detroit—Lions Club Fun-O-Rama & Festival, April 20-May 2.

Missouri
Ava—Kiwanis Jr. Livestock Show, April 28-29, Phil H. Pettit.
St. Joseph—Buchanan Co. Dairy Show, May 18, Webb Embrey.
St. Joseph—Interstate Jr. Dairy Show, May 26, Webb Embrey.

Nebraska
Decatur—Centennial, May 1-5.

New Jersey
Westfield—Union Co. House, Garden & Hobby Show, April 28-May 1.

New Mexico
Albuquerque—250th Anniversary Celebration, June 17-23, Franciscan Hotel.

New York
Albion—Firemen's Convention, June 18-19.
East Pembroke—Firemen's Convention, June 15-17.
Jamaica—Long Island Home Show, May 1-8, Vincent C. Rotkamp, Catholic War Veterans, Whitman Hotel.
Manchester—N. Central New York Firemen's Convention, June 27-30, Angie Fronti.
Mattydale—VFW and Men's Club Celebration, May 28-June 2, Geo. Mundy, 103 Brennan Ave.
Mattydale—Firemen's Field Days, June 21-22, Geo. Mundy, 103 Brennan 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 3.
New York—International Philatelic Show, April 28-May 6.
New York—National Photography Show, April 28-May 6.
New York—International Automobile Show, April 28-May 6.
Ogdensburg—National Home Show, June 19-24, John Daly.
Ridgway—Firemen's Convention, June 22-23.
Valatie—Centennial, July 1-7.

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—Oklahoma City Rodeo, April 27-28, Lee V. Sneed.
Oklahoma City—Southwest American Exposition, April 22-29, James O. 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 O. Burge, State Fairgrounds.
Pawhuska—Quarterhorse Futurity Race Meet, May 8 and 13.
Pawhuska—Osage Co. Oatlemen's Association Convention, June 22-23.
Pawhuska—Ben Johnson Memorial Steer Roping, June 24.
Pawhuska—International Round-Up Clubs Cavalcade, July 27-28.

Oregon
Bend—Tri Co. Fat Stock Show & Sale, June 1-2.
Burns—Harney Co. Pioneer Day, June 1.
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 10-12.
Lebanon—Strawberry Festival, June 15-18.
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 18-19.
Salem—Home and Garden Show, April 27-29, Lions Club.
Union—Eastern Ore. Livestock Show, June 7-8.

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.
Oreband—50th Jubilee Anniversary, June 8-9.
De Smet—Old Settlers' Day, June 11.
Garden City—Gala Days, June 9-10.
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 11-18.
Sioux Falls—Centennial Celebration, June 15-23.
Sioux Falls—Sports Show, April 30-May 2.
Sioux Falls—Antique Show, May 10-12.
Tabor—Czech Days, June 25-28.
Watertown—Tulip Festival, May 11-18.
Webster—Webster Diamond Jubilee, June 10-18.

Tennessee
Ashland City—Cheatham Co. Centennial, April 30-May 8.

Ashland City—Legion Centennial, May 1-8, Bud Ballums.
Gallatin—Davison Co. Jr. Lamb Show, June 8, George E. Schmitt.
Lawrenceburg—Lawrence Co. Strawberry Festival, May 13-14, G. E. Lehnert.
Memphis—Memphis Cotton Carnival, May 13-19.
Newport—Tennessee-Carolina Spring Festival, May 1-8, Jack Vinson.

Texas
Corpus Christi—Bucanar Days, April 21-26, Jack Lindsey, Route 4, Box 604, Dallas.
Dallas—Nat'l Home Show, April 22-29, Grover Godfrey, 102 Walnut Hill Village.
Kerrville—Kerr County Centennial, April 26-28.
San Antonio—San Antonio Home Show, May 20-27, Irving Wayne, 103 D Paradise Lane.
Uvalde—Uvalde County Centennial, May 10-12, Bob Wellborn.
Uvalde—Uvalde Co. Centennial, May 10-13, Bob Wellborn.
Waco—National Home Show, May 2-8, Horace Black.

Utah
Delta—Millard Co. Jr. Livestock Show, May 24-25.
Ephraim—San Pete Rambouillet & Livestock Show, May 25-26.
Richmond—Black & White Days, May 18-19.
Salt Lake City—Intermountain Jr. Fat Stock Show, June 6-7.
Salt Lake City—National Home Show, May 27-June 3, Brounlow R. Hall.
Spanish Fork—Utah State Jr. Livestock Show, May 9-12.
Vernal—Basin Livestock Show, June 1-8.

Virginia
Martinsville—Firemen's Celebration, April 30-May 5.
Richlands—Richlands Stock Show, May 13-18.
Roanoke—Motorama Fair & Show, April 30-May 3.
Winchester—VFW Celebration, May 14-16.
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, F. 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 22-24.
Manitowish—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 4-8.
Pinedale—Intermountain Horse Races & Chariot Races, June 3.

CANADA

British Columbia
Vancouver—National Home Show, April 25-May 1, John W. Daly.

Saskatchewan
Saskatoon—Light Horse Show, May 16-19, S. N. MacEachern.

Krekos Fight Rain

Continued from page 67

board agent; F. K. Martin, dime pitch; Mary Kanthe, jewelry, Dick Kanthe, Chet Wedge; Charles Peck, Coke and marble pitch; Gloria Tratch, darts; Johnny Miller, cookhouse and grab stand, Jack Helms, Gus Anger, Jerry Rawlings, Virgil Weaver, O. D. Barb, Jack Beam; Hazel and Jack Christensen, two popcorn stands, Klon Grubb, Virginia Grubb; Harry Matthews, photos; Art Andersen, lamp store and watch-la, Dick Davis, J. M. Brown, Jerry Goldstein; Sam Dolman, skill and dart games, Maxie Hillman, Charles Crouse, Viola and Gordon Burke; Eloise and Tom Syster, darts and spindle; Wesley Brown, six cat; Jean and Harry Mize, monogrammed hats; Johnny Ristick, bottle and bear pitch, Brownie Miller Ristick; Clayton Phelps, short range, Mary and Jeanne Phelps; Cecchini & Levaggi, seven stores, Ernest (Red) Hoblit, manager; bird pitch, Lee Cole, slum; Bob Colburn, toy pitch; Hoblit, bottle game; Roy Lewis, and Mary and Louis Fisher, addpins; Hunter Farmer, clothes pins and darts, Red Henderson, Max Tratch, Frank Nay, John Biggs; Frank Ward, cork guns, Joyce Giboney; Esther O'Kelly, bagatelle; Don Heffner, bumper and add-a-ball; Ruth Korte, duck pond, pan game, duck pitch, George (Smoky) Chisholm, Freda Brown, Ruth Korte and Charles Cowell.

Lillian Schue has a Derby Game with Marie and Roy Hoglund and four kid rides and coaster with Steve Fisher, Jimmy Tipton, Wesley Bishop and Larry Stoner.

Pipes for Pitchmen

Continued from page 79

lying around somewhere we would appreciate her sending it on to us.

AS WAS NOTED . . .

in the final curtain columns of last week's issue of The Billboard, Frank Harvey Tapan, a real trouper from the old school, bowed out April 4 at his home in San Antonio. Tapan, who was popularly known as Circus Shorty, was 70 years old and was a veteran of mud shows, med show and a variety of various and sundry carnivals. Among some of the outfits that paid off for his talents at one time or another were Tol Teter, J. J. Russell, Mort T. Wescott, Doc Zeiger, T. W. McMahon, Anderson and Schraeder and Alamo Exposition Shows.

JACK (BOTTLES) STOVER . . .

pens that he and Spud Mangum have been making the pay days and stock sales around Cumberland, Md. It seems that Spud is taking off for "down yonder," very shortly, so it looks like Bottles will be doing a solo from here on in. "Greetings to Faulkner, Dietrick and all the folks," says Bottles.

Pittsburg Master Painters Products



Formula with titanium. Inside, outside, ready mixed paint in oil, white, red, black, blue, green, yellow, etc. One gallon U. S. measure, every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only, \$1.30.

RICHARD'S CHROME-FINISH

Ready-mixed, all-purpose aluminum paint. Exterior, interior, heat resisting. Uses iron, steel, galvanized roofs, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every ounce guaranteed. Packed 5 gallon cans to carton. Sold in carton lots only, \$1.40 per gallon.

3-PIECE PAINT BRUSH SET

Pure bristles, vulcanized in rubber. Self-display window front box, consists of 1", 2" and 3 1/2" sizes. A brush for every painting purpose, individually boxed. Packed 12 boxes to master carton—\$1.00 per set.

ADJUSTABLE ANGLE WRENCH

3-pc. set 4, 6 & 8" sizes. Quality steel. Polished heads. Red lacquered handles. Packed on set to box. Sold doz. lots only \$11.70 per doz. sets.

10-PIECE DRILL SETS.

From 1/16" to 1/2" sizes. Heat treated Chrome steel for drills. Set in recessed grooved wood self-display box. Sizes shown thru heavy duty sliding clear view front. Per doz. sets, \$7.00.

STILLSON PATTERN WRENCH

Steel 3-1/2 inch size. Individually boxed. Per doz. \$5.40.

25% deposit—money order or bank check with order. Balance C.O.D., F.O.B. Chicago.

COOK BROS. 916 S. Halsted Chicago, Ill.

HAWAIIAN "TI" PLANT LOG



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LOWEST PRICES ANYWHERE

Buy for 7¢, sell for 49¢ to 69¢ each! Ideal for demonstrations.

"Ti" logs grow—by themselves—into beautiful tropical plants. Good flash, 15 large plants, both green and colored, \$17.50. Logs—\$70.00 per 1,000. One-half deposit, balance C.O.D. Free sales aids. No spoilage. We ship fresh, perfect logs throughout U. S., Canada. Also other top pitch items. Write for full information.

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Mother



#26M Locket slides open. Hot nickel & polished. Best seller. Full engraving line Men's, Women's, Children's. Chain Ident. Sample order \$5.00 cash. Satisfaction guaranteed. No aluminum used.

BAY STATE NOVELTY CO.
23 Congress St. Rosindale 31, Mass.

Sunday Juke License Fee Stays in Mass.

BOSTON—A bill to amend the Massachusetts Sunday Law which imposes a \$2 fee per week on juke boxes operating on Sunday, has been killed in a House committee.

The Mercantile Affairs Committee of the Massachusetts Legislature gave House Bill 972, introduced thru the efforts of local operators, an adverse report, thus continuing the State license fee on the use of phonographs operating on Sunday.

Lusius F. Foster, executive director of the Massachusetts Music Operators' Association, said that the reasons for the bill being killed were: 1) Its passage would have reduced Commonwealth funds by \$50,000 a year. 2) Locations took little interest in the bill—co-operation was expected. 3) Unlike radio and television (the bill was amended to exclude both these industries a few years ago), the juke box business did derive income from the public on Sunday.

Foster added that even operator co-operation did not come up to expectations. "Only 20 telegrams were received by members of the committee investigating the bill," Foster said, "instead of the several hundred hoped for."

Foster said that the outcome was a keen disappointment. He called on the industry to join MMOA in greater numbers and go to work on plans for filing and supporting a similar bill next year.

Papers Push N. Y. State 10c

ALBANY, N. Y.—The Albany-Schenectady-Troy dime play campaign launched earlier this month by the Davis Distributing Corporation, Seeburg distributor, is gaining ground. Newspapers in all three cities and in surrounding suburbs have carried stories announcing that operators were switching to dime play on phonographs.

In each case, the stories tended to favor the move. In explaining the reasons why the changeover was necessary, the stories pointed out how operating costs had increased and how other 5-cent articles—the cup of coffee, the

(Continued on page 88)

Arkansas-Missouri Ops To Go Dime Play in Fall

PARAGOULD, Ark.—Juke boxes thruout East Arkansas and North-east Missouri are scheduled to go to dime play early next fall, Robert L. Eblin, secretary-treasurer of the Arkansas-Missouri Operator's Association, announced here last week.

Eblin, head of Paragould Music Company here, said that members of the association were anticipating very little opposition to the move. He stated high operating costs were the reason for the change.

Eblin disclosed the move would probably be patterned after the system used by Memphis operators last summer—liberal use of EP's. He predicted operators would use anywhere from 20 to 25 per cent

NEW BELGIAN JUKE PREEMED FOR BRITISH

LONDON — Music operators and distributors thruout this country and Ireland can expect to see a newly designed Rennott juke box in the near future. Firm officials have announced that the new model, a sample of which was shown at the Amusement Trades Exhibition, is currently being readied for distribution here.

Manufactured in Belgium by the Rennotte, Ets, Company, the new phonograph, labeled the CM 301, is to feature a cabinet designed after British operator suggestions. The CM 301 is a 30-selection machine, uses 45 r.p.m. disks.

Launch Weekly Service School At Atlas Music

CHICAGO—Atlas Music Company, Seeburg distributor here, has launched a continuous operator service school covering every phase of mechanical and electrical adjustments, speaker control, location surveys, proper programming and preventive maintenance.

The school is open to all operators in the area. Sessions are conducted by Newell Bellamy, Seeburg field engineer, and Frank Bach, Atlas service manager. The classes are held every Wednesday from 1 to 5 p.m.

Last week's instruction covered proper speaker and wall box installation. For information concerning the school, Atlas has urged operators to contact Nate Feinstein or Harold Schwartz.

MOA Exhibit Roster Hits 41, a New High

CHICAGO — The number of confirmed exhibitors at the Music Operators of America convention, to be held at the Morrison Hotel here, May 6-8, rose to 41 last week, as seven additional firms reserved display space.

Tho the convention is still two weeks off, the number of exhibitors already tops all previous MOA

of the longer playing disks on their machines to soften opposition.

The Memphis changeover was successful, tho play dropped off an estimated 25 per cent immediately following the switch. A recent survey there showed that play had returned to the former nickel level in most cases.

Eblin reported there are an estimated 1,200 phonographs on location in the area being serviced by members of the association.

Other officers are Henry Hitchcock, owner of the Jonesboro Music Company, Jonesboro, Ark., president, and John Brunner Jr., partner of John-Frank, Inc., of Marked Tree, Ark., vice-president.

The association has scheduled another meeting April 27.

MOA Blueprints Highlights Of 9th Annual Convention

More Exhibits, General Meetings, Forums to Spark May 6-8 Event

OAKLAND, Calif.—Three days of general business meetings covering all phases of the music industry, special music operator forums, panel discussions, speeches, a mammoth entertainment program and a record number of exhibitors make up the format of the ninth annual Music Operators of America convention, which opens in Chicago at the Morrison Hotel, Sunday, May 6.

The three-day event, by any standard, will be the largest MOA convention ever held. George A. Miller, president and general business manager, has already announced over 40 confirmed exhibitors, nearly a third more than the total number on hand last year (see separate story). "Before the convention opens," Miller said, "we hope to add another 20 firms to the exhibit roster."

Miller also stated that operator attendance was expected to be far greater than at previous conventions. "Total attendance at the event," he said, "should be well over 4,000."

Chi DeeJay Emsee

In the entertainment department, Hirsch de La Viez, MOA entertainment committee chairman, announced last week that Howard Miller, popular Chicago disk jockey, would emcee the floorshow and banquet celebration. Recording artists confirmed to-date include Pat Boone, Tony Bennett, Gale Storm, Andy Williams, Elvis Presley, Lenny Dee, Gloria Woods and the Mariners. Frank York and his orchestra will supply music for the show and dancing.

While speakers at the morning business meetings have not yet been announced, Miller has blue-

printed the operator forums to be held in the afternoons and evenings. Forums will cover the following topics: Maintenance and service on location; record buying; the advantages of dime play; taxation and license problems—and what to do about them; juke box public relations; local and State legislation, and depreciation.

The morning sessions are expected to cover such broad topics as copyright legislation as it affects the juke box operator; operator and disk jockey co-operation; public relations for the entire music industry, and juke box programming.

Committees

Committees appointed to handle the convention and their respective chairmen are: The general committee, George A. Miller; the exhibit committee, Larry Marvin; the entertainment committee, Hirsch de La Viez; the banquet and ticket committee, Harry Snodgrass, and the reception committee, William Hullinger.

Moderators of the forum meetings are Milton Cole, David Baker, Howard Ellis, Ted Nichols, John Wallace, Larry Marvin, Gordon Stout, Norman Gefke, Harry Snodgrass and James Tolisano.

Meanwhile, Charles Hall, RCA Victor, has announced that the winners of the Miss Juke Box Baby Contest, which is sponsored by RCA, will be announced at the MOA banquet. He said that the awards would be presented at the same time.

AMI Appoints Al Mason as SW Sales Rep.

CHICAGO — AMI, Inc., has appointed Al Mason district sales representative covering most of the Southwestern States, Ed Ratajack, director of sales, announced here last week.

Ratajack said that he was sure operators and distributors in the territory would find Mason well equipped and ready to help in any and all problems arising in the phonograph business. "Mason's background in the juke box business," Ratajack said, "dates back about 23 years. He has been a juke box operator and has worked for distributors."

In explaining the reason for setting up a new sales representative, Ratajack said: "Al's appointment is in direct line with our policy of building a closer liaison

(Continued on page 88)

January Juke Exports Soar

CHICAGO — U. S. Juke box exports, off to a flying start in 1956, hit the staggering dollar mark of \$1,140,676 in January.

U.S. Department of Commerce figures listed Belgium as the top importer, with purchases totaling \$162,324. Venezuela with \$143,065 and Peru with \$111,333 were the only two other countries to hit the six-figure bracket.

A total 4,100 machines were shipped in January. Average unit price was \$278.

N. J. Operators Hold 19th Dinner-Dance

NEWARK, N. J. — More than 400 operators, distributors, manufacturer representatives and their guests gathered in the Elizabethan Room of the Hotel Essex House here Sunday night (15) at the 19th anniversary dinner-dance of the Music Guild of New Jersey.

The evening entertainment included dining, dancing, partaking of libations and watching the entertainment program.

Jack Arnold Press and his WOR

orchestra provided the music, and Herman Halperin, entertainment chairman, acted as emcee.

Artist List

Artists performing included the Dream Weavers, Decca; Roger Williams, Kapp; Frankie Lester, Vik; Jill Corey, Columbia; Jo Ann Tolley, Jubilee; Rosalind Paige, M-G-M; Robin Hood, M-G-M; Jerry Martin, Coral; Connie Frances, M-G-M; Billy and Ann, novelty tap team; Faye and Leonard, mambo merengue; Jerry Russ, Original; Ronnie Sattin, Capitol, and Tommy Leonetti, Capitol.

Runyon Sales stole a march on the other juke box distributors by exhibiting the new 200-selection AMI at the dinner. Barney Sugerman, Runyon head, was host to operators at a cocktail party which preceded the dinner.

Officers of the MGNJ are Sam Waldor, president; Clio Rosazza, vice-president; Robert Harvey, secretary, and Manuel Ehrenfeld, treasurer. Waldor is also chairman of the board.

Board Members

Board members are Humbert Betti Jr., Edward Burg, Harry Goldman, Manuel Ehrenfeld, Herman Halperin, Robert Harvey, Jules Rusoff, Clio Rosazza, Bernard Wolfson and Harold Chasen.

Dick Steinberg is executive secretary; Maurice Shapira is counsel and Humbert Betti is trustee. Secretaries are Frances Yanowitz and Janet Jaffe.

Harold Chasen was general chairman for the event. Committee chairmen were: Herman Halperin, entertainment; Clio Rosazza, arrangements; Jules Rusoff, reservations; Manuel Ehrenfeld, tickets; Joe Lederman, directory, and Rudy Leitgeb, reception.

Warns Ops

In a prepared message, President Sam Waldor cited MGNJ's role in combating the proposed removal of the juke box exemption and warned the operators that the threat is still present.

Dick Steinberg, executive director, said the modern music operator "is a responsible businessman using all the techniques and methods of modern businessmen; public relations techniques, research

(Continued on page 88)

(Continued on page 88)

"Where Will You Be on
MAY 6-7-8?"

The Answer Should Be



"At the . . .

M. O. A.
CONVENTION IN CHICAGO
AT THE MORRISON HOTEL"

BRASS TACK SESSIONS:

Some of us might yearn for the "Good Old Days" . . . but today's taxes, legislation and other factors make it necessary that we sit down together . . . and get the best information and methods we can obtain to help us in our individual businesses. Too, we must discuss how we can take collective action on such matters as public relations, legislation and others. **PLAN NOW** to attend all sessions.

EQUIPMENT EXHIBITION:

Exhibitors are planning many a surprise for YOU. And, as you know, they want to help you . . . their ideas can help you to make more money . . . and if you have a problem, they'll help you. **TWO BIG EXHIBIT HALLS** packed with Automatic Phonographs, Other Approved Machines, Records and Other Equipment of all kinds will be shown.

BRING THE LADIES:

A great host city, Chicago, beckons. There is always plenty to keep the ladies busy: Shopping in some of the world's finest stores, sightseeing, museums . . . anything milady desires! And, then there's the big annual **M.O.A. BANQUET** . . . a tremendous affair presenting a fine meal and entertainment by top recording artists.

EXHIBIT SPACE?

Yes, remaining space is limited . . . but if you haven't yet made arrangements, we have good spaces which are still available. Already we have the greatest number of exhibitors ever presented at an M.O.A. Convention . . . and we planned **BIG** this year! You can get immediate action by contacting **MUSIC OPERATORS OF AMERICA** Headquarters at the Morrison Hotel, Chicago. Call **FRANKLIN 2-9600** and ask for **MOA Convention Headquarters**.

AND A SPECIAL SERVICE FOR YOU WHILE YOU'RE IN CHICAGO

Leave This Coupon at Home

DURING THE M.O.A. CONVENTION, MAY 6, 7, and 8, I CAN BE REACHED BY CALLING CHICAGO

DEarborn 2-4820

The Information Booth, handled by The Billboard, will take the message or "call-back" number and will reach me quickly. The booth will be in operation from 10 a.m. to 8 p.m. CST each day.

**FREE LOCAL PHONE SERVICE
AND
YOUR EMERGENCY OR CONTACT
PHONE IN CHICAGO**

Your Convention Management and The Billboard have joined together to provide you with an Information Booth. Before you leave your home, provide this number (or these handy coupons) to those who may have to contact you while you're in Chicago. A paging system in the halls and directories of room numbers will locate you quickly. House phones, transportation and other information will be available for you also.

Leave This Coupon at Office

DURING THE M.O.A. CONVENTION, MAY 6, 7, and 8, I CAN BE REACHED BY CALLING CHICAGO

DEarborn 2-4820

The Information Booth, handled by The Billboard, will take the message or "call-back" number and will reach me quickly. The booth will be in operation from 10 a.m. to 8 p.m. CST each day.

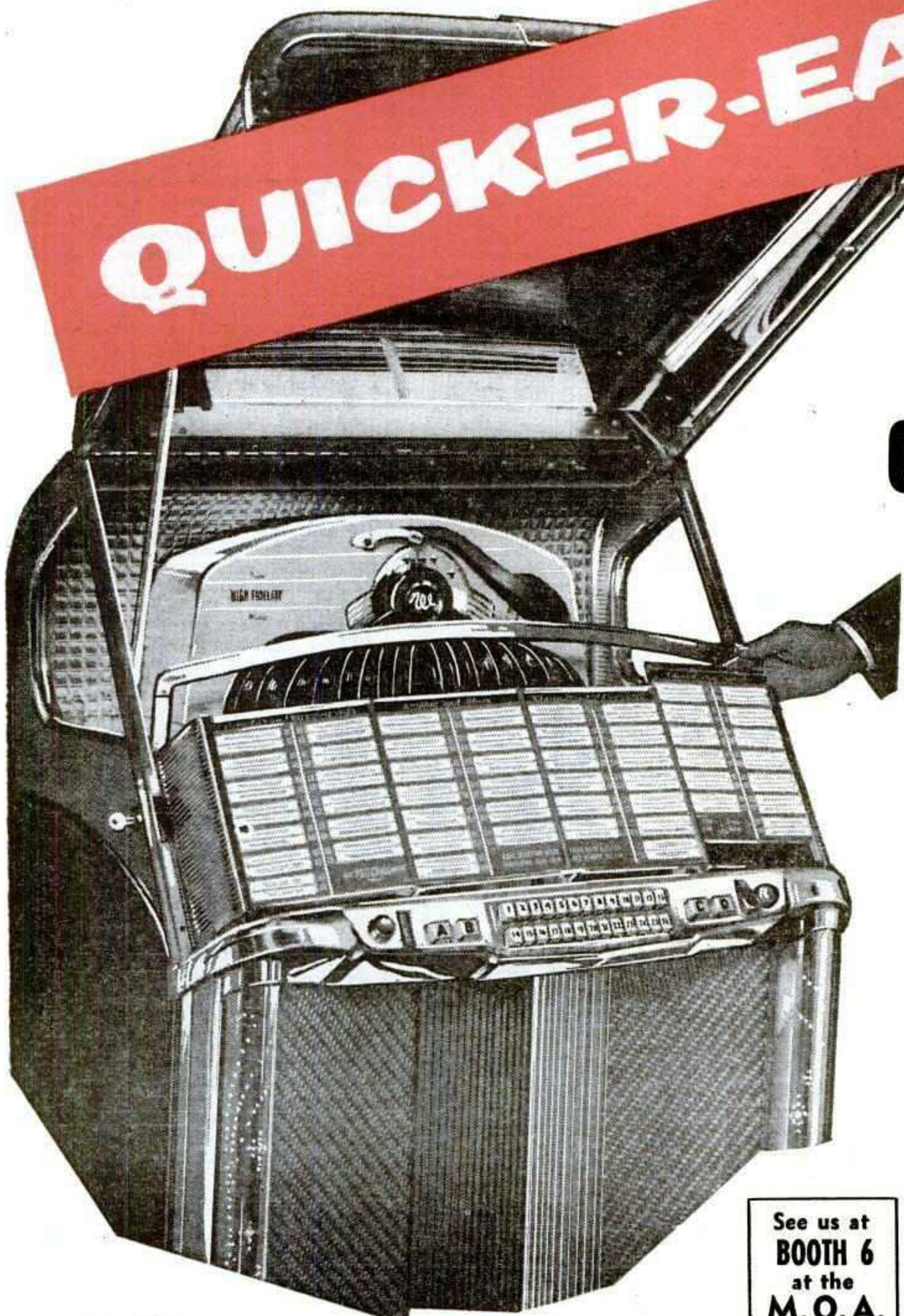
Program changing is

QUICKER-EASIER

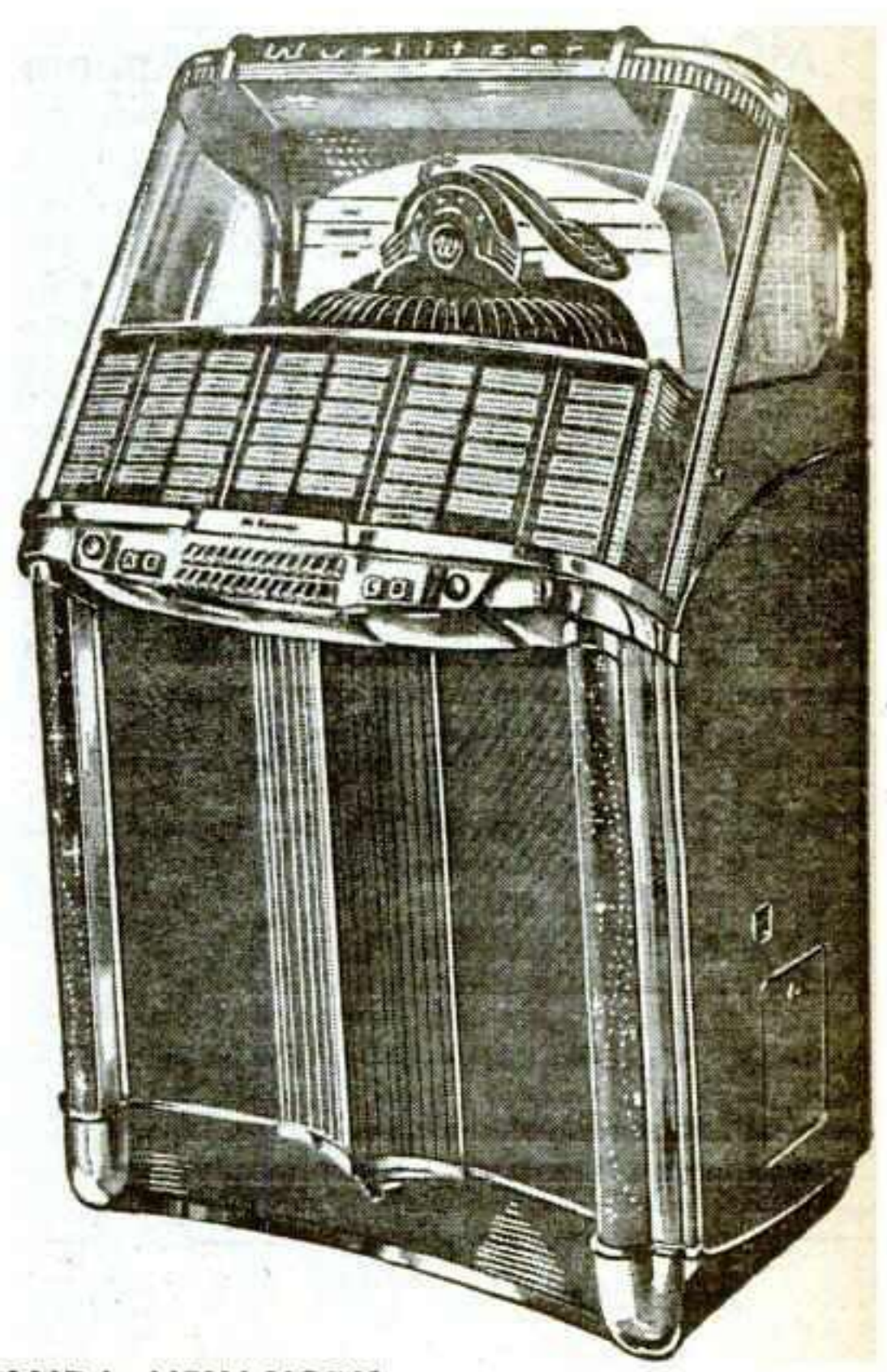
**than ever on the
WURLITZER
CENTENNIAL
model 1900**

Lift the Super-Vu window to position on its solidly fastened fall support. Flip up the chromed-trim lock rail. Each program holder slides up and out with ease. Moulded transparent backing prevents jamming or crumpling of strips. You've never made program changes quicker or easier.

The Wurlitzer Centennial Model 1900 is alive with such service-saving innovations—another reason why it is proving the industry's greatest money-maker.



See us at
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

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

April 27—Washington Music Guild, monthly meeting, Ambassador Hotel, Washington, D. C.

April 29—Alabama Amusement Association, general meeting, Whitley Hotel, Montgomery.

April 30—Central States Phonograph Operators' Association, monthly meeting, Peoria, Ill.

May 1—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

May 1—California Music Merchants' Association, Los Angeles division, monthly meeting, association headquarters, Los Angeles.

May 1—Washington Music Merchants' Association, monthly meeting, association headquarters, Seattle.

May 1—West Virginia Music Operators' Association, monthly meeting, Richmond.

May 2—Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.

May 2—Summit County Music Operators' Association, monthly meeting, Akron.

May 3—California Music Merchants' Association, Sacramento division, monthly meeting, association headquarters, Sacramento.

May 5—Region I National Automatic Merchandising Association, regional meeting, Sheraton-Plaza Hotel, Boston.

May 6—National Coin Machine Distributors' Association, dinner meeting, Morrison Hotel, Chicago.

May 6-8—Music Operators of America, annual convention, Morrison Hotel, Chicago.

May 7—Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.

May 8—Automatic Equipment & Owners' Association of Indiana, monthly meeting, association headquarters, Gary.

May 8—Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton-Gibson, Cincinnati.

May 9—Retail Amusement Association of Canton, O., monthly meeting, Massillon, O.

May 10-13—National Vendors' Association, annual convention, Morrison Hotel, Chicago.

May 10—Massachusetts Music Operators' Association monthly meeting, Beaconsfield Hotel, Brookline.

May 10—Western Massachusetts Music Guild, monthly meeting, Ivy House, West Springfield.

May 14—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

May 19—Region VIII National Automatic Merchandising Association, regional meeting, President Hotel, Kansas City, Mo.

May 21—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

May 22—Westchester Operators' Guild, fifth annual dinner, 42 Club Restaurant, Scarsdale, N. Y.

June 2—Regions X, XI, XII, National Automatic Merchandising Association, regional meeting, San Francisco Hotel, San Francisco.

June 2-3—Nebraska Music Guild, quarterly meeting, Pawnee Hotel, North Platte.

June 11—Wisconsin Music Merchants' Association, monthly meeting, Eau Claire, Wis.

June 13—Coin Machine Division's annual dinner for the United Jewish Appeal, Sheraton-Astor Hotel, N. Y.

MOA Roster

Continued from page 85

ets, Inc., Genco Manufacturing Company, Exhibit Supply Company, Horoscope, Inc., and Fischer Sales and Manufacturing Company.

Trade papers and other firms confirmed are The Billboard Publishing Company, Downbeat, The Cash Box, U-Test-M Manufacturing Company, Vu Aid Sales, Inc., and the U.S. Navy Recruiting Service.

Information regarding the convention can be obtained by calling or writing MOA's Chicago convention headquarters at the Morrison Hotel. Larry Marvin heads the office.

ROCK-OLA

MODEL 1448

Worth More
When You Buy It

Worth More
When You Trade It

over **67,000 ACTIVE BUYERS** read

The Billboard Classified columns each week

'QUIET' DISK PROVES FLOP

BOULDER, Colo. — The age-old wisecrack, "The best juke box record is a quiet one," was put to a test here recently by faculty members of the Colorado University. As expected, tho, the "quiet record" proved to be a resounding flop.

Faculty members contacted the operator servicing the juke box in the school cafeteria, asked him if he would go along with the experiment and put a quiet record on the phonograph.

The operator went along with the gag, but not the students. When finding out about the silent disk, students made it a point to keep the juke box playing constantly and the louder the better. As a matter of fact, the quiet disk was played only once—by a faculty member.

'Fools in Love' Tops MOA List

NEW YORK—Selected as the nation's top juke box disk Saturday night (21) on "National Juke Box," the ABC radio program prepared by the Music Operators of America, was "Why Do Fools Fall in Love?" with the Teen Aegers on Gee Records.

Regional favorites were "The Poor People of Paris," with Les Baxter on Capitol; "I'll Be Home," with Pat Boone on Dot, and "The Stars and Stripes Forever Merengue," with Gloria Parker on Gloro. Voted the most promising disk was "Ya Ya Ya," with Alvy West on AMPA.

UMO Office Installs Automatic Telephone

DETROIT—The United Music Operators of Michigan had a telephone installed in its office at the Fort Wayne Hotel which provides automatic phone answering service.

Operators calling the office after closing time, will be informed that the telephone is automatic, then the machine will record the caller's name and phone number for the association's secretary to transcribe in the morning.

Papers Push

Continued from page 85

phone call and the candy bar—had long ago been forced to increase the price.

The articles stressed that operators would be able to give better service and offer a wider selection of music on 10-cent play.

To bring about this favorable publicity, Davis Distributing prepared sample news releases for all editors in the area, had representatives call on them in person. Davis also hired the firm of Doug Johnson Associates, a Syracuse public relations agency (The Billboard, April 14), to assist in promoting the change.

Harry Wertheimer, manager of the Albany Davis office, said that he expects the area to be 80 per cent dime play before the drive is over.

N. J. Operators

Continued from page 85

point-of-sale accessories to stimulate business, and the gauging of supply properly indexed and programmed records to meet the demand.

The souvenir book contained a directory of phonograph distributors, title strip manufacturers, game distributors, record outlets, one-stops, record labels and a listing of MGNJ members.

COINMEN YOU KNOW

Detroit

By HAL REVES

MRS. SMALL CONVALESCING. Mrs. Bernice Small, owner of the Jukebox Company and wife of Roy Small, conciliator for the United Music Operators (UMO), has been discharged from the hospital. Small took her to Grand Rapids, where she will remain sometime at her mother's home to convalesce. . . . Harold Conn, owner of the C and C Music, is planning to dispose of his route and retire from the operating field. . . . Mrs. Fay Grossman, formerly with Miller-Newmark Distributing Company, has joined the UMO staff as office secretary. She succeeds Sonny Sears, now with the Ford Motor Company.

The UMO has moved to new offices in the Fort Wayne Hotel. . . . Larry Gentile, local disk jockey, and Roy Small joined the commanding officer of Selfridge Air Base as judges for the amateur talent contest held for servicemen. Top prize winner to appear on the Ed Sullivan video show.

William Kus, who heads Bill's Popcorn Machine Repair Service, is now active also with Confection Cabinet Corporation. . . . Steve Brancalone has registered title as sole proprietor of the Gaycoin Distributors, 4866 Woodward Avenue. The firm, established about 10 years ago by Gerhard Wobermin, is a "descendant" of the historic pre-war J & J Novelty Company operated by James A. Passanante, of Detroit and Miami. . . . Headquarters of Sam's Music, formerly located in Detroit on Field Avenue, have been moved to St. Clair Shores (20921 Martin Road). Established by the late Sam Ciaramitaro, it is now operated by his son Philip.

Chicago

By KEN KNAUF

MOA SITE IN FLURRY. The Morrison Hotel, site of the the annual Music Operators of America convention, is beginning to jump with activity. Larry Marvin, of Sacramento, who heads the MOA headquarters at the hotel, is keeping busy rounding up exhibitors and making sure there are enough rooms reserved for member operators when the convention opens. . . . In town lending Larry a hand last week was Les Montooth, of Peoria. Les says that dime play in Peoria is coming fine—the move has spread out into the neighborhood spots, too. . . . George Miller, MOA president, arrives in town Sunday (22). He'll only stay a few days, then fly to Washington, where he'll meet with Hirsh de La Viez.



MONTOOTH

Ben Coven, Coven Distributors, reports business is on the up-swing. Coven's speaker line is moving along faster than expected. . . . Carl Christianson, also of Coven, reports that Jerry Schumann has left Coven's sales staff. . . . Ed Ratajack, director of sales at AMI, off to Grand Rapids, Mich., next week. . . . Al Mason, also of AMI and a familiar face around Chicago, was appointed Southwestern sales representative of AMI last week. Chicago operators wish him lots of luck in his new job. . . . Eddie Ginsberg, head of Atlas Music, Seeburg distributor, reports the firm's weekly service school pulled a big turnout last week. The school is held at the firm's headquarters every Wednesday.



SHEFFIELD

Wally Finke, First Coin Machine Exchange, says partner Joe Kline is out scouting around for a summertime hacienda in the north woods of Wisconsin. Joe's daughter will be at camp up there soon. Visitors at First last week included Dick Savoie, Gilman, Ill.; Sam Gray, East Chicago, Ind., and Ed Blumenfeld, Michigan City, Ind. . . . Edward Krynski and Carl Johnson are now proprietors of Emco, new Chicago game manufacturing firm. . . . Ralph Sheffield, Genco director of sales, back from a trip thru the Southland. Dave Rosen, Philadelphia, was a Genco visitor last week.

Word has been received by friends here that Mrs. Rufus Whitehead, wife of R. R. Whitehead, widely known distributor of bulk machines, equipment and supplies in Atlanta, is in a serious condition at St. Joseph Hospital there where she underwent a lung operation. . . . Special offer, the Garrett bombshell cocktail. It's presented to visitors at the home of Bill Garrett, head of Allied Vending Company. The concoction, according to rumors, is comprised of six different liquors.

Memphis

By ELTON WHISENHUNT

CARLYLE VISITS CANALE. Band Leader Russ Carlyle visited Drew Canale, president of Canale Amusement Company, last week while in town to play a one-nighter. . . . Clarence A. Camp, president of Southern Amusement Company, is spending spring weekends at his cabin on Horseshoe Lake in Arkansas, 30 miles from Memphis. . . . Parker Henderson, general manager of Southern Amusement Company, recently made two trips in his Tri-Racer plane to see customers. He flew to Natchez, Miss., and Little Rock, Ark.



CANALE

Parker reports a number of Mid-South ops were in shopping, including LeRoy Williams, S & W Sales Company, Bernie, Mo.; Harold Young, Broadway Music Company, Caruthersville, Mo.; Tom Armstrong, Armstrong Music Company, Brinkley, Ark.; James Howard, Dixie Amusement Company, New Madrid, Mo.; Henry Hitchcock, Jonesboro Music Company, Jonesboro, Ark., and J. L. Long, Long Amusement Company, Hollandale, Miss.

Claude Shute, owner of Shute Vending Company, one of the largest penny gum and nickel charm vending firms in the Mid-South, busy these days keeping machines on his big route serviced and in good condition. . . . John D. H. Meyer, owner of Meyer Sales Company, and R. E. Swanson, owner of Chickasaw Canteen Company, are converting their vending businesses to summertime fare. They own two of the largest food and drink vending operations in Memphis.

Oklahoma City

DICKSONS ON ARK. TRIP. Mr. and Mrs. Dickson, Dickson Distributing Company, are on vacation in Arkansas, fishing for bass at Washita Lake. . . . J. C. Hunter, Chickasha, Okla., has converted his territory to dime play thru use of Chickasaw V-200 and EP records. . . . Dave Sutherland making preparations for showing Seeburg V-200 at the Oklahoma Restaurant Associations' Convention at Tulsa, April 23-25.

Dick Warren, service manager at Dickson Distributing Company, had a bout with a virus infection. . . . Faye Lowthers, Davis, Okla., buying records and looking over new Chicago Coin pool tables. . . . Eddie Lynch, Carnegie, Okla., in purchasing pool games for his route. . . . Bill Sutherland, salesman with Dickson Distributing, still shaking off the dust from a recent trip thru the Texas territory. Bill's quote: "Never saw it rain dust before."

Clark Richardson, of Borger, Tex., uncrating a new juke box and saying more locations going on dime play. . . . Julia Silva, United Distributing, Laredo, Tex., trucked to town picking up used equipment for export. . . . D. L. Morrow, Enid, Okla., busy moving to his new building. . . . Larry Buckley, Enid, Okla., the talk of the town with his new display of background music equipment in front of his store. . . . Bill Johnson, Tulsa, Okla., in buying new route pieces. . . . Lester Hert, of Altus, Okla., getting ideas for setting up a central studio for changing records on his many juke boxes.

Bob Lester's family recovering from a recent attack of chicken pox in Duncan, Okla. . . . Wilbur Pristage, Lawton, Okla., slipping off for a few moments of relaxation shooting pool at the new AMVETS Club. . . . Ben Hutchins, Lawton, Okla., set to open his park and swimming pool. Ben's sons, Buck and Bob, are currently running the coin machine route, while Hutchins is busy with the park. . . . Otto Gage, Fayetteville, Ark., buying out the coin route of Enterprize TV, Inc. . . . Vevnon Moore, and wife, Pampa, Tex., here visiting daughter and grandchildren. . . . Gene Meese, Rogers, Ark., up and around after his recent heart attack. . . . H. E. Staples, Tulsa, Okla., enjoying life now after three months on a soup diet.

Boston

By CAMERON DEWAR

INTEREST UP IN OUTDOOR EQUIPMENT. After a delay caused by the storms in the area, shipping of kiddie rides and games has taken a big upswing. . . . Irwin Margold, Trimount Automatic Sales Corporation, says business in outdoor games looks like it will hit a terrific total this year. Spring has brought a re-awakening of interest in this commodity. . . . Word has been received that Dave Bond and his wife have reached Rome and are enjoying the sights of the Eternal City.

Business took a surge at Redd Distributors and sales chief Bob Jones pitched in and helped so strenuously that he wracked his back. He now has a little time to think out some of the problems of how to get enough pool sales. . . . Louis Blatt, Atlas Distributors, back from Florida after a rest and is ready for anything. Reports AMI getting excellent acceptance and business is booming.

Ed Ravreby, Associated Amusements, finds United's Star Dust a big seller. . . . His daughter, Ruth Mae, and son-in-law, Richard Mandell, are busy setting their new home at 118 St. Paul St., Brookline. . . . Mystic Automatic Sales Company of Medford was taken for \$200 when a thief unlocked the truck and safe. Driver off by the pallidino said the burglar alarm was shut off by the pallidino.

The pleasant spring sun has brought out more operators to look at merchandise. Among them were Luke Levine, of Brookline; Si Jacobs, of Boston; John DeStefano, of Revere; Henry Levine, of Milton; Jerry Pothier, of Gloucester, and Connie Poices, of South Boston.

Miami

By RAOUL SHAPIRO

NEW YORK OPS IVADE MIAMI. . . . The spring season brought many New York ops to Miami. Seen during one day's visit to the Beach were George Holzman, Al Denver, Max Weiss and Ruth Michaelson. Mrs. Michaelson was accompanied by her husband, Murray, and beautiful daughter, Enid. Also here for business and rest is Jack Pearl, vice-president and legal eagle for King Records. After soaking up enough sunshine to overcome the smog, Jack will leave for Los Angeles.

Congrats to George Othen, of Melody Music Company. George became a father of a boy. Mother and son doing fine. Clyde Murrell, Murrell Amusement Company, has found time from running his route to enter politics. Clyde is running for County Commissioner. Mel Schwartz, Mellow Music Company, vacationing in New York these past few weeks.

Ken Willis, Bush Distributing Company, back from a fast sales trip to the West Coast. Ken reports business fine. Ozzie Truppman, also of Bush Distributing, under the weather, but after taking some of those new miracle shots, feeling fine. . . . Another guy who can thank the miracle of drugs is Walter Zarzycki, local juke box operator. Walt ran a piece of wire up his hand. Arm swelled up like a balloon. It's almost normal now. Dave Friedman, American Operating Company, pushed in the fender of his car. Of course, it was the other guy's fault.

Ted Bush, of Bush Distributing Company, back from a trip to Havana. Couldn't have much work, what with that beautiful tan. In town for their record supply were Red Gurkin, Belle Glades Music Company; Frank Brady and Earl Guy, of Crosby Music. All report business fine. Music Makers, Inc., recently installed their own gas pump to service their cars and trucks. So what happened? Someone stole all the gas. Norman Rogers, R&S Music, spent a week in the hospital. Says he feels pretty good now.

Milwaukee

By BENN OLLMAN

EXPRESSWAY THRU SHOWROOM? Bob Puccio and Joe Pelligrono, P. & P. Distributors, are in the midst of a legal hassle to keep a modern highway from running thru their coin machine showrooms.

MUSIC OPERATOR FORUM

Do More Selections Increase Juke Play?



When a location is given a juke box offering a greater number of selections than the previous one, do collections increase? The overwhelming majority of operators participating in this week's Music Operator Forum answered yes.

As shown on the accompanying chart, 81 per cent of the operators stated the juke box play increased when a newer model was put on location. Quite naturally, the amount of increase varied considerably. Four per cent of the operators said added selections increased play greatly, 64 per cent classified the increase as noticeable, 18 per cent said it went up a little, and the remaining 14 per cent labeled the increase as very little.

With regard to increased play as it affects net and gross takes, operator answers also varied. Of the 81 per cent that said play did increase with newer equipment, 43 per cent said both net and gross takes went up, 36 per cent said only gross took up, 21 per cent said they weren't sure.

Reasons for increased play via multi-selection phonographs were better programming, modern cabinet design, tone quality.

Hal M. Haller, Haller Amusement Company, Miami, neatly summed up the advantages of multi-selection equipment with regard to better programming: "Thru multi-selection equipment, operators can add new selections—such as special requests, holiday numbers, old favorites, dinner music, etc.—without disturbing the current hits or location favorites. Any play received as a result of an increase in the number of selections represents new money for an operator."

In listing advantages of multi-selection equipment over older machines, a few operators pointed out that the newer equipment not only increased play but cut service calls as well.

Nearly all operators mentioned competition as a major reason for the rapid changeover to multi-selection equipment in the industry.

Forum operators were somewhat reserved in their opinions of 200-selection phonographs. The

majority said they thought the point of diminishing returns would be reached with so many selections.

This week's Forum clearly reflects the trend to newer equipment: 80 per cent of the operators reported that nearly two-thirds of their routes were covered with equipment featuring 80 or more selections, 43 per cent said that nine out of 10 machines on their routes were of the multi-selection variety.

It is matter of fact in the automatic phonograph industry that anything older than multi-selection equipment is out-dated. The resale value of prewar or early postwar equipment is negligible. The trade-in value on such equipment does not even begin to take care of the down payment required on new phonographs.

The Billboard's Annual Music Operator Poll showed that better than 55 per cent of the nation's juke boxes on location were geared for multi-selections in 1954. The 1955 Poll (which will appear in the May 12 issue) is expected to show this figure well in the 60 per cent bracket.

How They Voted

- Of the total number of juke boxes that you operate, what percentage are 80 selections or more?
 43% Over 90% 17% 60-75% 7% 25-40%
 20% 75-90% 10% 40-60% 3% less than 25%
- When you place a juke box in a location offering a greater number of selections than the previous one, do your collections increase?
 Yes No
 81% 19%
- If collections do increase when placing equipment with a greater number of selections, how much do they increase?
 4% Collections increase noticeably.
 64% Collections increase noticeably.
 18% Collections increase a little.
 14% Collections increase very little.

Variety and Increased \$\$. . .

BERT LIESCH, Milwaukee: "Larger selection phonographs enable operators to give the public a greater variety of tunes to choose from. The new equipment provides operators with the opportunity of programming more standards and old favorites, and they don't have to pull the hits as quickly. However, I do believe that somewhere around 100 tunes should be the limit."

A. C. STURGES, Jamaica Plain, Mass.: "Multi selection equipment enables operators to offer a greater variety of music to the public—not just more popular tunes, but greater classifications. I consider the 100 to 120-selection phonographs a great improvement over the old 20 and 40-selection machines. However, I do not believe the 200-selection machines are so great an improvement over the 100's as to warrant a rapid changeover."

Superior Distributing, Inc., Gardenville, N. Y.: "With more selections, a larger class of customers can be satisfied. Thus, some customers might play a phonograph because they like an old favorite or a standard which would not have been programmed on a smaller juke box."

S. L. CRAWFORD, Miami, Ariz.: "More selections attract the public's eye, therefore, machines get more play. However, there is still a need for smaller machines in the marginal or B type locations. I find the secret of high play on any juke box, even the multi-selections, is to keep it loaded with current hits. It costs dollars, but it pays off."

JULIUS NELSON, Fayetteville, N. C.: "With the increased number of selections, there is little chance of an operator missing a tune that a customer might want to hear. Customers like to know they have a choice, even tho they only play a few select numbers."

DOUGLAS DETRICK, Auburn, Ind.: "By featuring a greater number of selections, the public can satisfy their musical wants easier—therefore, more play and increased gross takes."

W. H. CRANE, San Antonio: "Larger selection machines help because the public, now more than ever before, likes a larger variety of everything."

C. MARCHETTI, Rio Dell, Calif.: "Larger selection machines means a better variety of records. Operators can cover all types of music without crowding out the standards, and they can cater to the specific tastes of any given location."

Other Views . . .

H. E. PATTON, West Chester, Pa.: "Altho our route is over 90 per cent covered with 100-or-more-selection phonographs, our records show there has been little dollar increase as a result of the larger machines."

K. W. VOECH, Glen Ellyn, Ill.: "Actually, cabinet changes mean more to a juke box customer than an increase in the number of selections."

LOYD L. KIESTER, Frontenac, Minn.: "I believe that competition, not increased collections, is the biggest factor in the success of modern multi-selection equipment. In other words, what John gets, Charlie wants."

DUANE KNUTSON, Fertile, Minn.: "Certainly the new multi-selection phonographs are better looking and have a better tone quality than the older machines. However, I do not think play increases proportionally with the added cost of the equipment. When you really study the play meters, you find that only a few numbers are getting all the play."

J. A. CRANDALL, Carlton, Ore.: "I do not believe that multi-selection equipment has increased collections." The equipment is important to operators, however, to meet competition.

Countners, Inc., Seattle: "Modern multi-selection equipment seems to reduce the number of wall box installations needed. That's fine with us, it cuts service calls."

Next Week: What Value Programming?

For a number of years the city has been buying properties for the expressway, with the P. & P. building among those scheduled to be torn down to make room for the road.

Badger Novelty Company's head man, Carl Happel, is marking his 27th year in the industry. No big party, just a big smile around his ever-present cigar because business has been good. . . . Stu

(Continued on page 92)

SOMEWHERE IN THE WORLD . . .

There's a buyer for your talents — services — or merchandise.

Chances are you'll find him among the 67,000 who read THE BILLBOARD classified columns every week. And finding him this quick, easy way can cost as little as \$3 —!

Continental to Make Full Line Of Food Vending Machines

Pre-Brew Coffee Unit May Be First; Extra Shift Seen for Corsair Manufacturer

WESTBURY, L. I., N. Y.—Expansion plans for the Continental Vending Machine Corporation entail the manufacture of a full line of vending machines, Al Kahan, Continental sales manager, disclosed last week.

In June, the firm breaks ground on a 35,000-square-foot addition which will double its existing plant facilities. The addition is expected to be in operation by late fall.

Kahan explained that initial production in the addition will be devoted to the manufacture of Corsair cigarette machines. He pointed out that other Continental vending machines are still in the drawing board stage and probably won't get into production until 1956.

However, he did disclose that the first new unit will probably be a pre-brew coffee machine, with pastry, candy and sandwich machines to follow.

In the meanwhile, the Corsair cigarette machine production is going full blast. Current production of the 20-column vender is at the rate of 1,000 a month. A night shift, soon to be added, will boost

monthly production to 1,600, Kahan said.

The firm has now resumed taking orders on Corsairs. Operators had been notified on March 1 that no new orders could be taken until production caught up with back orders.

Kahan said that in less than 10 months of operation, 7,000 Corsairs are now on location, 1,000 of this total operated by National Cigarette Service, Continental's operating arm.

Sales are handled directly from the factory, with eight representatives covering the country. They are: Tom Cola, Southeast; Jack Vinson, Southwest; Harry Gosch, Mid-Atlantic; Fred Roland, Midwest; Marty Bressack, metropolitan New York; Ely Glassman, Los Angeles; George Gans, West, and Dan Carr, at large.

The plant currently employs 200 persons, 150 of whom are production workers. The addition of a

(Continued on page 93)

Sid Lovitt Ready on Malted Milk Vender

Production Gets Under Way in Mid-June; Drink Capacity Is 360; List Is \$1,095

PROVIDENCE—Lovitt Enterprises here, headed by Sid Lovitt, local Coffee-Mat distributor, will soon come out with a milk shake vending machine.

The unit will be manufactured under contract by the Florence Stove Company in Gardner, Mass. According to Lovitt, production will get under way by mid-June, with the monthly output ranging from 150 to 400, depending on sales.

Capacity of the machine will be 360 eight-ounce drinks, with a cup capacity of 500. Drinks are dispensed in bulk from two 10-gallon milk cans.

Specifications

The vender is 70 inches high, 34 inches wide and 23 inches deep. It will list for \$1,095. It will vend for either 10, 15, 20 or 25 cents with a National rejector changer.

A milkshake concentrate—strawberry and chocolate-flavored—has been developed by Bowey's in Chicago. Milk is added to the

concentrate and deposited in 10-gallon cans.

Stainless steel paddles, one in each can, constantly agitates the mixture to give it the proper consistency for delivery. When one can empties, the other can delivers the malteds.

Delivery Cycle

As the milkshake fills the cup, the weight of the drink causes the delivery door to become unlocked and chimes ring to tell the purchaser his drink is ready. The dispensing cycle is five seconds.

After the drink has been removed, a buzzer signals the purchaser to close the door. Condenser is a quarter-horsepower Tucemseh, and drinks are delivered at 28 degrees.

According to Lovitt, operator cost per cup is about 6.5 cents. He explained that the mixture may be prepared by local dairies.

The machine will be known as the Florence Shake-a-Mat and will

(Continued on page 92)

CHAIN STORE TEST

Grand Union Mulls Vari-Vend Battery

EAST PATERSON, N. J.—A battery vending installation on the parking lot of the Grand Union Company headquarters may be in the offing. Grand Union is one of the largest grocery chains in the East.

The proposed installation involves 10 Vari-Vend machines, which list for \$1,695 each. The deal will pend, tho, on the approval of the East Paterson Board of Adjustment, which meets Thursday (26).

To date no effort has been made on the part of chain markets to vend merchandise on any scale. If the East Paterson effort proves successful, similar installations may be placed in other outlets.

Permission Sought

Emerson Brightman, Grand Union's director of grocery and non-food operations, in a recent meeting before the Board of Adjustment, said the chain had not definitely decided to install the machines, but wanted to learn if it was all right to use the parking lot as a vending location.

Brightman added that while the vending machines discussed were

Vari-Vends, no decision has been made as to whether the machines of another manufacture may be substituted.

Current plans call for five machines placed back to back in a parking lot across the street from the store which is part of the Elmwood shopping center. The firm's main offices are in the center and the chain performs many merchandising experiments there.

Packaged Meats

Emphasis will be on foods which people pick up at night—butter, eggs and bread. Packaged meats are also under consideration.

The machines will be refrigerated and have canopies. They will be able to vend items selling for up to \$2.

Cookie Makers Form Assn.; Set May Meeting

NEW YORK—The recently organized Peanut Butter and Cookie Manufacturers' Association plans to open its next board of directors meeting to the entire membership. The meeting will be held in Charlotte, N. C., in May.

The membership roster is composed largely of firms who produce confectionery items for the vending trade. The following firms comprise the membership:

Austin Packing Company, Baltimore; Barcelona Distributing Company, Baltimore; Bob's Candy & Peanut Company, Albany, Ga.; Drennon Food Products, Atlanta; *(Continued on page 97)*

Name Whittaker Head of NECCO

CAMBRIDGE, Mass. — John M. Whittaker, who joined the firm in 1952, was elected president of the New England Confectionery Company at a recent meeting of the board of directors.

Whittaker succeeds Philip M. Clark, who was named chairman of the board of directors. Clark has been with NECCO since 1921. He served in the Navy during World War II.

Officers elected were: William H. Vogler, vice-president and treasurer; Linnel E. Studley, vice-president; Frederick Garrison, vice-president; Robert Singer, clerk of the corporation, and Ernest Palumbo and Richard F. Mills, assistant treasurers.

Stockholders at the annual meeting re-elected the following directors: Clark, Robert G. Emerson, James Garfield, Russell Stearns, Henry O. Tilton and William Vogler.

FOOD TOPICS SURVEY SHOWS:

Supermarkets Chart Expansion For Automatic Merchandising

NEW YORK—Vending machines are making considerable progress in supermarket locations, according to a survey completed this week by Dr. Paul C. Olsen, director of research for Food Topics.

The survey, which appears in the April 23 issue of that publication, shows that 42 chains plan to have 1,870 vending machines on location in 1956, a gain of 9.6 per cent over last year.

Dr. Olsen and his staff received replies from 51 chains operating 1,388 stores. Of this total, 42 chains—operating 94 per cent of the stores covered in the survey—currently have vending machines on their premises.

16% of Stores

The 10 chains in the group which plan additional automatic merchandisers constitute 16 per cent of the stores in the 42 chains.

While the survey did not distinguish between machines owned by the chain and machines operated by route venders, it would seem

that most of the machines are not location owned.

For example, bulk vending machines accounted for about 50 per cent of the machines currently on location. These units are invariably operated by outside operators. The survey showed 469 ball gum machines and 369 1-cent candy units or location. Charms were not mentioned, but they may be covered in the ball gum figure.

(Editor's note: Altho Food Topics' survey figures are impressive, the bulk vending growth in chains is even greater than shown in the poll. For example, there are ball gum vending machines in most of the 625 National Tea stores alone and both ball gum and charm venders in the more than 140 Walgreen Drug Stores in the Chicago area.)

Bottle Venders

Another leader is the bottled soft drink machine—410 on location. These units could be operated by the store or by the local bottler.

Surprisingly enough, the ma-

chine which may show the greatest percentage expansion this year is the ball point pen vender—from 35 to 79—a jump of 126 per cent.

Other proposed increases are ice cream, to jump 6.4 per cent to 41; cup drinks, to rise 22 per cent to 50, and cigarettes, to increase 21 per cent to 70.

Other Gains

Anticipated gains for 1-cent candy are from 369 to 409 machines, and bottled drinks from 410 to 435.

Only 3 per cent of the chains surveyed have vending machines primarily for employees; these units were hot beverages and bottled drinks. No increase is expected.

Latest wrinkle in supermarket vending is the installation of automatic merchandisers in parking lots. Currently, the Grand Union chain is contemplating such an installation in East Paterson, N. J. *(see separate story)*.

Only 26 machines were reported on outdoor locations. These in-

(Continued on page 95)

Study Urges Industry Aid In Milk Sales

WASHINGTON—Milk vending machines should play a larger part in expanding domestic milk consumption. The point was made in a recently released study, "Dairy Dilemma," made for the National Planning Association by Dr. Ernest Feder, of the University of Nebraska.

Stimulation of milk sales by vending machines and other techniques should be "encouraged and increased" by industry and government programs to step up milk consumption, the NPA study reports.

"Fluid milk should be made more available thru different and better methods of distribution," is an added footnote by Frank App, member of NPA Agriculture Committee and president of Northeastern Vegetable and Potato Council. "A good example of this is the recent development of vending machines which have met with

(Continued on page 91)

HEH, GI'S, UNK HAS THE ANSWER

NEW YORK—Yep, even Uncle Sam has his troubles when it comes to being an operator in the automatic merchandising field. But he's got ideas how to prevent that annual loss of \$400,000 if the G.I. Joes don't start co-operating.

The loss is thru the non-return of soft drink bottles taken from vending machines. According to Major Gen. H. L. Peckham, chief of the Army and Air Force Exchange Service, it takes away upward of \$1,000 daily from the welfare fund.

A survey revealed to General Peckham that 75 per cent of the loss is accounted by empties being tossed into trash cans. So the directive may be: "Orders to trash trucks not to pick up containers containing bottles."

That command could raise an "awful stink," especially on days when a soothing zephyr blows across the chow house.

PCA to Stress Vending At '56 N. Y. Conclave

CHICAGO — Special emphasis will be placed on the advantages of vending at the combined convention and exhibition of the Popcorn & Concession Association, Theater Owners of America, Theater Equipment and Supply Manufacturers' Association and Theater Equipment Dealers' Association September 20-24 in New York.

The exhibit and conclave will be held at the Coliseum and Hotel Statler with officials anticipating an attendance of 8,000 for the four-day show, according to Bert Nathan, Theater Popcorn Vending Corporation, Brooklyn, and president of PCA.

Ask Ops' Co-Operation In Tenn. License Muddle

MEMPHIS — Claude Shute, owner of Shute Vending Company, has urged all bulk machine operators to co-operate with city, county and State authorities in clarifying licensing of penny venders.

The licensing situation is confusing due to the new State law and conflicting attitudes taken by city and State licensing officials.

The new law, which went into effect last January 1, says the annual State tax on each penny vender is \$1.50; county tax, \$1.50, and city tax, \$1.

Involved also is a 25-cent clerk's fee on city license, but the payment of a quarter is good for buying one or 100 licenses.

Disagree on Law

The confusion lies in the interpretation of the new law, which states that operators do not have to pay the licensing privileges if he pays a \$1 fee per machine to permanently register it with the State.

This fee does not have to be paid again because the operator receives a sales tax number from the State and must pay 1.5 per cent gross from each unit monthly of sales tax.

Adding to the muddled affair is the statement by H. P. Foster, inspector for the State Department of Finance and Taxation, that venders sponsored by civic organization do not require a license fee, nor pay sales tax as the proceeds went to charity.

Sloan O. Craig, collector of licenses and privileges for Memphis, disagreed with Foster. Profits from the machines, he stated, went to the operator just the same. Therefore, ops are required to pay the city license fee if their venders did not have a State license on it.

Merchant License

Adding to the complication is the fact that bulk operators already are paying a merchant's license fee as a retailer.

As the result of the fee, the operators have posed the question: "What right does the license collector have to double tax them?"

Tax authorities and Shute agree that paying the 1.5 per cent gross on each machine would cost the operators less than the license fees for each unit.

"It's very lenient for us," Shute claimed. "We couldn't ask for anything better. That's why all vending operators should co-operate and help straighten out this matter."

Under the 1.5 per cent gross clause, Shute said that when he bought merchandise, he would not have to pay sales tax on it. Instead, he pays the 1.5 per cent gross, which allows the deduction of the 3 per cent State sales tax on merchandise purchased.

Study Urges

Continued from page 90

unexpected success when properly placed and operated."

The National Planning Association began discussions in April, 1954, on the over-all picture of U. S. dairy industry today. Dr. Feder was asked to undertake a co-ordination of the "situation occasioned by changing consumer trends, the price pattern, and the regulations affecting dairy production." The NPA is an independent, non-political and non-profit organization representing different segments of American industry, agriculture and the professions.

RECONDITIONED VENDORS

All Machines Completely Checked and Ready for Location—Order With Complete Confidence.

BULK VENDORS

- Silver King, 1c or 5c \$ 8.50
- N.W. Model 49, 1c or 5c 12.50
- N.W. 39, 1c Porcelain 7.50
- N.W. Deluxe, 1c or 5c Comb. ... 9.95
- Masters 1c & 5c Comb. 9.95
- Acorn 1c 9.95
- Silver King 5c Hot Nut 9.95
- Asco 5c Hot Nut 7.50
- Mills 6 Col. Tab 17.50



Alax 5c Hot Nut Vendors, recond., incl. stand and cup dispenser. Write for SPECIAL price! **\$64.50 EA.**

1/3 deposit, balance C.O.D.

Rake Coin Machine Exchange
609 A Spring Garden St., Philadelphia 23, Pa. Lombard 3-2676

SENSATIONAL!



ALL NEW SUPER MART
\$29.50 each
F.O.B. factory

WORLD FAMOUS STANDARD TOPPER
\$13.25 each
\$12.75 100 or more



Finance plan available. Very liberal trade-in allowances on your obsolete venders.

WEST COAST'S LARGEST SUPPLIERS OF CHARMS

Write For Complete List

STANDARD SPECIALTY CO.

5115 E. 14th St., Oakland 1, Calif.



VICTOR Standard TOPPER
1c BALL GUM VENDOR
\$13.25 Each

\$12.75 Each 100 or More
30 day money-back guarantee if not satisfied.

1/3 deposit on all orders. Write for lowest prices on filled capsules. Immediate delivery.

SPECIAL TRADE-IN OFFER
As High As \$6.00 Per Machine On VICTOR TOPPERS
Send Us Your List.

VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa. Phone: LOcust 7-1448

ELECTRIC MONEY MAKER! Famous ACME ELECTRIC MACHINE

Sample \$24.35
2 to 11.... 19.50
12 to 49... 18.25
Bracket 1.00
Floor Stand.. 5.00
1/3 deposit, bal. C.O.D., F.O.B. N. Y.

Vibration is the law of life. The medical profession has placed its sanction on the employment of electric and vibratory treatment for many ailments. The Acme Electric produces an electric vibratory current which can be increased at will indicated by pointer on dial.

Also one of the best amusement devices. Uses only one dry battery, usually good for 1500 to 3000 plays.

ORDER TODAY! J. SCHOENBACH

Distributors of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.

Cleveland Coin Machine Exchange, Inc.
Northwestern Corporation Distributors
2029 Prospect Ave. Cleveland, Ohio To: 1-6715
Write for prices.

Experienced Operators Say:
"YOU MAKE MORE MONEY WITH ..."

Northwestern

VENDING EQUIPMENT

PROVE IT TO 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.

MORE MONEY IN YOUR POCKET..
When You Buy From Pioneer!
VICTOR Standard TOPPER
\$53
SPECIAL! 4 Standard TOPPERS plus 25 lbs. of Gum plus 1,000 CHARMS **\$64**
CALL TODAY! PRescott 4-5358 All Victor models available, f.o.b. Brooklyn. Time payment plan, trade-ins accepted. Write for our filled Victor capsule list.
PIONEER VENDING SERVICE
590 Albany Ave., Brooklyn 3, N. Y.

GUGGENHEIM'S "GLO-LANTERN"

Really glows in the dark!
Looking for a brighter sales picture? Want to see the light? Here's an item that's sure to bring you the warm, happy glow of empty machines and overflowing cash registers. Assorted color plastic or vacuum plated lantern frames with actual luminous glow bulb. Plastic.....\$11.50 per thousand
Vacuum Plated. 15.00 per thousand
at your distributor or ..
Guggenheim
33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

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	6.50
Silver King 1c B.S. or Meds.	7.45
Silver King 5c	7.45
ABT Guns	30.00
Acorn 1c or 5c	8.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.77
Pistachio Nuts, Large Tulip	.74
Pistachio Nuts, Vendor's Mix	.67
Pistachio Nuts, Shell	.59
Cashew Whole	.63
Cashew Butts	.61
Peanuts, Jumbo	.45
Spanish	.29
Mixed Nuts	.55
Tabby-Lets, 520 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets (similar to M. & M.), 850 ct.	.40
Assorted Fruit Charms, 100 ct.	.42

Rain Bio Ball Gum, 60 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound \$.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

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LOngacre 4-6467

TV STARS MOUSE AND DUCK CHARMS
\$7.45 M Prepaid Shipment
Hand-painted, realistic! Remember Davy Crockett? Well, these are your Hot Numbers now. Write for Free Samples.
Ohio Gum Supply Corp.
Wickliffe, Ohio

PRE-CONVENTION RELEASE

As a sample of the kind of NEW CHARMS & GIMMICKS we shall unfold at the CONVENTION, we release our finest, newest:

CHARM SERIES #10

GOLD & COLORED VACUUM-PLATED
Over 100 NEW BEAUTIFUL CHARMS
\$3.00 per 1,000 f.o.b. Jamaica, N. Y.
Or: At Our Distributors.
Minimum Order 5,000 and Up.

We outdid ourselves this time. This is our NEWEST SERIES, our MOST BEAUTIFUL, as well as YOUR BEST BUY. Don't buy a thing 'til you get these.

SAMUEL EPPY & CO., INC.
91-15 144th Place
Jamaica 35, L. I., N. Y.

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

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.
Dept. B
3206 Grace St. N.W., Washington 7, D. C.

Send more details Send scale
\$20 deposit enclosed

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

BUCK TEETH
and
YOUR OLD MAN'S MUSTACHE

Send 35c for Regular Sample Kit of Charms

SURE LOCK—the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

TWO NEW FEATURE ITEMS—SUPER-SIZE! FOLDED FOR PERFECT VENDING

ORDER TODAY!

World's Largest Selection of Miniature Charms

PENNY KING COMPANY
2538 MISSION ST. PITTSBURGH 3, PA.



COINMEN YOU KNOW

Continued from page 89

Glassman is planning a vacation jaunt to New York following the MOA show in Chicago.

New branch manager at Capitol Records office here is Gordon Furman, replacing Howard Nichols, shifted to Chicago to take over as regional credit manager. Bob Thompson is now devoting his time to job of sales manager. Dick Kibbe is assigned to cover the metropolitan Milwaukee accounts. Handling the rest of the Southern Wisconsin territory formerly handled by Kibbe is newcomer Jack Freeman, working out of his home in Madison. Al-Ripley continues to cover the Northern area.

Sam Cooper, manager of the Paster Distributing Company, reports excellent business, with a flurry of orders for equipment from resort area operators. Herman Paster and Allen Nilva, from St. Paul headquarters, were visitors at the Milwaukee plant last week. . . . Kenneth Crum is the new roadman for Paster Distributing Company, covering Wisconsin and Upper Michigan. . . . New office girl at the Major Distributing Company is Phyllis Hoyer. This may bring confusion, since the office manager is also a Phyllis—Phyllis Kappenman. . . . Doug Opitz recently vacationed in Arizona. The Hilltop Coin Machine Company partner visited with former Beer City coinmen Mike Rischmann and Mike Chesnick, who live there.

Sid Lovett

Continued from page 90

be marketed by 10 distributors throughout the nation. One, Louis S. Wait, inventor of the machine, will handle West Coast sales from Los Angeles.

A three-week field test in a West Coast theater has just been completed. The machine was set at a 20-cent vend. Ten hand models of the unit have been made.

oak's GOLDMINE
TAB GUM MACHINE

the revolutionary Gold Mine is Oak's new streamlined, 10 column Tab Gum Machine. It vends not only tab gum, but also charm candies.

Gold Mine is built and guaranteed for mechanical perfection by Oak, the world's largest manufacturer of precision-built bulk vending machines.

Western Office OPERATORS VENDING MACH. SUPPLY
1023 S. Grand Ave.
Los Angeles 18, Calif.
Eastern Sales Office
M. J. ABELSON
2033 Fifth Ave.
Pittsburgh 19, Pa.

oak MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.



Ken Kulow reports plans for remodeling work at his Avenue Arcade in the making. . . . Dime play continues to grow out in West Allis, according to Red Jacomet, "but very slowly." Used records moving faster than ever at Red's headquarters. Biggest demand is for 45's, says Red. . . . Marcelline Bartol, office girl at United, Inc., leaving her job for a new post. . . . Candy broker Bob Morgan now handling the Walter H. Johnson line, long a favorite with candy vending operators. It was formerly handled by Pete Faith.

UP TO \$8 ALLOWANCE ON ANY MACHINE

In Trade for **VICTOR'S NEW SUPER MARTI** \$29.50

WRITE TODAY!

This Offer for Limited Time Only

Packed 2 to case. Minimum 1 case. Get on our mailing list free! Full line Victor Capsules, etc.

Arthur Graeff Co.
3121 Strathmore Toledo 14, Ohio WA. 7742



Washington

By DELORES NEWCOMB

SEES GOOD YEAR. Roger Squitiero, treasurer of Hirsh Machines, predicts a good year for the firm. . . . Collections for the first quarter are running well ahead of last year. Squitiero added that Hirsh has shortened the work day a half hour and is now closed on Saturdays. Skeleton crews will be available for service calls, however.

Pioneer Novelty Company is enjoying steadily increasing business, says co-owner Evan Griffith. Evan was recently chosen by members of the Washington Guild to serve his second term as president. . . . Automatic Sales, Inc., headed by Robert W. Knost, is pleased with collections at its Pentagon installation.

MARBLE SEASON

Will soon be here—order now

Agate—Glass—Assorted Colors

21,000 size 9/16	\$21.00
50,000 size 9/16	45.00
17,000 size 3/8	19.00
40,000 size 3/8	35.00

Shipments made at once from factory by truck. Give name of trucking company that delivers to you.

FULL CASH WITH ORDER

CHARMS

Try a bag of charms (450 to 500 charms)
\$3.20 per bag—Parcel Post Paid.

Distributor of all types of machines at Victor Vending Corp., Northwoldem Corp., Silver-King Co.

N.V.A. National Vendors' Association Convention

Will be held at the Morrison Hotel, Chicago
MAY 10 thru 13

The Billboard's NVA Convention Issue

Dated—MAY 12. Advertising Deadline—MAY 3

Manufacturers, Suppliers and Distributors, be sure that your products are advertised in the NVA issue.

It's so easy and economical to have your firm represented in the single most important issue—one directed specifically to vending machine operators.

Contact The Nearest Billboard Office Listed Below for Further Details and Advertising Rates

Chicago 1, Ill., 188 West 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 Toohy
St. Louis 1, Mo., 390 Arcade Bldg. CHestnut 1-0443 Frank Joerling	Hollywood 28, Calif., 6000 Sunset Blvd. HOLlywood 9-5831 George Kelley	

ADVERTISING DEADLINE MAY 3
NVA Issue Dated May 12

James Bowen, manager of Kwik Kafe of Washington, plans to expand milk routes this spring. Bowen believes diversification is the answer to the seasonal slump in coffee sales. Milk machines offset slow coffee collections, and even do well in cold weather, Bowen adds.

The automatic snack bar recently installed by the G. B. Macke Corporation in the Government Employees' Insurance Building has proved to be quite profitable, reports Meyer Gelfand. It serves 500 employees. Macke will make similar installations in the near future. . . . Ed Carroll has been transferred to the Chicago office of Canteen Company. Replacing him is Fred B. Wynn, Milwaukee. Ed's many friends wish him luck in his new location. . . . Jack Edgar, manager of the local Canteen outlet, says he is busy placing ice cream and beverage machines for the summer trade.

Little Rock

TRACK SEASON LURES COINMEN. George Sammons, president of Sammons-Pennington Company, Memphis, and Gunnar Gabrielson, district sales manager for J. P. Seeburg Corporation, Chicago, called on the trade here and then journeyed to Hot Springs and the Oaklawn race track. . . . Cecil Hill and Harold Dunaway, of F & H Music Company, Little Rock, report collections good this spring. . . . Dutch Yancey and J. D. Ashley, Arkansas Music Company, also report good business despite the horse racing season, which usually brings a sales decline.

ROY TORR
Lansdowne, Pa.

Giving friendly service & liberal financing since 1910

Grady Wallace and Roger Landrum, owners of Wallace Amusement Company, Columbus, Miss., visited Cecil Hill, owner of Hill Amusement Company and Wallace's former employer. The three took in the races at Hot Springs. . . . Landrum won the daily double, his first, at the track. . . . C. E. Craig, owner of Arcade Amusement Company, lost his mother recently. She died after a long illness.

W. E. Lewis, Lewis Novelty Company, Hot Springs, a recent virus victim. . . . Duane Faulle, Faulle Amusement Company, Hot Springs, attended the races at Oaklawn. . . . Rocky Jennings, Jennings Novelty Company, Hot Springs, reports the recent flood destroyed some of his coin equipment. . . . E. K. Ebey and Guy Jones, Pine Bluff Music Company, Pine Bluff, Ark., optimistic over future business in this area. . . . Vernon Ward, owner of 19 Music Company, Pine Bluff, says he will make a music op out of his son, Jimmy, home visiting from college.

Louis Galloway, Galloway Cigarette Service, Pine Bluff, Ark., reports his cigarette vending business picking up. . . . Mr. and Mrs. A. G. Williams, owners of Williams Music Company, Monticello, both busy servicing their route. . . . L. O. Wallick, Wallick Music Company, Monticello, made a recent trip to Greenville, Miss., seeing after business interests there. . . . H. B. McCord, former manager of Baker Music Company, Pine Bluff, has gone into cigarette and candy vending. . . . Manual Caras, partner in M & H Music Company, Pine Bluff, expects the \$6 million paper factory coming to Pine Bluff to perk up trade. . . . Olan Jackson Jr., Jackson Music Company, Brinkley, put a new Seeburg V-200 at the Dairy Bar in Clarendon.

CIGARETTE AND CANDY MACHINES

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

STONER 8-COLUMN CANDY, 160 capacity, prowar model. . . \$110.00
STONER 6-COLUMN CANDY, 102 capacity, prowar model. . . 80.00
NATIONAL 9-18 CANDY, 162 capacity. . . . 75.00
ROWE 8-COLUMN CANDY, 120 capacity. . . . 60.00
DUGRENIER CHAMPION CIGARETTE, 11 column, king size. . . . 65.00
DUGRENIER "V" CIGARETTE, 7 column, king size. . . . 50.00
UNEEDA 6-COLUMN CIGARETTE, king size. . . . 45.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. All 30c conversions available at \$20.00 extra.

NATIONAL VENDING SERVICE CO.
308 Furman St. Brooklyn, N. Y. TRIangle 5-1857

E. J. Mahfouz, owner of Mahfouz Music Company, Stuttgart, Ark., recently bought a store at Dewitt. He brought a former employee, Mack McKinney, back to service his music route. . . . Billy Foster, Foster Music Company, Pine Bluff, and Ellis Fagan Jr., returned recently from a holiday at Hot Springs. Eddie Boyce, Boyce Amusement Company, Bald Knob, says business rush really starts in April in his area.

when answering ads . . .
Say You Saw It in The Billboard

Martin Eyes Nationwide Market For Coffee Machine Promotion

NEW YORK—The Martin Merchandising Corporation here, which sells coffee machines on location to part-time operators, is in the process of setting up a national organization, according to Jack Kaye, Martin president.

Currently the firm promotes the sale of coffee machines in the New York City area, Connecticut, New Jersey and Pennsylvania from its Kew Gardens, N. Y., headquarters.

Plans call for opening an office in Wilmington, Del., next week, one in Miami in June, and offices in Chicago, Detroit and St. Louis in September.

Part-Time Operator

Kaye said his sales effort is pitched to the part-time operator, the fellow who has a steady income and some spare time—and, of course—a few dollars to invest.

Prospects are gleaned from advertisements in newspapers and over WOR spot commercials. Once a prospect indicates interest, Kaye arranges to have a field representative drop over the prospect's house, or else have the prospective operator visit the office.

On the first visit, Kaye explained, we never allow the field representative to sell the prospect. He merely explains the program. Kaye added that, tho the calls are followed up by direct mail, the prospect is never visited again except by his own request.

Promotional Material

The mailing consists of reprints from Vend magazine, the Nation's Business, Time magazine and Opportunity magazine. None of these articles, however, has anything to do with Martin, and only one of them concerns coffee vending.

The advertisements say the prospect can get started for \$395 and can finance his equipment. These statements are accurate, altho they don't tell the whole story.

The first sale to the prospect is on a cash basis—50 per cent with the order and the remainder when the units are placed on location.

250-Cup Machine

For \$395 the operator gets on location a 250-cup capacity unit manufactured by Deckruss Enterprises, Elkhart, Ind. The machine

lists for \$200, or \$187.50 in lots of five.

Kaye explained that the Deckruss is primarily for smaller locations, with 50 to 75 persons. It takes four separate manual operations to get a cup of coffee.

The customer takes a cup from the three free stacks atop the machine. Then he inserts a dime in the coin chute—dimes only—and places the cup under the sugar aperture. He turns a crank and gets sugar. Next he repeats the process under the powdered cream aperture. Finally, he places the cup under a third aperture, turns a third crank and gets powdered coffee.

End of Operation

When he has all the fixings, he merely places the cup under the spigot and draws enough hot water for his taste. Sugar portions are controlled by the customer by the knob atop the cabinet.

For larger operations, Martin offers the Silver King, made in Aurora, Ill. This unit, fully automatic with four selections of coffee, has an ingredient capacity of 400 cups. Manufacturer's list price is \$315.

It costs the operator \$895 to get a Silver King on location. According to Kaye, Silver Kings are placed on locations with from 100 to 150 employees.

Credit Terms

The credit part of the deal comes in after the initial purchase. For example, if a purchaser buys two Silver Kings for \$1,790, he can buy two more by paying 50 per cent (\$895) and taking care of the remainder in six months to a year. There are no carrying charges on the remainder, Kaye pointed out.

Kaye said that the first service calls are compliments of the house. After that, it costs the operator \$7.50 a call. Martin will supply the ingredients if the customer wishes, or he may get them from his own sources. But Kaye said they hardly ever do.

According to Kaye, about two-thirds of the machines on location are Deckruss models, with the remainder Silver Kings. He said that he has set up about 125 operators since he opened shop in August,

1955, and that they have about 250 machines on location.

The sales area is divided among 12 field representatives. Supplies are not shipped from the Kew Gardens headquarters. The operator must pick them up. Kaye said he is open seven days a week and evenings to order to accommodate operators who have daytime jobs. He explained that as foodstuffs are perishable, he doesn't want to chance shipping them.

The credit policy is limited to the number of machines an operator has already paid for. For example, an operator with eight machines completely paid for can finance no more than eight more machines by paying 50 per cent down.

Martin has a provision if the location doesn't work out. He figures that it costs \$40 to set up a location—\$20 for selling costs and another \$20 for installation. If an operator reports promptly that a location is no good, Martin will split the cost and get him a new location for \$20.

Auto Laundries

Kaye said that auto laundries have proven to be excellent locations. Most locations are industrials, he added.

Here are some of Martin's figures on projecting earnings of the machines: On the 250-selection unit the cost of merchandise per machine is \$7.50; the gross return is \$25; the commission is \$5, and the profit per machine is \$12.50.

On the 400-selection vender the cost of merchandise is \$12; the

Continental Line

Continued from page 90

second which will boost the employee total to 260.

18,000-20,000 Units

For the development of new products, Continental employs 12 engineers and designers. Some 10 per cent of the production employees are inspectors. With the addition of the second shift, production plans call for 18,000 to 20,000 machines in 12 months.

One feature aiding the sales spurt at Continental is the advertising rebate from cigarette manufacturers, which amounts to \$69 a machine a year.

Credit is handled thru the Valley Commercial Corporation, headed by Herb Sternberg. Terms are 25 per cent down, with three years to pay the balance on orders of 10 machines or more. Interest is at 6 per cent a year. Machines may be returned within 30 days of purchase if the customer is not satisfied.

Subsidiaries

New equipment tests for Continental machines are made on locations of the National Vending Corporation—Continental's parent organization, and National subsidiaries. These subsidiaries are:

Empire Smokes, Inc., Buffalo; M. Eskin and Son, Inc., South River, N. J.; Alamat Company, Bama Distributors and Foodamat Company, all of Birmingham, Ala.; Paramount Cigarette Vendors and Thompson Distributing Company of Texas, both of Dallas; Broward Music Corporation, Fort Lauderdale, Fla.; National Vending Corporation of Florida, Miami; Los Angeles Cigarette Service, Los Angeles; Rockwell Vending Corporation, Santa Ana, Calif., and San Francisco Cigarette Service and San Francisco Music Company, both of San Francisco.

The parent company and all operating subsidiaries are headed by Harold Roth, who began as an operator in the early 1930's. The first Corsair rolled off the lines at the \$2,000,000 Westbury plant in July, 1955.

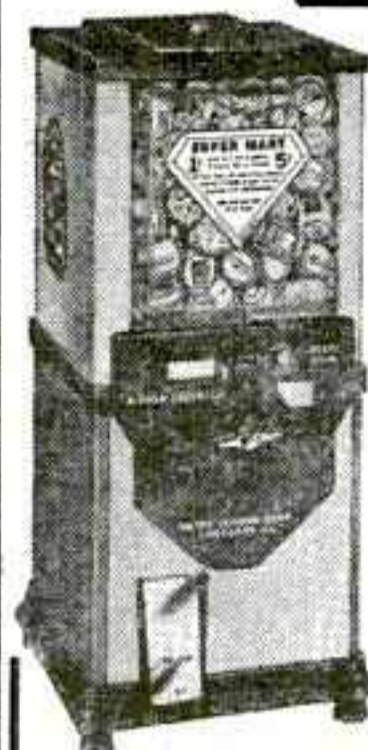
gross return is \$40; the commission is \$8, and the profit is \$20.

Kaye said that 10 per cent is the most common commission arrangement, altho some locations get 20 per cent—the limit.

The location contract allows a maximum latitude for either party. It says the operator can install the machine, he will service it, the commission will be at a specified rate, and the agreement may be terminated by either party.

Kaye said the average location grosses from \$10 to \$14 a week, with an average profit of 45 per cent after ingredients and commission.

Before he entered the vending business, Kaye was with the Muntz television organization for seven years, serving as general sales manager.



VICTOR'S NEW SUPER MART

"Symbol of Progress in the Bulk Vending Field"

U. S. Patent Pending

Write for complete details and prices. VICTOR VENDING CORP. 8701-13 W. Grand Ave., Chicago 39, Ill.

CIGARETTE MACHINE CONVERSIONS

IMMEDIATE DELIVERY

on 25c and 30c Coin Mechanism Conversions for

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UNEDA ALL MODELS

Also Available:

• ROWE PRICE DIFFERENTIAL BARS • NEW CIGARETTE MAGAZINES (Containers) for all DuGrenier and National Machines. Will vend King Size & Reg. in all Cols. We can also "King Size" your old Rowe machines.

TERMS ARRANGED—WRITE FOR INFORMATION.

CIGARETTE VENDORS

National Model 9A, 9 Cols., 370 Cap.	\$125.00
National Model 750, 7 Cols., 270 Cap.	110.00
Lehigh PX, 10 Cols., 300 Cap.	125.00
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DuGrenier Model W, 9 Cols., 270 Cap.	85.00
National 950, 9 Cols., 370 Cap.	115.00
Rowe President, 8 Cols., 340 Cap., 25¢ & 30¢ King or Reg.	130.00
Uneda Model E, 6 Cols., 180 Cap.	70.00
Uneda Model E, 8 Cols., 240 Cap.	75.00



DUGRENIER CHAMPION 11 Cols., 420 Cap. SPECIAL!!!! Only \$99.50

All Equipment Unconditionally Guaranteed. COMPLETELY RECONDITIONED AND REFINISHED Trade Prices, 1/3 deposit, balance C.O.D.

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The ONLY Console Ball Gum AND Package Charm Machine

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"VENDORAMA"



World Wide Manufacturing Company offers you VENDORAMA—a combination console vending machine that vends packaged charms AND ball gum! A ball gum is vended for every penny inserted. On every eighth penny . . . SURPRISE! Customers will love it . . . and fill it!

VENDORAMA has four channels easy to remove and interchangeable. Fill machines on location or in your home! Don't forget your best salesman, the attractive display window in the cabinet featuring surprises that will spur sales.

All charm boxes accurate in size: 2 1/2 x 2" . . . cash box slips in, slips out! All parts cadmium plated . . . no rust or corrosion. VENDORAMA gives you mechanical perfection without costly service calls.

See VENDORAMA at the N.V.A. Convention MORRISON HOTEL, CHICAGO, ROOM 606, May 10th to 13th

WORLD WIDE MANUFACTURING COMPANY 174 SO. 17TH STREET PITTSBURGH 3, PA.

CIG SALES CLIMB STATE REVENUE DATA DISCLOSES

RICHMOND, Va.—Cigarette smokers in 42 States and the District of Columbia purchased 1,157,257,000 packages of smokes in February, a 9.6 per cent increase over February of 1955.

The statistics compiled by the Tobacco Tax Council, based on State cigarette tax collections (see chart elsewhere in this section), disclosed only five States showed declines ranging from 0.2 to 4.5 per cent for the month.

According to Vend magazine's 1956 Market Data and Directory, vending machines accounted for approximately 14 per cent of the total domestic sales of cigarettes last year. This means that venders accounted for the sale of about 162,015,980 of the total packs sold last February in the 42 States and the District of Columbia.

Extra Day

The one extra day of selling in the month this year, the council explained, contributed to the general over-all rise in sales.

Tax collections totaled \$43,005,348. The greatest increase of 40.7 per cent was shown in Nevada, with New Mexico next with a 30.4 gain, and Wisconsin third with 28 per cent.

Georgia collections declined the most, 4.5 per cent, with Montana next with a 3.8 drop. Delaware was off 3 per cent; New Jersey, 1 per cent, and West Virginia, 0.2.

Louisiana, according to the report, has the highest State tax per pack, 8 cents, with Arkansas and North Dakota next with a 6-cent tax per pack. Missouri, Wyoming, Arizona, Ohio and the District of Columbia have a 2-cent-per-pack tax.

New York, with a 3-cent-per-pack tax, realized \$4,845,452 in collections; Pennsylvania, with a 5-cent tax, collected \$4,326,980. Texas was third, at 5 cents a pack, realizing \$3,363,090.



ONLY THE BILLBOARD— among over-all entertainment weeklies—is a member of the AUDIT BUREAU OF CIRCULATIONS.

Freight, Tax Hikes May Cut Hershey Profit

HERSHEY, Pa.—Earnings in 1956 may suffer from increased freight rates and taxes F. A. Staples, president, Hershey Chocolate Corporation, told the annual meeting here recently.

Last year the corporation's earnings increased \$3,542,029 because of the lower level of cocoa bean costs, which permitted substantial price reductions to improve earnings.

Cocoa beans currently sell at 26 cents a pound as compared to 38 cents a pound a year ago.

General Offers \$-Back Plan On '56 Models

CHICAGO—New 1956 models of Bevmark and Vendmor selective venders coupled with a money-back guarantee on initial samples was announced by E. A. Terhune, president, General Vending Machine Corporation.

Design improvements include a one motion delivery by the customer, which the firm claims, is the simplest ever used on a bottle machine.

As to the unusual money-back offer, Terhune stated:

"For the first time in the industry we are offering an unconditional money-back guarantee of satisfaction to a buyer on his first sample of a Bevmark or Vendmor machine. If for any reason he is not completely satisfied with his vender, he can return it to us freight collect within 30 days from his receipt and we will promptly refund the full price he paid."

Board Okays Pre-Mix Unit At ABCB Meet

WASHINGTON—Display of pre-mix venders and equipment which dispense from pre-mix tanks filled and sealed in bottling plants will be permitted at the 1956 convention of the American Bottlers of Carbonate Beverages, November 12-14, in Cleveland.

Approval to extend an invitation to suppliers of such equipment to exhibit at the conclave was approved by a vote of the ABCB executive board upon the recommendation of a special committee on vending machines.

The board's action, it was pointed out, does not relate to post-mix types of cup venders or other bulk machines, which have been excluded from exhibits for the past seven years.

AT BIG SAVINGS

BALL and VENDING GUMS

LOW Factory Prices

BUBBLE • CHICLE
CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 A. 210 ct. 34 lb.
Chicle Ball Gum, 130 ct. 34 lb.
Clor-o-Vend Ball Gum 40 lb.
Clor-o-Vend Chicks, 320 ct. 40 lb.
Chicle Chicks, 320 & 520 ct. 36 lb.
Bubble Chicks, 320 & 520 ct. 27 lb.
Tab (short stick), 100 ct. 38 lb.
5-Stick Gum, 100 packs \$1.99

F.O.B. Factory. 150 Lb. Lots
AMERICAN CHEWING PRODUCTS
4th & Mt. Pleasant • Newark 4, N. J.

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5c

HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

\$25.00

DOWN
BALANCE \$10.00
PER MONTH

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The Finest for Vending Flat-Pack Products

Here is a durable, reliable, sanitary vender with the many exclusive features which have made the Advance name a symbol for the best in vending.

Accommodates flat packages up to 1/2" 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 1c, 5c, 10c or 25c operation.

For Details and Prices Write, Wire, Phone Today.

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Factory Distributor of Advance Vending Machines
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President 2-2900

VICTOR'S TOPPER

1c BALL GUM MACHINE

\$13.25 each
\$12.75 100 or more

more
AMERICA'S FINEST BALL GUM VENDOR

VICTOR'S FIVE STAR BABY GRAND
\$13.25 each

1/3 Deposit on All Orders

Write for Our Specials on CANDIES-BALL GUM-NUTS-CHARMS

5 SENSATIONAL SELLERS!

Put some life in your machines! All 5 items are real eye catchers—they stimulate sales!!

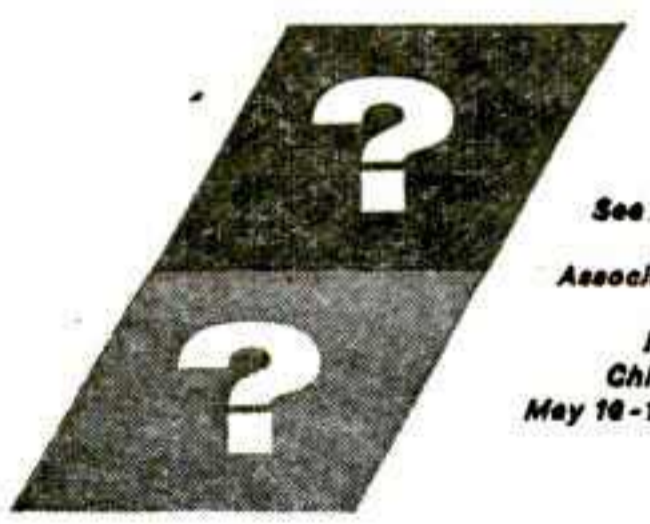
<p>KEY TO THE CITY \$7.50 per M</p>	<p>KNUCKLE DUSTER RINGS \$17.75 per M</p>
<p>CLOTHES PIN \$8.00 per M</p>	<p>MARACAS \$10.50 per M</p>
<p>BUY 'EM—TRY 'EM BE CONVINCED! IMMEDIATE DELIVERY</p> <p>Stickers available . . . contact your local distributor or:</p>	<p>1 lb.-7 lb. FISH \$8.00 per M</p>

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- THEATER MATINEES (Giveaways)
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\$6 to \$15 per thousand Coins
Over 25 Varieties Available.

WRITE FOR FREE PRICE LISTS. SEND \$1 FOR SAMPLES or \$15 FOR SAMPLE ASSORTMENT OF 1,000 COINS (5 Varieties) or \$18 (15 Varieties).

We also have genuine foreign paper money. Send \$10 for 1,000 piece mixture. All orders F.O.B., N. Y.

ROYAL COIN CO., Inc.
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Occupation

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THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

PINBALL GAMES

Table with columns: HIGH, LOW, Mean Average. Rows include BALLY (Atlantic City, Beach Club, Beauty, etc.) and GENCO (Golden Nugget, Jumping Jack, Silver Chess, etc.).

Table with columns: HIGH, LOW, Mean Average. Rows include GOTTIEB (Arabian Nights, Chintown, Diamond Lili, etc.).

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Table with columns: HIGH, LOW, Mean Average. Rows include GOTTIEB (Arabian Nights, Chintown, Diamond Lili, etc.).

MOST ACTIVE EQUIPMENT

(For four-week period ending with issue dated April 27, 1956)

Table with columns: ARCADE EQUIPMENT, MUSIC MACHINES, SHUFFLE GAMES, VENDING MACHINES. Lists top equipment in each category.

PINBALL MACHINES

(Manufacturers with ten or more games listed below)

Table with columns: BALLY, GOTTIEB, UNITED, WILLIAMS. Lists top pinball machines for each manufacturer.

Table with columns: HIGH, LOW, Mean Average. Lists top pinball machines.

Table with columns: HIGH, LOW, Mean Average. Lists top pinball machines.

ARCADE EQUIPMENT

Table with columns: HIGH, LOW, Mean Average. Lists top arcade equipment.

Table with columns: HIGH, LOW, Mean Average. Lists top arcade equipment.

VENDING MACHINES

Table with columns: HIGH, LOW, Mean Average. Lists top vending machines.

MUSIC MACHINES

Table with columns: HIGH, LOW, Mean Average. Lists top music machines.

SHUFFLE GAMES

Table with columns: HIGH, LOW, Mean Average. Lists top shuffle games.

Large table with columns: HIGH, LOW, Mean Average. Lists various coin machines and their prices.

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.

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.

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.

Food Topics Survey Shows

cluded scales, gum, rides and cup drinks. However, while the survey reported no upward trend in outdoor locations, the Grand Union experiment may lead to a new concept in the use of automatic merchandisers by supermarkets.

the following regarding those stores with vending machines: The North has 20 chains consisting of 1,051 stores; the South has 10 chains with 107 stores; the West has 12 chains with 181 stores.

personnel would undoubtedly be trained to service the machine. However, there is no doubt that the automatic merchandising industry would benefit from such a trend.

merchandise venders owned and operated by supermarkets could also be used by diversified operators on other type locations. For example, the apartment house and filling station-type route for grocery staples could easily be handled by operators.

Heavy Jan. Exports Point to Big Year

Volume Up 34%, as Juke Trade Doubles; Belgium, Canada, Venezuela, Peru Tops

CHICAGO—Export of U. S. coin machines—juke boxes, games and venders—to world markets in 1956 will set a new record for the seventh straight year if totals thru the year keep pace with the January tallies.

January shipments, as reported by the U. S. Department of Commerce, hit \$1,512,833, a hike of 34 per cent over the January, 1955,

figure. Juke box shipments of \$1,140,676 value almost doubled over the same month last year.

Indications are that games and venders both increased their respective totals, but since the Commerce Department no longer lists them separately, but rather lump the two categories together as one total, this cannot be ascertained.

January Barometer

Exports in 1955 hit an all-time high of \$15,218,930. The January figure in 1955 was an increase of 16.7 per cent over the same month in 1954. January totals in past years have served as a fairly reliable gauge of how the remainder of the year would fare export-wise.

Belgium led all other markets for U. S. coin machines in January, posting a total of \$177,694. (See accompanying chart.) Belgium was closely tailed by Canada and Venezuela, which countries, along with Peru, ran over the \$100,000 mark.

Peru was a surprise entry in the list of top coin machine markets, with little coin machine import on record during 1955. All of Peru's volume of \$111,333 was accounted for by juke box imports.

The Netherlands and West Germany, top-rung markets thru most of 1955, slid to lower spots on the export chart in January, while Austria and Switzerland, on the strength of juke box imports, climbed to higher-than-usual volumes.

Top Buyers

Belgium, leading in total dollar volume, also topped all other countries in juke box imports, with a

13 GAME FIRMS TO EXHIBIT AT MOA CONCLAVE

CHICAGO—The welcome mat is out for amusement game operators at the Music Operators of America Show here May 6-8.

Along with the music exhibits will be displays of 13 amusement game and Arcade machine manufacturers.

Firms reserving space last week include Exhibit Supply, Fischer Sales & Manufacturing Company, Horoscope, Inc., and National Rejectors, Inc.

Other amusement machine manufacturers already signed for booths include Auto-Photo Company, Bert Lane Company, Inc., Capitol Projector Corporation, Chicago Coin Machine Company, Edolite Products, Inc., Genco Manufacturing & Sales Company, Gym Cycle Amusement Company, J. H. Keeney & Company, Valley Manufacturing Company, and Williams Manufacturing Company.

CIAA Op Group Numbers 80; Cite Progress

CHICAGO—Membership in the Chicago Independent Amusement Association, game operator group, has reached 80, Sam Greenberg, president, announced at the monthly meeting April 17, at the Congress Hotel.

A concerted effort will be made by members to bring the group to fuller strength in the next month. The membership drive will be based on accomplishments already made by the association.

Milton T. Raynor, legal counsel for CIAA, assured the group at the April meeting that favorable changes in the city licensing system will be made this year.

CIAA has recommended that locations, rather than individual machines be licensed, and that licenses be prorated, rather than issued on an annual basis.

Location problems arising among the operators themselves are being straightened out by the operators thru the association.

The licensing situation will be reviewed at the next meeting, May 15, and liability insurance for operators will be discussed.

Disneyland Brings Life to Old Arcade

Penny Flourishes Again in 90 of 100 Machines on Turn-Of-Century Main St.

Continued from page 1

refurbished and fitted out with handmade parts in good working order occupies two repairmen—Ray Thomas, who learned the trade from his father, a pianola repairman, and Bill Williams, who previously worked in the Luna Park Arcade in Coney Island.

Interestingly enough, one of the major difficulties in keeping the machines purring stems from the throngs of people who patronize the Arcade. Crowds milling around the machines follow the time-honored tradition in an Arcade of trying every movable part without putting in the necessary coin to make the machines operate. This, of course, increases the wear and tear and keeps the two repairmen busy.

Some of the modern equipment recently installed includes Chicago Coin's Bullseye, Exhibit's Treasure Cove, and two Williams' Sidewalk Superintendent bulldozers.

The refinishing and installation of the ancient machines was done by Danny Lipson, a pioneer of 25 years in the business. Lipson was one of the first full-time employees hired, going to work for the Walt Disney studios last February, and leaving in September after his job was completed.

While it may be a difficult job to maintain the antique machines in working order, Disneyland's two-man repair crew are doing it. And the clatter of the shooting gallery, music from the old-time music

machines, and the old Gay 90's scenes in the peep-show machines all combine to take one back years to earn modern-day coins.

(Pictures of Disneyland Arcade scenes in next week's issue.)

Standard Metal Buys Harvard Automatic Firm

CHICAGO—Standard Metal Typer, Inc., here, last week purchased the Harvard Automatic Machine Company, Lorain, O. Both firms have concentrated on production of metal typer machines, standard Arcade pieces.

Standard acquires rights to all of Harvard's assets, including machines, tools and dies, other parts and physical properties.

All Harvard units, parts, repairs and discs will now be served and sold from Chicago thru Standard, 1318 North Western Avenue.

Henry Barnes, Standard general manager, stated that production of a revised model of the Harvard metal typer is contemplated as the "budget-priced" model on the typer market.

Continued on page 97

Genco Readies Hi-Fly, New Baseball Game

CHICAGO—Samples of a new baseball game, Hi-Fly, were shipped to distributors last week by Genco Manufacturing & Sales Company.

The game is an improved model of Champion Baseball shipped last summer. It is reduced in size, with Formica playfield, new-type solid balls and new cabinet paint process.

Playfield balls are actually hit thru the air off a button-operated miniature bat. A two-player game, it has replay and holdover features and an "over-the-fence" section.

Avron Gensburg, Genco vice-president, said Hi-Fly has been trimmed in size so the game can be easily moved and take up less

Continued on page 98

No Bars in W. Canada; Coin Pool Grosses Low

REGINA, Sask.—Success of the coin-operated pool game in most areas depends on the neighborhood tavern. And since bars in Western Canada are few and far between, the game has made little headway here.

Jack Emery and Vince Bryant, who operate the Modern Coin Amusement Company, Regina, installed two pool games—one Chicago Coin and one Gottlieb model—within the last six weeks, and they believe there aren't any others on the prairies, which includes the

neighboring provinces of Alberta and Manitoba.

Installation here has been by way of a test, Emery said.

Both the Regina games are in pool rooms, and tho they caught on quickly and attracted "terrific interest" when first installed, patronage has since tended to level off, Emery reported.

"I don't think they'll last in this area because we don't have bars,"

Continued on page 99

Open New One-Stop in Los Angeles

LOS ANGELES—Norty's Music, a new one-stop record service for music operators, has been formed here by Norty Beckman, veteran South California record dealer.

The new firm will make its headquarters on Pico Boulevard, sharing quarters with Sierra Distributing Company, Wurlitzer distributors here. Official opening has been set for May 1, with an open-house cocktail party tentatively set for May 14.

Entry of Norty's Music in the field brings the number of one-stops in this area to three. Others are California Music Company and William Leuenhagen.

COIN MACHINE EXPORTS

LEADING COUNTRIES

January, 1956

Country	Phonographs		All Other Coin Equipment		Totals	
	No.	Value	No.	Value	No.	Value
Belgium	370	\$ 162,324	122	\$ 15,370	492	\$ 177,694
Canada	176	82,156	277	87,740	453	169,896
Venezuela	381	143,065	27	8,059	408	151,124
Peru	1,072	111,333	1,072	111,333
Austria	135	99,780	135	99,780
Switzerland	150	89,565	150	89,565
Netherlands	150	51,319	113	19,436	263	70,755
West Germany	68	38,835	110	30,795	178	69,630
Mexico	138	60,306	5	1,150	143	67,456
Italy	118	14,648	309	44,930	427	59,578
Panama	70	55,187	70	55,187
Cuba	290	42,808	16	3,915	306	46,723
Colombia	90	33,509	90	33,509
Japan	72	24,702	72	24,702
Other Countries	894	150,041	791	136,060	1,685	286,101
TOTALS	4,100	\$1,140,676	1,842	\$372,157	5,942	\$1,512,833

New Chi Firm In Pool Field

CHICAGO—Emco, a new amusement game manufacturing company here began shipments this week of coin pool games and pool conversion units. Plans are to produce other new games in the future.

Emco is headed by Edward Krynski, president, and Carl Johnson, sales and promotion, with offices at 53 W. Jackson Boulevard.

The Emco model, listing at \$165, has light-up bumpers, center Lole plug for two or three-hole play, hinged top, anti-cheat ball mechanism, and is marked for three or four-side play. Dimensions are 56 by 36 by 32 inches.

Conversion units are available for revamping older model pool table tops to include the three-hole playfield, light-up bumpers, new rail cushions.

**GUARANTEED
CLOSEOUTS!**

- CHICAGO COIN BULL'S-EYE ALLEY New\$395
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ALLSTON, MASS. AL 4-4040

Distributors for Wurlitzer, Bally, Exhibit, Chicago Coin.

Cookie Makers

Continued from page 90

Federal Sweets & Biscuit Company, Clifton, N. J.; Gordon Foods, Atlanta; Handy-Pax Distributing Company, Roxbury, Mass.; Tom Huston Peanut Company, Columbus, Ga.; King Kone Corporation, New York, and H. W. Lay & Company, Atlanta.

Also, Logan Square Packers, Philadelphia; Magic City Food Products, Birmingham; Moore Manufacturing Company, Bristol, Va.; National Biscuit Company, New York; Rite Bite Food Products, Philadelphia; Stewart's, Inc., Memphis; Swinson's Food Products, Charlotte, N. C.; Taylor Biscuit Company, Raleigh, N. C., and Valley Maid, Phoenixville, Pa.

Charles Rolleston, Gordon Foods, is president. Other officers are Vance Stewart, Stewart's first vice-president; R. A. Triplitt, Tom Houston, second vice-president, and Ernest Fox Austin, secretary and treasurer.

The board consists of the officers and Grady Drennon, Lyman Hall, Sloan Bashinsky, W. G. McKay and Cooper Taylor.

Standard Metal

Continued from page 96

Standard's typer machine features magazine-feed capacity of 1,100 discs. In addition it has a space counter and contains a patented die head mechanism.

The Harvard firm dates back to the early days of the industry. It has been located in Cleveland, Jamestown, N. Y., and finally, Lorain, O.

Originated as Groetchen Tool Company, Chicago, the Standard organization moved to St. Louis about 1940, returned to Chicago after 1945. Barnes pointed out that purchasers of Harvard equipment will now be accommodated thru a Chicago sales headquarters.

Baltimore Firm

Continued from page 90

ruling showing the company just where it stands with the existing laws.

"We want an interpretation of Maryland's laws governing the dispensing of drugs," said Conway Taylor Jr., attorney representing the National Enterprises, Inc.

Opposing the National Enterprises is the State Board of Health, which contends that aspirin dispensed in such a manner would be readily accessible to children and teen-agers. They add that in 1952 the United States had 113 deaths caused by salicylate. Many of these were children, they say.

National Enterprises asserts it does not intend to present itself as a seller or dispenser of drugs and will not use the words drug-gist, drugs, medicine and other terms in the vending of aspirins.

The Board, through Ferdinand Sybert, attorney general, and Alexander Harvey II, assistant, contends that aspirin has "dangerous propensities" recognized by the Federal Food and Drug Administration and the American Academy of Pediatrics.

It contends that the placing of aspirin in vending machines, making them available to anyone, anytime of day would be a serious threat to health.

ARCADES—OPERATORS

- WILLIAMS CRANE, new Write
- WILLIAMS 4-BAGGER BASE BALL, new Write
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- New Games at Reduced Prices
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- Muto. Tango Grip Scale, new .. 195.00
- WILLIAMS SIDEWALK ENGINEER, new 245.00
- Williams Jet Fighter, new 275.00
- Williams Major League Baseball, new 195.00
- Air Football, new 295.00
- Whip Kiddie Ride, new 325.00
- Drive Yourself Drivemobile, new 650.00
- Grandmother, Mystic Swam!, new Write
- Lane Fire Engine, new Write
- Genco Quarterback Football, new Write

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- Exhibit New Skill Score Write
- Pool Balls, red or white, Ea. .\$. 75
- Pool Balls, top quality, set of 10 14.50
- Write for prices on other pool supplies.

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Authorized Distributors
ROCK-OLA
 Chicago Coin

Genco Readies

Continued from page 98

room at locations. The game has been successfully tested at locations for over a month, he disclosed.

"We expect the game to become a standard in baseball games," said Gensburg. "It well may be another Big Top," he added, referring to the successful gun game produced by the firm last year. The game is in production along with Baseball Pool, latest Genco coin pool unit.

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FOR SALE—38 Revco Ice Cream Vending Machines and Supplies. Jack & Jill Sales & Service, 41 Cathedral St., Nutley, New Jersey.

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 EXCLUSIVE DISTRIBUTORS OF ROCK-OLA PHONOGRAPHS AND BALLY GAMES

West Canada

Continued from page 96

he says. "In our locations they're good to take up the slack when pool rooms are busy and there are no tables available. When we first got them the take was good but it faded fast. Now I regard them as just another investment. They're supplementing other games and they may not last in these parts."

Emery has much the same to report about shuffle games. They were installed in pool rooms, interest was high at first and then slumped. They, too, would do better if Saskatchewan had bars, he feels.

A few years back, Emery had six shuffle games but when their money-making potential declined he sold all but one. It is being operated in a private club where drinking is permitted, and it's attracting steady business, he reports.

Rules Lacking

As for the pool game outlook, Emery says they might be a good investment if and when Saskatchewan gets bars, but on the basis of present business with the games he and Bryant now have, they likely won't be investing in any more.

"They're not going to be a permanent fixture in Regina," he said. "Right now they're a novelty and the novelty is going to wear off fast."

Pointing up the "terrific interest" when the pool game made its initial appearance here, Emery said one machine attracted \$13 on the first night's play at 20 cents (two players) a game. Owner of the location complained because the game attracted so many players and onlookers it was disrupting business, Emery said.

WANT TOP MECHANIC

No drunks or floaters—top wages paid.

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- Bally SURF CLUB 109
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- Gottlieb LOVELY LUCY 139
- Gottlieb GYPSY QUEEN 179
- United LEADER Bowler 139
- C. C. DOUBLE SCORE Bowler 59
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- 1800 \$649.50
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- 5205 WALLBOX (104 sel.) 39.50

AMI

- E120 \$465.00
- C40 109.50

ROCK-OLA

- 1436 \$199.50
- 1438 COMET 495.00

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BUY YOUR POOL GAME EQUIPMENT DIRECT FROM HEADQUARTERS—OVER 30 YEARS' EXPERIENCE SUPPLYING BILLIARD TABLE EQUIPMENT—SERVICING MANUFACTURERS, SUPPLIERS AND OPERATORS

We Are as Near You as Your Phone or Mail Box . . . For Fast Service, Ask for Charlie

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 2, 3 or 4-sided play. Equipped with Lite-Up Bumper Posts.

SPECIFY STYLE

No. 1 REGULAR PLAYFIELD, holes close to rubber cushions.

No. 2 SPECIAL PLAYFIELD, holes away from cushions.

BUMPER POST LITE SYSTEM—\$9.50 per bed. Light system consists of transformer, post lamps, wiring, cord set and plug. Prices for KING SIZE furnished upon request.

PLAYFIELD RECOVERING SERVICE \$14.50 Per Table Bed

We will install new billiard cloth with hole rings within 48 hours after received. Remove bumpers, old cloth and hole rings. Simply tie bare table beds in bundle and ship express prepaid; if collect, we will add charges to bill.
 We will LINE Playfield, extra per bed \$ 4.50
 Plastic Lite-Up Bumpers installed, per bed 10.50

LUXOR BALLS 2 1/8" FLASHY—TOP QUALITY PLASTIC FINISH

Per 10-Ball Set \$16.50
 Lots of 10 Sets 15.50
 Solid Red or White Balls, Ea. 1.80
 Cue Balls, Red or White w/Spots, Ea. 2.00

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 Interchangeable Complete Set Rails \$15.75 Don't fret; complete set of LIVE rubber cushions installed on wood strips covered with Billiard Cloth. Simply screw New Rails on to your old table.

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RUBBERBACK BEDS, Standard \$7.85
 RUBBERBACK BEDS, Imperial 9.75
 RAIL CLOTH, Per Set, Triple A 5.45
 RAIL CLOTH, Per Set, Special 8.85

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Fibre Points, Tips and Bumpers Attached.
 Grade #1 \$2.75 Ea. \$30.00 Doz.
 Solid Walnut Butts
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 Walnut Stained Butts

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Rubber Cushions, reg. size . . . per set \$8.75;
 Chalk per gr. 3.75; lots of 5 gr. \$3.25 gr.
 Metal Chalk Grips ea. .10; per doz. 1.10
 Chalk Grip Cord hank 50 ft.90
 Billiard Cloth Brush, pure bristle, deluxe 3.75; Standard, fibre bristle 2.50
 (these brushes have flared ends to clean beneath rails)

CUE TIPS:
 Elk Master per box 50 \$1.95; lots of 10 boxes \$17.75 box
 Triangle per box 50 .85; lots of 10 boxes75 box
 Royal Oak per box 100 1.45; lots of 10 boxes 1.30 box

CUE TIP CEMENT:
 Ten-Minute ea. 2-oz. tube \$.35; lots of doz. or more \$3.25 doz.
 Ten-Minute ea. 1-oz. tube .20; lots of doz. or more 2.00 doz.
 CUE TIP CLAMPS ea. .20; lots of doz. or more 2.00 doz.
 CUE TOP SANDERS ea. 1.95; SANDER DISCS45 doz.
 CUE TIP TRIMMERS ea. .25; RUBBER CUE-BUTT BUMPERS55 doz.
 CUE TIP REPAIR KIT—Standard ea. 2.35; Deluxe 4.50 ea.
 (Standard Kit consists of 1 pkg. Tips, Tip Cement, Tip Trimmer and Sandpaper)
 (DeLuxe Kit consists of above in addition to Cue Top Sander and Sanding Discs)

Billiard Talc, 11-oz. shaker can, 25¢ doz. \$2.75; 4 dozen cartons \$10.00 ctn.
 Lite-Up Plastic Post Bumpers w/nuts ea. .50; set of 12 5.75 set
 Plastic Hole Liners, green, red or white ea. .50; metal cloth-covered plugs 1.00 ea.
 Hole Liner Plugs, plastic ea. .50; lots of doz. or more 8.75 ea.
 ABT Double Dime Coin Chutes ea. 9.75; lots of doz. or more 8.75 ea.
 Billiard Cloth Mender, 2 1/2 x 36" ea. .40

State substitutions permissible where shortage exists.

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Calderon Distributing, Inc.
 450 Massachusetts Ave.
 Indianapolis, Indiana
 MEIrose 4-8468

Bally Op School At Scott-Crosse

SCRANTON, Pa.—Paul Calamari, Bally Manufacturing Company field engineer, will conduct a two-day service school May 1-2 at the headquarters of Scott-Crosse Company, 819 Lackawanna Avenue, here.

School will start at 10 a.m. both days. Refreshments will be served, and servicemen and operators from the area are invited to attend. Joe Kovach, of the Scott-Crosse organization, will act as host.

Calamari will discuss servicing methods and cover electrical and mechanical details of the current Bally bowlers, kiddie rides and pool game.

Reading, Pa., Acts On License Fees

READING, Pa.—John L. Hoch, city treasurer, warned that operators of unlicensed amusement games and juke boxes will be fined \$10.

The number of machines now licensed is below the number licensed last year, Hoch said.

To continue operation of the machines, delinquent operators will be required to pay the \$20 license fee plus the \$10 fine, Hoch said.

Last year, Reading issued 802 amusement machine licenses; this year, so far, 787. Juke box operators took out 376 licenses last year and 354 this year to date.

Heller First Quarter Earnings Increase 19%

CHICAGO—Walter E. Heller & Company reported a 19 per cent increase in its first quarter earnings Tuesday (17). The \$683,591, after provision for income taxes, is

equivalent to 49 cents per share, Walter E. Heller, president, announced.

Last year's first quarter earnings were \$571,078, equivalent to 41 cents per share. The firm is one of the largest commercial financing companies in the nation, and deals in the financing of coin-operated machines.

NEW MODEL NICKEL DISPENSERS

READY NOW FOR IMMEDIATE DELIVERY

- ★ Single 5c tube holds 200 nickels with feather touch operation.
- ★ All die-cast parts in mechanism.
- ★ Chrome-plated mechanism.
- ★ Detachable units (1c, 5c, 10c, 25c) as many tubes as you want (1, 2, 3, 4, 5-hole bases).
- ★ All "wearing" parts of old model eliminated.
- ★ Single 10c Tube with base attached available in quantity.
- ★ Guaranteed accurate.
- ★ Wall or Counter mount.



Price \$11.95

Patented Patents Pending.

Exclusive Factory Representative

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... looks and operates like new because it is thoroughly rebuilt and reconditioned by expert technicians. Davis location-ready equipment is ideal for your Summer-Spot. 6-Point phonographs are available converted to dime play, if requested. Have you written for your copy of the "10¢ Play Fact Sheet?"

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<p>WURLITZER</p> <p>1800 \$695 1700 575 1600-1650 375</p>	<p>ROCK-OLA</p> <p>1428 \$ 99 1432 175 1434 45 R.P.M. 225 1436 Fireball 120, 45 R.P.M. 259</p>

WALL BOXES

SEEBURG 3W1 Hammerloid	\$55.00
SEEBURG 3W1 Chrome	75.00
SEEBURG 5c, 20 selection	4.95
SEEBURG 5c, 10c, 25c, 20 selection	14.95
WURLITZER 5207, 3 wire 104 selection	59.00
WURLITZER 5205, 3 wire 104 selection	55.00
WURLITZER 5204A, 3 wire 104 selection	50.00
WURLITZER 4820, 3 wire 48 selection	15.95
WURLITZER 3020, 3 wire 24 selection	9.95
WURLITZER 210 Stepper	9.95

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 Cannot be told from new
 Deluxe Bank Pool .. \$140 New sticks installed in
 Senior Bank Pool .. 175 each game. Call now.

LATE SHUFFLES

DELUXE CAPITOL	\$325
DELUXE CLIPPER	295
DELUXE MERCURY	188
DELUXE LIGHTNING	275
DELUXE 11TH FRAME	175
BANNER	165
ACE	145
LEADER	145
IMPERIAL	115
CLOVER	85
10TH FRAME STAR	45
CLASSIC	75

5-BALL GAMES

3-PL. MARATHON	\$335
WISHING WELL	210
SOUTHERN BELLE	190
GOLD STAR	145
DAISY MAE	180
LADY LUCK	185
LOVELY LUCY	115
SHINDIG	110
REGATTA	255
PETER PAN	165
BIG BEN	110
DEALER	85
THUNDERBIRD	85
SCREAMO	85

CLOSEOUT
 BRAND NEW UNITED STARLET
 BRAND NEW UNITED CARAVAN
 ALL IN ORIGINAL CRATES
 CALL NOW!

ARCADE EQUIPMENT

Williams SIDEWALK ENGINEER	\$145
Genco WILD WEST	355
Genco SKY ROCKET	345
Williams POLAR HUNT	345
United CARNIVAL GUN	235
New DLX. 4-BAGGER	Write
New Wms. CRANE	Write

BINGOS

GAY TIME	\$265
GAYETY	155
BIG TIME	210
VARIETY	195
HI FI	115
SURF CLUB	95
PALM SPRINGS	95
DUDE RANCH	95
BEACH CLUB	75
YACHT CLUB	65
BEAUTY	65
FROLIC	75
TRIPLE PLAY	375
PIXIES	285
HAWAII	85

WILL TRADE
 POOL GAMES, PHONOS AND SHUFFLES FOR ALL LATE TYPE BINGO GAMES

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 Terms: 1/3 Deposit, Balance Sight Draft.

WORLD WIDE DISTRIBUTORS
 Chicago 47
 2330 N. Western Ave. Phone: EVerglade 4-2300

Jan. Exports

Continued from page 96

\$162,324 mark. The country paced Venezuela's \$143,065 and Peru's surprising \$111,333 tally in this field.

Average price per juke box shipped during January was \$278, a drop-off from January, 1955's average of \$487, and the average of \$454 for the first 10 months of 1955.

Juke box shipments hit a new high in 1955, surpassing the 1954 high mark of \$10,655,504, with a total of \$11,142,024. Games dropped from a level of over \$3,000,000 in 1954 to \$2,803,852. Vending machines posted a slightly better total than in 1954, hitting \$1,098,058.

Panoram Operators! FOR SALE We carry a full line of genuine Panoram Projector Parts—sold with a money-back guarantee. Phil Gould 283 Market St. Newark 3, N. J. MArket 2-4275

POOL CUES HIGHEST QUALITY Buy Direct From Manufacturer Buy the best in cues at savings of 50% and more. Created especially for bumper pool games. 48" long, 1 1/4" butt, rubber cushioned, beautiful balance and taper. Made from select straight grained Northern hard wood for long life. Body milled, sanded and waxed to incredible smoothness. Two-tone finish. Quality leather tip. 12 to a carton. No less sold. Money-back guarantee. \$17.90 per doz., check or deposit with order. STATE CUE CO. 924 State St. Racine, Wis. Melrose 2-1951

NO MAGGIE'S DRAWERS

Rifle Games Get Heavy Workout at Riverview

CHICAGO — Coin-operated rifle units, tops on the list of Arcade operators' high-grossing equipment the past two seasons, are loaded for another summer of heavy shooting.

Herb Tekip, manager of the three Arcades at Riverview Park here, has three of the original Exhibit Supply Shooting Gallery models all spruced up for the 1956 season beginning May 16.

Tekip figures each of the rifle units has taken in \$5,000 and fired 1,000,000 shots in the process. After giving the cabinets a good coat of lacquer and "tuning up" the mechanisms, he expects the games to bring in another flurry of dimes this summer.

Some Old Stand-Bys

Many of Riverview's array of 285 machines have been in service for 10 years or more, but few get the kind of workout the rifle games do.

"Eventually," says Tekip, "the coin chutes on the rifle games wear out and have to be replaced, but the pieces themselves hold up well."

"Many of these older games just never wear out," observed Tekip. "We just polish them up and put them back in the line for another season."

While quite a number of new dime pieces were added last year, Riverview is concentrating on bringing its nickel machines up to date for this season. Added are

eight Mutoscope Double Feature nickel movie machines, two Exhibit Space Patrol kiddie rides and two Genco Super Big Top rifle games.

Cards Big Item

As usual, the stock of penny cards, a big selling item at Riverview, is being replenished. A half-million cards have been received from Exhibit Supply—enough to fill all the card vending machines at the three Arcades—and another half-million batch has been ordered to have on hand for refills. A new card line of "magic tricks" is being tried out this year.

Park traffic will be ushered thru a single gate this year with expectations that this will increase receipts all along the midway. A new Arcade was added at the beginning of last season.

Verlinden Ups

Continued from page 96

Music has been appointed Verlinden's first distributor, with others to be named subsequently.

Games Location-Tested

Agreement was made two years ago with Bottier, inventor of the game, making Verlinden sole American representative. Since then the games have been amply proved on test location.

The outstanding feature of the game is the slate top, which is new in this country. Despite the great scarcity of slate in the U. S., no difficulty is anticipated in meeting the demand because of arrangements made by Verlinden for import.

The source is the slate quarries in Walloon, in the southern part of Belgium. Considerable experience with wooden tops in the old country indicated the desirability of a table top which would stand up under any climatic conditions, since humidity causes wooden playfields to warp.

Another feature of the Verlinden game is a cover over the playing field made of satin cloth.

No Customs Problem

No special customs or import problems were encountered, it was indicated. The matter is being handled by a customs broker, with shipments direct from Brussels to Detroit by ship. When the customs requirements are cleared, the plant here is able to pick up the imports directly from the dock.

Shipments could be made direct to any salt water port, as well as to Detroit, and this may be done in the case of complete game imports, as well as parts. Freight from Detroit to New York is about equivalent to the rate from Brussels to Detroit, creating a distribution cost problem.

"We are ready to go now on limited production," Verlinden said. The present shipment consists of 25 games, including five complete games and the rest tops. Another shipment of 75 is enroute.

Cue sticks and balls are imported along with the tops, and the under-structure is fabricated and assembled here. A number of complete games have been imported, as already noted, to test popular reaction. If the demand is satisfactory, the firm may switch to import of the complete game. It can be imported and assembled here at lower cost than for American fabrication. Decision will be based on relative acceptance of the two types of games.

Verlinden is also bringing out a home model of the game, in the same size and with a wooden top, but with folding legs. The home model is designed to sell at \$85.

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

POOL TABLES

Now Delivering the Latest Models by UNITED-GOTTLIEB-VALLEY-FISCHER. CONTACT US FOR THE VERY BEST DEALS

Table with columns: ARCADE EQUIPMENT, RIDES, SHUFFLE BOWLERS, COUNTER GAMES, UPRITE GAMES, and CIGARETTE MACHINES. Lists various items and prices.



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.

EXCLUSIVE FACTORY DISTRIBUTORS AMI-CHICAGO COIN-GENCO-EXHIBIT

BINGOS

Table listing BINGO game models and prices, such as Gaytime, Gypsy, Big Time, etc.

SPECIAL PRICES on HUNTERS, BUGABOOS. Immediate Delivery

ARCADE

Table listing ARCADE game models and prices, such as Genco Super Big Top, Genco Wild West, etc.

VENDORS

Table listing VENDOR items and prices, such as Shipman 3-Column Stamp, U.S. Stamp Machine, etc.

FOR SALE RECONDITIONED POOL TABLES \$135.00

BOWLING

Table listing BOWLING game models and prices, such as CC Bowling Team, CC Score-a-Line, etc.

WANTED TO BUY BALLY ABC BOWLERS

MUSIC

Table listing MUSIC items and prices, such as AMI F-120, AMI Model A, etc.

1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. OR SIGHT DRAFT

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Baseball at its best

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Just the game for the small locations

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Another great Williams game

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Fun for all, young and old

EXHIBIT

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Something different

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A game of skill

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Three games in one

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Leads of PLUS features

KEENEY

FLICKER POOL

Flicker lights for high score

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All the thrill of baseball

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Two great kiddie rides

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GIVE TO DAMON RUNYON
CANCER FUND

**Brunswick Sales
Up 21% First Qtr.**

CHICAGO — Brunswick-Balke-Collender Company sales were 21 per cent ahead of last year in the first quarter-year, 1956, B. E. Bensinger, president, said last week. Sale in the 1955 quarter were \$5,619,841, and there was a loss of \$373,845.

Brunswick has been one of the principal sources of pool balls for

manufacturers and suppliers of the coin-operated pool games. The coin pool business boomed last August, and the firm has been filling quantity orders from this phase of the industry since then.

Bensinger said that the first quarter is traditionally the poorest period for the firm. Sales of pool balls for coin games is only a small part of the total sales of the company, but these sales undoubtedly helped account for the increase in the first quarter.

**Genco Names
Double-U Sales**

BALTIMORE — Double-U Sales, coin machine distributors here, was appointed this week to handle the Genco Manufacturing & Sales Company amusement game

line in Maryland, Delaware and Virginia.

Double-U is headed by Sam Wiseman and Harry Rosenberg. The firm has received shipments of the new Genco games, Baseball Pool and Hi-Fly baseball. The full line of Genco game parts has also been received.

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

EMCO POOL GAMES

BRAND NEW

(Lite-Up Bumpers Included)

\$165.00
Size
56"x36"x32"

You Can't Beat Our
Workmanship and Quality

Terms: 1/3 Deposit, Balance C.O.D. or S/D. All orders
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TOP QUALITY—LOW PRICE

- 2 or 3-Pocket Conversion
- Hinged Top
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- Top Quality Rubber Backed
- Billiard Cloth
- 3 or 4-Sided Play
- New Plastic Bumpers
- Finest Cabinet Construction
- Live Rubber Rails
- Easy Servicing
- High-Grade Heavyweight Balls
- Seasoned Wood Cue Sticks

PLAYFIELD CONVERSIONS

- \$25.00—3 Hole Finished Playfield
- \$30.00 with Lights in Bumpers
- \$10.00 New Rail Cushions

WAIT! UNTIL YOU SEE
GENCO'S HI-FLY BASEBALL

**SOMETHING REALLY DIFFERENT
IN A BAT AND BALL GAME!**

PIN GAME SIZE! NEW FEATURES GALORE!
HIGH FLY BALLS WITH NO RAMPS!
1 OR 2 CAN PLAY!



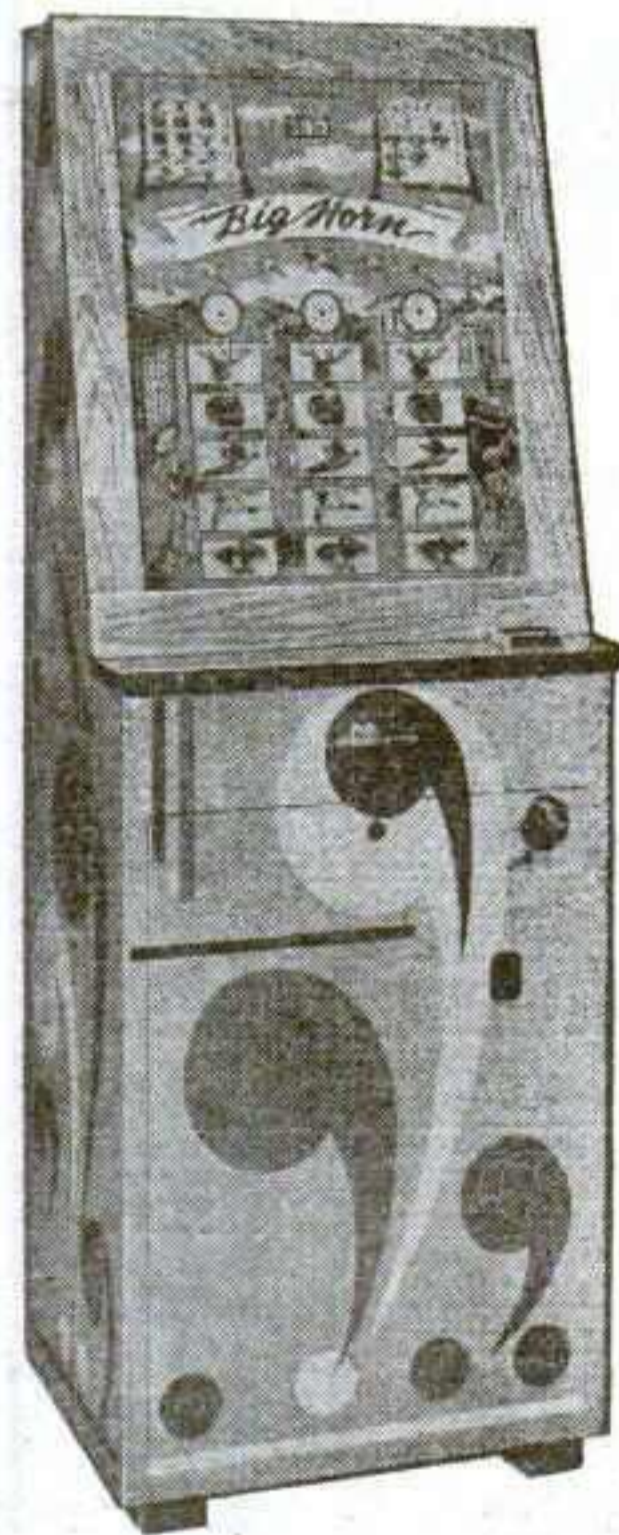
**COMING...
VERY, VERY, SOON!**

SEE **GENCO**

AT THE M. O. A. SHOW
BOOTHS 58 and 59

"It's New"

BIG HORN



Fits any location.
Depth, 17"
Width, 24"
Height, 66"

LOCATION TESTED—NOW IN PRODUCTION
FASCINATING DOUBLE FEATURE
FAST PLAY—TOPS IN PLAYER APPEAL
COIN OR NON-COIN OPERATION
TROUBLE-FREE MECHANISM
ELECTRICAL RELAY COUNTER

Games, Inc.

Manufacturers
663 North Wells Street Michigan 2-5101 Chicago 10, Illinois

\$50.00
 Will buy Rock-Ola Chrome 120-Record
 1546 Model Wall Boxes.
P. P.
 Box 934 Portsmouth, Ohio

**First Adds Line
 Of Pool Tops,
 New Shop Dept.**

CHICAGO—First Coin Machine Exchange is currently shipping a new line of pool game table tops for replacement of operators' older model playfields.

The new tops add the three-hole features, light-up bumpers, and other late-model improvements to the older games.

The distributing firm has also expanded its service department to include assembly lines for re-surfacing pool table rails and work benches for revamping table tops. Formerly the tops were sent back to the factories for reconditioning.

Wally Finke, First, reported a demand exists for reconditioned pool tables as well as for new ones, with many locations opening up for summer trade.

Mutoscope Names First

NEW YORK — The International Mutoscope Corporation has named the First Coin Machine Exchange, Chicago, as distributor for its line in Illinois, Wisconsin and Indiana. Wally Finke and Joe Kline head First.

**Cleveland Coin
 Machine Exchange, Inc.**
 Valley Manufacturing Distributors
 2029 Prospect Ave. Cleveland, Ohio
 Tel. 1-6715
 Write for prices.

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 BANNER.....\$175
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.

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.

**GIVE TO DAMON RUNYON
 CANCER FUND**

BINGO BARGAINS

New original crates Starlets @	\$350.00
New original crates Caravan @	425.00
United Manhattan @	185.00
SURF CLUBS PALM SPRINGS HAWAII	} \$89.50 Each
YACHT CLUB PALM BEACH SPOT LIGHT CONEY ISLAND ATLANTIC CITY	
DUDE RANCH BEACH CLUB RIO TAHITI BEAUTY TROPICS HI-FI	} \$69.50 Each
NEW, ORIGINAL CRATES, UNITED 5th INNING.....@	
NEW, ORIGINAL CRATES, UNITED DERBY ROLL.....@	225.00

All Used Games Shopped—Ready for Location
 Terms: 1/2 Deposit With Order. WRITE, WIRE OR CALL

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 2218 University Ave. St. Paul 4, Minn. Midway 6-7901

JUST IN TIME FOR THE ARCADE SEASON
 All Equipment Completely Reconditioned

Williams SIDEWALK ENGINEER	\$195
Mutoscope DRIVEMOBILE	525
(Like New—Used Only 10 Weeks)	
United CARNIVAL GUN	245
Genco BIG TOP	325
Genco WILD WEST	350
Genco SKYROCKET	425
Keeney SPORTSMAN	225
Keeney RANGER	275
Williams PENNANT BASEBALL	145
Williams BIG LEAGUE BASEBALL	195
Genco QUARTERBACK	245
Genco BASKETBALL	145

**ALSO LARGE ASSORTMENT OF
 LATE MODEL PIN GAMES**

Exclusive Gottlieb, Williams, Seeburg, Genco and
 International Mutoscope Distributors.

TRIMOUNT
 Remember
 IN NEW ENGLAND
 IT'S TRIMOUNT
 40 WALTHAM STREET
 BOSTON 18, MASS

**VALLEY'S
 BUMPER
 POOL
 GAMES**

*Most Distinguished
 for
 Quality*

**DeVille
 REGULAR SIZE
 BUMPER POOL**

**Eldorado
 KING SIZE
 BUMPER POOL**

**Fleetwood
 PRO POOL
 KING SIZE
 ULTRA-SKILL**

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!
 SEE WHY AT BOOTHS 27 and 28, M. O. A. SHOW

VALLEY MANUFACTURING CO.
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14th
 YEAR OF
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 PRODUCTS

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
WMS. KLIKBILLIARDS
Radically Different

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	Mauser Pistol	89.50
Jet Fighter	Shooting Gallery	125.00
Shoot the Bear	Rifle Gallery	195.00
Coon Hunt	DeL. Sportsman	225.00
	DeL. Carnival	245.00

5 BALLS

GOTTLIEB SCOREBOARD

Wishing Well	Quartet	\$110.00
Super Jumbo	4 Corners	90.00
Jubilee	Chinatown	85.00
Marble Queen	Diamond Lil	175.00
Arabian Nights	Guys-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
Banner, High Score	195.00
Ace, Match Score	225.00
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
Chicoin 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

BINGOS

United STARDUST	Hi-Fi	\$145.00
Starlet	Surf Club	125.00
Pixies	Ice Frolics	125.00
Triple Play	Palm Springs	145.00
Rio	Dude Ranch	115.00
Tahiti	Beach Club	115.00
Bally NIGHTCLUB	Yacht Club	95.00
Gay Time	Palm Beach	95.00
Big Time	Bright Lights	95.00
Gayety	Bright Spot	95.00
Variety	Evans Saddle & Turf Club	225.00

1/2 deposit, balance Sight Draft or C.O.D.

Empire COIN MACHINE EXCHANGE

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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
Telequiz	99.50
AA Gun	99.50
Space Ranger	295.00
Merry-Go-Round	375.00
Bronco 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
Muto. Cross Country	295.00

PHONOGRAPHS

SEEBURG	AMI	GUARANTEED
HF 100R	E120	\$525
M100C	D80	375
M100B	B	150
M100A	C	165
	WURLITZER	
	1800, Like New	\$775
	1400	295

2 WAY LIGHT-UP CONVERSION TOPS \$42.50 Complete

State Shuffle Tourney Meet In Washington

SEATTLE — The Washington State Shuffleboard Tournament got under way last week, April 18, with some 65 teams competing for the play-offs. The tourney was to run thru April 21.

The tournament is believed to be one of the largest shuffleboard competitions ever held. Each team has an average of eight to 10 players. About 13 shuffleboards are used in the tournament.

Hollywood Brands Bows New 5c Bar

CENTRALIA, Ill.—Hollywood Brands, Inc., has introduced a new, 5-cent candy bar, Taty Nut. The new bar weighs two ounces, has a white nougat center with roasted and toasted peanuts topped with caramel. It is packed in the conventional 24-count box.

BANK-A-BALL

THE SMALLEST ADV. PROFIT OPPORTUNITY
The BIGGEST OPPORTUNITY
Orms only mfr. in United States with 8 years' experience making Belgian Pool.



Terms: Low as \$10.00 per week.

ORMS MFG. Co. 2814 MAIN DALLAS, TEXAS

Your American Red Cross Is Always There After Disaster Strikes



- 5 Hi-Speed Pop Bumpers
- 2 High Score Targets
- 2 Super Powered Flippers

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

CEILING DROP LIGHT FOR POOL TABLES

Created especially for these pool tables. Spreads light evenly over tables, no glare for players. Will increase the play 100%. Made with 10 ft. cord, completely assembled. Samples \$3.75 each, postage paid—\$36.00 per doz. F.O.B. Philadelphia.

STEPPIN SAM CO.
1439 Higbee St., Philadelphia 49, Pa.
Phone CUmberland 8-4334

Vender Mfrs. to Exhibit Units at Restaurant Show

CHICAGO — Manufacturers of vending machines and product suppliers will be well represented at the 1956 National Restaurant Show at the Navy Pier here May 7 thru 11. Several hundred exhibitors will participate in the event which is keyed to commercial food handling and operation.

Firms dealing in automatic merchandising equipment and supplies that plan to exhibit include: H. J. Heinz Company, Charles E. Hires Company, Lily-Tulip Cup Corporation, Liquid Control, Marathon Corporation, Mills Industries, Nehi Corporation, Nestle Company; Norris Dispensers, Inc.; Orange-Crush Company, Pepsi-Cola Company, Peterson Oven Company, Seairight Company, Seven-Up Company; Standard Brands, Inc.; Steel Products Company, Temprite Products Corporation, Tested Appliance Company, and Tyler Refrigeration, Inc.

Beatrice Foods Company, Bert Mills Corporation, Brandt Automatic Cashier Company, Campbell Sales Company; Canada Dry Ginger Ale, Inc.; Coca-Cola Company, Dixie Cup Company; Eastern Electric, Inc., and Fearn Foods, Inc.

BOOM! PACKAGE DEAL! BOOM!

FIRST CALL TAKES THESE

- 2 United 11th Frames
- 2 United Yankees
- 2 United Comets
- 2 United Shuffle Targettes Deluxe
- 2 United League Bowlers
- 3 United Fire Balls (Flasher)
- 2 Chi. Coin Super Frames

TOTAL COST **\$1,500**

CLEAN—JUST OFF LOCATION—MECHANICALLY PERFECT

BINGHAMTON AMUSEMENT CO., Inc.
221 Main St., Binghamton, N. Y. 9-1515

GIVE TO DAMON RUNYON CANCER FUND

Bally Kiddie-Rides EARN BIGGEST PROFITS

MODEL T COIN-OPERATED AUTO-RIDE



BALLY MANUFACTURING COMPANY, 2640 BELMONT AVE., CHICAGO 18, ILL.



INTRODUCING
The Star Attraction
That Is Breaking
ALL PLAY and
PROFIT RECORDS
EVERYWHERE!

Exhibit's **NEW** *Star*
Super

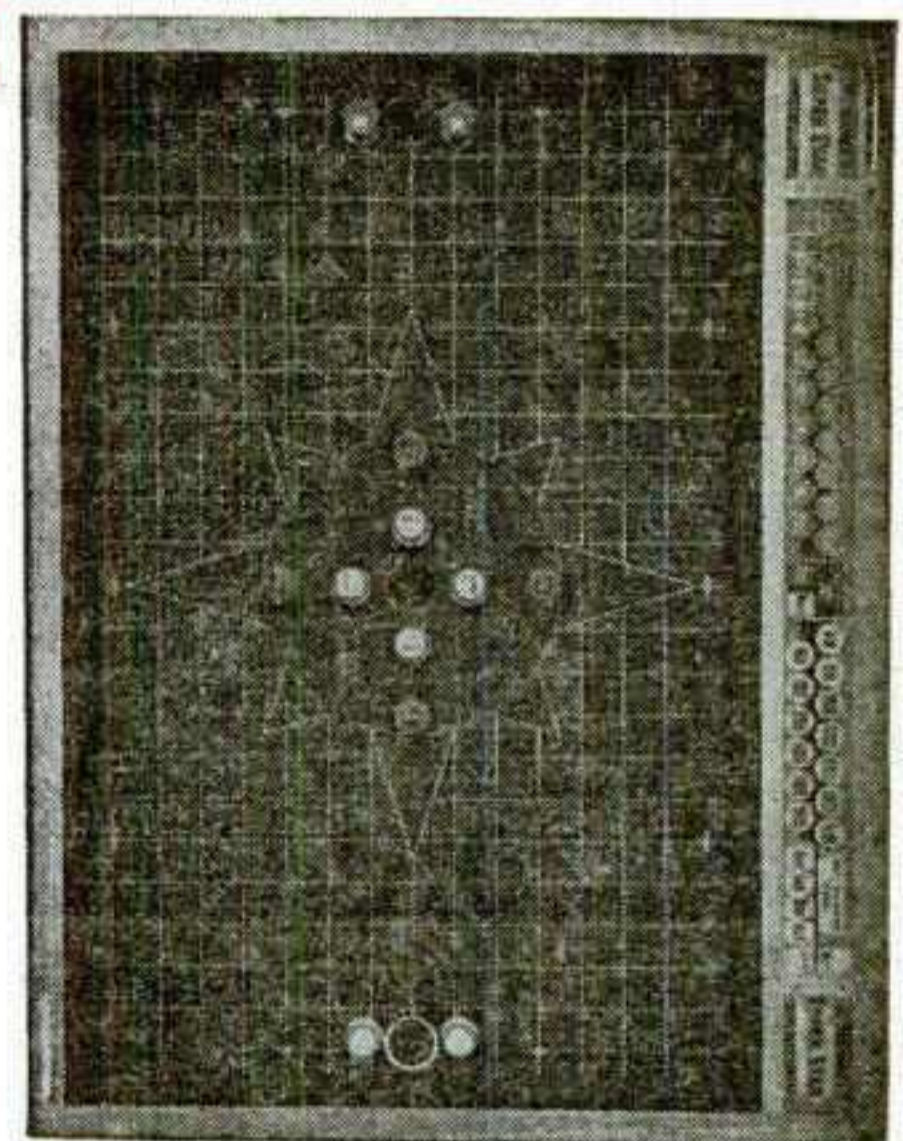
CONVERTIBLE 6 WAYS TO PLAY

- With or Without 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

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	\$275
Keeneey American	225
Keeneey Century	195
Keeneey Diamond	140
Keeneey Carnival	85
Keeneey 10 Player	70
Un. Target	175
Un. Comet	195
Un. Mars	195
Un. Team	155
Un. Leader	135
Un. Imperial	120
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 ... \$120	Ex. Gun Patrol ... \$ 95
18-Ft. Rock-Ola Shuffleboard ... 125	Genco "400" ... 45
Genco Rifle Gallery 195	Genco Silver Chest 110
	Genco Quarter-back

CUE STICKS—\$1.85 in Lots of 12

SUPPLIES

Cue Sticks, Ea. ...	\$2.50
Chalk, Gr.	3.00
Cue Tips, Per 100	1.75
16-Minute Cement, Tube .	.30
Cue Clamps, Ea.25
Plastic Cups, red or white, Ea.30
Coin Chutes, Ea. ...	10.00
Playfield Cloth ...	9.50

Write for Complete List.

SPECIAL POOL GAMES
 Reconditioned Renovated
\$135.00

PURVEYOR
 DISTRIBUTING CO.

Better Buys

4322-24 N. WESTERN AVE.
 CHICAGO, ILLINOIS
 JUNIPER 8-1814

GUNS

Moving Targets	
Keeneey Ranger ...	\$295
Keeneey Sportsman	195
Seaburg Coon Hunt	175
Seaburg Shoot the Bear...	125

National Rejectors To Close Aug. 4-19

ST. LOUIS—National Rejectors, Inc., manufacturers of coin control devices here, will be closed for a two-week vacation period August 4-19.

During that time no shipment will be made and the firm will receive no materials. J. I. Cleary, manager of sales, requests firms to anticipate requirements for that period and schedule them for shipment prior to August 4.

Foodco Exhibits Bulk Milk Unit in Germany

MANCHESTER, N. H.—Food Engineering Corporation's Genco Matic bulk milk vender, which has been shown at the spring fairs in Germany, will be exhibited at the German Industrial Fair in Hannover April 29 thru May 8.

Horst Sommer, German representative, reported to Foodco officials that the vender is being well received. He plans to visit the plant here after the fairs are over.

ROYAL
 DISTRIBUTING, INC.

CLASSIC \$65.00 HOLIDAY MATCH BOWLER .. \$195.00
 IMPERIAL 80.00 LEADER SHUFFLE ALLEY ... 110.00

CLEANEST GAMES YOU'VE EVER SEEN!
1/3 DOWN, THE REST "SIGHT DRAFT"

Ask For Ben Mackie or Harold Hoffman
 3726 KESSEN AVE. CINCINNATI, O. MONTANA 1-5004

NOW ... in **ONE GREAT GAME!**
 all the **THRILLS** of **BASEBALL**
 ... all the **SKILL** of **POOL!**

GENCO'S EXCITING NEW
BASEBALL POOL
 for 2 or 4 PLAYERS

5 ELECTRIC WAFER BUMPERS
 score Singles, Doubles, Triples!

6 PLAYFIELD HOLES
 score 1, 2, 3 and 5 Home Runs!

NEW PATENTED ELECTRIC WAFER BUMPERS
 SCORE WHEN HIT

★ BONUS SCORING—Double and Triple Hole Scoring on Last 4 Balls!

⊙ Live-action base running in backrack!

⊙ Instructions screened on playfield—no card necessary!

⊙ Guaranteed warp-proof playfield with Steel Anti-Warp Bars!

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"!

HINGED PLAYFIELD — LEVELS — STEEL SHEATHED CASH BOX — TROUBLE-FREE MECHANISM — EASY-SERVICING

BE FIRST IN YOUR AREA with this great ACTION GAME—See Your GENCO Distributor AT ONCE!

GENCO MFG. & SALES CO. 2621 N. Ashland Avenue Chicago 14, Illinois



FIRST PRIZE! Equipment from FIRST Wins Every Time! Figures Prove It!

ANNOUNCING FIRST'S NEW "SPORT POOL" TOPS!
 NOW YOU CAN BRING YOUR EARLY GAMES UP TO DATE WITH THE FINEST NEW PLAYFIELD TOPS.
 DO NOT CONFUSE "SPORT POOL" PLAYFIELDS WITH ORDINARY REPLACEMENT PLAYFIELDS.

JUST LOOK AT THESE TREMENDOUS FEATURES:

1. **THREE HOLE MODELS:** Center hole with plastic plug.
2. Includes new metal Runway beneath center hole.
3. Includes brand new specially designed Rocker Ball Trough.
4. **YOUR CHOICE TWO MODELS:** End Holes against rails or End Holes set in 4" from rails.
5. **CHOICE OF:** Plastic bumpers with lights (\$10 extra), Plastic bumpers without lights.
6. **FITS FOLLOWING EXHIBIT:** WILLIAMS, KEENEY, GENCO, CHICAGO COIN.
7. Brand new Tops with all new material.
8. Screened with squares for use as 3 or 4 sided play.
9. Top grade billiard cloth. Plastic hole liners. Extra live rubber rings. Novoply base.
10. Includes "3rd hole" RULES CARD.

ONLY \$35 COMPLETE
 (without lights)
5 or More \$31.50 EACH

King Size Tops, \$10 additional. State length of top for King Size games.

Order a sample now on our money back guarantee or send for literature.

"FIRST" IN POOL GAMES

CHICAGO COIN'S NEW ADVANCE POOL



Greatest Front Play Pool Game!
 FEATURING FOR THE FIRST TIME:
EXCITING POP-UP HOLES!

- * Progressive Advance Scoring
 - * Level-Matic Adjusters
 - * Non-Breakable Plexi-Glass Back Glasses
 - * 5-Drum Automatic Scoring
- Another "First!"

All Models for Immediate Delivery!
ELECTRIC SCORING GAMES

- C. C. ADVANCE POOL
- C. C. CLOVER POOL
- EXH. SUPER STAR
- EXH. SKILL SCORE



- New Games**
- C. C. CHAMPION
 - C. C. CHAMPION MODEL 35
 - C. C. JUMBO POOL
 - EXH. 800 SKILL POOL
 - EXH. 750 KING SIZE SKILL POOL

FIRST-CONDITIONED

COMPLETELY REFINISHED LIKE NEW!
 TOP FRAMES scraped, sanded, stained, varnished.
 Complete with 4 Cue Sticks, Ball, Chalk, Instr. Card.
 Ready for location!

- EX. SKI' L POOL ... \$125
- KEENEY FASCINATION. 125
- BALLY DeL. POOL (Hinged Top) ... 145
- C. C. CROWN POOL ... \$125
- EX. 84 DeL. POOL (Hinged Top) ... 145
- BALLY DeL. POOL (Hinged Top) ... 145

SHUFFLE GAMES

- FIRST-Conditioned CHICAGO COIN**
- *BULL'S-EYE ... \$225
 - *HOLLYWOOD ... 295
 - *ARROW ... 315
 - *THUNDERBIRD ... 395
 - *TRIPLE STRIKE ... 295
 - *PLAYTIME ... 225
 - FLASH ... 195
 - CR. CR. TARGET ... 185
 - FEATURE ... 185
 - *STARLIGHT ... 175
 - SUPER FRAME ... 165
 - ADANCE ... 135
 - *KING ... 120
 - *GOLD CUP ... 115
 - TRIPLE SCORE ... 85
 - *CROWN ... 45
- UNITED**
- *DeL. CAPITOL ... \$335
 - *DeL. CLIPPER ... 295
 - DeL. VENUS ... 250
 - *DeL. MARS ... 235
 - *BANNER ... 215
 - DeL. COMET ... 185
 - *TEAM ... 135
 - LEAGUE ... 155
 - *CLASSIC ... 85
- KEENEY**
- *DIAMOND ... \$175
 - *BIKINI ... 150
 - *BONUS ... 125
 - *DOMINO ... 75
 - CARNIVAL ... 65
 - 10 PLAYER ... 55
 - 6 PLAYER ... 45
- *Indicates Match Play

5 BALLS

FIRST-Conditioned BALLY

- GAYTIME ... \$275
- GAYETY ... 175
- BIG TIME ... 315
- VARIETY ... 185
- SURF CLUB ... 125
- ICE FROLICS ... 110
- HI-FI ... 95
- PALM SPRINGS ... 90
- DUDE RANCH ... 90
- BEACH CLUB ... 85
- YACHT CLUB ... 75
- ATLANTIC CITY ... 75
- SPOTLIGHT ... 75
- CONY ISLAND ... 65

- UNITED**
- MEXICO ... \$135
 - RIO ... 115

ARCADE FIRST-Conditioned TARGET GUNS

- GENCO WILD WEST RIFLE ... \$365
- 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
- CHICAGO BASKETBALL CAMP ... 145
- MUTOS. ACE BOWLER ... 145
- MUTOS. SUPER BOMBER ... 145
- CAP. MIDGET MOVIES (WITH FILM) ... 135
- MUTOS. SKY FIGHTER ... 135
- CHICAGO 4 PLAYER DERBY ... 125
- BALLY UNDERSEA RAIDER ... 125

- EVANS BAT-A-SCORE ... \$115
- 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
- SCIEN. BATTLING PRACTICE ... 75
- CHICAGO COIN PISTOL PETE ... 75
- SHOOT THE BULL ... 70
- BOOMERANG ... 65
- EXHIBIT DALE GUN ... 65
- ZINGO ... 65
- SCREEN TEST ... 45



FIRST

COIN MACHINE EXCHANGE, INC.

Joe Klime & Wally Finke

1750 W. NORTH AVE. CHICAGO 22, ILLINOIS Dickens 2-0500

A HIGH SCORE GAME
 COMBINING
SKILL AND TIMING
 Fascinating to Amateurs -
 A Challenge to Experts!

KEENEY'S



Flicker POOL



HIGH SCORE WINS!

Scores Vary as
Lights Flicker
 from 100 to 600!

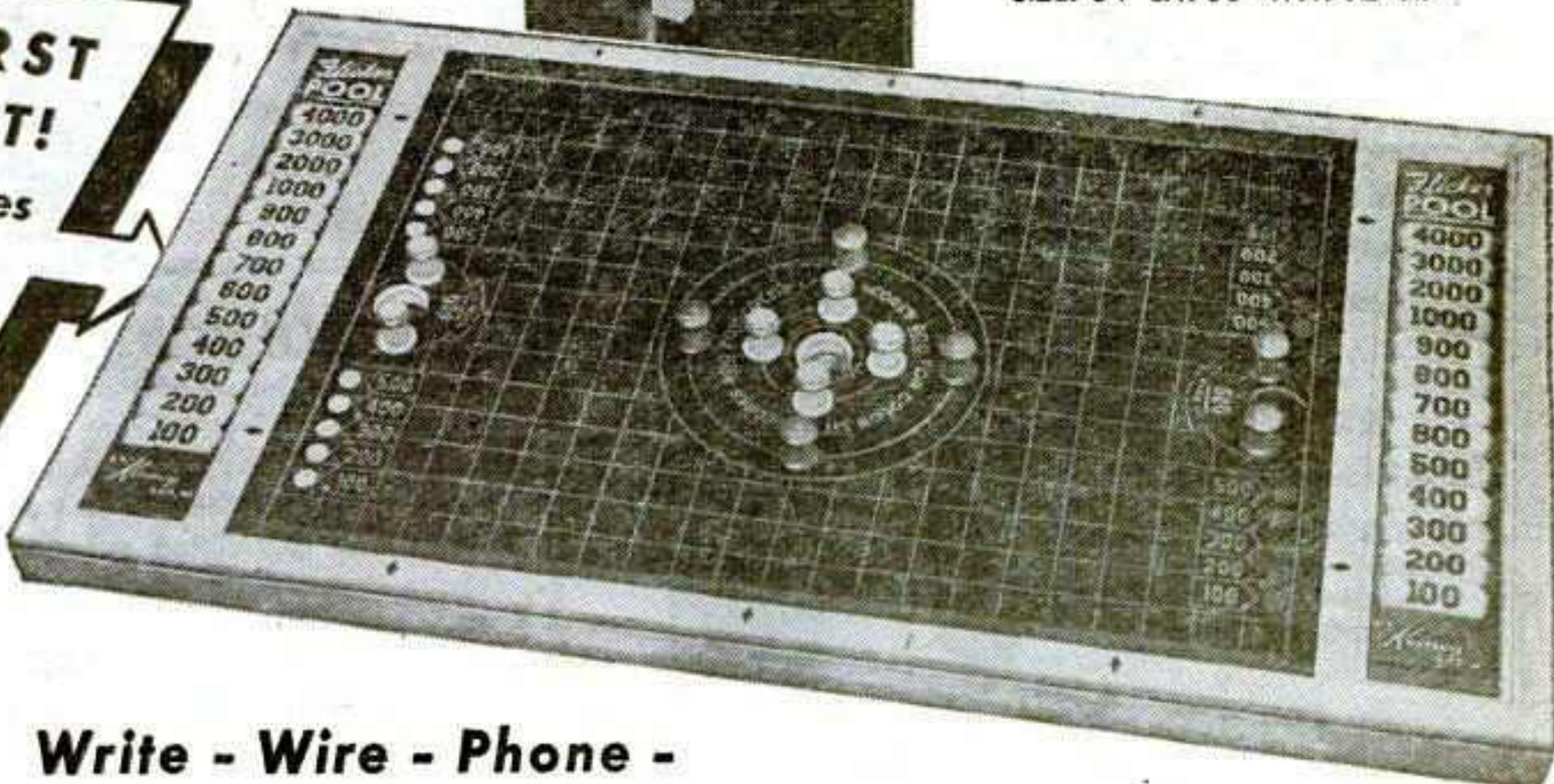
SIZE: 64" L. x 36" W. x 32" H.

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**

J. H. Keeney & CO. INC.
 3600 W. FIFTIETH STREET • CHICAGO 32, ILLINOIS

Write - Wire - Phone -

See YOUR **Keeney** DISTRIBUTOR!

MODERNIZE YOUR POOL GAMES with NEW PLAYFIELD TOPS!

\$35.00 Complete

Write or Phone for quantity price in lots of 5 or more . . . For Light-Up bumpers—add \$10.00 per top. Light system includes transformer, post lamps, wiring, fuses, installed with cord set and plug.

KING-SIZE TOPS also available for \$10.00 additional. (State length and width of top)

TERMS: One-half deposit—balance Sight Draft or C.O.D. Please specify hole position and whether lights are wanted.

MID-STATE CO. 2369 Milwaukee Avenue
Chicago 47, Illinois
Tel.: Dickens 2-3444

Features . . .

- ★ THREE HOLE MODELS! Center hole equipped with plastic plug for conversion to 2-hole play. Rules card with 3rd hole rules.
- ★ Authentic billiard cloth on NOVOPLY base. New metal runway beneath center hole to guide balls into ball trough. Brand new specially designed rocker ball trough.
- ★ Available in choice of two models: End holes against rails or . . . and holes set in 4 inches from rails.
- ★ Field screened with squares for use as 3 or 4 sided play.
- ★ New type plastic bumpers with extra live rubber rings.
- ★ Choice of: Plastic Bumpers with lights . . . Plastic Bumpers without lights.

ANTI-WARP ADJUSTERS

FOR ALL MODELS POOL TABLES. Guaranteed to correct all types of warping anywhere on playfield. Screw adjustments to pull any part of the playfield down or push any part up.

\$8.95

SET OF 1

GAMES WANTED!

WILL PAY HIGH DOLLAR-CASH or TRADE!

COTTLEB MULTIPLE PLAYERS

SUPER JUMBO JUBILEE TOURNAMENT
MARATHON GLADIATOR

COTTLEB 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 BLVD. Phone: BUckingham 1-6466 CHICAGO 14

Extra!

HUNDREDS OF THOUSANDS OF LOCATIONS ARE READY TO INSTALL THIS PURE-SKILL AMUSEMENT EQUIPMENT!

Watch FREE-SPENDING CROWDS POUR LOADS OF MONEY INTO THIS

Williams **"TONS of FUN"**
CRANE

it's New!



100% ALL-SKILL!

Do Not Confuse Williams Crane, with "prize-grab" diggers. Players scoop up simulated gravel only. No prizes. Strictly a game of SKILL.

A REAL SPACE-SAVER!

Only 27 1/2" Wide by 30 1/2" Deep Transforms small unoccupied corners into lively and active BIG MONEY MAKING SPOTS!

HOW IT OPERATES:

Insert a dime. Instantly the player assumes complete mastery of Crane. He pushes 4 Buttons to: (1) Drop bucket, (2) Load and Hoist, (3) Swing Bucket over Hopper, (4) Lift and Empty Bucket into Hopper, (5) Swing it back to load and unload bucket as often as possible racing the clock to score top tonnage on the dial within the allotted time.

WITH EACH LOAD the Red Car moves progressively downward while the pointer on the Dial goes higher and higher. A light signals "Expert Crane Operator" for a predetermined number of "Total Tons"—but, you've got to be good to get it. Williams "Tons of Fun" CRANE is packed with lively action, frenzied thrills and tantalizing suspense. It is a true-to-scale miniature Crane that can go into countless locations as an extra piece of equipment without replacing presently installed amusement units. It does not compete with kiddie rides or other amusement installations. Because it occupies such tiny space it makes "dead corners" come to life in places where floor space is at a premium.

Williams
MANUFACTURING COMPANY

CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST.
- CHICAGO 24, ILL.

Now IN PRODUCTION

Williams **STAR POOL**

Williams **KLIK BILLIARDS**

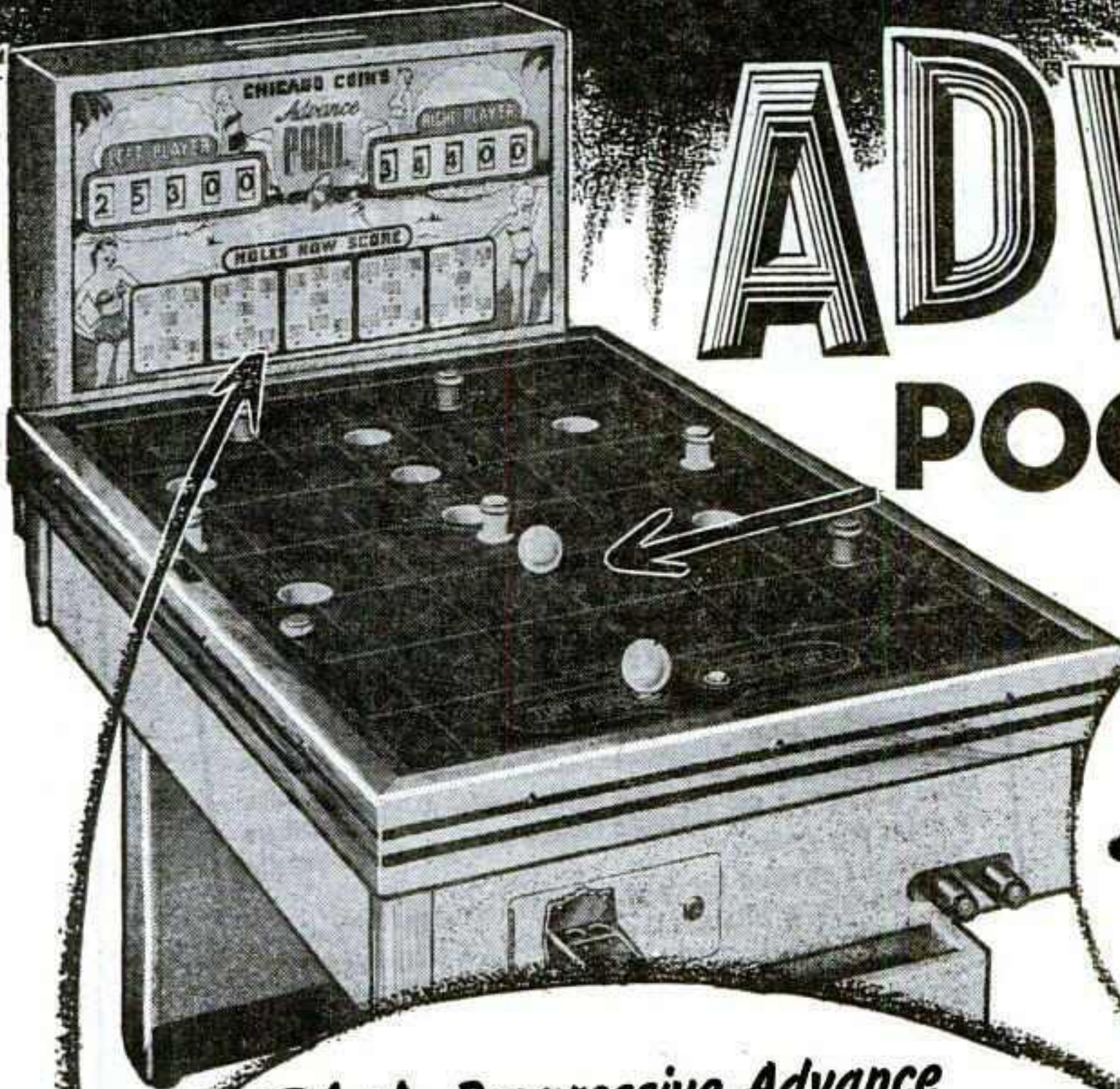
Williams **DELUXE 4-BAGGER**

Williams 2-Way Deluxe
2-Way Special Deluxe and
2-Way SENIOR Deluxe
BANK POOL

chicago coin's FRONT END PLAY POOL TABLE

Another FIRST!

ADVANCE POOL

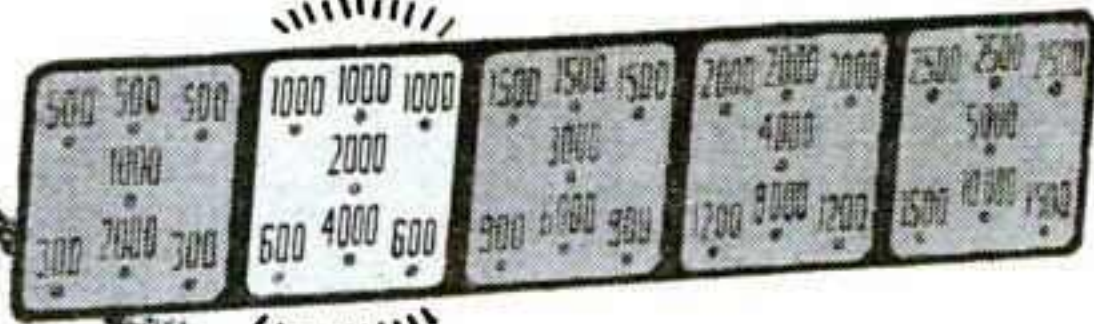


Featuring
Three Pop Up Holes!
.... Ball Pops Up!



Player by Shooting Into Super "Magic Hole" will also score in 2 additional holes!

Plus Progressive Advance
Scoring On The Back Rack Glass



All holes advance in scoring as game progresses. (5 scoring panels lite up progressively to show new scoring value of each hole.)

Features Front Play!

Features Automatic Scoring!

Features Lite-Up Posts On Playfield!

Unbreakable "Plexi-Glass" Back Glass!

5 Drum Scoring!

"Level-Matic" Adjusters—
Standard Equipment!

Brilliantly Colored Cabinet!

TOPS IN PLAY APPEAL!!



Clover Pool

★ Plus Clover Model 35

3 in 1 game which can be converted to 2 or 3 hole or automatic play at the flip of a switch. Automatic scoring with popular 4 sided play. New advance type scoring on all holes. Available with "Level-Matic" playboard adjusters.



Champion Pool

★ Plus Champion Model 35

Available in 2 or 3 Hole Models With The Exciting Center Hole Feature!
New Type Ball Drop Mechanism... Simple... Positive... Fool-Proof!
End holes are located 4 inches closer to center!
3 or 4 Sided play!



Jumbo Pool

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**
MACHINE COMPANY

1725 West Diversey Blvd., Chicago 14, Ill.

Earn biggest pool-profits with new Booster-Pool

BY

Bally®

EXCITING Progressive SCORES

First ball sunk by a player in matching-color pocket scores 1. If second ball is sunk in matching-color pocket, before opponent scores, play is worth 5, and Totalizer credits player with total of 6. Third successful shot, before opponent sinks a ball, scores 9.

Progressive score-values are plainly displayed on light-up scoreboard. Last-lit value remains lit, from turn to turn, until opponent scores—then re-sets to 1.

Winner is first player scoring 21 or more.

Double fun of boosting score, while holding down the score-value of opponent's shots is biggest skill-thrill in coin-operated pool, resulting in biggest profits in pool-operation.

AMAZING Color-Detector TOTALIZERS WITH AUTOMATIC REFEREE

Sink red ball in red pocket or white ball in white pocket... and clickety-click... correct totalizer immediately credits the shot to correct color. What happens when a ball drops in wrong-color pocket? Totalizers ignore the shot... but Automatic Referee promptly signals penalty for player who goofed.

Players are mystified but delighted by the uncanny ability of the Bally Color-Detector Totalizers to register each and every ball sunk in matching-color pocket... and to flash penalty-light when colors are mis-matched. Result is fast word-of-mouth advertising for Bally BOOSTER-POOL tables on location, attracting patrons to spots equipped with BOOSTER-POOL... producing bigger profits than operators ever dreamed of earning in pool-operation.



NOW AT YOUR
Bally DISTRIBUTOR
NIGHT-CLUB

Deluxe ABC
OFFICIAL SCORING **bowler**

Pin-Pool

Choice of
2 DIMES or
1 QUARTER
operation

BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

for best deals on biggest money-makers \$ \$ \$ \$ \$
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UNITED'S STAR SLUGGER

Fascinating 2-Player Animated Baseball Game



NEW
ELECTRO
MECHANICAL
Features

2
MODELS
Regular or Replay
OPTIONAL
1-2-3
INNING PLAY

3-WAY
HITTING CONTROL
WEAK
MEDIUM
HARD

Many Attractive Scoring Features

SUPER HOME RUN POCKET
SCORES 30 RUNS PLUS 1 RUN FOR EACH MAN ON BASE

LOWER DECK SCORES HOME RUN AND MEN ON BASE SCORE 1

CENTER DECK SCORES 2 HOME RUNS AND MEN ON BASE SCORE 2

UPPER DECK SCORES 3 HOME RUNS AND MEN ON BASE SCORE 3

ALL 3 DECKS LIGHTED
SCORE 30 RUNS

Ball in any one of 3 front single holes on playfield loads bases

SIZE: 6½ FT. HIGH
6½ FT. LONG
2 FT. WIDE

BRIGHTLY
ILLUMINATED
COLORFUL
FLASHY
SEE YOUR
DISTRIBUTOR

UNITED OPERATORS ARE SUCCESSFUL OPERATORS

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

EQUIPPED WITH UNITED'S FAMOUS SLUG REJECTOR

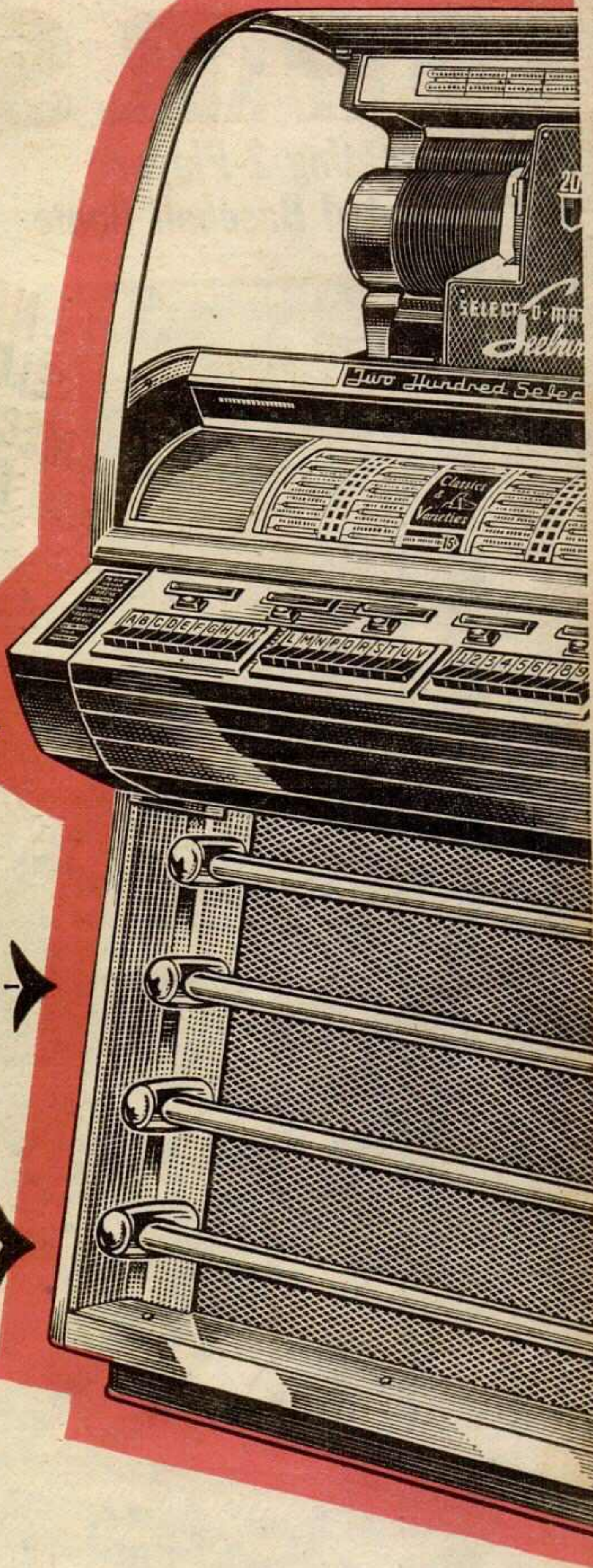
SPECIAL CLUB POOL • HI-SCORE POOL • 2-WAY CLUB POOL (2 Sizes) • HIT POOL • STARDUST • REGULATION Shuffle-Alley

how the
Seeburg V-200
 makes
PROGRAMMING
EASIER...
MORE PROFITABLE!

45 RPM Single-Tune Records are important and must be programmed on a modern music system. And 45 RPM Extended Play Records are equally important to good programming. That's because all-time favorites, show tunes, classics and varieties—standard music* the public wants to hear on 45 RPM—are principally available on E.P. Records.

The playing time of a Two-Tune E.P. Record is longer than that of a Single-Tune Record. Music operators should be compensated for this additional playing time. **AND THEY ARE!!!!** How? With the Seeburg V-200—the music system that permits programming Single Records at one price and E.P. Records at a proportionately higher price.

*Leading record manufacturers—including Columbia, RCA-Victor and Capitol—have developed low-cost 45 RPM E.P. Record packages for coin-operated music systems. See your Seeburg Distributor for complete information.



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 DEPENDABLE MUSIC SYSTEMS SINCE 1902
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 Chicago 22, Illinois

America's Finest and Most Complete Music Systems