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Top H'wood Names' TV Ratings Slight 1

Big Stars' Appearances Rare, But Don't Usually Mean Big Audiences, Anyway

By BOB SPIELMAN

Hollywood stars be gotten for TV price?

box office attractions, altho other studio. featured actors and stars are showing up on dramatic anthologies as a matter of course,

As far as ratings are concerned, marquee value apparently has small or no effect on attracting and holding the TV audience. Some of the shows which have had the biggest names have the lowest ratings. Conversely, programs which can't afford the biggies still get a top viewing audi-

MCA Uses Names

The organization which has done the best job of providing names for its dramas is MCA. "G. E. Theater" leads all the rest with such attractions as Joseph Cotten, Ronald Regan, Ray Milland, Judy Carland, Ethel Merman, Rosalind Russell, Joan Fontaine, Charlton Heston, Alan Ladd and Kathryn Gravson.

America program, Star Stage, has featured Jeanne Crain, Joseph Cotten, Yvonne de Carlo, Teresa Wright, Betty Grable, Greer Garson, Cornel Wilde and Ralph Bel-

Yet, "G. E. Theater" regularly has an ARB count in the 30's, while "Star Stage" is down around 17.0 or 18.0.

Of the major motion picture studios who entered TV during the past year only 20th Century Fox

Keys to Lure Movie Talent

NEW-YORK -- What are the factors that influence top Hollywood dramatic talent to prefer one TV show over another? The two keys seem to be the property they are being showcased in and the production talent associated with the program.

Important vehicles assure prestige; important and experienced production talent insures the success of the show. This is the opinion of a top executive of Showcase Productions, the packagers of "Producer's Showcase," which will bring Audrey Hepburn and Mel Ferrer to video next February on NBC-TV.

has attempted to place stars in HOLLYWOOD-Can the top the vehicles and, in general, both the number that have appeared drama? If so, are they worth the and the results have been disappointing.

The answer seems to be that, The "Fox Hour" has come up once in a while, under special cir- with Bette Davis, George Sanders, cumstances the top luminaries will Linda Darnell, Raymond Massey make television appearances. In and a number of others, but in general, however, TV does not comparison to MCA, most of the have the money to lure the major really big ones have escaped the

"Steel Hour" Holds Own

The alternating "U. S. Steel Hour" has had almost no marquee draws on its dramas. Yet the ratings of the two series have been almost identical, both around 20.0 (ARB).

One series which has done well from both star and rating value is "Ford Theater," produced by Screen Gems, which has had Edward G. Robinson, Rhonda Fleming. Ioan Bennett, Joseph Cotten, Linda Darnell, Arlene Dahl and Irene Dunne, and an American Research Bureau of around 30.0.

On the other hand, "Schlitz Playhouse" has done almost as well, 25.0 to 30.0, altho featuring none of the top names. Conversely, "Screen Directors Playhouse" which has had the biggest ones of them all, John Wayne, plus Laraine Day, Peter Lawford, Charles Bickford, Another Music Corporation of Yvonne de Carlo, Fred MacMurray, Erroll Flynn, Ray Milland and

(Continued on page 3)

FAIRS AT PEAK ON BOOKING TV, RECORD NAMES

By JIM McHugh

NEW YORK--Name artists from the recording and television fields. will appear at more fairs this year than ever before. Included among the sponsoring show place annuals are a number of hinterland events which, until now, had never dreamed of being able to swing a real name personality as a grandstand lure.

Big and little fairs will share such artists as Russell Arms, the Mills Brothers, Eydie Gorme, Lillian Briggs, Denise Lor and Jill Corey. These artists alone will play more than 100 dates, virtually all in conjunction with the GAC-Hamid packages, produced and offered this year for the first time. The Mariners, Pat Boone and Dorothy Collins are also set for a number of outdoor events.

The renewed interest of the Music Corporation of America in the fair field made for more name dangling and buying with the fairs, in some instances, put in the pleasant position of choosing among good names with the money differential nil as competition sharpened. The solidly entrenched Barnes - Carruthers agency had its portfolios filled with offerings when the occasion demanded, with the result that fairs everywhere, and for the first time, were peppered with name offerings.

(Continued on page 15)

Music Goes 'Round 25,000,000 Times In Juke Boxes' Day

440,000 Machines in Nation Now; Bigger Figure Promised Tomorrow

By BOB DIETMEIER

CHICAGO --- Over 25,000,000 record plays a day are spun on the nation's estimated 440,000 juke

it may well be even greater.

select their own music on the juke outstripping rises in income.

(Editor's Note: For those interested in figures, the one above was arrived at by using statistics supplied by the Ninth Annual Juke Box Operator Poll. The average operator's share of the average per machine weekly gross-\$12- was multiplied by two to get total weekly per machine gross or \$24 weekly. This will buy 240 plays at a dime, 480 at a nickel. Again using Poll statistics, the average weekly play total per machine comes to 400, or 57 a day. Multiplying 440,000 juke boxes by 57

equals 25,080,000 plays a day).

Expansion, Adjustment The jake box industry is experiencing a new period of growth,

change and adjustment which is That's an astonishing figure, but full of significance not only for from the looks of things, tomorrow the industry itself but for the music-record industry as well. The simple fact contained in It is a period brought on by

this figure-and the question it new developments in juke boxes raises-are the most significant for and records, by increasing imporboth juke box and music-record in- tance of buying and programming dustries. The fact: People like to tunes properly, by rises in costs box. The question: How much can The requirements of successful

this figure be increased? Both in- music operating today are becomlustries are busy preparing answers ing more exacting; the juke box business, always geared to hard competition, is becoming even more sharply competitive.

These are the basic facts which color the thinking of the nation's

juke box operators.

These are the facts which form the basis of reports of 400 music operating companies participating in the Ninth Annual Juke Box Operator Poll which appears in this

Heart of Industry

Records, tunes and artists-all of which make up the heartbeat of the juke box-are spotlighted in the

Besides reporting on equipment and record buying, income, expansion, locations, dime play and other major business subjects, operators came up with their top five favorite recording artists in pop, rhythm and blues, and conntry and western categories.

In addition, they named five new artists in each category they (Continued on page 43)

Juke Boxes' Buying Aids

CHICAGO -- What prompts a juke box operator to buy one record in preference to another?

The Ninth Annual Juke Box Operator Poll, which appears in this is ue, again confirms that no less than a dozen sources of information can effect an operator's disk purchases. And heading the list in importance by more than twice the votes of its closest competitor, is the category "trade paper charts, editorial features, and ads.

Location requests, personal opinion, dealer advise and actual juke box play meter count also pulled well, as did current artist popularity and disk jockey recommendations.

NEWS OF THE WEEK

Choice Fall Time on CBS, NBC Rapidly Eaten Up . . .

The the start of the new TV season is still four months away, prime time availabilities on CBS and NBC are fading fast away. A spurt of buying activity at NBC last week cut down greatly the amount of choice time available

19 Network Film Shows to Bid For Syndication in Fall . . .

The reruns of approximately 19 network film shows which are going off the air at the end of this season will probably be made available for syndication sale. Many of these shows are already earmarked for distribution by specific syndication firms, and four of them are up

Educational Music Field Grows

To New High; Sales Beat Pops . . . So-called "educational" music has taken up the slack in the music printing business. Latest estimate of the American Music Conference indicates that about 27,650,000 persons in the U. S. A. now play musical instruments. Choral groups also abound. Some educational sales surpass hit songs Page 11

Goody Record Club Under Way; Offers Disks of Major Labels . . .

The Goody Record Club, Inc., brings the

famed record discounter into yet another branch of the disk field. The first mail-order club to offer members disks from virtually every major label will make disks available at 38 per cent under list. Dealers thruout the nation can take part in the plan via signing members up at a \$5 commission per member. Page 11

Huge Crowds Attend Opening Of Gotham's New Coliseum . . .

The world's largest exhibit structure, New York's Coliseum, opened gloriously with some 200,000 people attending the ceremonies and its three simultaneous shows. The 391,000 square feet of rentable space will bring in to the owning Triborough Bridge and Tunnel Authority a guarantee of \$300,000 plus a healthy percentage of the net Page 15

DEPARTMENTS AND FEATURES

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GOING, GOING, - - -

Anyone Wanting Prime Time On CBS, NBC Better Hurry

NEW YORK -- Network sponsors who want time on CBS-TV or confused day of the week. (See grammed by the network's new NBC-TV had better move fast. A other story this issue.) Sylvania Ray Bolger stanza, "Washington survey of sales made up to now by wants to deal off half of "The Square," are available. both networks reveals that they Buccaneer" which it has bought will again be virtually sold out in for 7:30-8. Half of the Jackie still open and is likely to be occuthe prime time period when the Gleason show may be available in pied by "Impact." new season rolls around, four its present half-hour state or if it months hence. And they are ac- goes to an hour. And alternate tually not too far from that situa- weeks of "High Finance" in the tion now, except for spectaculars. 10:30-11 period is also up for

made this week by NBC (see other used. stories this issue), but CBS wrapped up several of its key sales in previous weeks. Both networks are in the position of selecting clients for some of their open time periods.

Here are the available time periods on CBS:

Monday: Completely sold.

Tuesday: If Maytag cannot afford an alternate half hour of the Herb Shriner variety hour, it may be on the market. The show is slated for Tuesdays 8:30-9:30 p.m.

Wednesday: The 7:30-8 time period is open for both show and sponsor. It is being sustained this

Thursday: Alternate weeks of the 10-11 segment of "Playhouse 90," which begins at 9:30, is for sale.

Rem'ton Eyes Half of NBC 8

NEW YORK -- Remington is evincing interest in picking up half labor group. of the Wednesday 8-8:30 time period on NBC-TV. The network is offering the advertiser a choice of two shows-"Impact," its new dramatic property, or "Medic" reportedly has been canceled by Procter & Gamble effective at the conclusion of its current contract.

Crider Quits Veep Post at K&E; New Officers Apointed

NEW YORK-Wick Crider last week resigned as veepee in charge of TV and radio at Kenyon & Eckto accept an important position Kaiser Drama elsewhere, probably with another agency. No successor has been named, but conjecture is that Jim Bealle, his assistant, is being given consideration.

K&E also named a new vicevice-presidents, who include Don C. Miller, David G. Stewart, Max-Barrett Brady.

The greatest sales strides were grabs, tho another show may be

Sunday: Completely sold. NBC Situation

The NBC situation is:

Monday: One-half of "Lancelot" 8-8:30 and at least one-half of sale, since many are tied to options. 'Medic," 9-9:30 are still open.

Saturday: This is still the most 8-9, most of which will be pro-

Wednesday: The 8-8:30 slot is

monthly, is available.

Saturday: Completely sold out. Sunday: One-third of the new Steve Allen 8-9 show is up for grabs.

All these time periods are not for But sponsors who plank their cab-Tuesday: About 20 weeks of bage down can move in.

MUSICIAN-ACTORS

AFTRA and AFM Spat Over Dorseys

the whip being used by the Ameri-that its talent must join the union. Friday: Half of "Person to can Federation of Television and Person" in the 10:30-11 slot is Radio Artists against "Stage Show," the Saturday night 8:30-9 p.m. show on CBS-TV, to force the union. The performers are caught in a dilemma as James C. Petrillo, head of American Federation of Musicians, the union to have told them not to join the rival

> function on the program is more than just being musicians and for that reason it wants them as dues payers. Petrillo claims they are Wide World' primarily musicians. This dispute as to when a musician becomes a performer has been a long-time bone of contention between the rival entertainment unions.

Gleason Enterprises, which owns discussions with the European

Miner Due for

NEW YORK - Worthington Miner will probably become the producer of the new Kaiser dramatic show on NBC-TV, alternate programming will be worked out ABC's Sunday 9-10:30 p.m. time Tuesdays 9:30-10:30. The agency with Eurovision. chairman of the agency, Edwin is talking to the producer, with a Cox, and appointed five senior favorable decision expected immi-

Miner will probably also prowell Ule, Anderson F. Hewitt and duce several Friday spectaculars for NBC next season.

NEW YORK-A strike threat is a contract with AFTRA stating

The Dorsey brothers Lave asked that the dispute be taken to arbitration, but AFTRA is having none Tommy and Jimmy Dorsey to join of it and will strike "The Honeyvehicle, if necessary to get him to make the Dorsey brothers AFTRA WRCA a 1.6. which they belong, is reported to members. The dispute could effect other video shows which are built around musical stanzas, such as The AFTRA position is that their the Lawrence Welk program.

Eyes Europe

NEW YORK -- NBC-TV's 'Wide, Wide World' will scan Also in the middle is Jackie Europe beginning next October, if the "Stage Show" package and has Broadcasting Union (Eurovision) pan out in late May.

> in charge of public affairs, and of the program. Barry Wood, director of special Eurovision on May 23 about kine- quarter of "Omnibus" by Aluminscoping coverage in Great Britain, ium, Ltd., one of the current spon-France, Germany, Italy, Switzer- sors. It's expected that J. P. Steland, Holland, Belgium, Denmark, vens will also renew the program, Monaco and Luxembourg. Actual which is shifting from CBS to

CONCENTRATION

Dodge Nears Banking Its All on Welk Hours

ready to throw all its eggs into the next season. The two Welk hour-Lawrence Welk basket. The spon- long shows on ABC will be sor is close to dropping both Dodge's only stake in network TV. "Break the Bank" and "Make Room for Daddy" in order to bankroll a second hour-long Lawrence Welk Welk for two hours of weekly proshow on ABC next season.

Thursday: Completely sold out. will be in addition to Dodge's cur-Friday: NBC's newest spectacu- rent highly successful Saturday budget show. lar, which goes 8:30-10 once night Welk music show, will air

WABD Alters

Tune In' to

Include Kids

NEW YORK -- WABD, here,

has made a modification in its

"Tune in Anytime Theater" based

on its rating experience since its

January start. The program, which

presents features as do theatrical

exhibitors in a grind fashion, from

10 a.m. continuously to 3 p.m., has

had a spectacular increase in rat-

ings from 10 to 12 p.m. At that

point, however, it begins losing

Consequently, WABD will do a

"Children's Tune in Anytime Thea-

down 10 and 58 per cent, respec-

tively. WABC has a 1.9 and

ABC Anchors

'Wire Service'

Thursday 8-9 p.m. spot for next

season, has already closed one

sponsorship deal and has all but

bought a piece of the show, and

Colgate similarly has indicated

R. J. Reynolds, word has it, has

set another, according to reports.

audiences.

NEW YORK-Dodge is almost on ABC Mondays 9:30-10:30 p.m.

Dodge's unusual decision, if consumated, to tie itself completely to gramming is the results of Welk's The new Welk stanza, which phenomenal success this season with his ABC Saturday night low

> The program not only has been providing the bankroller with a terrific cost per thousand, but Welk has been selling Dodge cars. Its latest Nielsen rating, a 25.4 average audience, beat both its CBS and NBC competition in the 9-10 p.m. period.

Cowan Named CBS, Inc., VP

NEW YORK-Lou Cowan, the creator of "The \$64,000 Question," will join the staff of CBS, Inc., as veepee in charge of creative services. While Cowan will have no direct operating responsibilities, he will advise on obtaining maximum effectiveness in each of the company's divisions dealing with ereative product - CBS-TV, CBSto get the attention of those kids Radio and Columbia Records.

He has been with the network who are home from school. The since August, 1955, as a veepee in morning show will resume at I the program department, handling to run until 3. Its April rating such shows as "Good Morning! was 2.7. The competing shows on and "Captain Kangaroo." WABC, here, and WRCA are

Billböard

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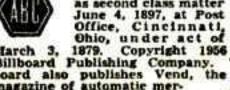
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mooners," Gleason's own starring

Davidson Taylor, vice-president that it may become a bankroller

SELLS TO FOUR

NBC Wraps Up Fall College Grid Package

NEW YORK -- NBC-TV last the stations co-operatively. The week sold its college football package, to be programmed next fall, f whom will sponsor a quarter of the package. The sponsors are Sunteen, Bristol-Myers, United States Rubber and an unnamed Midwest-rn appliance manufacturer.

Last year's sponsors were Avco, Last year's sponsors were Avco, All the package at the last minute, and did not have the time to corral all the clients who might be interested.

The sale of college football by NBC so rapidly again makes this property important commercially. It was only two years ago that the package at the last minute, and did not have the time to corral all the clients who might be interested.

The sale of college football by NBC so rapidly again makes this property important commercially. It was only two years ago that Billboard Publishing Company. The Billto four different advertisers, each beam, Bristol-Myers, United States Rubber and an unnamed Midwestern appliance manufacturer.

quarter of the show was sold by dispose of it.

network undoubtedly made better deals for the football programming this year than last when it bought of whom will sponsor a quarter of did not have the time to corral all the package. The sponsors are Sun- the clients who might be interested.

General Cigar, Schick and Gulf ABC bought college football and for a regional network. One-had to take an enormous loss to chandising; one year, \$4.

EYES RIVETED ON 'LANCELOT,' 'JIM'

NBC to Test Show Combining Adult, Kid Appeal at 8 on Mondays; ABC, Fridays

many TV executives will be fo- duopolized by CBS and ABC. It cused next season with more than is, however, learning from the sucusual interest on two 8-8:30 p.m. cess of the rival networks, if the time spots where programming ers will keep "Cunsmoke" 10-10:30 network time slots - Mondays on theory it is helping to test turns NBC and Fridays on ABC. That's out to be accurate. where "Sir Lancelot" (NBC) and "Jim Bowie" (ABC), two shows of the type that have been so successful in the 7:30-8 p.m. periods on ABC and CBS, will be slotted. Eyes ABC-TV cessful in the 8-8:30 p.m. period, they will probably usher in an allout, three-network battle to dominate 8-8:30 p.m. with adventure shows with kid appeal. It will be a battle similar to the one that CBS launched this season in an effort to grab away some of the glory and business that ABC captured by airing kid adventure shows in the 7:30-8 p.m. spot.

The belief that "Sir Lancelot" and "Jim Bowie" can do as well in the 8-8:30 p.m. period as their show, a Screen Gems property, forerunners have done a half hour will start its fifth year under Ford earlier is based on evidence provided by ratings of "Disneyland" as yet unselected, time period. and the "Cheyenne" portions of "Warner Bros. Presents," which show that kids, notorious for their Closed Circuit tight grip on TV set dials, can and do stay up until 8:30 p.m. But Sells Bowie perhaps an even more important factor is that audience composition studies of the high-rated 7:30- with which network sales can be 8 p.m. so-called kid programs wrapped up and the use to which show that approximately 50 per closed circuit TV can be put in cent of the audience of these shows closing such deals among parties consist of adults.

Kiddies Added

competing against an 8-8:30 p.m. show which attracts the youngsters who are still in viewing position as well as adults. This theory, at any rate, will be given a thoro testing next season by "Sir Lancelot" and "Jim Bowie."

aboard the 7:30-8 p.m. adventure vention in Florida.

'Matinee' Racks Up Two Sales

NEW YORK -- NBC-TV last week racked up two sales for "Matinee," its hour dramatic show. Brillo and Whirlpool each bought a quarter hour of the daytime stanza, giving further insurance that the program will remain on TV. The future of the program was shaky for a time, but its improvement in ratings and now its new business make doubly certain of its continuance.

Brillo also became the first client to buy into the network's new daytime stanza, "It Could Be You." The advertiser also bought a quarter hour of the Ralph Edwards vehicle, which is slated to go into the 12-12:30 slot shortly.

Continued from page 1

others, has never gotten higher

than around 15.0.

with consistently the highest rat- Parade. ings, "Climax" and "Lux Video Theater," both in the neighborhood NBC and CBS to Co-Op of 35.0, have used fewer big names than any of the others. Similarly, "Fireside Theater," 30.0, hasn't depended on the star attraction, altho Canadian Broadcasting Corpora-Jane Wyman hosts the show.

for setsiders, names mean very lit- Lawrence waterway and its signifi- of the character and scope of his tle, and, if the show doesn't at- cance to both the United States previous "Festival of Music" and tract, the dial's going to be turned and Canada. no matter who happens to be emot- Details of the show will be tion of "The Sleeping Beauty" on ing on the screen.

NEW YORK - The eyes of show gravy train, which is now

NEW YORK--Ford is casting covetous eves at ABC-TV in the search for a new time slot for its "Ford Theater," which is giving up its long-held Thursday night NBC 9:30-10 p.m. berth next season. Ford has decided to use that NBC time period for a new Tennessee Ernie show.

In the search for a new home for "Ford Theater," ABC-TV reportedly has the inside track. The sponsorship next season in its new,

NEW YORK -- The swiftness sands of miles is exemplified by A show with adult-only appeal, ABC-TV's sale of "Adventures of

McCann - Erickson, the Chese- The coffee brand is outranked only ning, which accounts for its large swiftly set up closed circuit tele- where it tops such important precedes it. Chesebrough's president, Jerome Chase & Sanborn. NBC refused this season to jump Straka, who was attending a con-

> After the closed circuit presentation, a long distance telephone broadcast media, the large maconference was held between jority in TV. And Savarin's Sat-Straka and the executives in New urday night newscast, 11-11:15, on York, which resulted in the closing WNBT here, featuring Bob Rogof the deal.

McCann to Get Chesterfield?

NEW YORK--Reports still persist in the trade that the Chesterfield account will move from Cunningham & Walsh to McCann-Erickson. The rumors originally started before the L&M brand was shifted from Cunningham & Walsh to Dancer-Fitzgerald-Sample, but they still are getting heavy play.

Chesterfield's only current network property is "Gunsmoke."

Gisele MacKenzie Sought for Shriner

NEW YORK--CBS-TV is negotiating with Cisele MacKenzie Hollywood Names to be featured on its new Herb TV Theater" and "Story Theater." Shriner show, Tuesdays 8:30-9:30 The division is headed by Stan closed, next season.

The deal is close to being wrapped up. The singer is now The two dramatic anthologies featured on Lucky Strike's "Hit

On St. Lawrence Show

NEW YORK -- NBC and the tion will co-operate in a TV pro-The conclusion seems to be that, gram describing the new St. to create and produce TV events

announced next week.

PROBLEMS NEAR OVER

THE BILLBOARD

CBS-TV Fall Programming Comes Gradually Into Focus

plans are far from settled, CBS'

remains the night where anything can happen. Reports were circulating last week that CBS and Jackie Gleason are again entertaining thoughts of Gleason's reverting to an hour-long format. Such a move, it's felt, would give CBS a powerful weapon with which to combat the NBC Perry Como hour and would permit Gleason to keep his stake in the 8:30-9 p.m. period, from which his current season's offering, "Stage Show," is being ousted.

Buick, reportedly, has given up its opposition to such a move and. in fact, is even willing to sell off half of the Gleason show should it remain in its present half-hour form. In the hour form it wants a complete show every other week.

'Gunsmoke'

slot a new hour long "Perry Mason night schedule at this time.

NEW YORK -- Tho it's still | Show" there. It's now considered | wrestling with a batch of night- all but certain that Liggett & Myweb will accept this order as soon on the scene.

> One of the problems that may be holding back Gleason's expansion to 60 minutes is that Gleason has become too rich a property for the pocketbook of Nestle's, the current sponsor of the 8:30-9 period. Nestle's, furthermore, has made a deal with Hal Roach Jr. for "Oh, Susanna" for airing 8:30-9.

One way in which the Saturday night deadlock might resolve itself would be for Gleason to go 8-9, sponsored by Buick, Lorillard and Bulova (the latter two would give up 9-9:30 p.m. in order to move into the Gleason show). Nestle's would take over 9-9:30 for "Susana" or another show, and Procter & Camble would hold down 9:30-10 with its new "Hey, Jeannie" So far as the Saturday 10-11 show. Such a line-up, however, is p.m. period is concerned, CBS-TV strictly speculative as is any other last week gave up on its plans to attempt to outline CBS' Saturday

The major problems facing CBS-TV executives these days concern the juggling of shows and p.m. CBS has an order from Men- keeping sponsors happy, two tasks fall schedule is beginning to take nen for half of 10:30-11 p.m. for which are often incompatible. on the semblance of its final shape. the new "High Fianance" live quiz There's many a CBS exec who Saturday night, however, still show, and it seems likely that the finds that working for a sold-out network like CBS is much more as an alternate bankroller appears frustrating than pounding the pavements and pitching available time and shows.

> The only spots that seem ripe for programming changes, in addition to Saturday night, are: Tuesday, 8:30-9:30 p.m. (where Herb Shriner will probably wind up); Wednesday, 7:30-8, maybe Wednesday 8-9 (the Godfrey reportedly may change his mind and return to that time slot); Thursday, 8-8:30, and Friday, 8-9:30 p.m.

Savarin Success Proves TV separated by hundreds of thouse Sales Power on Local Level

NEW YORK--Savarin Coffee it's felt, would have a hard job Jim Bowie" to Chesebrough-Ponds. is proof positive of the sales power sented on a network owned and The show was screened for of local TV for a local advertiser, operated station on Saturday evebrough's ad agency, on Tuesday, by Maxwell House as a seller in public, since it inherits the audi-April 24. The next day, thru a the important Metropolitan area ence watching "Hit Parade," which cast, the program was shown to brands as Atlantic & Pacific and

More than 80 per cent of its estimated \$600,000 spent for advertising in 1955 went into the ers as newscaster and commercial announcer, is mainly responsible for the success of the brand, tho the sponsor has recently bought "Great Gildersleeve" on the same station, 7-7:30.

The news show gets ratings running as high as a 25 Nielsen on work newscasts.

Ziv Programs To Economee

NEW YORK -- Ziv-TV is reported to be turning over two of cals, Inc. With the choice time Eddie Cantor Theater" and "Meet these and other bankrollers will Corliss Archer," to Economee TV, soon take the plunge or risk being its library sales division.

handled by Economee TV are Bob Kintner, Buzz Chapin and "Times Square Playhouse," "Your Chick Abry, reportedly have made Florsheim.

Hurok Signs Pact With NBC for Yr.

NEW YORK -- S. Hurok, international impresario, has signed another one-year contract with NBC as a TV consultant and producer.

The agreement calls for Hurok the Sadler's Wells Ballet produc-"Producers' Showcase."

It is the only news show pre-

The show, now in its sixth year, has been on for 52 weeks each year to maintain the consistency of Savarin's sales approach. Rogers, an NBC staff newscaster, has been with the show all during its six years.

Sponsors Turn

NEW YORK -- The sudden occasion, which tops several net- surge of network time purchases closed last week (see other stories) has focused advertisers' attention even more firmly on ABC-TV, which has more time open.

Among the bankroilers still seeking choice prime time are Procter & Gamble, Pontiac, Swift, Ford, Westinghouse and Pharmaceutiits more important properties, "The fast dwindling, it's expected that trozen out.

Among Ziv properties already ABC-TV's sales force, headed by a number of deals not yet dis-

NBC CLIMBS ON 'BEANSTALK'

NEW YORK--NBC-TV is preparing a spectacular based on the fairy tale, "Jack and the Beanstalk," with which it hopes to duplicate its "Peter Pan" success.

The property is being written by Helene Deutsch, the movie scripter, and music will be by Jerry Livingston. The web is dickering with Mary Martin to play the lead.



This One

REISSUES NEAR 62

19 More Web Shows to Bid For Syndication Come Fall

work shows will be candidates for tion. They are "The Search," "Fa- ture, since it does not yet have any syndication next season. That is vorite Husband," "That's My Boy," first-run show definitely lined up the number that have been can- "Brave Eagle," "Navy Log" and for the fall. celed by their network sponsors or are shaky at this moment. If they all get into the syndication market, which is being bumped off CBS-TV on its way out of network booking. it will swell the number of reissues will be syndicated by its producer, But who would handle its syndicato 62 series.

uncommitted to any distributor. How readily they will be picked up for syndication depends on the climate of the market in the months ahead. By and large, reissues have done well in syndication the past couple of years. But a pile-up of reruns could make the distributors resistant to any more such product.

The other 15 shows are pretty clearly committed for syndication by ownership or sales representa-

Three of this season's shows on ABC-TV are possibilities for syndieation. "TV Reader's Digest" is all but definite. It would probably be handled by MCA-TV, with whom RATING GIANT the producer is closely linked. The Danny Thomas show and "Ozzie and Harriett" have both been dropped by their sponsors and will be candidates for syndication unless the network succeeds in reselling them. ABC Film Syndication would almost certainly handle their distribution.

A half dozen CBS-TV film shows are due to be turned over to

'Capt. Gallant' To Show 3rd Summer Runs

NEW YORK -- Going into a new slot for the summer, "Captain Gallant of the Foreign Legion" has so far had a second run of only 25 of its 39 existing episodes. However, it is reserving the other second runs until next season. Over the summer it will carry third

When it moves back to Sunday, 5:30-6 p.m., on September 16, it will go into first runs of the 26 films soon to go into production by Frantel, Inc., thru Television Programs of America. In December it will go into four to six weeks of second runs and then cycle.

"Gallant," sponsored by H. J. Heinz thru Maxon, first went on sists of Terrytoons cartoons origin-NBC-TV, February 13, 1955. Over ally shot for and released in movie the summer it is running Saturday, theaters. General Foods bought 12-12:30 p.m.

NEW YORK-Another 19 net- CBS-TV Film Sales for syndica- interested in reissues at this junc-"Our Miss Brooks."

"The Damon Runyon Theater," Screen Gems. The Bob Cummings tion is unsettled. Its producer, Hal Only four of these series stand show may be coming to the end of Roach Jr., now has distribution its network run. Its syndication deals with ABC Films and Official would be handled by MCA-TV, Films. which agented the original deal with Camels.

> celed from its CBS-TV run by season's series under the title Procter & Gamble. But who would handle it in syndication remains to

> tier" have been axed from NBC-TV. Their syndication would likely be handled by NBC Television ally reserves the fresher product Films in view of the fact that their for national spot and regional tracts. NBC Film is said to be most

'Directors' Playhouse

"Screen Directors' Playhouse" is

MCA-TV will probably put this season's "Big Town" into syndica-"It's Always Jan" has been can- tion. It is now distributing last "Headline."

"Star Stage" is reported to be doomed as far as network is con-"It's a Great Life" and "Fron- cerned. MCA-TV would probably put the 26 filmed dramas into its "Famous Playhouse" library. It usu-

LANDAU CALLS DISTRIBS TO AID OF NETWORKS

distributors, handling feature films location picture. as well as half hours, he declared that the current Washington investigations in which the networks president of KTTV, Los Angeles, in have been under so much fire his testimony before the Senate obliges the distributors "to make Commerce Committee. Landau's our stand public and crystal clear." position is more in line with that of

that you and I should shout president, before the committee. 'Hurray for the TV networks, without which TV as we know it today works," Landau states. "There

would not exist'."

ket. I believe that our hue and freer, more competitive industry."

NEW YORK - Ely Landau, cry can only be addressed to those president of National Telefilm As- in government who control the sociates, this week called upon his growth of our industry, calling on fellow film distributors to come to them to aim their sights in the the aid of the networks. In a letter right direction, that of increasing to the heads of 13 other TV film and stabilizing the TV station al-

Landau has thus taken a position opposite to that of Dick Moore, He stated, "It is my conviction | Ernest Lee Jahncke, ABC-TV vice-

"There should be more netmust be more stations before there "I say," he continued, "that there can be more networks. There must is absolutely nothing wrong with be positive and sound government the networks' role in the industry action before there can be more that couldn't be cured by precise stations. If we can induce those and concise governmental action that have the power to do so to that will allow for steady and sta- give us more stations, we'll have bilized expansion of the TV mar- more networks tomorrow, in a

Crowell-Collier Eyes producers are under NBC con- deals. Two other NBC-TV shows (Continued on page 10) Tele Production Biz

Collier Publishing Company is pears more distant. planning to enter the TV production field, following the organiza- part of an over-all plan by C-C tion's purchase of four television to establish the first organization and five radio stations.

NEW YORK-"What makes a Saturday, 10:30-11 a.m. on CBS production enterprises has not yet means, in effect, is that magazine been decided on, Vance Johnson, the company's vice-president, said here that C-C has already been approached on the purchase of an established telefilm production

> Similarly under consideration is a tie-in with or buy of a film syn-

HOLLYWOOD -- Crowell- dication company, altho this ap-

The TV production operation is cutting horizontally thru all mass Altho the exact nature of these communication media. What this purchases of properties will be made partially with a view of their potential as television, book and theatrical motion picture vehicles.

Paul C. Smith, C-C president, believes that this is the way to attract top writers since no other organization can offer them such a large degree of exposure or concomitant revenue.

When TV and/or motion picture as well as magazine rights are bought for a piece, C-C will endeavor to sell these for the author. In the case of TV film C-C will most likely supply part or all of the financing for pilots.

C-C's first video entry will be via the "American Traditions" series, two or three of which will be aired on live dramatic anthologies.

Several Saturday Evening Post serials, e.g., "Tugboat Annie," "Hiram's Holiday" and "Crunch and Des," have been piloted for TV, but Crowell-Collier has no direct interest in these. The C-C operation therefore will be in the

manner of a unique experiment. Management of the new enterprises will probably be left to C-C subsidiaries to be set up, with expansion taking place just as rapidly

as finances permit. General Electric Theater' Renewed

HOLLYWOOD -- "General Electric Theater" has been renewed for next season in its 9-9:30 p.m. CBS-TV Sunday time slot. Program next year will consist of 20 filmed and 26 live half hours.

Reruns of 13 filmed "GE's" and 13 filmed "Star Stages" will be syndicated by MCA-TV next year in the "Favorite Playhouse" pack-

Jerry Weisfeld Quits Hygo-Unity for C&C

NEW YORK--Jerry Weisfeld has resigned as Western sales representative for Hygo-Unity to join C&C Television. Bob Seidelman, The program continues in the Hygo-Unity executive, is going out 7:30-8 p.m. Thursday time on ABC to Hollywood this week to interfor Ceneral Mills and American view applicants for the open posi-

'Mighty Mouse' Is Man-Sized Show

mouse mighty?" is the question April 7. It had gone on the air two both CBS and ABC are bewil- weeks earlier sustaining in the 11deredly asking themselves in the 11:30 period. wake of the latest Nielsen report, which has projected CBS' lowrole of top-rated daytime stanza, beating even ABC's "Mickey Mouse Club."

The show hit the air quietly about six weeks ago. It's still half unsold, but probably won't be for long inasmuch as it shapes up as the sleeper of the year on the basis of its first Nielsen rating, issued last week. According to Nielsen, "Mighty Mouse" pulled a 20.1 Average Audience rating and a 22.6 Nielsen rating in the Saturday, 10:30-11 a.m. time slot. Its share of audience was 70.8 per cent, competing against NBC's "Children's Corner."

Even ABC's small fry show, "Mickey Mouse Club," didn't fare as well. "Mickey" pulled an averfinish out the first runs in the new age 15.6 Nielsen AA rating and a 16.4 NR for the week.

> "Mighty Mouse Playhouse" conhalf of the show and put it into audience in February, 1955, was

ZIV HAS THE HOT SHOWS!

CBS is now toying with the idea of putting in another batch of Terbudgeted Saturday morning rytoons in the Wednesday, 7:30-8 "Mighty Mouse Playhouse" into the p.m. spot against "Disneyland" for the summer.

THREE NEW REPORTS

Distrib Studies Show Big Values in Reruns

tributors' continuing interest in re- age weighted rating of 21.9, leavrun sales is the fact that in the ing 16,018,000 families that didn't past couple of weeks three different | see the first run. Add to that the distributors have published studies homes that acquired TV in the inshowing the value of reruns.

MCA-TV published a presentation titled "Repeat Performance." It demonstrated that there is no appreciable difference between firstrun and rerun potential audience. Using "Waterfront" as an example, the study showed that its potential

NEW YORK—Evidence of dis- 20,513,000 homes. It got an avertervening year, and in February, 1956, its potential first-run audience in the same areas was 18,-029,000 homes, or 88 per cent of

(Continued on page 10)

'Lone Ranger' Extends Ride

HOLLYWOOD -- "The Lone Ranger," already the longest lived and most-filmed series on TV, will push farther away from its nearest competitors this coming season, with 39 more half hours scheduled for production.

When these are completed, 221 separate episodes will have been canned since the Western debuted on video in 1949. Of these, Jack Chertok produced the first 182.

This season, for the first time, Jack Wrather, owner of the property, will have his own production unit, with Earl Bellamy and Oscar Rudolph directing. Shooting gets under way later this month.

Bakeries.



beating Arthur Godfrey, Perry Como, Jackie Gleason, Robert Montgomery and others.

TULSA

ARB-Nov. '55

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

TV Program and Time-Buying Guide

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

The Billboard Scoreboard

NETWORK TV PROGRAMS

ARB Audience Composition Studies

Web Quiz and Panel Shows

| MARCH RATINGS | AMONG WOMEN |
|--|--|
| Rank Show, Sponsor & Web Rtg. | Women |
| 1. \$64,000 Question Revion (CBS)50.5 | Rank Show, Sponsor & Web Per Set 1. Two for the Money |
| 2. You Bet Your Life DeSoto-Plymouth (NBC)43.3 | Schaeffer, Lorrillard (CBS)1.30 |
| 3. I've Got a Secret R. J. Reynolds (CBS)39.8 | Speidel, Purex (NBC) |
| 4. People Are Funny Toni, Paper Mate (NBC)30.5 | DeSoto-Plymouth (NBC)1.23 |
| 5. What's My Line? | Mathieson (ABC)1.22 |
| Montenier, Remington Rand (CBS)29.1 6. Big Surprise | Toni, Paper Mate (NBC)1.21 |
| Speidel, Purex (NBC)28.9 7. Truth of Consequences | 6. \$64,000 Question Revion (CBS) |
| P. Lorillard (NBC)25.6 8. Do You Trust Your Wife? | 6. Truth or Consequences Lorillard (NBC)1.19 |
| Frigidaire (CBS)25.4 9. Two for the Money | 8. Do You Trust Your Wife? Frigidaire (CBS)1.16 |
| Schaeffer, P. Lorillard (CBS)21.8 | Montenier Deminaton Band (CBS) 1 16 |
| Whitehall (CBS)21.3 | 10. I've Got a Secret Reynolds (CBS) |
| AMONG MEN | AMONG CHILDREN |
| Rank Show, Sponsor & Web Per Set | Rank Show, Sponsor & Web Per Set |
| L Two for the Money Schaeffer, Lorillard (CBS)1.02 | 1. Beat the Clock Sylvania (CBS) |
| 2. Big Surprise Speidel, Purex (NBC | 2. Dollar a Second Mogen-David (ABC) |
| 3. What's My Line? Montenier, Remington Rand (CBS), .92 | 3. People Are Funny Toni, Paper Mate (NBC) |
| 4. \$64,000 Question Revion (CBS) | 4. Truth or Consequences |
| 5. You Bet Your Life DeSoto-Plymouth (NBC)89 | 5. Name That Tune |
| 6. Truth or Consequences Lorillard (NBC) | Whitehall (CBS) |
| 6. People Are Funny | Speidel, Purex (NBC) |
| Toni, Paper Mate (NBC) | Quality, Necchi (ABC) |
| Dodge (ABC) | Schaeffer, Lorillard (CBS) |
| Frigidaire (CBS) | Dodge (ABC) |

Web Winners

LAWRENCE WELK-ABC

Welk's musical show in the 9-10 p.m. Saturday period on ABC is staying right up on top. In the first April Nielsen chart Welk chalked up a solid 32.5 Nielsen rating and a 25.4 average Audience. CBS' 'Two for the Money" and "Always Jan" opposition earned an average AA of 21.2, while NBC's "People Are Funny" and "Jimmy Durante pulled an average of 24.1. This makes Welk's show the toprated show for the hour and a definite web winner. The program made its debut at the beginning of the season.

Films to Watch

Television Programs of America
In its fourth appearance in New
York, "Cristo" pulled a Videodex
of 12.1, which was superlative
in several directions. It was the
top show in the time slot, Saturday, 7-7:30 p.m., topping "Gene
Autry's" 11.7 and "Music From
Meadowbrook's" 10.6. It's 12.1
was the highest rating received
by WABD in any period in that
particular Videodex report. It
was the highest rating pulled by
any of the four independent
stations in New York.

ARB Top Shows Among Kids

How Network Shows Rated Among Children in March

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

(* Indicates Film)

| Rank Show, Sponsor & Web Children Per set | Avg. March Rating |
|--|-------------------------|
| 1 *Mighty Mouse, Sust. (CBS)2.10 | 10.8 |
| 2 Winky Dink and You, Sust. (CBS)2.08 | 9.4 |
| 3 Mickey Mouse Club, Partic. (ABC)1.84 | 21.2 |
| 4Children's Corner, Sust. (NBC)1.83 | 6.2 |
| 5 *Captain Midnight, Wander (CBS)1.81 | 11.9 |
| 6 Howdy Doody, Sust. (NBC) | 8.7 |
| 7Pinky Lee (Sat.), Partic. (NBC)1.79 | 8.5 |
| 8Paul Winchell, Sweets (NBC)1.70 | 8.0 |
| 9 *Fury, Gen'l. Foods (NBC) | 13.9 |
| 9 *Rin Tin Tin, Natl. Biscuit (ABC)1.68 | 25.4 |
| 11*Captain Kangaroo, Partic. (CBS)1.67 | 9.5 |
| 12 *Tales of the Texas Rangers, Gen'l Mills, | |
| Curtis (CBS) | 17.7 |
| 13*Disneyland, Partic. (ABC) | 39.7 |
| 14 Roy Rogers, Gen'l Foods (NBC)1.57 | 20.5 |
| 15 Pinky Lee (M. to F.), Partic. (NBC)1.53 | 6.1 |
| 16 *The Lone Ranger, Gen'l Mills, | SAMOUR |
| Amer. Dairy (ABC)1.50 | 18.0 |
| 16 The Lone Ranger, Gen'l Mills (CBS)1.50 | 15.3 |
| 18*Wild Bill Hickok, Kellogg (CBS)1.46 | 28.1 |
| 19 Lassie, Campbell, Kellogg (CBS)1.46 | 28.1 |
| 20*Robin Hood, Wildroot (CBS) | 28.7 |
| 21*Gene Autry, Wrigley (CBS) | 12.7 |
| 22Ding Dong School, Partic. (NBC)1.32 | 6.9 |
| 23 *Captain Gallant, H. J. Heinz (NBC)1.31 | 12.0 |
| 24Big Top, Natl. Dairy (CBS) | 14.3 |
| 25*My Friend Flicka, Colgate (CBS)1.29 | 16.2 |

The Billboard Scoreboard

DeSoto-Plymouth (NBC)

SYNDICATED FILM PROGRAMS

The Pulse Audience Composition Studies

Knomark, Pharmaceuticals (ABC), .82

3. Gene Autry-1 Hr. (CBS).....229

4. Gene Autry (CBS)......228

5. Death Valley Days (Borax)...226

6. Annie Oakely (CBS)......219

7. Range Rider (CBS)........215

8. Cisco Kid (Ziv)............204

9. Sky King (Nabisco)......200

10. Wild Bill Hickok (Flamingo). 198

• Syndicated Film Western Shows

| | . IIIIII Jacoba | |
|---|---|------------|
| FEBRUARY RATINGS | AMONG MEN | _ A |
| Avg. Feb. Rank Show & Distributor Rtg. | Mea Per 100 Homes Rank Show & Distrib. Tuned In | Rank Show |
| Annie Oakley (CBS)15.0 | 1. Death Valley Days (Borax)83 | 1. Gene A |
| 2. Wild Bill Hickok (Flamingo). 12.9 | 2. Stories of the Century | 2. Wild B |
| 3. Cisco Kid (Ziv)12.3 | (Hollywood)73 | 3. Cisco I |
| 4. Buffalo Bill Jr. (CBS)11.5 | 3. Hopalong Cassidy (NBC)68 | 3. Cowboy |
| 5. Range Rider (CBS)10.8 | 4. Gene Autry-1Hr. (CBS)67 | 3. Gene |
| 6. Death Valley Days (Borax)10.7 | 5. Gene Autry (CBS)62 | 3. Steve I |
| 7. Steve Donovan, Western | 6. Judge Roy Bean (Screencraft).54 | Marsha |
| Marshal (NBC)10.5 | 7. Range Rider (CBS)52 | 7. Annie |
| 7. Stories of the Century | 8. Cisco Kid (Ziv)49 | 7. Hopalo |
| (Hollywood)10.5 | 9. Hopalong Cassidy-1 Hr. (NBC). 47 | 9. Range |
| 9. Judge Roy Bean (Screencraft). 10.0 | 10. Cowboy G-Men (Flamingo)42 | 9. Sky Ki |
| 10. Sky King (Nabisco) 9.7 | AMONG WOMEN | АМ |
| VIEWERS/100 HOMES | Women Per 190 Homes | |
| Viewers Per 100 Homes Rank Show & Distrib. Tuned In | Rank Show & Distrib. Tuned in 1. Judge Roy Bean (Screencraft).83 | Rank Show |
| I. Hopalong Cassidy (NBC)239 | 2. Stories of the Century | 2. Buffalo |
| 2. Judge Roy Bean (Screencraft) . 233 | (Hollywood)75 | 3. Range |

3. Death Valley Days (Borax)...74

4. Annie Oakley (CBS)......58

5. Hopalong Cassidy (NBC)....57

6. Gene Autry (CBS)......55

7. Gene Autry-1 Hr. (CBS).....51

9. Hopalong Cassidy-1 Hr. (NBC). 43

AMONG TEENS

| AMONG TEEN | S |
|--------------------------|------------------------------------|
| Rank Show & Distrib. | Teens Per 100 Homes Tuned In |
| 1. Gene Autry-1 Hr. (C | BS)29 |
| 2. Wild Bill Hickok (Fla | |
| 3. Cisco Kid (Ziv) | 26 |
| 3. Cowboy G-Men (Flan | |
| 3. Gene Autry (CBS) | 26 |
| 3. Steve Donovan, West | ern |
| Marshal (NBC) | 26 |
| 7. Annie Oakley (CBS). | 25 |
| 7. Hopalong Cassidy (NI | BC)25 |
| 9. Range Rider (CBS) | 24 |
| 9. Sky King (Nabisco) | |
| AMONG CHILD | REN |
| 4 | Kids Per |
| D-1 | 100 Homes |
| Rank Show & Distrib. | Tuned In |
| 1. Annie Oakley (CBS). | 98 |

| e. rumbe kuder (or | , |
|-----------------------|-----------------------|
| 9. Sky King (Nabis | 00)24 |
| AMONG CH | HILDREN |
| | Kids Per 100 Homes |
| Rank Show & Distrib. | Tuned In |
| 1. Annie Oakley (C | BS)98 |
| 2. Buffalo Bill Jr. (| CBS)97 |
| 3. Range Rider (CI | 3S)96 |
| 4. Cisco Kid (Ziv). | |
| 5. Hopalong Cassid | y (NBC)89 |
| 5. Steve Donovan, | Western |
| Marshal (NBC) | 89 |
| 5. Wild Bill Hickok | (Flamingo)89 |
| 8. Cowboy G-Men | (Flamingo)87 |
| 9. Hopalong Cassidy | -1 Hr. (NBC).86 |
| 9. Sky King (Nahis | sco) 86 |

Pulse Top Pix Among Children

How Non-Net Films Rate Among Children 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, his 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 | Title and Distributor of Series | Kids Per 100 Homes | Avg. Feb. Rating |
|---------------|---------------------------------------|--------------------------|------------------------|
| 1 | Little Rascals (Interstate) | .105 | 11.4 |
| 2 | Abbott & Costello (MCA) | . 99 | 8.6 |
| | Annie Oakley (CBS) | | 15.0 |
| | Buffalo Bill Jr. (CBS) | | 11.5 |
| | Ramar of the Jungle (TPA) | | 8.8 |
| | Range Rider (CBS) | | 10.8 |
| | Superman (Flamingo) | | 15.1 |
| | Long John Silver (CBS) | | 7.5 |
| | Captain Zero (Atlas) | | 10.8 |
| | Andy's Gang (Brown) | | 9.4 |
| | Looney Tunes (Guild) | | 9.6 |
| | Laurel & Hardy (Governor) | | 13.8 |
| 12 | Cisco Kid (Ziv) | . 92 | 12.3 |
| 14 | Hans Christian Andersen (Interstate) | . 90 | 2.1 |
| 15 | Hopalong Cassidy (NBC) | . 89 | 9.6 |
| 15 | The Ruggles (Corradine) | 89 | . 2.2 |
| 15 | Steve Donovan, Western Marshal (NBC). | 89 | 10.5 |
| 15 | Wild Bill Hickok (Flamingo) | 89 | 12.9 |
| 19 | Cowboy G-Men (Flamingo) | 87 | 6.5 |
| 20 | Hopalong Cassidy-1 Hr. (NBC) | 86 | 6.4 |
| 20 | Sky King (Nabisco) | 86 | 9.7 |
| 22 | Gene Autry (CBS) | . 85 | 8.0 |
| 23 | Gene Autry-1 Hr. (CBS) | 82 | 5.1 |
| | Jungle Jim (Screen Gems) | | 11.5 |
| | Judge Roy Bean (Screencraft) | | 10.0 |

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56.500 TV Homes

The Billboard Scoreboard

RATINGS-MARCH LOCAL

EL PASO, Tex. (2 Stations)

THE INDUSTRY'S MOST COMPLETE RATING INDEX POINTING OUTSTANDING TV SHOWS AND SPOT ADJACENCIES IN KEY LOCAL MARKETS

THE BILLBOARD

| BALTIMORE (3 Stations) | |
|--|---|
| THE TOP 10 ONCE-WEEKLY I | SHOWS (* Indicates Non-Network) |
| 1. I. Love Lucy, WMAR, M | 6. Four Star Playhouse, WMAR, Th |
| THE TOP 10 MULTI-WEEKLY | SHOWS (* Indicates Non-Network) |
| 1. Mickey Mouse Club, WAAM, MF | 6. Arthur Godfrey, WMAR, MTh |
| 1 80 - 15 - 11 7 11 - AMMONINA NOON AND AND AND AND AND AND AND AND AND AN | RIGINATED FILM SERIES |
| Rank Title (Distributor) Station, Day-Time Rating 1. Annie Oakley, (CBS), WBAL, S5:3024.5 | Rank Title (Distributor) Station, Day-Time Rating 18. Hopalong Cassidy (NBC), WBAL, |
| 2. Buffalo Bill Jr. (CBS), WMAR, S6:3019.9 3. Wild Bill Hickok (Flamingo), WBAL, F7:00 | S8:30 a.m. 11.4 19. Highway Patrol (Ziv), WMAR, F7:30 10.9 20. Man Behind the Badge (MCA), WBAL, M10:30 10.4 21. †Patti Page (Oldsmobile), WMAR, T., Th6:30 10.2 22. Little Rascals (Interstate), WBAL, Su10:30 a.m 9.3 |
| 7. Cisco Kid (Ziv), WBAL, T7:00 | 23. Science Fiction Theater (Ziv), WBAL, Su10:30 |
| Th7:00 | 24. Studio 57 (MCA), WAAM, T10:30 9:0 25. †Andy's Gang (Brown), WBAL, S9:30 a.m. 8.5 26. Confidential File (Guild), WMAR, Su11:00, 8.2 |
| 11. Eddie Cantor (Ziv), WBAL, W10:3014.4 12. Little Rascals (Interstate), WBAL, S3:0014.1 | 27. Meet Corliss Archer (Ziv), WBAL, |
| 13. Superman (Flamingo), WBAL, W7:0013.9 14. †Death Valley Days (Pacific Borax), | Su11:30 a.m |
| WAAM, S7:00 | 29. I Search for Adventure (Bagnall), WBAL, S7:00 |
| 16. Amos 'n' Andy (CBS), WBAL, Su7:0011.5 16. Ramar of the Jungle (TPA), WBAL, S6:30.11.5 | 30. Championship Bowling (Schwimmer), |
| The state of the s | ## 153,600 TV Homes ### SHOWS (* Indicates Non-Network) 6. December Bride, WBNS, M |
| 5. Phil Silvers, WBNS, T35.2 | 9. Lawrence Welk, WTVN, 532.3 |
| | SHOWS (* Indicates Non-Network) |
| 1. CBS News, WBNS, MF | 6. Arthur Godfrey, WBNS, MTh |
| THE TOP 30 LOCALLY OF | RIGINATED FILM SERIES |
| Highway Patrol (Ziv), WBNS, T10:3028.4 †Death Valley Days (Pacific Borax), WBNS, Su9:30 | 16. Ramar of the Jungle (TPA), WLW-C, S8:30 a.m |
| T6:00 | F6:00 |
| 6. Buffalo Bill Jr. (CBS), WBNS, S11:30 a.m22.5 7. Little Rascals (Interstate), WBNS, M F4:30 | 20. Soldiers of Fortune (MCA), WBNS, M6:30.12.7 21. Mr. District Attorney (Ziv), WTVN, Th9:30.12.3 22. Cisco Kid (Ziv), WLW-C, F6:00 |
| 8. Judge Roy Bean (Screencraft), WTVN, Su6:00 | 23. Captured (NBC), WTVN, S10:3011.9 25. Studio 57 (MCA), WLW-C, M10:3010.9 26. Guy Lombardo (MCA), WBNS, Su6:3010.5 |
| S10:30 a.m | 27 Science Fiction Theater (Ziv), WLW-C, T10:30 |
| 12. †Sky King (Nabisco), WTVN, Su6:3016.9 | 28. Steve Donovan, Western Marshal (NBC), |
| 13. Douglas Fairbanks Jr. Presents (ABC), WBNS, F7:30 | WTVN, F10:30 |
| 15. Favorite Story (Ziv), WBNS, Su10:0014.9 | Su7:00 9.5 29. Capt. Z-Ro (Atlas) WBNS, M6:00. 9.5 |

| THE TOP 10 ONCE-WEEKLY 8 | HOWS (* Indicates Non-Network) |
|---|--|
| 1. Ed Sullivan, KROD, Su | 7. Ford Theater, KROD, M. 41.5 8. Burns and Allen, KROD, M. 41.0 9. Godfrey's Talent Scouts, KROD, M. 40.3 10. Lineup, KROD, F. 39.3 10. Lux Video Theater, KTSM, Th. 39.3 |
| THE TOP 10 MULTI-WEEKLY S | HOWS (* Indicates Non-Network) |
| 1. Mickey Mouse Club, KROD, MF29.0 | 6. *World News, Misc. (6:15 p.m.), KROD, |
| *Autry-Rogers, KTSM, MTh | MW., F |
| THE TOP 30 LOCALLY OF | RIGINATED FILM SERIES |
| Rank Title (Distributor) Station, Day-Time Rating | Rank Title (Distributor) Station, Day-Time Rating |
| 1. Top Plays of '56 (Screen Gems), KTSM, Th9:00 | 17. Stars of the Grand Ole Opry (Flamingo), KROD, S8:30 |
| TUCCON Asia (0 Stations) | 46 200 TV Homes |

| THE TOP 10 ONCE-WEEKLY | SHOWS (* Indicates Non-Network) |
|--|--|
| 1. \$64,000 Question, KOPO, T56.5 | 7. George Gobel, KVOA, S38. |
| 2. Ed Sullivan, KOPO, Su | 8. Wyatt Earp, KVOA, T38. |
| 3. Groucho Marx, KVOA, Th | 9. Studio One, KOPO, M |
| 4. Do You Trust Your Wife? KOPO, T41.3 | 10. Burns and Allen, KOPO, F |
| 5. Loretta Young, KVOA, Su | 10. Lux Video Theater, KVOA, Th37 |
| 6. *Waterfront, KOPO, T39.3 | The state of the s |
| | |

| *Weather, News (10:30 p.m.), KOPO, MF 17.9 | 6. Starlite Theater, KVOA, W., Th 13.2 |
|---|---|
| *Weather, Sports (6:15 p.m.), KOPO, MF 16.2 | 7. *Uncle Mac, KOPO, MF |
| *Headlining, Weather (6 p.m.), KOPO, | 8. Pinky Lee, KVOA, MF |
| MF16.1 | 9. Secret Storm, KOPO, MF |
| Queen for a Day, KVOA, MF14.5 | 10. Brighter Day, KOPO, MF |
| *Cartoon Corral KVOA, MTh13.5 | 10. Garry Moore, KOPO, W., F |
| THE TOP 30 LOCALLY OF | RIGINATED FILM SERIES |
| Waterfront (MCA), KOPO, T7:3039.3 | 18. Ray Milland Show (MCA), KVOA, S7:3025.8 |

Waterfront (MCA), KOPO, T.-7:30......39.3 . Highway Patrol (Ziv), KOPO, M.-9:00.....37.0 . Man Called X (Ziv), KVOA, S.-9:00.....34.8 My Little Margie (Official), KOPO, F.-9:30..34.3 . Follow That Man (MCA), KVOA, T .- 9:00..34.0 Confidential File (Guild), KVOA, W.-9:30..33.5 The Falcon (NBC), KVOA, W.-9:00.....32.3 Long John Silver (CBS), KOPO, Su.-7:00....31.8 Cisco Kid (Ziv), KOPO, S.-7:30......31.5

. The Whistler (CBS), KOPO, Su.-8:30.....31.5 Science Fiction Theater (Ziv), KOPO, Mr. District Attorney (Ziv), KOPO, M.-9:30.29.8 I Led Three Lives (Ziv), KOPO, Th.-7:30....28.8 Annie Oakley (CBS), KOPO, W.-7:00.....28.5 City Detective (MCA), KOPO, F.-7:30.....28.3 . Liberace (Guild), KOPO, W.-10:00......26.5

Great Gildersleeve (NBC), KVOA, Th.-9:30.26.3

| 1 | 39:00 |
|---|---|
| ١ | 20. Buffalo Bill Jr. (CBS), KOPO, W6:0024. |
| ı | 21. Paris Precinct (UM&M), KOPO, S10:0023. |
| ı | 21. Hopalong Cassidy (NBC), KOPO, S10:0023. |
| ١ | 21. Mayor of the Town (MCA), KVOA, |
| ١ | T8:3023. |
| ı | 24. Dr. Hudson's Secret Journal (MCA), KVOA, |
| ı | M8:3023. |
| ١ | 24. Kit Carson (MCA), KOPO, S6:3023. |
| ı | 26. Superman (Flamingo, KOPO, S5:30 22. |
| ı | 27. Badge 714 (NBC), KVOA, F6:3021. |
| ١ | 28. †The Hunter (Tafon), KVOA, M9:0021. |
| ١ | 29. Count of Monte Cristo (TPA), KOPO, |
| ١ | W9:00 |
| ١ | 29. Foreign Intrigue (Official), KOPO, T9:30, 21. |

19. Where Were You? (Interstate), KOPO,

Top Show Pluggers

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

KOMO-TV, Seattle: "Mother Goose of Magic Island"

A consistent promotion campaign, designed to attract and hold kiddie viewers of "Mother Goose of Magic Island," won for KOMO-TV first place among two-station markets in The Billboard's 18th Annual Promotion Competition. The campaign for which it won continued for the entire year of 1955.

Inasmuch as the audience to the show consists of kids three to nine years old, newspapers were ruled out as the prime promotion medium, tho by no means ignored. Backbone of the campaign were the personal appearances before children's audiences by the star of the show, Merrie Virginia. She averaged approximately two p.a.'s per week for the entire year, showing up at department stores, Christmas parties, church groups, civic parades, Junior Chamber of Commerce meetings and similar sessions where kids held sway. The friends she made at such meetings, it was felt, would be more than likely to become established viewers of her morning across-the-board show.

The station, in addition to lining up these personal appearances, aired 111 on-the-air promotional spots plugging the show. It also bought advertising space in the local Seattle papers and in the Washington State edition of TV Guide. The medium of publicity was also used to advantage in these publications.

(Next Week: WBZ-TV, Boston.)

'SUSIE' FINALS **PULL BIG MAIL**

PHILADELPHIA—WCAU-TV put the five finalists in its "Susie the Secretary" contest on the air Monday (30), and by the end of the week had received over 25,000 mailed ballots. The winner is to be announced this Monday (7). The contest is a promotion for "Susie," which the station strips, 6-6:30 p.m. Television Programs of America has sold the comedy series in over 90 markets, about three of which play it multi-weekly.

GE Adds 3 Pix on WPIX

NEW YORK--General Electric continues to climb aboard the syndicated vidfilm bandwagon on WPIX, here. The home laundry division of the company bought three more shows for alternate sponsorship, in addition to its alternate ownership of "City Detective."

GE Summer Fare Made **Up of Pilots**

NEW YORK--Interesting use of TV film will be made this summer on several shows. General Electric is presenting 10 new pilots collected by the William Morris office which have never before been seen on TV. They include such talent, all in starring roles, as Vivian Blaine, Joe E. Brown, Arnold Stang, Arthur Treacher and James Mason, who is seen in two vidfilms.

Among the properties are "Squeegee," starring Ben Blue, and "Reno English," a Zachary Scott vehicle. The show will go into the 9-9:30 slot on ABC-TV. '

NBC-TV has collected a number of filmed mystery shows already seen on TV from various distributors and will slot them in its Friday 9-9:30 time period to replace "Big Story" for the summer. The show is called "The Best in Mysteries.'

Magnuson Offers TV Booster Bill

WASHINGTON -- A bill attempting to force the Federal Communications Commission to license TV booster stations for shadow areas in mountain States was introduced last Wednesday (2) in the House by Rep. Don Magnuson.

Magnuson said the FCC had 'consistently and obstinately" tried to shut down these "spontaneous community" attempts to extend TV into the hills, altho at least 70 of them are "known to be in operation thruout the country" without causing any "objectional interference" with broadcast reception.



Copyrighted material

The new GE properties are "Inner Sanctum," "Captured" and week signed three more members, bringing to 59 the number of stations joining the organization.

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

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

I. \$64,000 Ouestion, KSL, T.

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.

THE TOP 10 ONCE-WEEKLY SHOWS (* Indicates Non-Network) 6. \$64,000 Question, WPRO, T.40.3 7. Big Story, WJAR, F.39.3 8. Lux Video Theater, WJAR. Th.38.6 8. Robt. Montgomery, WJAR, M.38.6 10. Mama, WPRO, F.36.5 THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network) 2. *Late News (11 p.m.), WJAR, M.-F. 19.1 8. *Reporter, Weather (7 p.m.), WJAR, M.-F. .. 15.7 9. *TV Sports Page, Misc. (7:15 p.m.), WJAR, 4. *News, Weather, Misc. (6:30 p.m.), WPRO, M.-F.15.5 M.-F.17.1 5. Mickey Mouse Club, WPRO, M.-F.16.2 THE TOP 30 LOCALLY ORIGINATED FILM SERIES Rank Title (Distributor) Station, Day-Time Rating Rank Title (Distributor) Station, Day-Time Rating 16 Secret File, U.S.A. (Official), WJAR, 1. Count of Monte Cristo (TPA), WPRO, T.-7:0023.5 W.-6:3013.0 Liberace (Guild), WJAR, Th.-9:00.......21.3 16. Badge 714 (NBC), WJAR, T.-6:30......13.0 3. Highway Patrol (Ziv), WJAR, T.-10:30.....20.8 16. Looney Tunes (Guild), WJAR, M.-F.-5:00 13.0 4. Amos 'n' Andy (CBS), WPRO, Th.-7:0020.5 19. †Patti Page (Oldsmobile), WPRO, M., 5. Annie Oakley (CBS), WJAR, M.-6:30.....20.0 F.-7:0012.8 20. Waterfront (MCA), WPRO, S.-7:30......12.0 6. Mr. District Attorney (Ziv), WJAR, M.-10:3019.8 21. †Sky King (Nabisco), WPRO, S.-11:00 a.m. .11.5 7. Capt. Gallant of the Foreign Legion (TPA), 22. Col. March of Scotland Yard (Official), WJAR, S.-5:0018.0 WJAR, M-11:1510.8 8. Superman (Flamingo), WJAR, M.-6:00.....17.5 23. Foreign Intrigue (Official), WJAR, Su.-11:15. 8.8 24. Foreign Intrigue (Official), WJAR, M.-11:45. 8.0 9. Passport to Danger (ABC), WPRO, W.-7:30.16.8 9. I Led Three Lives (Ziv), WJAR, Su.-10:30..16.8 24. Terry and the Pirates (Official), WJAR, S.-12:00 noon 8.0 11. Buffalo Bill Jr. (CBS), WJAR, 26. Star and the Story (Official), WJAR, S.-6:30.. 7.8 12. Soldiers of Fortune (MCA), WJAR, F.-6:30..16.3 †Andy's Gang (Brown), WJAR, 13. †Death Valley Days (Pacific Borax), WJAR, S.-10:00 a.m 6.8 S.-7:0015.0 28. Hans C. Andersen (Interstate), WPRO, 14. Wild Bill Hickok (Flamingo), WJAR, S.-8:30 a.m. 6.3 W.-6:0014.8 28. Guy Lombardo (MCA), WPRO, Su.-1:30.... 6.3 15. Science Fiction Theater (Ziv), WPRO, 30, My Little Margie (Official), WJAR, M .-W.-7:0014.3 F.-2:30 5.6 THE TOP 10 ONCE-WEEKLY SHOWS (* Indicates Non-Network) 7. Millionaire, KENS, W.38.8 2, \$64,000 Question, KENS, T.52.0 3. I Love Lucy, KENS, M.50.2 9. Alfred Hitchcock, KENS, Su.38.2 5. Red Skelton, KENS, T.43.0 10. Godfrey's Talent Scouts, KENS, M.37.9 THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network) 5. *Weather, Sports (6:15 p.m.), WOAI, M.-F. . 18.1 1. Mickey Monse Club, KENS, M.-F.24.3 2. CBS News, KENS, M.-F.20.3 3. *6 p.m. News, Weather, KENS, M.-F. 20.0 9. News Roundup (10:30 p.m.), KENS, M.-F. . . 15.7 THE TOP 30 LOCALLY ORIGINATED FILM SERIES 1. Confidential File (Guild), WOAI, Th.-9:30...37.7 19. †Sky King (Nabisco), KENS, W.-4:30......17.3 2. Celebrity Playhouse (Screen Gems), KENS, 20. Douglas Fairbanks Jr. Presents (ABC), WOAl, T.-9:3016.9 3. Badge 714 (NBC), WOAI, F.-8:30......35.4 21. Rin Tin Tin (Screen Gems), KENS, T.-4:30.16.8 4. Highway Patrol (Ziv), WOAI, Th.-8:00....32.2 21. Wild Bill Hickok (Flamingo), KENS, 5. Dr. Hudson's Secret Journal (MCA), KENS, Th.-4:3016.8 23. †Andy's Gang (Brown), KENS, S.-10:30 a m.16.7 7. Passport to Danger (ABC), KENS, S.-10:00.25.8 24. Count of Monte Cristo (TPA), WOAI, 8. Eddie Cantor (Ziv), KENS, F.-9:30......25.5 Annie Oakley (CBS), KENS, Th.-6:30.....24.4 24. Little Rascals (Interstate), KENS, M .-11. Great Gildersleeve (NBC), WOAI, Su.-5:00. .23.5 F.-4:0015.2 26. †Patti Page (Oldsmobile), WOAI, T., 12. I Led Three Lives (Ziv), KENS, W.-10:00..22.7 Mr. District Attorney (Ziv), WOAI, M.-9:30.22.4 Superman (Flamingo), KENS, F.-6:30...... Buffalo Bill Jr. (CBS), KENS, 27. Championship Bowling (Schwimmer), WOAI, S.-6:0012.7 28. Ramar of the Jungle (TPA), WOAI, S.-11:30 a.m.19.2 16. Soldiers of Fortune (MCA), WOAI, S.-4:30..18.5 S.-8:30 a.m.10.4 17. Sherlock Holmes (UM&M), KENS, Th.-9:30.17.4 29 Little Margie (Official), KENS, M.-F.-1:00.. 9.4 17. Foreign Intrigue (Official), KENS, F.-10:00. .17.4 30. †The Hunter (Tafon), KENS, Su.-11:15

| 2. Ed Sullivan, KSL, Su | 6. Groucho Marx, KTVT, F |
|---|---|
| THE TOP 10 MULTI-WEEKLY | SHOWS (* Indicates Non-Network) |
| 1. Mickey Mouse Club, KUTV, MF | 6. Big Payoff, KSL, MF. 13.4 7. Bob Crosby, KSL, MF. 13.2 8. *Weather, Sports, Misc. (10:45 p.m.), KTVT, MF. 12.7 9. Art Linkletter, KSL, MF. 12.2 10. *Main Street Theater, KTVT, MF. 11.4 |
| THE TOP 30 LOCALLY OF | RIGINATED FILM SERIES |
| Rank Title (Distributor) Station, Day-Time Rating | Rank Title (Distributor) Station, Day-Time Rating |
| 1. Dr. Hudson's Secret Journal (MCA), WTVT, T9:00 | 17 Stage 7 (TPA), KTVT, F9:00 |

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

SALT LAKE CITY-OCDEN-PROVO (3 Stations).....129,000 TV Homes

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

| 5. Phil Slivers, WHEC, T | 10. Lux Video Theater, WHAM, Th |
|---|--|
| THE FOP 10 MULTI-WEEKLY | SHOWS (* Indicates Non-Network) |
| 1. Mickey Mouse Club, WHEC, MF. 25.4 2. News Caravan, WHAM, MF. 19.4 3. Dinah Shore, WHAM, T., Th. 18.8 4. Eddle Fisher, WHAM, W., F. 18.0 4. *News (11 p.m.), WHAM, MF. 18.0 | 6. *News (11 p.m.), WHEC, WVET, MF 16.8 7. CBS News, WHEC, WVET, MF 16.2 8. *Edition's for a Day, WHAM, MF |
| THE TOP 30 LOCALLY O | RIGINATED FILM SERIES |
| 1. Wild Bill Hickok (Flamingo), WHAM, Th6:30 | T7:00 |

| S | HOWS (* Indicates Non-Network) |
|-----|--|
| | 6. *News (11 p.m.), WHEC, WVET, MF 16.8 7. CBS News, WHEC, WVET, MF 16.2 8. *Edition's for a Day, WHAM, MF 15.3 9. Queen for a Day, WHAM, MF |
| | RIGINATED FILM SERIES |
| | 14. Orient Express (NTA), WVET, M7:0018.0 16. Cisco Kid (Ziv), WVET, F6:0017.8 17. Little Rascais (Interstate), WHAM, W6:0017.3 17. Hopalong Cassidy (NBC), WHAM, M6:0017.3 19. Annie Oakley (CBS), WHAM, F6:0016.3 20. Science Fiction Theater (Ziv), WHAM, T7:00 |
| 100 | 27 Your Star Showcase (TPA), WVET, Su4:30.14.8 27 Cowboy G-Men (Flamingo), WHAM, T6:00.14.8 29 Hans C. Andersen (Interstate), WHAM, M7:00 |

10. Godfrey and His Friends, WVET, W. 36.3

THIS WEEK'S FILM BUYS

CBS-TV FILM SALES RANGE RIDERS KIMA, Yakima, Wash.: Eddy's Bakery

WTVY, Dothan, Ala.: Sanitary Dairy KSL, Shreveport, La.: Adv. TBA GENE AUTRY WAFB, Baton Rouge, La.: Adv. TBA

LONG JOHN SILVER KARK, Little Rock: Dean's Milk

GUILD FILMS

LIBERACE KTAG, Lake Charles, La.; KTVX, Tulsa, Okla.; WABT, Birmingham: Adv. TBA LOONEY TUNES

WAFM, Lafayette, Ind.: Adv. TBA KINY, Juneau, Alaska: 20th Century Supermarkets I SPY

Miami: 1st Federal Savings & Loan KTXL, San Angelo, Tex.: Adv. TBA MPTV WESTERN PACKAGE KBST. Big Spring, Tex.: Adv. TBA FRANKIE LAINE-QUARTER HOUR KTXL, San Angelo, Tex.; KTBC, Austin,

Tex.: Adv. TBA FRANKIE LAINE-HALF HOUR KTVX, Tulsa, Okla.: Adv. TBA CONFIDENTIAL FILE KTXL, San Angelo, Tex.; KTVX, Tulsa, Okla.: Adv. TBA

INTERNATIONAL NEWS SERVICE

DAILY NEWSFILM KLRJ, Las Vegas, Nev.: Adv. TBA WBRE, Wilkes-Barre, Pa.: Esso MCA-TV

HEADLINE KROC, Rochester, Minn.: Skelly Off WATERFRONT

KHOI, Axtel, Neb.: Skelly Oil NBC TELEVISION FILM CRUNCH AND DES WDXI, Jackson, Tenn.; WDAM, Hatties-

burg, Miss.; KGEO, Enid, Okla.: Adv KTEN, Ada, Okla.: Reves Packing (half) KSSS, Roswell, N. Mex.: Lucky- Lager

STEVE DONOVAN KVTV, Sioux City, Ia.: Consumers Co-op KTEN, Ada, Okla.: Reves Packing (half) WTVD, Durham, N. C.; WSJS, Winston-Salem, N. C.: Adv. TBA

THE GREAT GILDERSLEEVE WDXI, Jackson, Tenn.; WCSH, Portland, Me,; WDAM, Hattiesburg, Miss.; Adv. TBA

VICTORY AT SEA WHEN, Syracuse; KVOA, Tuscon, Ariz.; WDAM, Hattiesburg, Miss.: Adv. TBA BADGE 714-B

WTVP, Decatur, Ill.: Adv. TBA BADGE 714-C WTVP, Decatur, Ill.: Adv. TBA BADGE 714-D KTTV, Los Angeles: Adv. TBA

DANGEROUS ASSIGNMENT KOTA, Rapid City. S. D.: WDAM, Hattiesburg, Miss.: Adv. TBA WSYR, Syracuse: M&R Linoleum & Carpet Co.

THE FALCON WAGA, Atlanta: Carling's Brewery INNER SANCTUM WDAM, Hattiesburg, Miss.: Adv. TBA WSYR, Syracuse: M&R Lioleum & Car-

CAPTURED KGEO, Enid, Okla.: Adv. TBA KROD, El Paso, Tex.: Adv. TBA HOPALONG CASSIDY-1 HOUR KLIX, Twin Falls, Idaho: Adv. TBA

STERLING TELEVISION TEXAS RASSLIN

WTVK, Knoxville: Adv. TBA TALES OF TOMORROW KXLF, Butte, Mont.; WOAI, San An- LASH LARUE tonio: Adv. TBA

Vitapix, Teleradio: Which Comes 1st, Sponsor or Time?

NEW YORK--RKO Teleradio and the Vitapix Corporation have been having talks about clearing time on the 58 Vitapix stations for RKO's "Finest 52," as well as others of the 150 RKO feature films that Teleradio has for one run only.

Teleradio is understood to have had interest from a dozen agencies which wanted it to get time clearance before proposing the movies to their clients. But Teleradio seems to have been caught in a vicious circle, ince the networks have refused to clear the necessary hour and a half of time until it brings them firm sponsor orders.

A Vitapix clearance, such as is being done for the half-hour "Blondie" show, might prove the solution to RKO's problem.

MOVIE MUSEUM KXLF, Butte, Mont.; WNEM, Bay City. Mich.: Adv. TBA LITTLE THEATER

WKOW, Madison, Wis.; WNEM, Bay City.: Adv. TBA KHAS, Hastings, Neb.: Adv. TBA

Commercial Cues

ZIV'S COLOR TESTS

Ziv has been testing various types of color commercials on audience panels for the past several months. The result, savs Maurice Unger, production veepee, is that too gaudy a use of color can create a state of "color-blindness." Also, sales effectiveness and remembrance of these commercials is less than that of similar ones in black and white. Unger suggests use of close-ups because of good flesh tones, location shots, use of solid color, avoiding dominant ones; avoidance of busy patterns and utilizing distinct colors which won't blend into each other as making the best use of color on TV spots.

ID,2

John T. Ross, general manager of Robert Lawrence Productions, Ltd., in Canada, has been elected a vice-president of the company. . . . Paul Petroff, from Transfilm, has joined MPO-TV as art director in charge of scene design and creation of special effects. . . . Lux-Brill Productions, Inc., makers of industrial, sales training and TV film commercials, has opened offices at 1733 Broadway, New York.

FILM MEN NEEDED

The question of getting filmed trained personnel into ad agency staffs was raised at the 79th semi-annual convention of the Society of Motion Picture and TV Engineers last week. Bob Klaeger, of Transfilm, replied that the agencies have hired many good film men in the past five years. Another member of the forum said this was true only of the top 15 or 20 agencies. Reid Ray, Minneapolis producer, told how he offered to run courses for local agency people with no response.

Type

Commercials

New TV Spot Campaigns

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

Deals Set During Two Weeks Ending April 28.

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) Product and Advertiser

Product and Advertiser Arrid Deodorant, Carter Products Big Top Peanut Butter, Procter & Gamble Brisk Toothpaste, Colgate-Paimolive Budweiser Beer, Anheuser-Busch Certa, American Chicle Crisco, Procter & Gamble Dash, Procter & Gamble Du Pont Car Wax, du Pont Evinrude Motors, Evinrude Imperial Margarine, Lever Joy, Procter & Gamble Keds, U. S. Rubber Kool-Aid, General Foods Kraft Foods, Kraft Lincoln-Mercury Cars, Lincoln-Mercury

Bread, National Biscuit Nail Polish, Revlon Pure Oil, Pure Oil Qwip Pressurized Dairy Cream, Avoset Raid Insecticide, S. C. Johnson Revion Moondrops, Revion Rise Shave Cream, Carter Rolaids, American Chicle Royal Crown Cols, Nehl Salad Mixer, Grant Satin Set, Revlon Seven-Up, Seven-Up Snow Crop Frozen Foods, Snow Crep Spic & Span, Procter & Gamble Studebaker Cars, Studebaker Div. Table Napkins, Kleenex Maxwell House Coffee, General Foods | Wisk, Lever

REGIONAL SUMMARIES

Eastern

ACN Plastic Finish, Mangel's Industries | Nu-Frigerator Enamel, Mangel's Alax, Colgate-Palmolive Arrid Deodorant, Carter Products Peanut Butter, Procter & Gamble Brisk Toothpaste, Colgate-Palmolive Carter's Little Liver Pills, Carter Products

Crisco, Procter & Gamble Dash, Procter & Gamble Decaf, Nestle Fanny Farmer Candy, Fanny Farmer Fix-It-Drink, Recipe Foods Ford Cars, Ford Motors Geritol, Pharmaceuticals Imperial Margarine, Lever Instant Chase & Sanborn Coffee, Standard Brands Joy, Procter & Gamble Kool-Aid, General Foods Kraft Foods, Kraft

Maxwell House Coffee, General Foods Nabisco Shredded Wheat, National

Bread, National Biscuit

Philip Morris Cigarettes, Philip Morris Photographic Supplies, Eastman Kodak Post Toasties, General Poods Qwip Pressurized Dairy Cream, Avoset Refrigerators, Gibson Revion Love-Pat, Revion Revion Moondrops, Revion Richardson's Mints, Thomas D. Rich-Rise Shave Cream, Carter Products Rolaids, American Chicle Royal Crown Cola, Nehi Salad Mixer, Grant Satin Set, Revlon Silken Net, Revion Snow Crop, Frozen Poods, Snow Crop Div. Spic & Span, Procter & Gamble Storm Windows, Atlas

Studebaker Cars, Studebaker Div.

Whitman Chocolates, Whitman

Southern

Berdahl Oil, Bardahl Biz, Procter & Gamble Certs, American Chicle Cookles, Streitman Biscuit Coty Lipstick, Coty Crisco, Procter & Gamble Evinrude Motors, Evinrude Fertilizer, Dixie Covano Foremost Dairy Products & Orange Juice, Foremost Golden State Gulf Spray, Gulf Refining H & C Coffee, Wood Brothers Hunt Club Dog Food, Standard Brands Instant Maxwell House Coffee, General Foods Keds, U. S. Rubber Krylon Coatings, Krylon Mahatma Rice, Louisiana State Rice Milling

Maxwell House Coffee, General Foods Nunnally's Candy, Fine Products Kool-Aid, General Foods Poll Parrot Shoes, International Shoes Protex, Manhattan Soap Pure Oil, Pure Quaker State Motor Oil, Quaker State Raid Insecticide, S. C. Johnson Royal Crown Cola, Nehi Skol, J. B. Williams Snow Crop Frozen Foods, Snow Crop Southern Bell & Telephone, Southern Bell Studebaker Cars, Studebaker Div. Table Napkins, Kleenex Toxaphene, Hercules Powder Trak, Gulf Refining Turtle Auto Wax, Plastone

Midwestern

All Products, Socony Mobil Oil Aluminum Shade Screens, Kaiser-California Arrit Deodorant, Carter Products Beer, Goetz Brewery Big Top Peanut Butter, Procter & Gamble Birds-Eye Frozen Foods, General Foods Budweiser Beer, Anheuser-Busch Bulova Watches, Bulova Bunny Bread, American Bakers Camping Store & Lanterns, Charles L. Rumrill Certs, American Chicle Cheddar Cheese, Lake-to-Lake Dairy Chevrolet Cars, Chevrolet Dealers Chopettes, Rath Packing Cleaner, Carbola Chemical Crisco, Procter & Gamble D-X Sunray Gas & Oil, D-X Sunray Du Pont Car Wax, du Pont Evinrude Motors, Evinrude 5-Day Deodorant Pads, 5-Day Labs Beer, Griesedieck Brewery Green Mint Mouth Wash, Block Drug Helbros Watches, Helbros Imperial Margarine, Lever Kool-Aid, General Foods Ladies Home Journal, Curtis Pub. M & M Candy, Hawley & Hoops Mattresses, Simmons Maybelline, Maybelline

Mobilgas, Socony Oil Bread, National Biscuit Nail Polish, Revion Peter Hand Beer, Peter Hand Poligrip, Block Drug Pork & Beans, Campbell's Preparation "H," American Home Products Pure Oil, Pure Oil Revion Moondrops, Revion Rise Shave Cream, Carter Products Robot Gardner, Grant Rolaids, American Chicle Rotary Chef, Grant Royal Crown Cola, Nehi Roxbury Candy, Tuxedo Candy Salad Mixer, Grant Satin Set, Revlon Seiberling Rubber, Seiberling Spic & Span, Procter & Gamble Storage Bins, Farm Storage Improvement Table Napkins, Kleenex Trading Stamps, Top-Value Various Products, Pure Oil Wax Paper, Rap-In-Wax Wesson Oil, Wesson Oil & Snowdrift Sales White Cross Insurance, Banker's Casualty Wisk, Lever Brothers Wonder Bread, Continental Baking

Southwestern

Air Conditioners, International Metal Arrid Deodorant, Carter Budweiser Beer, Anheuser-Busch Country Club Malt Liquor, Goetz Crisco, Procter & Gamble Evinrude Motors, Evinrude Hollywood Candy, Hollywood Candy Jax Beer, Jackson Brewing Kellogg Special "K," Kellogg Kool-Aid, General Foods Lincoln-Mercury, Cars, Lincoln-Mercury

Marlboro Cigarettes, Philip Morris Minute Maid Orange Juice, Minute Maid Morton's Frozen Foods, Morton Pack-Pabst Blue Ribbon Beer, Pabst Rolaids, American Chicle Royal Crown Cola, Nehi Schlitz Beer, Schlitz

Seven-Up, Seven-Up

Shortening, Procter & Gamble

INFO, BALLY

ATFA Sets Feature Pix Committee

CINCINNATI--The American Television Film Association (the new name of the National Association of TV Film Directors) is forming a three-man committee to try to foster more and better information and promotion on the many feature films which have recently come into the TV market. Ed Weston, program director of WCPO-TV here, is heading the committee.

The organization's name change was originally proposed at the Hollywood conference last October and was finally approved at the executive conference in Chicago last month. The original purpose of the name change was to cover the diversification of titles held by its station-film-buyer members. But the ATFA title is also more suitable in view of the expansion plan proposed by Acting Chairman Dave Manning, film director of WHAM-TV, Rochester, N. Y.

A detailed prospectus of the organization, which would bring ad agencies, distributors and others into ATFA on an associate basis, will be mailed the membership in three weeks. ATFA expects to be chartered in a month.

'Blondie' Clear on 47 Vitapix Outlets

NEW YORK-Of the 58 stations in the Vitapix Corporation, 47 have so far committed time clearances for "Blondie." Their clearances are mostly in the 7-7:30 p.m. period.

Hal Roach Jr., producer of the show, will have the responsibility of finding sponsorship. He is expected here this week to start showing the pilot to agencies.

Roach Pitches 'Destiny'

NEW YORK -- Hal Roach is using an hour-long pilot film to sell a half-hour show. Featuring Ralph Bellamy as host, the historical series is titled "Guns of Destiny." William Morris is representing the show.

3 New Reports

Continued from page 4

its potential audience in its first

CBS-TV Film Sales' study along the same line made other impressive points. CBS Film figured out searcher, had an average Nielsen families. rating of 55.8, meaning they

Rocky Mountain & West Coast

Brisk Toothpaste, Colgate-Palmolive Budweiser Beer, Anheuser-Busch Collier's Magazine, Crowell-Collier Crest Toothpaste, Procter & Gamble Crisco, Procter & Gamble Dash, Procter & Gamble Du Pont Car Wax, du Pont Facial Frost, Custom Products Foster's Freeze, Old-Fashioned Products Frito's, Frito Gleem Toothpaste, Procter & Gamble Haley's M.O., Sterling Drug Hamm's Beer, Hamm Hood Tires & Rubber Goods, B. F. Goodrich Joy, Procter & Gamble

Kool-Aid, General Foods Kraft Foods, Kraft Lincoln-Mercury Cars, Lincoln-Mercury Maxwell House Coffee, General Foods Mobilgas, General Petroleum Motor Oil, Alemite Nail Polish, Revlon Polident, Block Drug Qwip Pressurized Dairy Cream, Avoset Raid Insecticide, S. C. Johnson Reader's Digest, Reader's Digest Rheingold Beer, Liebmann Brewing Royal Crown Cola, Nehi Ruskets & Rusket Flakes, Loma Linda Satin Set, Revlon Seven-Up, Seven-Up

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. (Second | s) (C-Color) | Producer |
|--|-----------------------|---|--|
| BUILDING AND PAINT SUPPLIES | | | |
| Badger Paint Stores, Paint, | | | |
| W. B. Doner | 1 (60), 1 (| 0) IA. ID. | Academy |
| E. I. du Pont de Nemours, Paint, | | WAS A CONTRACT OF THE PARTY OF | |
| | 4 (10) | LA, SA. | Transfilm |
| CANNED GOODS | | | |
| Campbell Soups, Canned Soup, | | 2521 | n silia kamaa |
| Leo Brunett | | NA | United World |
| CLOTHING AND ACCESSORIES | | 200 | / |
| Mishawaka Rubber & Woolen, Red | 500-00-0000 - 1-40000 | NAME OF THE OWNER OF THE OWNER. | |
| Ball Jet Shoes, Campbell Mithun | 4 (60), 5 (| | C) |
| Red Goose Shoes, D'Arcy | 1 (180) | I A | Kleiman |
| U. S. Rubber, Keds Shoes, Fletcher | Se utal saturage | | |
| Richards (Sunday Spectacular) | 1 (90) | M, FA (| C)Transfilm |
| International Latex, Playtex Girdles, | ***** | | The state of the s |
| Bras, Foote, Cone & Belding | 3 (60) | LA, SA | Transfilm |
| CONFECTIONS (Sirups, Ice Cream, etc.) | | | |
| Beechnut, Chewing Gum, | 527022225 | \$2666 | |
| Kenyon & Eckhardt | | | George Blake |
| | 1 (20) | LA | Academy |
| Borden Co., Ice Cream, | | | |
| Young & Rubicam | 2 (60) | NA | Sound Masters |
| Campfire Marshmallows, | properties and a | | certification in the exception |
| Hicks & Greist | 1 (08) | FA | Playhouse |
| Cracker Jack, Candy, Hicks & Greist | 1 (08) | FA | Playhouse |
| Foster's Freeze, Ice Cream, | | 22242 | 222511-601 - 0-0-01-21-210-0 |
| Barton Stebbins | — (60) | SM | North American |
| Curtiss Candy, Baby Ruth, | -27/07220 | PAZINATITICA ECO | HDB000000DDB100 |
| C. L. Miller | 2 (60) | LA, FA | Fred Niles |
| DAIRY AND MARGARINE | | | |
| Challenge Butter & Cream, Milk, | 202000 | 102530 | 320 33 |
| Hixson & Jorgensen | | | Playhouse |
| American Dairy Assn., Milk | 1 (60) | LA, SE, | J Screen Gems |
| American Dairy Assn., Milk & Dairy | | | |
| | \$30 PERS | 35923 | 1003 0550000 |
| | | | Fred Niles |
| DENTIFRICES, SHAVING CREAMS (Mou | thwashes, T | ooth Brushes, et | (c.) |
| Block Drug Co., Amm-i-dent, H. B. | | | |
| Cohen Greenmint, H. B. Cohen | | | Sound Masters |
| CONTROL MILLER CONTROL MILLER MANAGEMENT AND A TOTAL CONTROL MANAGEMENT AND A TOTAL CONTROL MANAGEMENT AND A | 4 (60) | LA, SA | Sound Masters |
| Gillette Safety Razor, Foamy Shav- | 2612525703 | #257907 | 5432405544055000 |
| ing Cream, Maxon | 3 (50) | LA | East Coast |
| Colgate-Palmolive Co., Brisk Fluoride, | da measonii servi | 49604TH | |
| Wm, Esty | | | |
| ST ANNOVERS AND A STATE OF STA | | | Transfilm |
| Shulton, Old Spice, Direct | | LA | Video |
| DEPARTMENT STORES AND SUPERMA | | 4,022 | |
| Daytons, Dept. Stores, Savage-Lewis | 3 (20) | FA | Kling |
| DRUGS AND DRUGSTORES | | | |
| Block Drug, Nytol Sleeping Tablets, | og Plans | 02660 | \$50 P\$\$9000W |
| Harry Cohen | 1 (60) | LA | Gray-O'Reilly |
| Tums, J. Walter Thompson | 1 (60), 4 | (20), | 20 a 30 |
| SERVICE CONTROL OF THE CONTROL OF THE PROPERTY OF THE CONTROL OF T | | | Playhouse |
| (Continued | | | |
| Communica | | / | |

'Brave One' Series Due

HOLLYWOOD--A new TV film series, "The Brave One," is being prepared by the King Brothers, who produced the original RKO movie of the same name on which the series will be based.

Michel Ray will again play the 10-year-old boy who loves a pet bull named Citano. The series will be released to TV after the feature, which premieres June 20, has Conn. completed its theater showings.

the audience untapped by the top Film figures that the top five netfive network shows, year by year. work shows in February, 1956, will The top five shows in February, have an untapped audience in 1953, according to the CBS Re- February, 1957, of 20,506,000

Screen Gems issued a report reached 11,662,200 families, and showing that "Your All Star Theafailed to reach at that time 10,- ter," the reruns of "Ford Theater," 292,900. Add on to that the num- was the top dramatic show in synber of families that acquired TV dication in February, 1956. Pulse since then, and in 1956 the total gave it a national weighted averpotential first-run audience for age rating of 14.5, which edged those shows is 23,437,800 families, out such first-run syndicated dra-Based on expected TV circulation mas as "Douglas Fairbanks Prein February, 1957, the potential sents," "Dr. Hudson's Secret Jour-audience then will be 25,537,000. nal," "Celebrity Playhouse" and Bringing this up to date, CBS "Science Fiction Theater."

Sterling Moves

· Continued from page 5

the Charles Laughton reading, into one package.

'Jungle Adventure'

Sterling's new "Jungle Adventure" package of five and 10minute films, has now been sold to a half dozen stations, including WNBQ, Chicago; WBEN-TV, Buffalo; WBZ-TV, Boston, and stations in Indianapolis and Hartford,

Sterling is just starting a new policy on its vast library of short subjects. It is selling them as a complete library. To launch this promotion it has issued a catalog listing 1,400 individual titles. It actually has over 2,000 subjects and acquires new ones from its 300 producer contacts almost every day. It made its first library deal with WABD here last week, an unlimited-play deal running one year. WABD had previously been using lots of Sterling shorts in its "... ama" shows like "Featurama."

Reissues Near 62

• Continued from page 4

on their way out are "The People's Choice" and the Jimmy Durante show. Distribution deals would have to be made on them.

In addition to these, the backlogs of some shows that will continue on network may go into syndication next season. CBS-TV put "You Are There" on film specifically for its residual value and hence may be ready to start reissuing this past season's production. Also, MCA-TV may be ready to put some of the fairly new "General Electric Theater" films into syndication.

Output of 28 Albums by Cap For May, June

HOLLYWOOD--A total of 28 new albums consisting of 19 popular sets, 3 country and western packages and 6 classical albums was set by Capitol Records this week as its May-June release.

Company again relied on material supplied them from Electric & Musical Industries to swell the release. Twelve of the packages stem from Capitol's tie with EMI.

Highlight of the new material is a Jackie Cleason package titled "Jackie Gleason Presents Night Winds," in which 21 flutes are fea- Musical Tele tured. Other popular albums include four Ray Anthony albums two by Stan Kenton, wax by Jackie Davis, Ben Light, Joe (Fingers) Carr and an all-star jazz package titled "Session at Midnight.

Country packages are by Hank Thompson, Ferlin Huskey and Jean Shepard, while the firm's classical highlight is "Shostakovich Plays Shostakovich," acquired thru publisher Lou Levy.

Decca Plugs 'Holiday'

NEW YORK -- Decca Records has launched one of its heaviest promotion efforts, aimed at dealers, jockeys and consumer, in connection with its newly augmented "Holiday" series of LP's. The diskery, with six new entries has brought the total to 15 disks.

The promotion, tagged "Your Passport to Profit and Pleasure," includes a 12-inch "Holiday" jockey sampler, containing a selection from each of the disks.

For dealers, the promotion includes a window display contest. The winning dealer and the Decca salesman in his territory each will receive an all-expense vacation for two in Rio de Janeiro. Dealers will receive all promotion material in an attractive canvas airplane case from Varig Airlines, which will fly the winners to Brazil.

Judges for the contest include Paul Ackerman, The Billboard; Bob Austin, The Cashbox; Neil Harrison, Record and Sound Retailing; Lowell Thomas and Mrs. Marilyn Hartson, record dealer winner of another Decca window display contest.

Consumer promotion includes ads in national magazines and newspaper reviews of the new LP's.

Doris Day Inks New Col. Pact

HOLLYWOOD - Doris Day has inked a new five-year pact with Columbia Records, according to an announcement made late Friday (4) by James B. Conkling, Columbia president, thus ending weeks of speculation that had her switching to virtually every other major la-

Miss Day will do a session on the Coast this week with Paul Weston, Columbia a.&r. director.

Jo Stafford renewed a similar pact with Columbia two weeks ago after a flood of rumors had her shifting affiliation.

KEEPS 'EM HAPPY AT THE PUMPS

LUFKIN, Tex. -- One of the biggest headaches for orchestra leaders in past years has been the problem of keeping a band together between dates. Country and western batoner Bob Green has solved this puzzler in a unique

Greene also operates a service station here, and the boys in his band man the gas pumps in between engagements. When Greene and his Country Boys go out on the road, the service station simply shuts down.

'Tin Pan' New Seg at KCOP

HOLLYWOOD - "Down Tin Pan Alley," a new musical teleshow starring Songwriters' Protective Association coast chairman Ben Oakland and tunesmith Harold Spina, May 9.

Show will depict the careers of veteran American Society of Com-posers, Authors and Publishers songwriters via a re-enactment of their song hits in addition to pictures and mementoes of their times. Initial program will star guest writer Jack Norworth, who partnered with Nora Bayes in the

Fumes Fatal To Jim Beck

DALLAS -- Jim Beck, wellknown recording technician and president in charge of the firm's owner of the recording studios here new radio, record and television bearing his name, died early Thurs- division, disclosed that commitday (3) at Baylor Hospital from the ments have as yet been made, tho effects of inhaling hydrachloride he acknowledged that C-C is dick-

Rollins, were cleaning recording were here last week for the formal equipment at Beck's studio.

Fumes from the cleaning com- new Coast headquarters. pound caused Beck's lung to colthat caused his death.

No More Crying Towels For Sharp & Flat Printers

'Educational' Cleffery Fills Gap In Drop of Pop Sheet Music Sale

By BILL SIMON

taking up the slack caused by the music an "after school" activity. who can develop the proper kind more than 60,000 instrumental

are thriving as they hadn't in years. instruction is their most effective that figure. The reason for their new pros- check on juvenile delinquency, and perity is the development of the they have made it a major subject. so-called "educational" or standard Twenty years ago, it is recalled, business, a field that is rapidly the majority of schools considered

decline of regular pop sheet music | Today, the American Music sales. Virtually, every publisher | Conference estimates that there are of song material (and many who musical organizations in schools, can't) is now jumping into the mar- plus a comparable number of ket with arrangements for band, choral groups. Approximately orchestra, choruses of all sizes, solo eight million children are playing

instruments, etc. The market instruments, as compared with NEW YORK-Only about one for this material apparently is only two and a half million in year ago, many of this town's mu-solid, eager and swiftly expanding. 1947. The total is increasing by sic printers were ready to throw Its growth stems mainly from the about 350,000 children each year. away the clefs and staves and go emphasis on musical participation In all age categories, AMC estiin for commercial printing instead. in most of the country's schools, mates that there are 27,650,000 But today there's a new music pub- More and more educators have persons who play instruments. In lishing business, and the printers been sold on the idea that music 1936, the number was about half

Potential Market

Then, of course, there are all of the vocal duos, trios, quartets, etc., up to full, mixed glee clubs. The potential market for publishers is demonstrated, the the figure is hardly typical, by the fact that Sam Fox, an old established "educational" music firm, has sold as many as 400,000 choral editions alone of "The Happy Wanderer." Actually, this sale reflects pop style exploitation based on a hit pop recording. This indicates the route pop publishers may follow, if they have the songs that can meet with the educators' approval. Fox has printed more than 20 different arrangements of "Wanderer."

However, some musical material that never gets recorded attains sales figures that any pop publisher would consider worthy of a hit song. There are many piano and accordion methods, for example, that sell up to a half million copies a year, The Schaum club are still being formulated, the by Allied Record Manufacturing Piano Method, published by Belwyn, an educational specialist firm, is believed to sell close to a million

> Where such of the older firms as Fox, Carl Fischer, G. Schirmer, Belwyn, Rubank, etc., once had the educational market pretty much sewed up, in the last dozen years, some of the big pop firms have built themselves into major factors in the field. These would include Chappell, the Big Three (Robbins, Feist and Miller), Mills Music, Music Publishers Holding (the Warner Bros. group), Bourne, E. B. Marks, Leeds, Shapiro-Bernstein and Edwin H. Morris. Charles Hansen has specialized in putting out educational editions of other publishers' songs, and Fred War-

(Continued on page 103)

has been set to make its bow here via Station KCOP, Los Angeles, May 9. May 9. May 9. By Crowell-Collier

Move Tied to Disk Club Bowing in Fall; No Commitments Yet; Urania Deal Reported

negotiating for the acquisition of some of the Collier pressing. music rights for its upcoming product.

William Birnie, executive viceering with a number of music He was rushed to the hospital sources. Birnie, along with Presiearlier in the week after collapsing dent-Publisher Paul Smith and a while he and an assistant, Jimmy host of Crowell-Collier executives, dedication and opening of their

It is known, however, that some lapse and induced other ailments agreement has been reached with Urania Records whereby the new

HOLLYWOOD -- While defi- disk club will have mail-order nite plans for the debut of the rights to some of the label's mas-Crowell-Collier mail order record | ters. Urania was recently purchased firm is currently in the process of Corporation, who will also handle

Birnie averred that no target copies each year. date has as yet been set, altho he expects the firm will be actively in operation by the fall. The firm is expected to test the market at the outset via a direct mailing to potential club subscribers, the list for which ostensibly would be supplied from existing Crowell-Collier subscription lists. Advertising pages of the three C-C consumer magazines, Collier's Women's Home Companion and the American Magazine, with a combined circu-

(Continued on page 103)

Vox Promotes Feyer LP

NEW YORK -- Vox Records, exclusive purveyor of disks by the pianist Georges Feyer, has set up a joint promotion deal with 20th Century-Fox pertaining to that film company's forthcoming version of "The King and I."

A new Feyer LP, his first 12incher, which couples medleys from "The King and I" and "Carousel," will be issued some time in June, approximately three weeks before the picture bows in. The flickery is taking over a large chunk of the total retail disk mar- Secondly, Goody, a well-recog- quantity of these disks to send, plan figure to give various clubs enlist the support of other dealers. cluded in 20th's press books, sent already now in operation, a strong A direct mail pitch has already to the first 300 exhibitors of the

Juke Bill May Pass in 1956

WASHINGTON-This may be the year when the juke box exemption bill is passed." That was the opinion expressed by members of the Washington Music Guild at a strategy meeting last week (27), when 30 Guild members heard MOA President George Miller call for unity of purpose.

Rep. Emanuel Celler, (D., N. Y.) and Sen. Joseph O'Mahoney (D., Wyo.) were mentioned as "elements in Congress" who are pushing bills which would require juke box operators to pay performance rights to ASCAP and other groups. Washington Guild President Evan Griffith called the juke-ASCAP hassle "a never-ending fight."

Griffith pointed out that while local operators will let Congress know their sentiments, any final policy will be determined by MOA at its Chicago convention.

Rumors that the much-debated Kilgore juke box exemption bill (Continued on page 124)

Copyrighted material

Goody Launches Own Record Club

New Gimmicks Look to Give Vet Club Deals Hot Run for Money

Record Club, latest, and perhaps offer disk selections from practimost sensational, in a string of cally every top label in every posmoves aimed at biting out a bigger sible field of recordings, crystallized this week.

run for their money.

For the first time, a club oper-

NEW YORK-The Sam Goody ated on a nation-wide basis will

ket for the New York discounter, nized thorn in the side of many along with other promotional madisk retailers, is making an open terial, to a large disk jockey list. Several unique features of the pitch, via a cash rebate plan, to The Feyer disk also will be ingone out to more than 5,000 rec- film, for use as intermission and

(Continued on page 103) exit music.

For This Issue Only THE MUSIC POPULARITY CHARTS

will be found in the Special MOA Convention Section starting on page 78

Diskeries in Race for R&R Country Talent

Listener Interest in 'Back Shack' Sound on Increase, Say C&W DJ's

By PAUL ACKERMAN

NEW YORK--Altho the opposition to rock and roll in the country field is still strong in some quarters, the influence of the new material is gaining tremendous artists and labels are latching onto this type of performance. At the same time, it appears that a larger number of c.&w. disk jockeys are spinning disks with the "back shack" sound.

Many of the deejays are spinning such disks not because of their personal liking for the material, but chiefly because they feel it necessary to go along with listen-

ers' preferences. The attitude of the jockeys is views. Rose last week stated he received a total of 62 answers. Of these, 49 said they believed only country music should be played on c.&w. shows-but they felt obliged to play the rock and roll material owing to requests. Nine deejays said they believed only c.&w. music should be played on c.&w. shows, and they indicated their programs would remain completely country in character. Four deejays stated that the new records making the charts just reflect a new trend in country music and therefore this material should be

New Jazz LP Series Prepped By ABC-Par

played.

NEW YORK -- ABC - Paramount's jazz wing, directed by Creed Taylor, has lined up a new series of LP's featuring a flock of newly signed talent. This includes trumpeter Kenny Dorham and the Jazz Prophets, blues-folk singer and guitarist Josh While, new tenor sax find Buddy Arnold, thrush Janet Brace and the Latin percussionist Candido.

Taylor also has completed work on his first LP in the company's big "Know Your Jazz" educational series. About a dozen instrumentalists will demonstrate the use of their particular instruments in modern jazz. Half of these men have been borrowed from other jazz diskeries with which they have exclusive contracts.

Urania Resumes **Disking Activity**

HOLLYWOOD--Indie classical label, Urania Records, returned to an active status last week with disclosure of a new schedule of recordings currently entered into by the company.

Schnabel in New York recently completing material for two albums. In addition, two albums are currently being recorded in Paris first Las Vegas night club debut and 10 others planned to be cut last week via a two-week stand at

in Vienna in June.

distributors.

putting forth tremendous effort to getting action. The latter ditty, find and build country talent of incidentally, is published by Cethe rock and roll type. Every- darwood Music, which has genwhere, the search is for "another erally been associated with tunes Elvis Presley." Sam Phillips, of of the traditional c.&w. type. headway. An increasing number of Sun, who produced Presley and Carl Perkins, already has a third entrant in the sweepstakes. He is Warren Smith. The latter's disk, "Rock 'n' Roll Ruby," is getting from Texas, has caused considersales action.

> with Presley and emerged a winner, has now come up with the H&R ultimately intend to set up a "Female Elvis Presley." This lass is Janice Martin, and her first disk, of Starr. The warbler has been "Will You Willyum?" is already getting sales action in all fields.

Mercury, too, has its new enclarified in an informal poll being trants in the rock and roll-c.&w. conducted by publisher Wesley field-one of the most promising M-G-M. Rose, who asked deejays for their being Eddie Bond. Latter's disk, "Rock Em Daddy," is showing up Five Strings is getting play with in dealer reports. Another Mercury entrant is Roy Moss, with Another Columbia entrant is Joe "Corinne Corrina."

with "Mr. Blues." On Decca,

The diskeries, meanwhile, are Buddy Holly's side, "Love Me," is

Other New Entrants

M-G-M has just signed another rock and roll type artist named Andy Starr. Latter, who hails able excitement in publisher-writer Victor, having taken the gamble circles and has been signed to a writing pact by Hill & Range. publishing arrangement on behalf recording for Lin Records under the name of Frank Starr. Lin will continue to make Starr's future sides-turning over the masters to

On Columbia, Sid King and the "Booger Red" and "Oobie Doobie." Corinne Corrina." Maphis, who recently cut the in-Another is Marvin Rainwater, of strumental, "Guitar Rock and M-G-M Records, causing some stir Roll." It is still too early for sales

(Continued on page 14)

MOVIES GO RURAL

C.&W. Renaissance Due Via Screen Push

renaissance, judging by the big- Heart," etc. time Hollywood c.&w. musicals in the works for this year. M-G-M's long-delayed film bio on the late Hank Williams' life is finally under way, with Jeff Richards reportedly tagged for the lead, while Paramount is looking for properties suitable to showcase Elvis Presley, who was signed by the studio a couple of months ago.

C.&w. music, of course, has been featured in low-budget movie musicals over the years, but this is the first time Hollywood has regarded it as worthy of its multimillion-dollar productions.

Joe Pasternak, M-G-M's top musical producer, who did Deanna Durbin's early pictures and Judy Garland's biggest M-G-M movies, will produce the Williams film, tagged "Your Cheatin' Heart,"

Dinah Shore **Anthology Set** In RCA Works

HOLLYWOOD--An anthology album of songs tracing the career of singer Dinah Shore is currently being planned by RCA Victor. Package reportedly will be a plush multiple LP set with a high price vious year the figure was 42,000,tag in the offing.

No definite date has as yet been set for release of the album, with F'rm recorded pianist Carl two unreleased packages by Miss Shore due out before the end of the year.

Singer was inked to make her the Riviera Hotel beginning June Hal Neely, sales manager of the 8. Booking was made possible by has stabilized its price structure her twice weekly NBC teleshow at a list of \$3.98 and \$4.98, at direct from the Riviera. Latter en-

NEW YORK - Country and which will feature all of his old western music may be due for a hits - "Jambalaya," "Cold, Cold

> The movie, of course, will key the release of all Williams' old M-G-M Records material, and the resultant promotion may very well appearing in films. bring the label a sales bonanza, similar to that enjoyed by Decca, following the release of "The Jolson Story" a few years ago.

(Continued on page 14)

SHORR GETS BIG SEND-OFF

DETROIT -- A touching personal tribute to the popularity of deejay Mickey Shorr developed spontaneously here Sunday (29). The jock, who recently severed connections with WJBK, was given a farewell party by Detroit distributors. Planned as a small affair, it mushroomed into a tremendous personal salute, when Mickey invited listeners to drop by at his home and say hello.

Despite thundershowers, more than 4,000 fans gathered and shouted: "We want Mickey!" Police roped off each end of the block to prevent traffic tie-ups. Behavior of the teen-agers was exemplary - the youngsters even picking up their empty pop bottles so as to leave the neighborhood unlittered.

Reporters from the dailies interviewed some of the fans, who stated they wanted Mickey to remain on the air.

Contract Ties Give Cap Edge On Film Tunes

HOLLYWOOD--As a result of its contractual ties with a number exotic like "Haitian Ritual," satiof important film stars, Capitol Records is expected to acquire the sound-track album rights to a series of motion pictures which ordinarily might see strong diskery bidding.

Currently, Capitol has what appears to be a lead over other recording companies in its use of motion picture music, with such film stars as Frank Sinatra, Gordon MacRae, King Cole, Dean Martin, Jane Russell and others regularly

MacRae, who by virtue of his pact with Capitol saw the diskery get the "Oklahoma" and "Carousel" sound-track packages, looms as one Presley's rock and roll-styled of the firm's most important prop-(Continued on page 103)

NEWS REVIEW

Ted Heath **Band Sock** At Carnegie

NEW YORK-Ted Heath and his band wound up their successful American tour with an s.r.o. concert in Carnegie Hall, Tuesday (1). Anticipation ran high long before the event, not only because this was the first appearance of an English band on our shores within memory, but because of the longstanding dearth of American big bands of outstanding qualities. The musical substance and ample entertainment values purveyed by Heath unquestionably filled a gaping hole on the current musical scene.

From their various record albums, Americans have long been aware of the precision, polished section work and disciplined attack of Heath's musicians. Something that records could not adequately reveal is the personality and natural, ingrained showmanship of the group. The exhibitionistic antics of drummer Ronnie Verrell and bassist Johnny Hawksworth were well calculated to wow them up in the bleachers.

However, their music was the thing. The repertory was highly varied, notable for the unusually fine arrangements and the exploitation of individual talents in the band. Heath opened with a sonorous unison opus, "King's Cross Climax," ventured aggressively into

(Continued on page 108)

P. Is V. I. P. For Victor

NEW YORK -- The phenom, Elvis Presley, broke another couple of records for RCA Victor last

First, in the matter of advance orders for a single disk release. Presley's new coupling of "My Baby Left Me" and "I Want You, I Need You," had over 300,000 orders in the house on Thursday (3), altho it wasn't scheduled for shipment until the next day. Indications are that he will be the first Victor artist in history to have two "million sellers" in succession. His current smash, "Heartbreak Hotel," is reported up to 1,350,000 disks, tho it has tapered off to a mere 70,000-a-week rate in the past two

In album sales Presley has also established the company's new record. His LP is the first Victor set to pass the 300,000 mark. Previous top sellers were "The Glenn Miller

Siegel Reports German Music Industry at Peak

music-record industry is in a period of peak propserity, with disk sales and publisher and writer income at an all-time high, it was indicated last week by Ralph Maria Siegel, one of the leading music singles on the same label. executives in Germany. Here on a visit to acquire American material, to place German songs and to survey the American music scene, Siegel stated that during 1955 income accruing to GEMA, the German Society which collects both performing rights and mechanicals, totaled over 50,000,000 marks, or in excess of \$12,500,000. The pre-000 marks.

In the disk field, 31,500,000 disks of various types were sold in 1955, representing a net sale of over 100,000,000 marks, a considerable increase over figures of previous years.

Siegel, a German delegate of BIEM, the European mechanical agency, outlined important gains secured for publishers and writers 10. company, disclosed that the firm allowing Miss Shore to broadcast by BIEM in the latter's recently negotiated contract with the European phonograph manufacturers. 1) extended play disks are limited in Love?"

NEW YORK -- The German to four songs; 2) a limitation of 10 songs on 10-inch LP's, and 16 on 12-inch LP's; 3) no record manufacturer can produce an LP using songs he has not first issued on

These restrictions on the number of tunes on LP's are of vital Story," which went just over 200,importance, particularly in view of 000, and Mario Lanza's "The Stuthe fact that the European me- dent Prince," which so far is just

(Continued on page 92) a bit under 200,000.

POP AND R.&B. CHARTS SPOT SAME 8 DISKS

NEW YORK -- The striking parallel that exists nowadays between The Billboard's retail bestseller lists in the pop and rhythm and blues markets was pointed up on this week's charts, with the You to Be My Girl" (No. 8 on the same eight records slotted on both list) and Otis Williams' "Ivory lists-five of them in the top pop 10 and all seven in the top r.&b.

In addition, Fats Domino's "I'm in Love Again," (No.2 on the r.&b. chart) is No. 14 on the pop chart, while the Teen-Agers' "I Want Tower" (No. 9 on the r.&b. chart) is No. 13 on the pop listing.

The rock and roll country-style The five disks making the top artists, Presley and Perkins, have 10 on both charts are Elvis Pres- the added distinction of appearing ley's "Heartbreak Hotel," Carl Per- on all three charts. "Heartbreak regular trade discounts. Neely returns to his Belleville, N. J., and appearance of Miss Shore with the lock which had existed at the belock which had existed at the beRichard's "Blue Suede Shoes," Little Richard's "Blue Suede Shoes," Little Rotel" is No. 1 on both the pop
and c.&w. charts and No. 6 on the New York offices this week, prior Skylarks since her date at the Wal- ginning of 1956, included the fol- Platters' "Magic Touch," and the r.&b. list. Perkins' "Blue Suede to leaving on a nationwide tour of dorf-Astoria, New York, in January, lowing provisions, among others: Teen-Agers' "Why Do Fools Fall Shoes" No. 2 on the c.&w. chart, and No. 3 on both r.&b. and pop.

B'DWAY TOUCH

Orient Not Tranquil at 'Shangri-La'

BOSTON-It may well be that the spate of recordings from "Shangri-La" will outlive the musical which opened at the Shubert this week. If only the producers had heeded Rudyard Kipling's admonition about East being East, etc., the show, one of the most beautiful visually, might have been sensational.

As the adaption of James Hilton's "Lost Horizons" unfolds amid some breath-taking settings, including a \$35,000 transparent floor, it becomes apparent that Tin Pan Alley has sneaked into the tranquil Orient. Synthetic Asiatic acrobats, hot licks and other strong flavors of Broadway mar what should have been treated as a fantasy, and make something of a hodge podge of the proceedings.

On the credit side, there are enchanting background and costumes, some first-rate dances and a number of talented people. There are Harold Lang and Joan Holloway, whose dance and potential hit, "Your Second Time in Love," stops the show. There are Alice Ghostly and Martyn Green delighting with their wonderful brands of showmanship.

The only trouble is that Green comes out of a fine High Lama character to do his "Mikado" stuff, and Miss Ghostly's contribution would bring down the house in a revue. Filmster Lew Ayres, while pleasant as the diplomat, lacks power, and Susan Cabot, who is being replaced by a Japanese star, is less than adequate.

From the amount of creative (Continued on page 14,

'Opry' Talent to Regale Execs

NEW YORK-An unusual program of entertainment has been lined up for the next monthly gettogether of the Radio and Television Executives luncheon, which will be held in the Grand Ballroom of the Hotel Roosevelt, May

A Grand Ole Opry unit will perform for the Madison Avenue coterie, with such headliners as Chet Atkins, Carl Smith, Minnie Pearl Ferlin Huskey, June Carter and an Opry ork.

A number of execs from the Opry's home station, WSM, Nashville, will attend, and the principle address will be given by Tennessee's Governor Frank G. Clement.

DECCA, ASPEN IN COURT BOUT

HOLLYWOOD - It's not very often you'll get a recording company to admit that one of its records didn't do too well in sales. This was the case, tho, when Decca Records filed an action in Los Angeles Superior Court last week, seeking approximately \$4,000 from Aspen Pictures.

Complaint charges that in Decca's pact with Aspen to produce the sound track album from the score of "Return to Paradise," the diskery was entitled to recoup its cost of recording unless the earnings were sufficient to offset such cost. The album, tuned by Dimitri Tiomkin and narrated by film star Gary Cooper, has not earned its keep, according to the complaint.

CORAL MAY SET. **NEW TREND WITH** COUNTERPOINT

NEW YORK-Coral Records is cashing in on counterpoint this season, with three of its current releases-two already in the click class-utilizing the tune-on-tune technique.

George Cates' waxing of "Moonglow" and the theme from "Picnic," and Dick Jacobs' recording of "Main Title" and "Molly-O," introduced the gimmick, which may very well develop into a trend. Coral's latest contribution in counterpoint is Ray Bloch's platter-blend of two themes, "Shangri-La" and "Lost Horizon" from the forthcoming Broadway musical, "Shangri-La."

The counterpoint arrangement of "Picnic" and the oldie "Moonglow" originated on the sound track of the "Picnic" movie, but Coral artist and repertoire chief, Bob Thiele, was the first to spot its possibilities as record material. Shortly thereafter, Coral's parent company, Decca, hopped on the counterpointcart and brought out Morris Stoloff's sound track version.

Warner Bros. Sell-Out: 'It's News to Me'

NEW YORK - Published reports of the impending sale of the Warner Bros.' Pictures interests have left one question unanswered. In any acquisition of the Warner holdings, what is the status of the Music Publisher's Holding Corporation, the Warner music publishing affiliate, reportedly worth over \$1,000,000 annually in American Society of Composers, Authors and Publishers performance money?

Interest in the effects of such a transfer of stock on MPHC is said to be running high within various segments of the ASCAP organization.

Meanwhile, direct attempts to learn the status of the publishing firm, should the sale of Warners take place, were greeted generally with such comments as: "It's all news to me."

Herman Starr, MPHC prexy, said he felt there was no truth in Josie will enable Blaine to devote the first place to the rumors of the more time to building his distribusale and that even if true, his or- tion network. Cosnat currently ganization was not likely to be has branches in New York, Phila-

RECORDING BONANZA

REPORT ON BAND BIZ

Ills of 1955 Still Plague Trade; DOLA Drags Its Feet

By JOEL FRIEDMAN

HOLLYWOOD -- Despite the numerous well intentioned efforts of intraband business figures to get has at all been made for financial together and raise the level of the aid, with a concerted effort of some industry, spread the musical gospel and lick some of the mutual made this summer. problems, the band business is in no better shape today than it was business extends far beyond any a year ago. This is the considered opinion of leaders, managers, bookers and others vitally concerned with the state of the business. To some the patient is believed to be fighting a losing battle.

An indication of the health of the band business is seen in the limited interest and concrete action thus far taken by DOLA (Dance Orchestra Leaders of America). At its first convention in Chicago last year it indicated that quired. some positive remedial steps were to be taken.

since last February when a membership drive was opened at a New York conclave. Les Brown, president of the group, this week declared that some progress is to be made shortly with a meeting expected to be called in Hollywood during June.

Festive Week in Abeyance

been temporarily halted, according | creased booking of traveling bands to Brown, because of lack of funds. in favor of local organizations and Brown averred, tho, that no drive their reduced scales. During 1955 sort, not yet decided upon, to be the spot, with Harry James work-

The health of the ailing band lack of organization. It is particularly highlighted in the West where fewer locations are available for the big name Eastern bands. Basically it is a problem of an insufficient number of dates at prices promoters are willing to gamble on. It's pointed out that there aren't enough one-nighter bookings on. It's pointed out that there west of the Rockies to make it profitable for the big name band to travel the long distances re-

Where in past years there were usually a number of locations a DOLA has not held a meeting band could set down in for several weeks in either Hollywood or San Francisco, these locations have dwindled. In Hollywood only the Palladium, and more recently Zardi's, still uses traveling bands. The hotel locations have apparently found it easier to buy bands by offering long-term bookings at cutrate prices.

DOLA's plan to sponsor a na- In the case of the Palladium, tional dance festival week has also they, too, have somewhat de-

a total of eight local bands were used of the 15 orchestras to play

ing the Palladium three times during the year. With bookings set thru August of 1956, six local bands are already booked. Bookings Available Altho ballroom dates are scarcer out West, there are bookings avail-(Continued on page 108)

To Launch Own Disk Label

LONDON - The Keith Prowse Organization, British music publisher, theater ticket agency and operator of a chain of music stores, plans to launch its own record label this autumn.

Primarily, the firm intends the projected disk works to operate as a mail-order club deal. However, it will also sell thru regular disk shops. The outfit points out that in the past year, Keith Prowse's own shops have sold over half a million disks on other labels.

Westminster To Produce For New Label

NEW YORK -- Spoken Arts. Inc., a new record company specializing in a varied spoken word repertoire, will make its debut here in the next few weeks. The outfit, headed by Dr. Arthur Luce Klein, will have its recording, production and distribution handled by West-Minister Records.

The first releases on the label will include disks in several categories. In a "Distinguished Composer" series, composers will discus: their own works, with musical illustrations. The first will be "Marc Blitzstein and His Theater Compositions."

An "Informal Hour With . . ." series will feature such writers as S. J. Perelman, J. B. Priestly, Dorothy Parker and Erskine Caldwell reading their own works. A "Great (Continued on page 105)

Disk Sales Up In Canada Mkt.

TORONTO - Record sales in this country continue to climb. with February showing an increase of approximately 7 per cent over January.

Total sales in February, at the Harry Gershon in behalf of Joseph distributors' level, was \$775,079, P. Brier and Robert M. Degnan, reported the Dominion Bureau of who allege that the lyric of the Statistics. Sales in January were

fringed by a recent composition of A total of 976,000 records were sold at the retail level, for a value Named in the action were writers of \$1,338,714. Yet, in January,

sure - fire commercial Star Records, Bourne, Inc., and flecting a healthy Easter market for the manufacturers.

Cosnat to Float Stock Issue in Expansion Plan

NEW YORK-Cosnat Distrib- Pittsburgh. Blaine expects to have uting Corporation will float a stock issue in the near future as part of an expansion blueprint, it was stated last week by topper Jerry Blaine. Simultaneously, it was announced that Morty Palitz, onetime pop a.&r. director of Decca Records, has acquired a 25 per cent interest in the Jubilee and Josie labels and will be vice-president and general manager of that operation. Palitz will head up both the sales and a.&r. functions. Herb Dexter, currently doing a.&r. will report to Palitz, who will add personnel as he wishes.

The developments at Jubilee and delphia, Newark, Cleveland and

as many as 10 distributing branches in operation by the end of the year, doing a business totaling \$10,000,000.

Plans for Jubilee and Josie include a push in the album field and a heavier-and regular-schedule on single record releases. Palitz expects to issue a minimum of two albums per month for the remainder of this year. Jubilee currently has some 50 packages now. Palitz will supervise the album production, altho production of some packages by contractual arrangement, i.e., Kermit Schaefer's "Blooper" series, will be continued.

The expansion in the singles and package fields is expected to encompass all categories-pop, country and western, etc.

Tying in with this will be greater activity on the publishing level. Palitz, too, will head this up. The firms are Jubilee Music, affiliated with the American Society of Composers, Authors and Publishers, and Benell Music, affiliated with Broadcast Music, Inc.

'Happy Fella' a Blend of Met & Lindy's, Will Sell

NEW YORK — Columbia Rec- ers and Neal Hefti. The poignant ords may very well corner the mar- ballad "Somebody, Somewhere' ket on best-selling show albums (sung tenderly by Joe Sullivan in

this season, judging by the rave the musical) is out on wax by reviews accorded Frank Loesser's Doris Day, Roy Hamilton and Pat new musical, "The Most Happy Kirby, while the haunting "Joey, Fella," which opened here at the Joey, Joey" has been cut by Peggy Imperial Theater Thursday (3) Lee, Hefti, the Lancers, Billy Ecknight. Last month, Columbia hit stine, and Merv Griffin. the LP jack pot with its original cast album of the smash legit click, and the Buddies have disks on the "My Fair Lady," and the original exuberant "Most Happy Fella," cast waxing of "The Most Happy Laine also recorded the moving Fella" should prove an equally | ballad "Don't Cry." Jo Stafford potent counter item for the label.

than 18 records on seven tunes duction number "Big D. from the show, with the Four Lads waxing of "Standing on the Cor- musical version of Sidney Howard's Charles D. Mackak, Taft Baker reflecting possibly the post-Christner," the score's standout candidate for pop single honors, al- They Wanted," and Loesser has Capitol, Decca, M-G-M, RCA Vic. at \$1,384,221, were sold. ready No. 17 this week on The shrewdly equipped it with lavish tor, Mercury, Old Time Records Production was up 156,000 rec-Billboard's best-seller chart. The production, canny casting, and Company, C. P. McGregor, Fourbouncy ditty has also been sliced enough by Dean Martin, the Mills Broth-

Frankie Laine, Johnny Desmond has the only platter to date on Frank music has lined up more song, and the show's zippiest pro-

"The Most Happy Fella" is a

(Continued on page 14) Mills Music.

Infringement Suit for 250G

HOLLYWOOD - A copyright infringement action asking \$250,-000 in damages was filed in U. S. Federal Court here last week (1), naming five major platteries as defendants in the action.

Suit was brought by attorney song, "Hokey Pokey," was in- \$724,177. the same name.

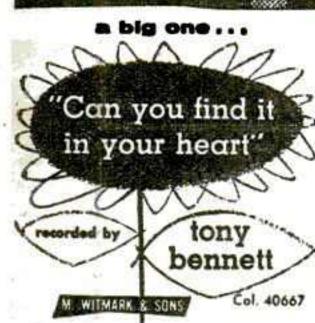
14

THE POOR **PEOPLE** OF PARIS

| ٠ | - Mecorded By: |
|---|-----------------------------------|
| | Larry ClintonBell |
| | Les BaxierCapitol |
| | Philippe ClayColumbia |
| | Sammy Kaye (Album)Columbia |
| | Lawrence Welk |
| | Russ MorganDecca |
| | Winifred AfwellLondon |
| | Roger RogerMGM |
| | Les AnthonyTops |
| | Chot AfkinsVictor |
| | •Records listed alphabetically by |

REG. CONNELLY MUSIC, INC.







Another Smash!

(By Merle Travis) "Tenn." ERNIE FORD Capitol #3421

AMERICAN MUSIC, INC.

9109 Sunset Blvd., Hollywood, Calif.

TWO BIG RELEASES

A Walking Ballad WALK FAST Jerry Adams—Col. Two Fabulous Instrumentals

CARIBE and

POINT LOBOS

Sy Mann and 50 Men-Dot

JIMSKIP MUSIC, INC. 1650 B'way (Larry Taylor)

MUSIC AS WRITTEN

SORIA TO EUROPE UNTIL JULY . . .

Dario Soria, president of Electric and Musical Industries, Ltd., U.S.A., producer of Angel Records here, will fly to Europe next Tuesday (15) on a combined business and vacation trip. He plans to return here early in July.

BMI CLINICS START SECOND SESSION . . .

Second half of the 1956 series of clinics held by Broadcast Music, Inc., started Monday (7) in Des Moines, Ia., and Trenton, N. J The series includes 21 clinics and will wind up June 15 at Estes Park, Colo.

Goody Moves Up **Annex Debut**

NEW YORK—Opening of Sam Goody's "Annex Number One," originally set for June 1 has been moved up to next Tuesday (15). The store, which will be directly across the street from the current layout, will feature EP's, 45 and 78 r.p.m. singles and pop and jazz

Goody will start the operation with an inventory of 150,000 records. One rack in one corner of the store will carry 28,000 records alone.

Singles of the 45 r.p.m. speed will normally sell for 75 cents but continuing sales on specific items will bring the average price level down to about 69 cents. The 78 Hollywood r.p.m. singles will carry an 85 cent tag but sales in this category will bring the average to 79 cents.

Other features of the new 7,000 ly. . paper backed books of all price thru Oregon and Washington and needle department four times big- Henry at KFWB as a client. . . . ger than the one in the original Hal Neely, Christopher Stone at store, and a department featuring St. Joseph's Hospital, Burbank, paper backed books of all price last week (28). . . . Peggy Stuart items.

phia.

Movies Go Rural

Continued from page 12

c.&w. warbling is the hottest thing in the record business right now, so if the Williams revival is sparked by the film, as hoped, the over-all pay-off may be an unprecedented renaissance.

At the same time, c.&cw. music continues to gain in TV, with ABC-TV exposing millions of viewers to For Vik Label it, via "Ozark Jubilee," "Grand Ole Opry" and a new Eddy Arnold seg on Wednesday nights. The web is currently contemplating alternating "Ozark Jubilee" and "Grand Ole Opry" on Saturday nights from 10:30 to 11 p.m., which would put the arch rivals in an interestingly competitive position.

Faron Young is active in both movies and TV. He recently completed his first Hollywood film and his "Young Sheriff" TV film series is ready for marketing. NBC airs "Midwestern Hayride" on Wednesdzy nights from 10:30 to 11 p.m., Danny Raymond, and the Coroand country and western artists nados. The latter, as the Trio Orsuch as Carl Perkins, Tennessee tiz, record Mexican material for Ernie, Presley and Arnold, are the Victor International series. Uncontinuing to double over into the der their new tag, they will cut in Whiting, Ray Block and others, it network airers.

New York

The editors regret the inaccurate item in this column in last week's Billboard. The item represented an attempted jest on the part of a reporter, which had no basis in

George Avakian and Errol Garner will attend the Junior Achievement Luncheon in Bridgeport May 14. During the week before, jockeys in the area will plug Garner disks. . . . Columbia will cut the original cast album for "The Most Happy Fella" at two Sunday sessions, May 13 and 20.... Duchess Music has published the tune "The Somewhere Voice," the theme melody from a show of the same name, aired on NBC's Frontier series,

Stanley Borden of Unique Rec-

ords will attend the MOA Convention in Chicago. On the same trip, he will push the label's new releases in Detroit and Cleveland. ... Monique Van Vooren, French chanteuse, has been pacted by Request Records.... Sammy Kaye has signed gal singer Ruth Gillis. She'll use the name Betty Baxter, selected for her by the maestro. .. The story in last week's Billboard on Irving Feld's Bill Haley Rock and Roll Show, should have listed the Platters as one of the acts in the package.

Jeanne Harrison, exec producerdirector for Emil Mogul agency received an award from Ohio State University for her directing and producing of "Foundations of the State." a 30-minute broadcast, sponsored by the New York State Commission against Discrimination.

Singer Bill Norvas inked to Starlite Records contract, with two originals he penned due out short-. Adeline Fidler agency square foot outlet will include a booked the Hank Penny show at tape center, which will carry all the Golden Nugget, Las Vegas, current recorded tape repertoire, a beginning June 7. Firm is also store, and a department featuring lining up dates for Tex Williams current recorded tape repertoire, a recently added newscaster Mike levels, representing Goody's first has been signed by producer Fred Susan Johnson and Shorty Long, departure from disks and related Fedlkamp to score "The Silken Goody also confirmed reports of been set as music director of the its star with their sock showmantories. He said negotiations are Game." Heindorf and Dick Adler score's happiest tunes, "Big D," now underway for the opening of will add an additional song for the additional Goody Annexes in New movie version. . . . Oliver Ber-Jersey, Connecticut and Philadel- liner will devote all his time to Oberline, Inc., expanding the firm's activities into the Latin-American disk field. . . . Wolfie Gilbert's "Waiting for the Robert E. Lee" is the big production number at the New York Music Hall.

Diza Signs More Talent

NEW YORK - Vik Records artists and repertoire chief, Herman Diza, continued on his talent signing spree last week, landing four new names for the roster.

Joe Clay, described by Diza as a country rock and roll warbler, is a 17-year-old lad discovered by Charlie (Jolly Cholly) Stokely, deejay on WWEZ, New Orleans. The Bob-O-Links, a rock and roll group, are products of the Joe Thomas stable.

Also signed were the vocalist, pop market, via their own pro-grams and guest shots on pop will be labeled "Mexican Rock network airers.

English for Vik. Their new idiom may be possible to popularize the show on the strength of the music.

Cameron Dewar.

Beechurst Buys Haydn Disks

NEW YORK -- Sale of the Haydn Society to the Beechurst Press, which owns a 50 per cent interest in Heritage Records, has been confirmed. The purchase follows, by a month, a deal for the label by the Record Hunter, which was terminated by the death of George Seaman, former president fo the retail disk chain.

Reported sale price is \$63,000. which includes acquisition by the new owners of well over 50,000 Haydn Society disks. Heritage and Haydn will be operated as two separate labels under the same Beechurst management. Thomas Yosseloff is president of the latter firm. Over all sales activity will be handled by James Richman, current Heritage sales chief.

No new releases will be made on the Haydn label until a substantial share of the current inventory is marketed.

'Happy Fella'

· Continued from page 13

touches to guarantee a strong box office. Style-wise, however, it's a rather puzzling blend of La Scala and Lindy's, and the operatic form -the performers sing much of their dialog - doesn't always blend too smoothly with the straight Broadway musical technique utilized in several production numbers.

The saga of the aging Italian immigrant (Robert Weede), whose young mail-order bride (Io Sullivan) is seduced by his virile ranch boss (Art Lund) is most effective, when handled in the semi-operatic form. Metropolitan baritone Weed is completely delightful as an actor and, of course, is an impressive vocale talent. Miss Sullivan (who has the fluffy, waif-like appeal of a lost kitten) and Lund essay their acting assignments competently, but they score better on the show's pop ballads than its operatic-styled passages, which at times seem over

Audience - wise, comedienne heretofore a country and western Affair." . . . Ray Heindorf has talent, almost steal the show from urther expansion into other terri- Warner Bros. filming of "Pajama ship and deft handling of the "Standing on the Corner," and "I Like Everybody."

June Bundy.

Diskeries Race

• Continued from page 12

reports on this side, however. Other new rock and roll-c.&w. artists are Link Davis, on Starday with "Sixteen Chicks" and "Grasshopper Rock"; Joe Clay, recently signed to Vik, and Mae Curtis, who recently cut "If I Had Me a Woman" for King.

New country artists of the traditional style have also come into the field, but not in large numbers. Examples of the latter are Wynn Stewart on Capitol, with "Waltz of the Angels," and Billy Mize on Decca, with "Who Will Buy the Wine?

Broadway Touch

Continued from page 13

imagination already shown, it may be that the wrongs can be righted with six weeks before Broadway. Perhaps with a flock of recording companies now pushing out numbers from the show with such artists as Vaughn Monroe, Margaret

CARL PERKIN'S SMASHI BLUE SUEDE

SHOES * Recorded by: BOB ROUBLAN & CLIFFIE STONE Capitol SID KINGColumbia LAWRENCE WELKCoral ROY HALLDecca BOYD BENNETTKing JERRY MERCER Mercury

•Records listed alphabetically by companies, HI LO MUSIC, INC. HILL & RANGE SONGS, INC.

CARL PERKINSSun

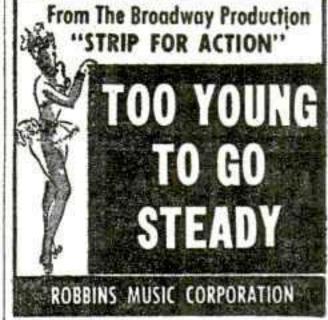
PEE WEE KINGVictor

ELVIS PRESLEY (album) Victor

- Watching the World 60 By
- Who's Gonna Take You To the Prom
- It's Easy

WHILE THE CITY SLEEPS

Bourne, Inc. N.Y.C., N.Y.



DOTTI MALONE **EVERYTHING BUT YOU** b/w

OUGHTA

Wing 90060

PUBLICATIONS INC



NEW RELEASES "RED HOT" Johnny Latora-Grand "HOUSE ROCKER" "BLARNEY ROCK"

Rockin' Horses-Grand "JUMP, JUMP, JUMP"

Great Gates-Aladdin

MYERS MUSIC, INC.

122 N. 12th St., Philadelphia 7, Pa.

Over 67,000 ACTIVE BUYERS read

OUTDOOR

J. J. Conway Dies, 49 Yrs. In Ticket Biz

NEW YORK-The show world last week mourned the passing of John J. Conway, co-founder and for many years the New York representative of National Ticket Company. Conway, who was 82, died Tuesday (17) and was buried in his home town of Shamokin, Pa.

National was established in 1907 by the three Conway brothers, Alphonse E., William, and John, and by Nicholas Ludes. Only surviving partner is A. E. Conway, whose son, John (Jack), is active in the business, as are William Conway, son of another of the brothers, and Joseph Ludes, son of Nicholas Ludes.

John Conway sold his interest in the company in 1939 and took over the New York office management. The present location at 1564 Broadway, Palace Theater Building, has been occupied since 1944. Conway was instrumental in procuring most of National's major accounts in this area, including legitimate, indoor and outdoor theaters, carnivals, circuses, race tracks, parks, fairs and other users of tickets.

Ticket Pioneers

National, under the Conways and Ludes, was one of the first companies to go exclusively into the ticket business, and the company was among the pioneers in roll tickets. In 1908 National reportedly built the first reserve seat ticket machine.

John Conway was a Broadway actor for some 10 years before the firm was organized, and its current president, A. E. Conway, acted in some of the earliest motion pictures.

The Pennsylvania headquarters said that Beverly Schwartz, who has been in the New York office since 1951, will continue as office manager for the time being, and that plans for expansion of that office will continue despite the loss of its veteran representative.

Survivors are the widow, Matilda, of 229 Cleveland Avenue, Hasbrouck Heights, N. J., and Conway's brother, Alphonse E.

Hunt in Rain

PENNS GROVE, N. J .- Hunt talent to virtually all fairs. Bros. Circus had a three-quarter noon shower.

HOT DOG STAND **GOES TO SEA**

TORONTO -- Patrons of the island recreation area here this year will be able to purchase their hot dog sandwiches from a floating stand. W. E. Schmidt was recently granted a concession to operate a refreshment barge around the island. Schmidt said the boat will cost him \$2,000. He's paying \$200 for the privilege.

Only French Ride Park Shaping Up

PARIS-A large new suburban funspot is being developed on a large plot of wooded ground on the banks of the River Marne, near Meaux. Promoters foresee a spot that will vie with Copenhagen's century-old Tivoli.

Spot has possibilities for a yearround resort and the location is favorable, being on a main highway, with a heavily populated area to draw from. Actually set is a large year-round restaurant, snack bar, parking lot for 800 cars, service station, camping space, picnic grounds, "baby" zoo, kiddie park, boating and some spectacular features, such as a large exhibition building and a historical museum designed by a well-known painter, Alex Chevreux. Head of the project, which is dubbed Joy Park, is

There are no big cernival outfits in France but there are hundreds of important ride operators, many of

PLAN TWO-WEEK SPRING OKLA. CITY EXPO FOR '57

Weather Belts Eight-Day April Event; Loss Put Between 40-50G

By HERB DOTTEN

OKLAHOMA CITY-This city will have another big spring exposition as well as the usual Oklahere again next year.

Preliminary planning for the tion, which closed Sunday (29).

exhibitors, finished a money-loser, being cold and wet. with the loss put at "somewhere between \$40,000 and \$50,000."

approached, if not covered expen- pick up the tab for it. ses, according to Jimmy Burge, homa State Fair at the fairgrounds expo manager, who will also guide the '57 event.

Fortunately, the expo's sponsors, headed by the progressive Okla-

But for inclement weather on the homa Publishing Company, had final weekend, the expo would have been prepared for a loss and will

Eve On '57

The underwriters, pragmatic lot, had one eye on '57 as they went Violent weather hit the State into the expo. They figured that 1957 expo already was under way Saturday (28), with numerous tor- lessons learned this year at a loss this week as officials wrapped up nado alerts broadcast and with they might sustain in the maiden details connected with the eight- Oklahoma City lashed intermit- run of the expo would pay off next day Southwest American Expositently thruout the day by hard year when a bigger expo will be rains and hit by sporadic showers staged to observe Oklahoma's 50th That event, a smash success from at night. Sunday's weather, while anniversary as a State and at the the standpoint of the majority of less violent, was not much better, same time focus attention upon the potentials that the State holds for new industries.

> Current planning for '57 calls for a two-week event, to be held in May, rather than in April, in a try for better weather, with the exhibit phase to be developed as "a world's science fair." Eentertainment, according to present thinking, will be topped by a huge pageant depicting the State's history or the use of topflight TV names and talent, or a combination of both.

To Ask State Aid

The expo, in aiming at a pageant, will need State support and will ask the Oklahoma Centennial Commission to sponsor such a spec. The moth new Coliseum opened in Some 200,000 persons attended Commission, which has received lavish fashion. Three shows got the first day, a gala event at which an appropriation, will have to ask under way simultaneously and all Mayor Wagner and other digni- the Legislature for an additional aptaries took part in the ribbon- propriation if it is to sponsor the

The financial loss suffered by the (Continued on page 16)

\$35 Mil Coliseum Opened in Gotham

Three Shows Occupy 4 Exhibit Floors; Booking Listed at 80% of Capacity

public gave it everything last Sat- into the hundreds of thousands urday (28), and this city's mam- thru today. newspapers in the area gave coverage ranging from news stories to cutting, following which the \$35,- spec. special supplements.

numbers got the new building off bies and ticket boxes. (Continued on page 16) to an auspicious start. Aggregate

NEW YORK-The press and attendance for the three shows ran

000,000 structure was thrown Civic ceremonies marked the open to the public. Each of the formal opening, and crowds in vast shows had its own marquee, lob-

Largest of Its Kind

By collecting rent on 391,500 square feet of exhibit space, the building was the largest of its kind in the world. Occupants were the National Photographic Show in the first and mezzani.e floors, International Automobile Show on the second floor, and Fifth International Philatelic Exhibition on the third and fourth floors. All close Sunday (6).

Most spectacular of the events was the auto show, which featured a Dancing Waters unit and eight American and 142 foreign cars. Ninety per cent of them were being shown in America for the first time,

(Continued on page 18)

MORE THAN EVER

Fairs Reaching Peak On TV, Record Stars

Continued from page 1

and grosses felt at many events prodded the change. The association of the Hamid agency interests with the powerful talent-holding General Artists Corporation made possible the offerings of known

The healthy-wealthy big fairs afternoon and one-third night house which have relied on name talent for about 25 fairs with such names here Wednesday (2) under Jaycee in recent years, and could afford auspices. Rain hurt at night, but to buy whatever they thought their kids turned out despite an after- public wanted, seldom made the problem category. All other events,

Declining grandstand interest and most of their patrons, seldom got closer to the name artists than the records they made and their video appearances.

> Efforts to match the names and the fairs, always a major problem, have been successful. GAC-Hamid's TV Discoveries is now set as Russell Arms, Jill Corey, Eydie Gorme and the Milis Brothers. "Midwestern Hay Ride," which will feature the regular talent from that nationally televised show, plus Pat Boone on occasion, is set for more than 30 dates, and Rock 'n' Roll, with Lillian Briggs, is set for a like number.

New Show Places

On the TV Discoveries route are such fairs as Whitney Point, N. Y.; Honesdale, Pa., all of which boast longevity and success commensurate with the size of their communities, but none of which has been tagged before as showcase district governor for the sponsors.

These special units are booked in for one or two days only. The bookers and the fairs look for hefty crowds with proper promotion. There is no admitted concern that the innovations in grandstand en-If they hit, it will probably mean An outstanding athlete in his more of the same, both in terms

Westcott Rodeo At Conn. Date

PLAINVILLE, Conn .-- The Circle W Ranch Rodeo of Jack Escott will play under Lions Club auspices at the Stadium here, Friday and Saturday (26-27). Performances will be at 3 and 8 p.m., with Barton, Vt.; Contacook, N. H., and a rain date in reserve for Monday (28). Sixteen Lions Clubs in District 23B are sponsoring the show. Joseph E. Tinty is promoter for the Stadium, and Robert Irving is

> Circus, doing an afternoon show only here Sunday (29), pulled a three-quarter house. Local recep- 2-3; Frederick, Md., 4; Charlotte, tion to the show was good. Area N. C., 5-6, and South Boston, Va., is having an extended drought.

WLW Hayride Set for Long Tour of Fairs

CINCINNATI—Units of "Midwestern Hayride," Crosley Broadcasting Corporation feature that appears on WLW and WLW-T here as well as the NBC network, have been set for an extensive tour of fairs this year, it was announced by WLW Promotions, Inc., talenthandling arm of the Crosley firm. The units are being used as feature attractions with GAC-Hamid units in a number of cases, it was reported.

Heading up WLW Promotions is Bert Somson, a Crosley executive vice-president. Assisting him on the booking end is Bill Querner.

Fair engagements set to date include the following: Proctorville, O., July 27; Harrington, Del., 28; Whitney Point, N. Y., 30-31; Canandaigua, August 1; Xenia and Clarksburg, O., 2; Oscaloosa, Ia., 6-7; Middletown, N. Y., 6-10; Croton, O., 9; Butler, Pa., 9; Fairmont, Minn., 10; Celina, O., 12; Sandusky 16; Barton, Vt., 17-18; Marion, O., 19; Superior, Wis., 19; Lewisburg, W. Va., 20; Lyons, Ind., 21; Indiana, Pa., 21-22; Belefontaine, O., 23; Wellington 24; Cumberland, Md., 24; Rhinebeck, N. Y., 25-27; Kentland, Ind., 28; Morris, N. Y., 29-30; Caldwell,

Mansfield, Pa., 31-September 1; Warsaw, Va., 3; Staunton, 4; Dayton, O., 4; Port Royal, Pa., 6-7; London, Ont., 10-11; Hughesville, Pa., 12; Brockton, Mass., 13; Cincinnati 14; Rochester, N. H., 21-22; Trenton, N. J., 23-24; Logan, O., 28; Greensboro, N. C., October

Elwood Hughes Dies; 'Architect' of CNE

ager of the Canadian National Ex- strated the courage, big thinking hibtion-frequently described as its and ability to sell an idea that architect-died Tuesday (1) at his enabled the CNE to grow steadily. home here.

18 years until his retirement in in his office in the administration 1952. He had been connected building during the CNE runs. with the CNE more than 40 years, Before it opened and until it was having started in 1909 as its sports director and later as publicity director and assistant manager before becoming general manager.

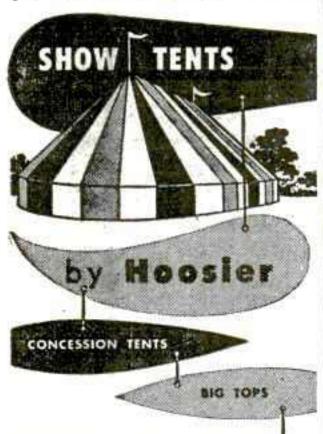
While some of his methods provoked controversy, Hughes is gen-

Hughes, 69, former general man- erally credited with having demon-

Diminutive, debonair, bustling for name talent. He served as general manager and cheery, Hughes almost lived over, he often worked until the small hours of the morning to ensure that everything would go tertainment will fail to pay off. smoothly.

(Continued on page 18) of units and variety of talent.

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CONSIDERS SPRING EXPO

Schultz Sees Possibilities For Neb. State Fair Event

fair, Ed Schultz, fair secretary, dis- Fair, Waco. closed here upon his return from Oklahoma City, where he attended the Southwest American Exposition, which closed Sunday (29).

of various kinds now that are Acts, Staff "We have several spring shows spread out over several months, and by combining them in one attractions and special exhibits, we can probably come up with a big spring exposition that would suc-ceed," Schultz observed.

Any spring expo that the fair might attempt would be on a State-wide, rather than a regional web; Dwight Moore's dogs; Vicbasis, as was the case with the Oklahoma City expo, Schultz em- Gentry, chimps; Miss Annette, phasized.

He added that the amusement attractions would be presented indoors, rather than in front of the grandstand.

He said that Nebraska manufacturers are eager to put on a show and that business and mercantile leaders have evinced interest in supporting such a show.

Schultz indicated that he will outline the possibilities for a spring exposition at the next meeting of the State Fair board May 14.

Besides Schultz other fair secretaries who attended the Oklahoma City exposition included

LINCOLN, Neb .- The Nebras- | State Fair, St. Paul; Walter Jackka State Fair may stage a spring son, Western Fair, London, Ont., exposition as well as its usual fall and Othel Neely, Heart of Texas

Rudy Lists

PORTLAND, Ore. - Talent big exposition and adding suitable line-up being carried by Rudy Bros. Circus, currently playing towns in Washington and Oregon, is reported as follows:

Escalantes, horizontal bars; Rudy Bros.' military ponies; Miss Escalante, Miss Annette, R. Escalante, toria, cyclists; Marget and Tony cloud swing; Carters, trampoline; Miss Annette, iron jaw; Escalante girls, swinging ladders; Victoria Daughters, cycling novelty; Great Hughs, juggling, and elephants worked by Rudy Meuller and the Gentrys.

Rudy Jacobi handles the announcing chores and Betty Willis provides the organ music.

Hinkle Promotes Gulfport Rodeo

GULFPORT, Miss. - Milt Douglas K. Baldwin, Minnesota Hinkle and Bill Gamble produced a Texas Rangers Wild West Rodeo here under Civil Air Patrol auspices recently. Ten thousand leaflets were dropped from planes to advertise the show.

While on hand Hinkle and a newspaper editor recalled that in 1908 a deputy and a 101 Ranch here. They also harked back to the show produced here by Hinkle and Zack (101) Miller in 1949.

French Ride Park

Continued from page 15

whom own a large number of big rides of all types. These operators are finding it difficult to place rides, as the so-called street fairs in big cities are rapidly disappearout of existence there has been no promoters are counting on.

Plan Tenting Season for Film 'Hansel'

NEW YORK --- An undercanvas tour is being planned for "Hanzel and Gretel," the featurelength puppet film which has grossed close to \$1,000,000 since being released in October, 1954.

Michael Myerberg, producer of the movie, said he is planning to show it under a tent at summer parks and various amusement areas. In addition to the film, the tent will reportedly house the electronic puppets and film sets

Myerberg, in telling his plans, cited the success of theatrical tent productions in recent years, and said the novelty of "Hansel and Gretel" should result in a successful tour. He said the scheme is imaginative, something needed in show business today, and should find a willing market among children in areas where the film has not been seen.

Leonard Bros. Advance Light; Ohio Spot OK

MIDDLETOWN, O .- Leonard Bros.' Circus did pretty good business here despite a weak advance. Show used no paper here and had only one radio spot announcement and two mentions by newspaper columnists. Auspices was the Council for Retarded Children. Afternoon house was half filled. cowhand were in a shooting match Night show drew three-quarters of capacity.

> Lack of billing and other publicity reportedly hurt the show in other spots.

real amusement park in France. Joy Park is in a section which would make it simple for ride operators to book their rides in during the summer and also to play some of the big street fairs, usually early or late in the year, in Paris or other ing. Since Luna Park, Paris, went large cities. This is what the park

Two-Week Okla. City Expo

Continued from page 15

recent event was chalked up to poor patronage received by the grandstand attractions. Together, the grandstand attractions dropped an amount about even to the loss the exposition received.

Weather was an important factor in the poor business. Nights were generally cold and on some days early in the run winds were high and there was much dust, while rain hit the closing days.

Midway Clicks

But, veteran showmen here point out that weather wasn't the only factor. Running horse races, rodeos and Indian pageants have failed to pull here in the past-and for this reason the State Fair abandoned them years ago. The ice show (Holiday on Ice) held forth the possibility of doing good business, but it received extremely bad weather.

turning in more than \$30,000 on has as many as 1,200 head of catkid's day, when the weather was the the expo offered a standard of 000. Attendance for the full run livestock shows. The same policy was given at 367,000.

The midway rides and shows were assembled by Don Dowis of Dowis Rides, Inc., and Al Osborne of Forsythe and Dowis Rides, Inc. There were 32 rides-18 major devices and 14 kiddie rides-and 8 shows, and the rides grabbed all but a small part of the take. No games operated.

Practically every exhibitor who had indoor space was delighted with the results and eager to recontract for next year. Only exhibitors who had outside space were not satisified; the weather had hit them hard.

In all possible ways, the expo was planned to be as different as possible from the State Fair. The expo's grandstand program, for example, did not step on the fair's night revue or its matinee auto race-thrill show programs.

Exhibit-wise, the expo offered a Do - It - Yourself Show, Sports From an attraction standpoint, Show, Atoms for Peace Exhibit, the midway was the brightest spot. Festival of Cotton, and Fashion Rides and shows grossed a thump- Show, none of which are offered ing \$92,000 in face of bad weather, at the fair. And, whereas the fair with it. The gate for that day, Friday (27), was announced at 107,- best of breed as decided at leading will prevail next year.

C. W. McCafferty Leaves Geo. Hunt To Operate Icer

HOLLYWOOD --- The Hunt-McCafferty Agency here will be known as George B. Hunt & Associates in the future, with C. W. McCafferty bowing out to take full charge of the office-produced "Stars Over Ice" show.

McCafferty became associated with Hunt, for years with the Bert Levey office, about two years ago. McCafferty purchased the interest of Wally Webb, who was associated in the then Hunt-Webb

McCafferty is taking full charge of "Stars Over Ice," and has set up a corporation for it.

Hunt will direct the agency, which will act as exclusive agents for the icer. Wally Webb and Frank Konyi will continue as associates in the newly titled firm.

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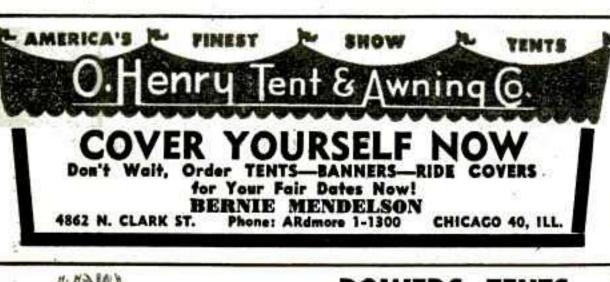
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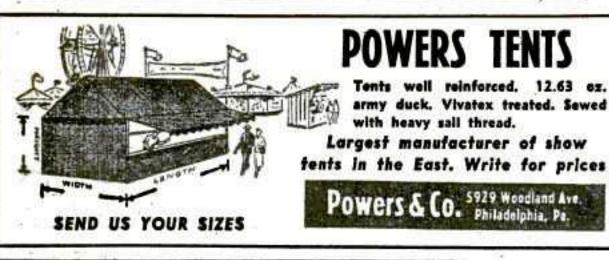
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Herb Dotten

Two-In-One Experiment

BAKER

OKLAHOMA CITY—Skies were dark and ominous. Tornado warnings were out thruout the Sooner State. Bo Belcher, press chief for the Oklahoma State Fair, his ears cocked to the radio, traced the reported movements of wind funnels on a map.

Out on the midway, Don Dowis issued orders. Canvas banner lines were downed. Ferris Wheel seats were dismantled, rides were lashed, and guy lines were tightened.

Almost a half mile away in his headquarters in the Oklahoma Publishing Company buildings on the fairgrounds, Jimmy Burge cast

aside the latest weather forecast and studied some figures to determine how much more receipts from the gate, grandstand and midway the Southwest American Exposition he was managing needed to break even.

In his commodious office under the grandstand, Pete Baker, manager of the Oklahoma State Fair, listened intently to an aide report on make-ready for the menacing storm, then dismissed the aide with a nod, and settled back in his chair.

"So you want to know how our experiment is going? You want to know whether a big spring exposition and a fall State fair can be staged each year on our fairgrounds?

"My answer is 'yes'. Here it is Saturday (28), the seventh day of its eight days, and the exposition

has been a huge success from several viewpoints. Certainly, the exhibitors are pleased. And, the customers are delighted with the many interesting exhibits. Attendance, considering the weather, has been satisfactory for the first run of the exposition. Next year, with some changes, the spring show should really click.

Aim to Be Unlike as Possible

"And, I don't believe the spring show will hurt the State Fair one bit. As I figure it, no more than 10 per cent of the people taking part in the exposition are participants in our fair, so that actually abreast-children & adults there isn't much duplication on that score.

"Besides, our attractions are so different from those of the exposition. We've been featuring thrill shows and auto races in the afternoon and a Barnes-Carruthers revue at night. The exposition, on the other hand, has offered horse racing, an Indian pageant, and a rodeo, and these we gave up some years ago because they didn't pay out. As for the expo's ice show, the fair doesn't present one, so there is no conflict there.

"At the fair, we don't have building space for, say, the Atoms for Peace exhibit, which has been such an outstanding success at the exposition. Nor do we have space for a Do-It-Yourself Show. And. a sports-conservation show is more timely in the spring than in the fall.

"It always has been our plan to develop the State Fair plant so that it could be used the year round for many varied events. Moreover, we believe we must appeal increasingly to the mounting number of people in our State who are engaged in agriculture and that we should try to bring new industries into the State. Just so long as we keep the appeal of the two shows as different as possible, the spring show, if given time to develop, and the fair should both win."

Weather Common Factor

The one thing the Southwest American Exposition had in common with the past two State Fairs at the new multi-million-dollar fair plant is the weather; it was foul for all of them.

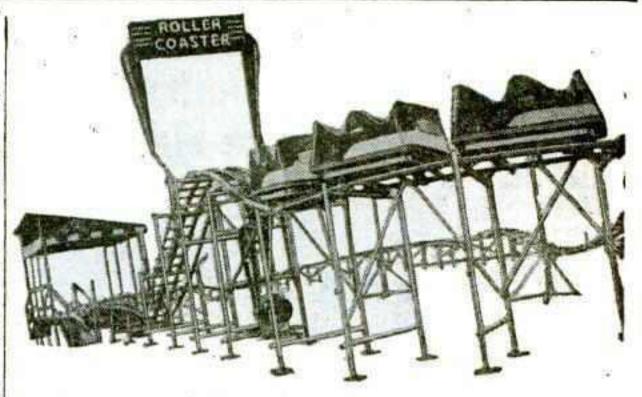
There may, however, be a silver lining to the bad weather given the Southwest American Exposition that may well have its rewards for both the exposition and the fair.

Many city people-women, in particular-thronged out to see the exposition's Festival of Cotton, with its smart style show, staged in a large, attractive tea room, set up for the occasion. And, many of these women-who might well be classed among Oklahoma City's upper crust-didn't take kindly to the dust raised in the early, dry, windy days of the expo, nor to the mud on the closing days. These same women-or a good many of them, at any rate-were not interested in seeing jars of preserves and home-made dresses at the fair and hence had not been fair patrons.

A large number of these women probably were not sympathetic when the fair sought funds to provide hard-topped parking areas and the added walkways. Twice, within the last year, bond issues which would have given the fair the needed money were defeated by Oklahoma City voters, the last time by 1,800 votes. Now, there is a strong probability that these women will be among the most ardent supporters of such a bond issue, which, incidentally, will again be placed before the voters in the near future.

Until such a bond issue is passed, Pete Baker's big worry, as it was in '55, is how to handle parked cars on a rainy day. Last year so many cars were mired on the grounds that it took all of the tow trucks in Oklahoma City-a reported 22, plus tractors-to pull the cars

The threatened tornado didn't hit here Saturday (29). Hard rains did, however, but warned by the alerts, people-except for a relative few-stayed home. Sunday's weather, less violent but unpleasant, also kept people away, but the expo's gate for the full run was reported at slightly over 360,000. Expo sponsors were prepared to pick up the loss and, with lessons learned, push plans for a longer, bigger event for '57-in May, when chances of tornados and of much rain are less.



'BEST INVESTMENT I'VE EVER MADE"

So says John R. Lewis, Zelienople, Pa., who adds:

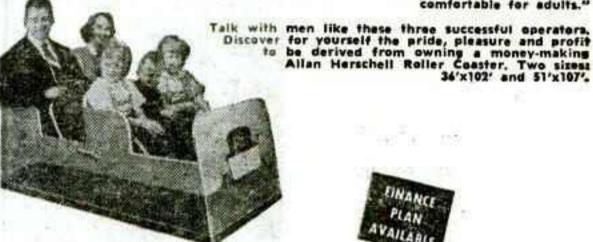
"The Roller Coaster was my top ride this season. Four men put it up in four hours at every date."

Frank and Martin Walsh, Maple Springs, N. Y., report:

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Bernie Arent, Bernard & Barry Shows in Canada, says:

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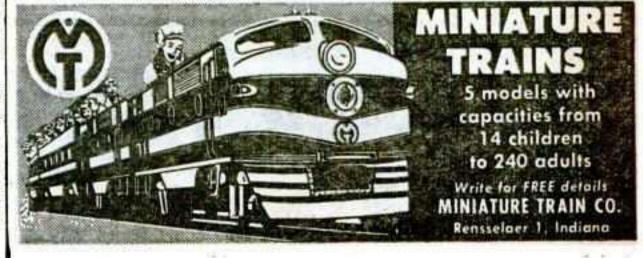
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\$35 Mil New York Coliseum

Continued from page 15

and the public was obviously eager to see the imports.

The stamp show, while less floors from May 12-20. spectacular, had \$8,500,000 worth of stamps on display. It was justifiably predicted that the miniature post office, set up on the building's third floor, would sell more than \$1,000,000 worth of special commemorative stamps honoring the Coliseum's opening.

Publicity Excellent Publicity for the original Coliseum tenants was very good with

Shortest strake of

any leading

tional Home Building Exposition, which will occupy all four exhibit

The structure, rising over one end of Columbus Circle on West 59th Street, represents the culmination of a 10-year struggle by Robert Moses, chairman of the owning Triborough Bridge and Tunnel Authority. Operating the building is the Coliseum Exhibition Corporation.

Moses and other supporters of the local press being notably co-operative, and expectations were tage in straddling the city's public that as the novelty of the building transportation system. It is surand its adjoining 20-story office rounded by three major subways structure wears off, publicity will and within easy walking distance of remain on a high level as each five bus routes. Altho its undersuccessive event manages to score ground parking for 850 cars is but on its own merits. Next affair for a drop in the bucket, transportation the Coliseum will be the Interna- facilities in the area should absorb

much of the patronage which would otherwise travel by car.

The Triborough authority was authorized in 1948 by the State Legislature to plan for the hall and its garage. The tract was assembled under Title I of the Federal Housing Act, which provides federal aid for building projects which replace slum dwellings with new construction. The project qualified for this aid by setting aside 51 per cent of its area for erection of two 14-story apartment buildings.

Ground was broken on April 12, 1954. It is claimed that the Coliseum will draw 1,000,000 visitors yearly to New York, and that they will spend \$300,000,000 in the city. A total of 29 trade shows and expositions are booked for this year, reportedly 80 per cent of capacity.

The operating firm is composed of executives who formerly operated the Grand Central Palace, major show location which was taken over for federal use a couple of years ago. They guarantee the Triborough authority a fixed \$300,000 yearly, plus 60 per cent of the first \$300,000 of net profit, plus 85 per cent of net profit over \$300,000. A realty firm, Charles F. Noyes, operates the 20-story office building for the authority.

Elwood Hughes

• Continued from page 15

youth, he had been a champion Canadian runner, swimmer, skater and bicycle rider. In 1927, he promoted the first 21-mile marathon across Lake Ontario, with the CNE putting up \$25,000 and William Wrigley Jr., the gum magnate, matching that sum. Hughes so impressed Wrigley that the gum tycoon induced him to join his public relations staff in 1929, and Hughes remained with the Wrigley organization for two and a half years, then returned to the CNE.

Leaders Attend Funeral

His first ambition was to be a jockey, but instead he became a crack runner and went to Athens as the captain of Canada's first Olympic team in 1906. Before he was 21 he was acclaimed Canada's fastest bike rider and speediest ice skater. He held office in virtually every athletic club in Toronto during his career.

Funeral services, held Thursday (3), were attended by Canadian leaders in politics, business and entertainment, as well as a host of others.

He is survived by his widow, the former Margaret (Peg) Humphreys, who is widely known in outdoor show business in her own right. Prior to their marriage in 1944, she had served as aide to the late Lincoln P. Dickey, then manager of the Great Lakes Exposition, Cleveland, and to the late Harvey Gibson, then manager of the New York's World Fair. She also had managed the Aquacade the New York World's Fair. She one year.

Other survivors are a daughter, Mrs. L. R. (John) Copp; two grandchildren; a brother, Raymond L., and two sisters, Mrs. H. E. Wallace and Eva Hughes, all of Toronto.

Funeral services Thursday (3) were held at St. Olave's Anglican Church here, with interment in Mount Pleasant Cemetery, here.

"SNOW-WATER ICE KING"



Money Maker! 2-IN-1 Model "S" 2-way awitch for making either fine snow ice or cracked

ice for snowballs or drinks. With our machine you can make that famous Italian Water-Ice Lemonade. Free Formula with every write for prices. Other models.

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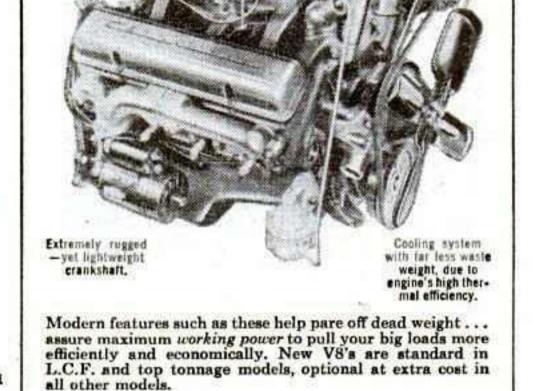
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They put out more horsepower per pound than any other V8 in any truck! That means greater efficiency, less dead weight, more pound-pulling power for you

Here's proof of years-ahead engine design! These new Chevy V8's weigh up to 200 pounds less than competitive V8's, yet are fully comparable in power output. Every last ounce of "flab" has been eliminated—and what's left is the leanest muscled, best performing powerplant the trucking industry has ever known!

One basic reason for this compact efficiency is short-stroke design—the shortest stroke of any leading truck V8. Shorter stroke, of course, means less piston travel, less engine wear, maximum pulling power from less fuel. But, when com-



Shorter, more durable

Compact sylinder block.

bined with Chevrolet precision engineering, it means even more. It makes possible, for example, a more compact cylinder block . . . shorter, more durable connecting rods . . . a crankshaft that is lighter in weight yet extremely rugged. Here, every component part reflects hair-splitting efficiency that wastes nothing!

To you, it means low-cost hauling, longer engine life, weight-saving power to pull beefed-up loads! See your Chevy dealer soon for all the facts about the right V8 for your job. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



They give you new high-compression sixes . . . a choice of manual or automatic transmissions in all Series . . exclusive

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for you on your

job!

Powermatic transmission . . . tubeless tires!

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NEW CHEVROLET TASK-FORCE TRUCKS

Anything less is an old-fashioned truck I

Arena Recap

7,000 Hear Cole At Charleston, W. Va.

CHARLESTON, W. Va.—More VERMONTVILLE, Mich. and His Orchestra, the Four Fresh- ago. Mrs. Slout recently completed Thomas. All seats were reserved added two new ones to the series and were sold out two days ahead which will start again in July. of the show.

Proof! Popsit's Pop **Props Profits!** It's a fact-proved by operators everywhere -More people stop and buy popcorn when it has the butterlike flavor and color that comes only from POPSIT PLUS. Get our case histories . . . or order a sample case today! FEWER DUDS" MEASURES LESS PER CCURATELY BAG WITH NO STORES EASILY READILY IN ALL WEATHER the only liquid popping oil with butterlike

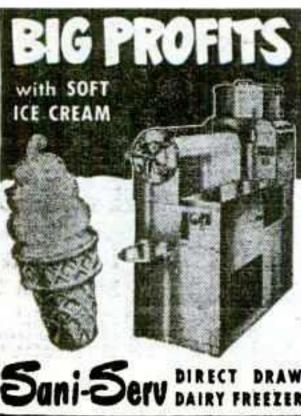
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WRITE FOR FREE INFORMATION GENERAL EQUIPMENT SALES, INC. 1348 STADIUM DRIVE-INDIANAPOLIS, IND.

11rs. Slout Schedules 16 Antique Expositions

than 7,000 persons caught the Nat Mrs. L. Verne Slout has assumed (King) Cole show at Municipal Au- operation of the hobby and antique ditorium here April 28. On the bill shows formerly promoted by her also were June Christy, Ted Heath husband, who died about a year men, Gary Morton and Patty a string of 14 dates and she has

Oakland Women Have Japanese Festival

OAKLAND, Calif.-Bunka Sai, a Japanese centennial festival, is being held April 28 thru May 6 at the art museum and Oakland Auditorium. It features ancient and modern art and many types of Japanese cultural material. It's sponsored by the women's board of the Oakland Museum Association.

Page Agenc Contracts Peoria Fieldhouse

CHICAGO—Sid Page, Chicago agency operator, announces that he has signed with the Bradley Alumni Association, Peoria, Ill., to handle all attractions at Robertson Fieldhouse there. Under one arrangement the building seats 3,500 and under another it handles 8,000. Fred Waring, Victor Borge and Jose Greco played there recently, and Holiday on Ice formerly made it.

N. Y. Coliseum Gives Wide Outlet Choice

NEW YORK-New York Times Magazine article about the new New York Coliseum points out that floor outlets provide high or low voltage electricity, compressed air, vacuum line, gas, telephone, radio and TV circuits for exhibitors.

MOVIE MEN PROTEST ODESSA ARENA USES

ODESSA, Tex. — Local theater owners have registered protests with the Ector County Coliseum directors against use of the Coliseum building by private individuals booking in attractions in direct competition to the theaters. T. A. Collins, spokesman for the theater men, pointed out that they backed the bond issue which was used to ild the coliseum. If they had known it was to be used in direct competition they would have worked to defeat the bond issue,

Cook Installs Three Miniature Golf Courses

NEW YORK-Three new miniature golf courses installed by Holmes Cook Company will be in ope ation this season, Helmes Cook, top man in the organization, announced this week.

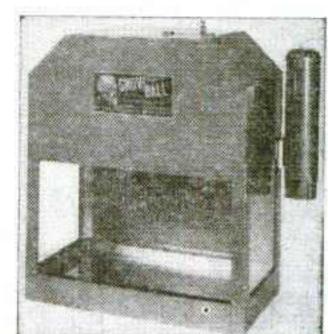
One at Clen Echo Park, Clen Echo, Md., opened Easter weekend and is reported to be getting good play. The other two, which will be in operation in the near future, one at Paragon Park, Nantasket Beach, Mass., for Lawrence Stone, and at Westlake Beach Club, Inc., Indianapolis, for Paul Voight.



Everything Points to Someone

Q

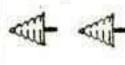
CLAWSON ICE SHAVERS



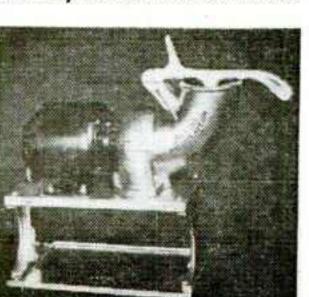
Now to the New

SNOW ICE Shavers

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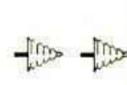


Gravity model No. 56-XHK-I

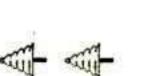


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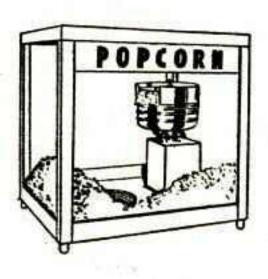
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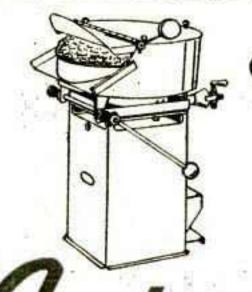
Flagtown, N. J., USA



NEW! low-cost Cretors counter model popcorn machine

Here's the biggest little money-maker in the country-the new CRETORS "America" Counter Model. All-steel kettle, thermostatically controlled, pops 6 oz. of raw corn per charge, turns out \$12.00 of corn per hour. Automatic cover lift. White all-metal frame with red top and blue "POPCORN"

sign. Popper case heated by electric element. Equipped with Plexiglas doors. Measures 251/2" high x 27" wide x 21" front to back. Plugs into any ordinary AC outlet. .



Giant popping units gas or electric

The ever-popular CRETORS Giant Popping Unit with 2-lb. capacity (50 lbs. per hour) is available with either Gas or Electric Kettle. Either can produce \$75.00 worth of popped corn per hour. The Giant Electric Popping Unit is also available with an 18-oz. capacity kettle, or \$50,00 per hour.

MANY OTHER MODELS AVAILABLE

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17 and 45-gallon barrels are equipped with two

Faucets, one for COLA, one for ROOT-BEER. The

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Now Available! Self-contained Barrel or Cabinet Model Dispensers

creamy drink when turned to other side.

Arm for CARBONATED WATER.

KING EAST MAKES STRONG COMEBACK

Rolls Smoothly, Tabs Big Crowds As Program, Transport Reshape

LOGAN, O .-- Both independ- erally clear, warm weather. Inside week that the Eastern unit of King | Bluefield, W. Va. (26), had good now is rolling smoothly.

ent tent from Norfolk and expects a full afternoon and three-quarters to have an additional, fourth, mid- night. dle piece for it shortly. The show now has about 20 tractors moving 27 loads in good time. The steam calliope is carried with the show but hasn't been used in some towns because no one able to play it is available. Some parade equipment, including a band wagon and three cages, was dropped off as surplus, but menagerie remains intact.

Included on the show now are the hippo, five elephants and other animals. Jelly Roll Rogers and his band have been playing the big show since the departure of Joe Rossi.

Acts Rejoining

The Zoppi Family, with Cucciola, rejoined here Friday (4). The Sparton Family of performers also joined.

Coupled with the smooth organization on the show now, are continued good business and gen-

VARNISHED SOLID OAK

STAINLESS STEEL HOOPS

ent and show sources said this banner sales have been very heavy.

Bros,' Circus has made sharp re- business and weather. Beckley, covery from recent difficulties and W. Va. (27), had a full house in the afternoon and near-full at The circus has received a differ- night. Charleston, W. Va. (28), had

> The May 1 stand was strong, and Portsmouth, O. (2), had big turnouts, including a turnaway at night. Chillicothe, O. (3), gave turnaways despite rain. Indicating Capital City: Dalton, Ga. the show is back on schedule was word that it has missed only one afternoon show in the past two - 1. mar. 13

Beatty Billing Overlooks Cisco

FONTANA, Calif. -- Clyde Beatty Circus publicity has been giving little attention to two of its three top features. Show not only has owner Clyde Beatty in his wild animal training spot, but also has been showing Cisco Kid, TV and Western name, and Hugo Zacchini, human cannonball. Other strong acts also have been on the show.

Apart from some newspaper ads which bill Cisco along with Beatty there has been little public mention of the cowboy. None of the No billing goes to Zacchini, who is last on the program and missed by early-leavers who pack off after Cisco Kid appears in the third from last display.

John Strong Sets Calif. Fair Route

THOUSAND OAKS, Calif. --The John A. Strong Circus will play California fairs this summer as a free attraction with Isabelle Whall, of Fun Unlimited, San Francisco, handling the bookings, John A. Strong Jr., show owner, said.

Mrs. Ruth Strong left here Thursday (10) to handle the fair route which includes events in Los Banos, Chowchilla, Colusa, Stockton, Gridl y, Ferndale and Vallejo. The Vallejo date is for the full nine days of the fair.

Strong will remain here with Bill Dedrick, who has a pony act on the show, until June 7. Strong will direct the circus section playi g under the auspices of school

and civic groups.

The show recently returned here ollowing dates in Northern California. Business was good, Strong declared, with extra performances in Paso Robles and Atascadero, which were included in the route along with Cambria, Pismo Beach, Morro Bay, San Luis Obispo and Soledad.

Ray Bickford, Hunt press agent, made nine talks to school kids in one day. So far he has obtained dismissal of all schools but one for the Hunt show. At Norristown, Pa., Hunt will be the first of six circuses in. Future issue of the Massachusetts Commerce Department's publication will feature Massachusetts natives who are with Hunt Bros.

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Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Alamo Expo.: Brownwood, Tex. American Beauty: Burlington, Is. Amusements of America; Bristol, Pa.; Bomerville, N. J., 14-19. Babcock United: Wilmington, Calif. Baker United, No. 1: Greencastle, Ind. Baker United No. 2: Clinton, Ind. Beam's Attrs.: Woodstock, Va.; Wincheste 14-19.

Bee's Old Reliable: Winchester, Ky., 14-19 Belle City: (2700 S. Chase St.) Milwaukee thru the 9th; (N. 2d & W. Capitol Drive) Milwaukee 11-20.

Bell-Form: Middletown, Conn., 10-13, Benard & Barry: St. Catharines, Ont. Blue Grass: Evansville, Ind. Borderland: Eldorado, Tex. Brodbeck & Schrader; McPherson, Kan, Buck, O. C .: Menands, N. Y., 8-14. Buckeye State: Zanesville, O., 10-19. Burke, Harry: Zachary, La., 7-14. Burkhart: Carrollton, Ill. Byers Bros.: Coffeyville, Kan.; Parson 14-

Central States: Hay, Kan., 7-9; Russell 10

Chanos, Jimmie: Muncle, Ind. Cherokee Am. Co.: Wewoka, Okia.; Broken Arrow 18-19. Coleman Bros.: Wallingford, Conn. Collins, Wm. T.; (78th & Chicago Ave.) Minneapolis. Continental: Schenectady, N. Y. Cote Am. Co.: Utica, Mich. Crafts Expo.: (Fair) Yermo, Calif., 9-13;

Davis Am. Co.: Prineville, Ore., 8-13; Tygh Valley 18-20. Dickson United: Stonewall, Okla. Dixie Amusements: Vinita, Okla, Dobson's United: Willernie, Minn., 5-15;

Medford, Wis., 17-20. Down River Am. Co.: Roseville, Mich., 8-13; Riverview 15-20. Drew, James H.: St. Albans, W. Va.; Gal-

lipolis, O., 14-19. (Continued on page 35)

Circus Routes

Beatty, Clyde: San Bernardino, Calif., 8; Burbank 9; Oxnard 10; Santa Barbara 11; Santa Maria 12; San Luis Obispo 13; Paso Robles 14; Salinas 15; Watsonville 16; San Jose 17; Antioch 18; Napa 19; Concord 20.

Benson Bros.: Suffolk, Va., 8; Surrey 9; Hopewell 10; Richmond 11; Fredericks-

burg 12. Beers-Barnes: Pearlsburg, Va., 8. billposting names him, for example. Carson, Tex.: Natoma, Kan., 8; Plainville 9; Hill City 10; Hoxie 11.

Clyde Bros.: Sault Ste. Marie, Ont., 10-12; Sudbury 14-16; North Bay 17-19; Sarnia 22-23; Windsor 24-26. Cole, Geo. W.; Camden, Tenn., 8; Parsons

9; Centerville 10; Ashland City 11; Port-Cristiani Bros.; Decatur, Ind., 8; Portland 9; Richmond 10; Lebanon 11; Noblesville 12; Muncie 14.

Davenport, Orrin: Winnipeg, Man., 8-12; Brandon 14-19; Regina, Sask., 21-26. Hagen Bros.: Topeka, Kan., 8; Lawrence 9 Leavenworth 10; Atchison 11; Overland Park 12-13; Sedalla, Mo., 14; Jefferson City 15; Columbia 16; Fulton 17; Wellston

18-19. Hamid-Morton: Montreal, Que., 8-12; Quebec 13-17; Chicoutimi 19-20. Hut's Three-Ring: Spring City, Pa., 8; Wayne 9; Springfield 10; Havertown 11;

Norristown 12. Kelly-Miller: Vinita, Okla., 8; Columbus, Kan., 9; Pittsburg 10; Nevada, Mo., 11; Iola, Kan., 12; Council Grove 13; Herington 14; Junction City 15; Manhattan 16; Abilene 17; Salina 18; Beloit 19; Minneapolis 20; Clay Center 21; Marysville 22; Beatrice, Neb., 23.

eonard Bros.: Red Key, Ind., 8; Pendle-ton 9; Beech Grove 10; West Newton 11; Morgantown 12; Mooresville 14; Worthington 15; Linton 16; Vincennes 17; Sullivan 18; Christman, Ill., 19. King Bros. Eastern: Clarksburg, W. Va., 8; Weston 9; Fairmont 10; Morgantown 11;

Wheeling 12. Mills Bros.: Lima, O., 8; St. Marys 9; Greenville 10; Eaton 11; Mismisburg 12; Washington C. H. 14; Circleville 15; Lancaster 16; Athens 17; Marietta 18; Cambridge 19.

Packs, Tom: Billings, Mont., 8-13; Missoula Polack Bros. Eastern: Oakland, Calif., 10-

Polack Bros. Western: Santa Rosa, Calif., 8; San Francisco 10-20; Stockton 21-27. Ring Bros.: Mount Airy, N. C., 8; Leaksville-Spray 9; Bassett, Va., 10; Rocky Mount 11; Bedford 12; Waynesboro 14; New Market 15; Harrisonburg 16; Wood-

19; Edgewood 21. Ringling Bros. and Barnum & Bailey: New York 8-13; Boston, Mass., 15-20; Baltimore, Md., 22-23.

Von Bros.: Stewartstown, Pa., 10; Milroy 17.

Miscellaneous

Hall, Marie, Reptile Exhibit: Cleveland, Tenn., 8-9. Hitler's Personal Armored Car, Jack W. Burke, Mgr.: Hartford, Conn., 8-10; Middletown 11-12; Newport, R. I., 13; Warwick 14-15; Providence 16-18.

Hitler's Personal Armored Limousine: Theodore, Ala., 7-11; Daupne 12; Bay St. Louis, Miss., 13-14; Slidell, La., 15; Ponchatoula 16-17; Hammond 18-19; Lake Pontchartrain 20.

Ice Shows

Holiday on Ice: San Antonio, Tex., 8-9; Corpus Christi 10-14. Ice Capades of 1956; Los Angeles, Calif., 8-

Ice Capades International: Lubbock, Tex., Shipstada & Johnson's Ice Follies of 1956:

Seattle, Wash., 9-20.

Inhabitants **Protest New** A. C. Park

ATLANTIC CITY - A protest petition against licensing of new Rendezvous Park on Caspian Avenue between Maine and New Hampshire Avenues (The Billboard, March 24) has been filed with the City Commission by a score of neighborhood residents.

James Mallin, president of Rendezvous Park, Inc., plans to establish the park in two former trolley barns and on other Atlantic City Transportation Company property leased last year for a long term.

The shelters are 76 feet wide and 375 feet wide, and were vacated after the company converted from trolleys to buses. Rendezvous Park is the name that graced the park once located on the site where Convention Hall now stands.

Fans Crowd Langhorne

LANGHORNE, Pa.—A reported 25,000 persons, one of the biggest crowds in recent years, jammed Langhorne Speedway Sunday (22). Features included a 150mile late model sedan race.

Despite the crowd, concession operator John Quinn reported poor business. Cool, cloudy weather nixed interest in sun hats and sun glasses particularly.

New Market Debut For Sun Tent Tour

COLUMBUS, Neb .-- A winter season of circle stock draws to a close May 13 for the Sun Players, operated by Jess and Dot Sun, in order that preparations may get under way for kick-off of the summer tent season in New Market, Ia. In spite of drought conditions in the area, business has been good during the past winter, said the Suns, who headquarter here.

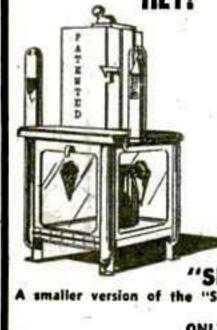
The show's cast includes Jess Sun, manager and comedian; Dot Sun, Carl Park, Maureen Moe, Otis Arnold, Dave Koch, the Castles, Octavia Powell and Peggy Arnold. During the coming season, the show's seventh under canvas, Jack Gerstenburg will be in charge of the big top, assisted by Gilbert Walters.

Recent visitors with the show have been Nig and Jessie Allen, Chick and Florence Boyes, Jimmy Tubbs, Hank and Ruby Neal, John Splading, Arline Allison Ralston, Bud and Pat Imig, Larry Hugo and Duke and Myrnella Montague.



OPEN A DRIVE-IN THEATRE AT LOW COST

New and guaranteed rebuilt equipment from \$1,595. Time payment available to responsible parties. Write, giving location and number of cars. SPECIAL OFFER! Tempered Masonite Marquee Letters, 4", 35¢: 8", 50¢: 10", 60¢. S. O. S. CINEMA SUPPLY CORP., Dept. L. 602 W. 52 St., New York 19.



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ASHE-Mrs. Lizzie (Granny), April 21 in York, S. C. Survived by her daughter and several other grandchildren.

BUECHER-Harvey Jr.,

infant son of the Harvey Buechers, of Cristiani Bros.' Circus, suffocated in bed while en route to Madison, Ind., April 30.

CLAYTOR-Ulyssis Prier,

66, owner and operator of the Eastside Speedway, Waynesboro, Va., April 28 in Waynesboro of a heart attack. Survivors include his widow, Mary Agnes; a son and three daughters. Burial in Harriston, Va.

CONWAY-John J.,

82, co-founder in 1907 of the National Ticket Company, April 17. He was the firm's New York representative and was widely known in the various branches of show business. (Details in Outdoor section.)

GREEN-Joseph,

59, April 24 in Williamsport, Pa. At one time he worked for Harry Hardenbruck, cookhouse operator on the George L. Dobyns' Shows. Burial in Williamsport.

FIRESTONE-Mrs. Louis H.,

69, wife of Dr. Louis Firestone, president of the Flint (Mich.) Amusement Park, May 4 in Flint. Internment in Cleveland.

HUGHES-Elwood A.,

69, for many years manager of the Canadian National Exhibition, Toronto, until his retirement in 1952, May 1 in Toronto. (For details, see Outdoor section.)

> IN LOVING MEMORY OF

FRANK D. MERROW

Who passed away May 16, 1955.

ROSE MERROW

SAINES-John,

78, former president of the Jackson County (Mich.) Historical society, producer of the Jackson County Fair, May I in Jack-SOIL.

STEARS-Hattie,

veteran outdoor show personality, April 17 in Paris, Ill. As a member of the Red Devils, fire manipulator and pantomime act, she had worked on many circuses, including Kelley-Miller, Wallace and Coleman and on various other smaller shows. Last year she was with Buff Hottle Shows, Survived by her husband, Mel. Burial in Paris.

Detroit Riverama Appoints McIntyre **Publicity Chief**

DETROIT-Plans for the second run of Riverama, water festival that ran two weeks last summer, began to take shape here this week with the appointment of Thomas McIntyre as publicity director. McIntyre was formerly with the Michigan State Fair and served on the staff of Detroit's 250th birthday celebration in 1951.

Dates for the '56 event, which

- 0

FINAL CURTAIN New Auditorium 81, grandmother of B. W. Huddleston of King Bros.' Circus, At New Orleans

NEW ORLEANS -- W. Ray Scheuering has been named managing director of the Municipal Auditorium of New Orleans, succeeding the late William A. Coker.

Scheuering has been executive assistant to the mayor of New Orleans for the past eight years. Prior to that time he was assistant director of athletics at the United States Military Academy, West Point, N. Y.

Earlier, he was coach of football and basketball and athletic director at prep schools in Louisiana. At West Point he was in charge of maintenance and physical set-up for all athletic contests and manager of the Eastern Inter-Collegiate boxing tournament, the West Pomt Relays and the I-C Four-A track meet.

400G Arena Set for Site **Near Philly**

HADDONFIELD, N. J. -- A \$400,000 arena with full ice-making facilities is scheduled for completion here by September. The structure, located at Haddonfield-Berlin Brace Roads, is financed by private capital.

The building, which will seat about 4,000, will be suitable for every type of arena offering. It has been named The Ice House.

Efforts to secure a hockey franchise failed, but the owners hope to stage a number of contests by the Philadelphia Ramblers in the 1956-'57 season.

The building covers one and one-half acres of a 16-acre tract, Ample parking facilities, plus its proximity to Philadelphia, are factors pointing to the success of the building.

Estes Crowds Build After Weak Start

Estes rodeo showing in the Palais des Sports started slowly, possibly due to poor press reception and the public's failure to comprehend American rodeo procedures.

Three days' rehearsal in cold weather was a handicap and earliest turnouts consisted largely of advance ticket buyers. Apparently a show spectacle was expected by the French, who are exposed to that type of "rodeo" normally, and not the American competitive events.

Attendance built steadily after the opening week, however, and indications were that it would hit a high level before long.

rain, O., in a manner that recalls the current Bridey Murphy interest, is billing himself as the ghost of P. T. is being planned as an annual af- works with him. They will offer a west. fair, are August 17-September 1. reward at the International Broth-

ARENAS & AUDITORIUMS

THE BILLBOARD

Roy Lisogar Sports Shows Comprise Package-Circuit

By TOM PARKINSON

OPERATING a well-defined sports show circuit is Roy Lisogar, Edmonton, Alta., showman, who, until recently had his own ice show touring Canada, and who now is building onto his twopart sports show loop.

His show recently completed a run at Kitchener, Ont. (April 15-8), with the building scoring its first sell-out of space for this type of show. The Lisogar show will play Edmonton May 5-11 and Calgary May 15-19, with a series of Canadian dates to follow for the spring route.

Scheduled to start in August is a full route, and nine stands are contracted already for that. Deals are for either flat fees or percentage.

WHAT LISOGAR OFFERS is a complete package show. He can and does supply every phase of a sports show, including beauty queens, space salesmen and press agents if the buyer wants it all. Variations of the set-up allow the building manager of show sponsors to retain phases of the production or promotion which they desire.

Thus, having sold his plan and show, generally to an arena manager who then recruits auspices, Lisogar comes up with publicity material especially designed for the package show. Sometimes his staff actually places the ads and arranges the publicity; sometimes this can be handled better by local persons or the building manager.

Optional, too, is whether the show buyer wants Lisogar to assume the chore of selling space. On his western dates, he usually has taken full charge of this.

WHETHER HE HANDLES local sales or not, Lisogar does supply national exhibitors as part of his package. There are about a dozen firms who have contracted with him for all of his show, and these are delivered to the show buyer along with other parts of

Booth equipment, backdrops, even decorations for the highceilinged arenas are carried by Lisogar from show to show. Large

vans transport the equipment.

An important part of the package is the entertainment. Lisogar buys acts for the circuit and takes the same show to the several expositions. His current spring show includes Jimmy Trov, trapeze, Northern Ontario Guides; Bill Fontana and Peppy, logging rolling dog; Joan Salvata Cummings, fly casting; John Yano, tuna fishing; Truesdale's Wrestling Alligators: Dick Straight, archery champ; Arthur Brand's seal, Sparky; Willie Necker's retriever dogs: Hank Hanson, ski jump, and David Hinkling's water ballet.

COMPLETING THE PACKAGE is such equipment as a 50,000-gallon tank, stage, lighting, scenery, kiddie zoo and a trout lake tank with waterfalls. The water ballet includes a number of girls, who also appear later in the show to model sports clothes, thus comprising sports show queens, altho no competition is involved.

Success of the venture is demonstrated in part by Lisogar's enthusiasm for the sports show field. It also is shown by results in the cities he has played. Both Edmonton and Calgary shows will be third annuals this time. Edmonton space has been sold out for months. At Calgary, space sales were \$16,000 the first year, more the second and undoubtedly more this time. Attendance was 58,000 the first year, but down some last year because of competition from pari-mutuel horse racing on the same grounds at the same time. This year's attendance has benefit of an advance sale by the Shrine and the prospects of a new high.

PACKS WESTERN **OPENS IN TEXAS**

Jumps to Montana; Staff, Program Told; Backdrop, Top Dress Up Ball Park Sites

BILLINGS, Mont.—Tom Packs' PARIS-Business at the Bob Western unit was jumping here for ducer; Leontini, assistant; C. W. a seven-day stand to follow its opening string of four Texas Culf

> The show opened in Texas City April 27 to excellent business, according to Jack Leontini, Packs' spokesman. Show works in ball parks and uses a combination band top and pad room along with a long canvas backdrop decorated with Shrine colors and emblems. This layout is 200 feet long.

Other Texas stands were Beaumont, Galveston and Port Arthur.

lost the night to rain on Monday same spot brought a three-quarter Magician Harry Albacker, Lo- afternoon and near-full night house.

After the 1,600-mile jump and Billings stand, the show plays Missoula and Laramie, to get started Barnum. Maurice Cohen, hypnotist, on its extensive route in the North-

Staff has Thomas N. Packs, pro-(Bud) Hoeber, general manager; Bob Stevens, general representative; Karl Wallenda, equestrian director; Milt Robbins, announcer; Don Rey and Jimmy Coff, music; Harry Hammond, concessions and auditor, and Johnny Manko, props

Program opens with an aerial ballet and then includes Jorgen Christansen's dancing palomino; Juan Guiterrez, wire; the Dukes, At Galveston, the show had a rings; Bozo Harrell, Brownie slight turnout in the afternoon and Gudath, Jeff Murphree and Charlie Lewis, clowns; the Kre Islands, (30). However, Tuesday (1) in the the Karrells and the Dukes, Roman ladder; clowns; Allen's Bears, Hodgini's Dogs and Ponies and Jo Madison's baby elephants; the Great Wallendas, high wire.

After intermission the program resumes with Jorgen Christiansen's mixed animal group; clowns, Pozo The circus moves on all-new Harrell; Les Sylphides, aerial; Fly-R. T. Johnstone is president of the sponsoring group, Detroit International Riverama, Inc.

erhood of Magicians at Miami in semi-trailer trucks purchased by ling Hartzells, clowns; Tom Packs purchased by ling Hartzells, clowns purchased by ling Hartzells, clowns purchased by ling Hartzells, clowns purchase

Joan Brandon **Dates Told**

MONROE, La.-Hypnotist Ioan Brandon has been booked into the Home Sportsmen's Festival here, May 8:13, to take place on the fairgrounds. Producer is E. W. Rowe. She will then play a onenighter industrial show in Dallas, and a two-day industrial show in New Orleans.

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Repeat Tie-In Set By Rocks', Du Mont

NEW YORK-Du Mont Broadcasting Corpotation and Rock- was made by Ted Cott, vice-presiaways' Playland have renewed dent of the broadcasting firm and their reciprocal promotion agree- general manager of its owned-andment for the second year, it was operated stations, and A. Joseph announced this week. It will dup- Geist, president of Playland. licate the 1955 arrangement which gave the park saturation TV plugging on Channel 5, appearance of known game agents to operate TV artists at the park, and the televising of park contests.

of its facilities to promote WABD's programs and personalities.

OK Work for Ocean Beach

NEW LONDON, Conn. -- The Ocean Beach Park Board, controling city-owned and operated Ocean Beach Park, has instructed architect Sol Bernstein to go ahead | ber remains 4-2600. with plans for a shade shelter and an addition to the recreation hall that will cost upwards of

The board also adopted an increased budget for the 1956 season. Proposal calls for \$156,508.71. as compared to 1955's \$152,988.-71. The figure will be submitted to the City Council for approval.

Toronto Chain, ups of Du Mont personalities will be displayed thruout the park. Kid Spot Tie-In

TORONTO-Promotion tie-in with one of the city's largest food chain stores has been worked out by Bill Conklin for his Kiddieland.

In full-page two-color ads, a one-column page-length blurb is given over to description of 16 rides in the park. The store will give a ticket good for any ride at the park in exchange for five wrappers from its bread. One wrapper is good for one ride on the store's own traveling kiddieland, which itself is a promotion for the larger Kiddieland of Conklin. Conklin opened last weekend to a mixture of sun and rain, but to good erowds.

Charlotte, N. C., Spot Gets Good Early Biz

season business at Airport Amuse- persons at a time. ment Park has been better than anticipated, according to Howard contest to select the oldest, Robbins, who operates the spot youngest and mother with most with Jack Partlow. Robbins is also children. Most attractive mothers secretary-manager of the Spindle over and under 35 also will be se-Center Fair, Gastonia, N. C.

Announcement of the agreement

In addition, the park this week reported the arrival of four wellunits of concessionaires Harry and Evelyn Curry, These are Helen In return, Playland will use all (Dinger) Pearsall, of Detroit; Ray Schultheis, of Philadelphia; Charles Utter, of Stanford, N. Y., and Leroy (Whitey) O'Brien, of Milwau-

Business Spurts

Weather last week turned ideal and the best turnout and business of several weeks resulted. The Arcade, sold recently to the firm headed by Al Simon, has been redecorated and stocked with many new pieces. Dick Geist reported Playland's former Belle Harbor telephone exchange has been changed to Granite, and the num-

Some events in the projet with Du Mont will enable the station to capitalize on the millions of summer visitors exposed to Playland's advertising and 78 loudspeakers. The station's full day-long schedule will be posted and broadcast thru the park.

Plans call for WABD's commercials to be rebroadcast over the park public address system. Blowups of Du Mont personalities will The personalities will promote Playland on their programs and will film a series of spot TV announcements plugging the park. The personalities will be judges at park contests, and the station's Times Square electric sign will feature the park.

Pyro, Contest Mark Norfolk Spot's Action

NORFOLK, Va. - Fireworks marked opening of the swim season at Ocean View Amusement Park here. Special Mother's Day program is scheduled for Sunday

Bathhouse opened on Saturday (5). Built in 1945 for \$150,000. this is considered one of the best CHARLOTTE, N. C .- Early in the country. It handles 3,000

> Mother's Day plans call for a lected. Prizes are to be awarded.

MIKE GRIMALDI:

Rustic Setting, Low Gate Spur Repeat Biz for Zoo

By MICHAEL GRIMALDI Massapequa (N. Y.) Zoo

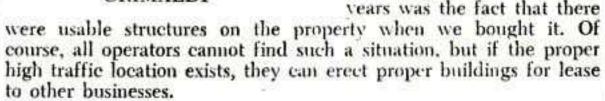
ANY operators before my family's time learned the distressing IVI fact that a kiddie zoo is not a retirement home. The thing which enabled us to beat the odds and build a successful spot was simply manpower, since we had no endless source of finances.

If we had a tremendous amount of capital we might have gone into the zoo on a lavish scale, with wide use of masonry and expensive architecture. Instead, we had five brothers and a father, all of whom pitched in to work and have been at it for five

years. The work never ends, and to our satisfaction the results have been pleasing.

By avoiding costly building materials and using good, serviceable lumber, we have created a rustic setting in a suburban area, where residents are subjected to modern business construction on all sides. New York City has overflowed its borders and spilled onto Long Island, producing sleek, streamlined stores and living areas. In the middle of all this is Massapequa Zoo, which offers families a restful period of hours in an outdoor venture which looks the part it plays. As is well known, you can work wonders with wood.

Helping in our formative



IN OUR CASE THE property holds an appliance discount store and a children's toy and furniture outlet. Both of these are crowd-pullers and, being adjacent to our zoo and kiddieland, the businesses all help one another. In addition to the rental money these stores bring to the family coffers, they also provide us with customers. We do the same for them.

Being near a metropolis-in fact, almost within one-we have steered clear of high admission prices. It may be all right for tourist locations to charge anywhere from 50 cents to \$1 at the gate, but where repeat patronage is aimed at, we have found it best to hold the gate price down, making up the desired gross from income at rides, Arcade pieces and food stands.

THE ZOO ENCLOSURE is separate from the Kiddicland, so if families want to enter the zoo it costs them only 20 cents apiece. Once inside, we get them at the animal food vending units, at a nickel a portion. Our gate price went up from a dime only this spring.

Rather than high-pressure the clientele with overdone buildings, we have profited by offering a zoo which is strictly rustic. By not going in over our heads on construction, we find we can do most of the work ourselves. And by charging low gate prices we retain our customers and draw new ones. The word soon spreads that we offer a good deal for 20 cents a head. Some operators may disagree with some of our philosophics, but hardly any will dispute the success these methods bring.



DAYTONA FORECAST OK; SET B'WALK REPAVING

DAYTONA BEACH, Fla.--Re- night take for the early season, hours, Rosenthal said. tioners due around mid-June. Hotel are busy here. and motel owners report a marked for amusement interests.

Geneas claims a moderate week- tire 10-mile beachfront.

paying of the Boardwalk area at with the Peer Cents Trio featured. this resort is scheduled to finish The Saturday afternoon jam seswell ahead of the influx of vaca- sion draws well, and weekends

The line-up of rides is about the rise in advance reservations, which same as last season and includes forecasts a like increase in business Turner Scott with six rides, Jim Forrest, with five, and Al DiFlorio's Already completed is a new mer-kiddie group. Joyland Bowling cury vapor boardwalk lighting sys- Center has six conventional alleys tem. All projects are under the and miniature golf on the sundeck supervision of the city recreational plus 80 coin-operated amusement department. High point of the sea- devices owned by Beyer and the rooftop patio. The main build-Most of the major attractions are ing houses 20 Skee Ball alleys and open and working, but business is 175 coin-operated devices. Adjoin-Langr said one publisher of light except for weekends. Theo- ing, proprietor F. D. Johns has

In addition to the scores of port- Playing during the shows and game maker is devolping a Toy- nights only during the winter, but able refreshment and novelty dis- for free dancing thru the week is land, USA, game. An ice cream will operate on a nightly basis pensers, rental stands for such the Henry Peters orchestra, with Among those participating are company and a beverage firm have beginning June 4, with the Brady items as floats, cabanas, umbrellas, the Palisades Rhythm Trio alter-Fisher-Price; Childhood Interests, made tie-ins with Toyland, and Night Hawks band contracted. midget cars and cycles has con- nating on the bandstand on Satur-Inc.; Tudor Metal Products; Merry similar deals are pending with food The Surf Lounge operated by Gus cessionaires extended along the en- day and Sunday evenings at the

OK PALISADES **BIZ PRESAGES** GOOD SEASON

Ist Mild Weekend Pulls Huge Crowd; **New Units Score**

PALISADES, N. J.-There is no question but that amusement park business in this section of the country will be excellent this year, according to observations thus far at Palisades Amusement Park. Operator Irving Rosenthal, while noting that horrendous weather spoiled the season's earliest weekends, said last week's sunny warmth brought out surprising crowds to the funspot.

Spending was a good 35 per cent ahead of any comparable weekend in recent years, with much attention being given to new features installed for 1956. These include the Scrambler and Round-Up on the lower midway, and a closed TV circuit in the Hollywood Revue exhibit. The new rides vied for highest gross with both doing well over the week-

Being readied for action is a trout tank set up by Berkshire Trout Farms. Berkshire's tanks, having seen wide action in recent seasons at fairgrounds and indoor shows, have been a rarity at amusement parks. The Palisades one will be 100 feet long and will feature the conventional freezer storage and dry ice packaging of hooked fish, for customers to pick up on their way home. The location is near the highway in the batting range area, and it has been landscaped and macadamed for the

Public Willing -

Rosenthal said it took just a favorable turn in the weather to prove that people are amusementconscious this year, and added that future business will likely depend on the weather as it has to this point.

Returns of discount tickets, match book tickets and Superman comic book offers, all distributed in tremendous bulk, have been encouraging. Even in shooting for a very small percentage of returns, hundreds of thousands of patrons are represented in small percentages. The amount of such returns so far was described as doubled over last year.

The park's pool will open May 25, and will feature new machinery. New lines to a new river dock permit the pool to be filled in six

Kiddie Favorites Shown

A heavy schedule of weekend appearances by kiddie TV favorites remains part of the park's lure for family patronage. Many of the top such attractions of the metropolitan stations have appeared so far, such as Ray Heatherton, WOR-TV's Merry Mailman; Uncle Joe Bova of WABC-TV's Time for Fun; Henry Burbig, WABC-TV's Tinker the Toymaker, and Jane Fisher, Miss Jane of WABC-TV's Romper

Twice-daily showings by circus acts have featured the LaBlonde Trio, bar and trampoline; Three Lesters, comedy bar act, and the Vesses, high act and perch.

Casino.

Toyland Kiddieland Clicks With Toy Makers' Promotion

land, USA, has scored "unusually Bros.; Gong Bell Manufacturing favorable response" from toy manu- Co., and Tonka Toys, Langr said. facturers for exhibiting their products at the projected amusement turers a spot to display and test son will be the annual Dixie Frol- Brown, local operators. Midway park and permanent toy fair to their products, and it would permit ics, which take place during the Recreation Center also has golf on be located here.

USA, said reps of the firm were die amusement park features. at the toy fair in New York recently and contacted manufacmanufacturers already have been received here.

Manufacturing Co.; Highlander and bakery concerns.

JOHNSTOWN, N. Y .-- Toy- | Sales; Pressman Toy Corp.; Parker

The park offers toy manufacchildren to use the toys on July 4 holiday week. George E. Langr, of Toyland, display near the conventional kid-

children's books is interested in a dore Kypros, of the Ocean Pier 920-car Scooter ride. turers. Toys and displays of several Toyland, USA, line of books. A Casino, has had dancing Saturday

ROLLER RUMBLINGS

Merger Comments Roll In, Reports Art Busk

MINEOLA, N. Y.—Artie Busk, plauding our stand," and indicated co-editor of Bumps and Falls, that the consensus is for a union house organ of Earl Van Horn's of associations. Mineola Roller Rink, stated last week that he had received 112 Busk suggests that the skating inletters "of suggestions and proposals for furthering the fight" to merge the United States Amateur Roller Skating Association and the Roller Skating Rink Operators' Association of America. Busk has spearheaded the move in recent weeks thru articles in his paper and The Billboard. "In addition," he said, "there have been many phone calls and articles written in the newspapers and magazines ap-

In commenting on the idea, dustry take a tip from baseball, where two separate leagues with their own set of rules combine at the season's end to determine the champion of both. "Why can't roller skating adopt such a plan?" he asked, pointing out that details could be worked out at this year's conventions of both organizations. Mrs. Lenox Visits O.

Busk stated that many have suggested a separation of the artistic division of skating from speed events, each to conduct its own sectional, regional and national meets. "A national meet of the champions in both organizations and the separation of the artistic racing phases of the sport would create tremendous interest across the nation," said Busk. "Our stature as a sport would increase and our chances of Olympic recognition would finally mature. It is the problem of all roller skating. We cannot lose and neither organization would lose face. Think it over, you roller skating people." Family Nights, Barn

Skate at Garden Grove . . .

GARDEN CROVE, Calif. -- Mr. and Mrs. C. R. Neschke's Moonlight Rollerway here rolled out the welcome mat for the entire community Thursday (5) with a double barred event-the first of a series of seven family nights and a barn skate.

The family nights are being sponsored by the Garden Grove News, a newspaper with coverage in neighboring communities. Tickets for the successive Thursday evening affairs are free to skaters who call at the News' circulation office.

Weeks before the barn skate, the rink took on a rural atmosphere with bales of hav decorating the lobby and a calf tied in front of the rink as a bally. Saddles, cowbells, live chickens, lambs and a Shetland pony added to the rural hilarity. For the occasion a local feed store loaned the rink the hav and farm tools. A hardware store furnished lanterns and cowbells, while the Future Farmers of America supplied the livestock. Prizes were awarded during the night, including a French poodle to the gal collecting the most wedding rings. Awards of \$5 also went to the best dressed farmerette, the best dressed farmer, the most comically dressed farmerette and the most comically dressed farmer.

AOW Cherry Blossom Events Set Records . . .

ELIZABETH, N. J.--April 14 Che ry Blossom speed contests at Alexandria (Va.) Arena of the America on Wheels chain of rinks was the best in history, said Jack Edwards, AOW director of speed, who reported a record 150 entries in the 29 events and a record crowd turning out to see the contests. Alexandria was an easy victor, amassing 120 points, followed by Bladensburg (Md., Arena, 70; Twin City Arena, Elizabeth, 69; National Arena, Washington, 67; Paterson (N. J.) Arena, 50; Mount Vernon (N. J.) Arena, 46; Boulevard Arena, Bayonne, N. J., 46;

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Woodward, Okla., Gets Kiddie Train

WOODWARD, Okla.-A new miniature train was put into operation at a public park here recently, with a ceremony for driving a golden spike. Train is operated by the Kiwanis Club and was built locally.

Capitol Arena, Trenton, N. J., 23; Florham Park (N. J.) Rink, 8, and Hackensack (N. J.) Arena, 6. All contestants received plaques. AOW will experiment with summer racing this year, said Edwards, having set plans to race one night a week at Twin City and Hacken-

feet, Dayton Skateland . . .

DAYTON,O. — A Sunday (29) visitor at Skateland here was Mrs. William Lenox, who with her husband taught skate dancing here for five years before going to Exton, Pa., recently to take over management of a fink there, according to Mr. and Mrs. Tommy Tompkins, of T & 1 Rink Supplies. Mrs. Lenox visited Dayton after spending some time at the Ohio contests of the Roller Skating Rink Operators Association of America at Lorain, O.

Camden Rink Holds Town's First Marathon . . .

CAMDEN, Ark .-- In the first roller skating marathon ever held here, Dona Richardson and Jose Scrape won a couples' skate at Cam-Ark Roller Rink over a recent weekend. They won over 11 other couples in the contest, skating nine hours and 49 minutes, two minutes better than the runner-up couple. Participants were allowed a fiveminute break in each hour. They were required to skate couples half the time. The winners skated a total of 89 miles.

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Contact EARL V. DAIL, Carolina Beach, N. C.

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1 Spitfire Ride in A-1 condition, priced very reasonable. Can be seen at Ocean City, Md.

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c/o Inlet Casino, Ocean City, Maryland

FOR SALE

STATIONARY PARK MERRY-GO-ROUND

A real beauty! 50 footer, 42 glant horses, 2 charlots in excellent condi-tion Has been reconditioned in our factory An outstanding buy!

STANDARD KIDDIE RIDES MFG. CO.

201 East Broadway, Long Beach, N.Y

FOR SALE

RIDEE-0

MANGELS WHIP

1564 Broadway New York, N. Y.

AGENTS

Couple to operate Age & Scale in Atlantic City, N. J. Full season's work. Good proposition. 50 - 50 after nut. Write or wire:

WARD GRAVES 140 So. Virginia Ave. Atlantic City, N. J.

Specialty Acts for amusement park located on a beach. Must be reasonable. State amount wanted.

> SANDS PARK Box 81, Sodus Point, New York

WILL BOOK HOT RODS Have track.

PLAYLAND

BOX 311 Phone: TErminal 9-1404

Beatty Canceling Frisco; Turns East

Cisco Kid's Departure Scheduled; Boginos, Hanels, Applegate Quit

Beatty Circus, in an effort calcu- caused a repeat of those houses. lated to increase revenue, canceled dates in Oakland, San Francisco wood on Saturday (28) rather than and Sacramento, and is heading Sunday, as in the past, and got a eastward. The last California date third of a matinee house and a will be Sunday (20) with a matinee weak half that evening. The show performance in Concord.

The show will play Reno, Nev., Monday (21), with Duncan (Cisco Kid) Renaldo leaving the circus. The Cisco Kid had been scheduled night. Lancaster the next day and an Atom Bomb Exhibit, as to leave the show in Sacramento turned in about a third house for Wednesday (3). Changing of the matinee and a scant half house that route also changed the television night. performer's schedule.

Beatty had planned to show in San Francisco for the first time in several years. A downtown lot was obtained. The date for this stand as well as that in Oakland across the bay would have given the area three circuses. Both the Eastern and Western units of the Polack Bros.' Circus are scheduled for dates there the middle of this month.

Acts, Boss Leave

The departure of Renaldo, which was changed earlier from mid-April to mid-May, adds to the list of those who have left the show. Joe Applegate, boss canvasman, left the circus following the Fontana date Thursday (26). Applegate, who was succeeded by Paul Pyle, said that he had given the circus management his notice a week before. At the same time that Applegate resigned, the Bogino Risley troupe left. The Hanel Troupe had bowed out previously.

Business Still Off

Business for the show has been only so-so. A hard rain in Fontana cut the attendance to half houses for each of the two shows. The following day in Monrovia (27)

2 Ind. Stands **Give Maley Unit** Good Business

NEW CASTLE, Ind .-- Arnold Maley's King Bros.' Circus had good houses in at least two Indiana stands. Show was to head eastward from Indiana, making Great Lakes territory.

Altho the lot was soft at New Albany, Ind., and the show was late in getting off, the afternoon show at Bedford (26) was on time. It pulled half of capacity. The night house there was near-capacity. Sponsor was the Legion.

New Castle was played on Tuesday (1). Maley reported the afternoon house was a turnaway and the night house was half full. Public acceptance at both spots was good.

Weather Hurts **Hagen Business**

ness for Hagen Bros.' Circus has cided. Both dates recently have bad weather, but some stands have of Houston. panned out okay. Baxter Springs,

MERCED, Calif.-The Clyde cold and intermittent showers

The show played North Hollymoved overland eight miles to Panorama City for a strong threequarter and weak one-quarter house for Sunday afternoon and

In Visalia and Merced on Tuesday and Wednesday (2-3), the show lots were in the county.

(Continued on page 32) Bradley Beach, N. J.

Seelig Plots Asbury Park Hall's Sales

ASBURY PARK, N. J .-- Salespromotion director for Convention Hall, leased from the community by Walter Reade Theaters, is William Seelig. Walter Reade Jr. making the announcement, said Seelig, former advertising account executive with Asbury Expositions, will take up his duties immediately.

The hall this summer will contain an exhibit of Royal Crown Jewels, Ripley's Believe It Or Not, well as displays and exhibits of commercial and industrial firms. All will be shown July 2 thru Labor Day.

Seelig will be in charge of sales to industrial and advertising Renaldo's kid audience has been agency accounts. He lives at

STARTS STRONG

Hagen Bows With New **Equipment, Bigger Show**

Suesz kicked off the 1956 edition hand balancing; Jack Banta, Patty of his Hagen Bros.' Circus here Couls, Phyllis Newman, menage; Friday (20) with an expanded staff, much new equipment and an augmented big top performance.

Weather for the bow was ideal with the temperature in the 80s and not a cloud to mar the sky. As a result, the matinee turnout was a straw one while the night crowd was an overflow. And the warm weather helped the concessionaires to score a big day's take.

New Equipment

Equipment-wise, the show has several new pieces of rolling stock, all newly painted by Larry Carlton, who spent all winter in quarters. Bodies of the trucks are white with colored lettering while the tractors are two shades of red and white. Five sleepers are being carried this year to accommodate all personnel and a sound car and downtown ticket wagon are being made available for sponsors.

Big top is an 80 with three 40foot middles, all with red and white striped sidewalls. Concessions are all painted white and blue with red and green tops.

The big top performance here included: Bullgaros, bars; Mary Lou Carlton, Media Banta, traps; Pat Couls Military Ponies; Clairs and Lelands, juggling; Banta Duo, wire; Patricia's dogs; Skating Carl-

Fort Worth, **Houston Set** Own Productions

FORT WORTH-Shrine temples at Fort Worth and Houston will produce their own circuses ARKANSAS CITY, Kan. -- Busi- next November, it has been debeen hit hard by high winds and been produced by John Andrew

The Houston show is scheduled

SHAWNEE, Okla. -- Howard | tons; roller skating; Hantz Duo, Media Banta, Mary Lou Carlton, Elena Bullgaro, aerial ladders; Riding Newmans, bareback; Stash Olcheski, Patty Couls, elephants; Jack Banta, Suesz Liberty horses; Newman's white horses, plus clown numbers as an opening spec. In clown alley are Happy Davis, Scot-

R-B Route in Air; N. Y. Business Off

Doc Hall Rejoins, 2 Performers Out; Shuffle Press Set-Up as Notices Wane

routing, billing, press coverage, today (5). and Madison Square Garden business was noted in Ringling circus drop out do to union pressures.

With the end of the engagement of the proposed routes includes fast approaching, billing was being Canada. completed in Boston for the Tuesday (15) opening of a six-day date there. But how stable the future of the billing crew is, was in doubt. Owner John Ringling North's feelings about outdoor advertising made the outlook dim for any other than 24-sheet boards on established locations, and these, it was learned, could be contracted for out of New York by the Albert Woodley advertising agency. The use of banners may be dropped altogether.

Dates have been coming thru from the printers and the show reportedly was gearing itself to handle any eventualities that might obstruct remote-control billing such as it will undertake. Routing information for this purpose is required far in advance, but as yet (Continued on page 32) a definite pattern following Phila-

NEW YORK -- Concern over delphia was not decided on thru

Routing Session Held

A marathon business session activities last week, and on top of running from 8 p.m. Wednesday its other problems, the show had thru later than 8 a.m. Thursday two more performing personnel (4) was held on numerous problems. Among them was the rout-Off to a rousing start in the early ing. While Boston, Baltimore, stages of the New York bread-and- Washington and Philadelphia are butter run, the show drew its worst in the bag, the direction of the houses last week. Matinees, which show from there reportedly hinges had been doing well, dropped to on a major date shortly after Philalower than half-houses on a couple delphia. Alternate routes are being of occasions, and sliding night at- considered. The key date has been tendance slid even lower. Scarcely assigned, it is understood, to vet-2,500 persons were in the arena eran contracting agent Doc Hall, Tuesday night (2), which was not who arrived in New York in midthe only quarter house of the week. week off the Edgar show. Neither

> Altho the American Guild of Variety Artists (AGVA) has obviously had some effect on box-office business with its picketing, it received an assist a week ago from (Continued on page 32)

Crowds Good For Shriners In Hartford

HARTFORD. Conn. -- Strong crowds attended all shows of the Shrine Circus here the week ending April 28. Ernie Anderson was director and Frank Wirth pro-

Performance included Eddie Kuhn, wild animals; Three Tuckers, trampoline; Pupi and Pupi, novelty dance; James M. Cole Elephants; Dieter Tasso, juggling; Triska Troupe, high wire; Fred Valentine, flying act; Hawthorne's Bears, Arrigonis, Florida Trio, Craig's Chimps; Ernie Wiswell, Funny Ford; Zoppe riding act; Dresslers, bike high act; aerial SEYMOUR, Ind. -- Cristiani | timist auspices, the show had only | baller, and Jerry Bangs, producing Mickey Sullivan's band

> Two persons were hurt while practicing in advance of the show. feet when a net gave way as he Harry Dann has taken over the was lowering props. Marthe Triska after treatment.

Cristiani Gets Turnaways; Diano Adds More Animals

lowed up in Kentucky and Indiana with fair business and rave after-

Meanwhile, Tony Diano came on the show to arrange for bringing more of his feature animals. He met there with a representative of Enquirer Show Printing to order special paper advertising the animals. One group of Cristiani animals already is on the show.

Somerset, Ky., Thursday (26) had a half house in rainy weather sources stating word-of-mouth advertising after the afternoon show helped build night business. Legion was the auspices.

Madison, Ind., had Jaycee auspices for Monday (30). Show had half and three-quarter turnouts. Conditions still were cold, damp and muddy. At Seymour, with Op-

Cole in Missouri

at night on Tuesday (1).

Bros. Circus drew two turnaway half houses. Local sources said the clown. houses at Columbia, Ky., and fol- show made a strong impression but played. came into an area hurt earlier by weaker shows. Cristiani paraded a sound truck, hippo, polar bears and Clarence Davidson dropped 21 ten elephants here.

announcing chores as well as work reported to a hospital for treatment with newspapers and with making of a rib injury and was discharged radio interviews on show day.

Ringling Quarters Breaks Out for the afternoon. The show pulled near-capacity at night, with local In Rash of Painting, Repairs

at Baltimore for the start of the usual quarter pole position. under-canvas tour.

at shops here. Side Show banner panels are being repainted. now are in the paint shops.

City had threatening weather and it will not start until November 23, coupons printed in The Herald, will use four main poles and a set elands complete the animal line-up one-quarter and one-half houses. this time around.

SARASOTA, Fla. -- Canvas Top will be in five pieces, includtrain of Ringling Bros. and Bar- ing a center panel, and it will be num & Bailey Circus is scheduled laced around the main pole bases. to leave quarters here May 17 and When the tent is raised, the main to meet the New York-Boston train poles will be approximately in the

Winter quarters is open to the Much work has been undertaken public. Special floats are lined up. The Bell Wagon and six other antique parade wagons, along with CHAFFEE, Mo. -- Missouri Train crew is repairing and re- Charles Ringling's 1923 limousine, stands were giving the George W. decking flat cars. Also being paint- are in the menagerie building. New Cole Circus some good night busi- ed are the ticket wagons. Dining pools are being built for the rhinos, ness. Van Buren (28) had a half department has already been paint- tapir and other stock. Animals in house in the afternoon and three- ed and is loaded. Seat wagons are quarters include nine lions and quarters at night. Chaffee gave a being equipped with seats and three tigers. Two large and three half-house afternoon and near-full chairs, and some of the wagons small elephants remain in the elephant barn. Two giraffes also are At Bloomfield, Mo., Wednesday In the tent loft, work on the new here. About 20 horses from the Kan. (30), had a near-full ster- for November 2-11. While the (2), the Cole show drew 400 in the suspension-type top for the mena- King ranch and about 20 ponies noon, but a one-third night house Fort Worth show generally has afternoon and 700 at night. Paid gerie is under way. Top was de- are turned out to pasture. A Llama, with firemen's auspices. Arkansas come immediately after Houston, attendance was 837 and 263 used signed by Leif Osmundsen and one zebra, a guanaco, and two

INDIANS RODEO ACTS PERSONNEL

Ten weeks set. Write stating lowest salary. Send pictures. Opening May 25

John Groot

5929 Schaefer Dearborn, Mich.

LAST CALL

All who called, come in now. 3 weeks in San Antonio on crippled children's fireworks benefit show, then all year on WORLD CHAMPION ALL GIRL RODEO

First time ever sponsored. Police, Shrine, Lions, Jaycees and one Statewide sponsor that you wouldn't believe unless you saw the contract. SEVEN PHONES OPEN NOW

Ladies and Gentlemen only, and if you know me you know I mean it. CALL DR. PERRY 510 Houston Bldg Capital 33571 SAN ANTONIO, TEXAS

Wanted

CIRCUS ACTS & CLOWNS

RIZPAH TEMPLE ANNUAL OUTDOOR SHRINE CIRCUS

Ground and Aerial Acts of all kinds, Elephants, Camels, Horses, Dogs, High Wire, Somersault Taut Wire, Teeter-board, etc.

Madisonville, Ky., Sept. 10-15. Write, send photos, full description, lowest price. All contracts signed and guaranteed by Shrine,

A. E. (BUCK) WALTRIP Madisonville, Ky.

PHONE MEN

Starting new Radio Safety Deal. Want only sober, hard-hitting men. 25% comm. daily, 30% if you are over quota. Call

BILL REYNOLDS 4-9866, Box 670, Knoxville, Tenn.

(Sorry, no collects) Les Brown, come on in. Deal is okay, I'm here. A. G. McLohon.

PHONEMEN

Positively no drinkers. ALL TICKETS.

TOM PACKS' POLICE CIRCUS

A. PERCY BEERS 131 East Market Warren, Ohio

NO COLLECT CALLS!

PROMOTIONS

Spec. prtd. Tickets, any wording, num-bered, \$3.50 per 1000; 1-day service. Prog. Books, 8½x11, \$10.00 page; 8½x5½, \$7.00 (1000 copies); 3-day service. Lowest prices any printing. 50% deposit req. Bit.L GRIFFITH, Progress Show Print, 1306 N. Appleton, Appleton, Wis. RE 3-0468 Nites, RE 4-7627. Vie: Let me hear from you.

2-PHONE MEN-2 Shrine Deal—several more to follow Book and UPC. If you are strong, I can use you. GEORGE PERRIN, CALL ME COLLECT.

JACK SCOTT Bristol, Va. Phone 6220

Topflight Phoneman

Capable of selling advertising, Omaha—Lincoln—Des Moines. 30%-30%-30% Good deal for right man.

CHAS. JACOBSEN 306 Merchants Natl. Bk. Bldg.

PROMOTER

For Country & Western Hillbilly Jam-boree. Biggest names of Nashville. Contracting Agent also. Write or wire

P. O. BOX #8, BRENTWOOD, TENN. Can you be bonded? Drunks and

UNDER THE MARQUEE

trailer and automobile in a crash ing with Ringling. but escaped personal injury. . . Bill Browning, drummer, left for home, where his wife was recently hospitalized. . . . CFA members from Seattle hosted Jackie Gerlich, Harold Simmons, Sherman Brothers, Rudy Docky and Lou Jacobs. . . Elaine Millar has officially joined the web crew. . . . Barbette back after winding up his work on Ringling. . . . Visitors included Jeffry and Merle Sprague.

Don Dorsey, hospitalized for many months following a fall, reports from Fall River, Mass., that he's ready to go again. . . . Mell Henry, off the road for nearly nine months for medical treatments, will remain away from it for another season. He is currently residing at New Orleans. During a week's lay-off of Miller Bros.' Circus in Simpso.ville, Ky., Chris Beloff, clown, rested up at a convalescent home there.

Clowns Al Sherwin and Bozo Ward arrived in New York last week after leaving the King show April 30.

Canadian Homes & Gardens for May carries a little story called "How to Enjoy a Circus". . . Eddie, Hank and Shiela Freeman, Rock Island, Ill., caught Clyde Bros. at Davenport, Ia., and visited Howard Suesz, Bill and Roy Valentine, the Jack Harrisons, Winnifred Mae Trio, the Kays, the Antaleks and Jack Dougla.

King Reynolds, wire, and the Two London Girls, juggling, won court judgments as a result of an auto accident some months ago. He was awarded \$5,000 and each of the girls was awarded \$3,000.

Hobart Hopple, fan, clowned with Leonard Bros. clowns at Middletown, O. . . . Bob Orth writes from California that he sees Fred Mullen, calliopist, and Percy Clarke, performer, regularly. On the Beatty lot he visited George Perkins, George Emerson, E. K. Fernandez and others. At a soldiers' home at Sawtelle, Calif., he located C. E. Redrick, former Barnes band-

Roger Towne, Buffalo, N. Y., fan, caught Hamid-Morton in Buffalo and Ringling in New York. . . AGVA publication for April carries photos of Emmett Kelly, Otto

PHONEMEN

10 remaining Counties to qualified Managers with small Crews of 2 or 3 Men. New Jersey State Elks' Convention Year Book—Crippled Children's Activities. Excellent working arrangements. Contact arrangements. Contact

FRED JOHNSON PLymouth 9-4371 Belleville, N. J.

TOP PHONE MEN ONLY

Now: 2 Pc., 3 UPC Phone, 1 Crew Mgr. No drinkers, no collects. Philadelphia, others follow. Right men permanent. Finest productions, sponsors.

Suite 203-4 Phone 82-278

> WANTED BLEACHER SEATS

GRANDSTAND CHAIR SUPPORTS

Will buy or rent. Write immediately or contact MARK SACA

19204 Woodward Ave.

Detroit, Mich.

2-GROTTO-2

Can use 3 Men in Pontiac and Dearborn. Strong deal-cerebrad palsy appeal. Call

Bill Renner Tiffany 6-8124, or write care of Grotto, 6606 Greenfield Road, Dearborn, Mich.

Dave Norwrocki writes from Griebling, Felix Adler, Preston ing dogs will be allowed to leave Polack Western that en route to Lambert and Billie Mahoney in quarantine in the future. Mena-Spokane the Kovacs lost their connection with their not appear- gerie animals will still be allowed.

> Jack and Bonnie Ogle, formerly ern's Dave Nawrocki reports that the Tommie Randolphs with daughter, Rhonda, attended the Gainesville Round-Up.

The Hanel Troupe jumped 3,178 miles in five days to switch from the Beatty show to Hunt Bros. Circus, with 10 hours out to repair a trailer tire and a speedometer. Harry Souden, Mr. and Mrs. Bud They arrived in time to open as scheduled with Hunt.

> New York Times carried a feature about Dr. J. Y. Henderson. a picture story about fan W. B. injury and operation in Chicago Griffin, Lexington. . . . Tige Hale is around Panama City Beach, Fla., where he has been looking in on recovering okay. . . . Sharon Mcthe amusement parks and ride op-

> Sullivan CBS-TV show by Hans Lederer, of the Grade office, include Three Merkys, May 13; David Whitfield, May 20 and 27; Half Bros., June 10; Melitta and Wicons, bastian and Grock Bogino, Hugo June 10; Sikorska, June 17; Sciplini's Chimps, December 9, and Victor Iulian and His Pets, December 23. . . . New officers of the John and Mable Ringling Top, CFA, are Paul R. Tharp, chairman; Shirley E. Rutland, vice-chairman; Edward A. Lester, secretary; Fred H. Canfield, treasurer, and George L. Chindahl, historian.

Acts working abroad include the has Two Memos, rolla-rolla; Dor- Gillette, and Dave and Leo Gereng, chimp; Two Dedios, comics; lich. Olgano, tight wire; Alex and Raymond (Steckels Brothers) acrobatics; Frilli Troupe, antipodist and teeterboard; Romeo and Julie, dog act; Three Romanos, bike-unicycle; Two Carlonas, double trapeze; Enders, six Liberty horses; Steckels Brothers, horseback comics, and (4) Wang Hong Schu and Schau Nen Troupe, melange. Circus Benneweis in Copenhagen has Ulfi, slack wire; Three Johnsons, comedy tumbling; Two Chester Dieck Girls, bike - unicycle; Three Allegros, comedy; Two Belingos, fem perch act; (4) Polo Rivels, clowns; Octave de Jonghe, hunting dog act; Gert Simoneit, seven lions; and high school and Liberty horses offered by Hans Strassburger, Hans Nielsen, Sonny Benneweis, Capt. Mikkelsen, and Karin Tuschy.

Jorgen Christiansen made the Los Angeles Sportsman's Show and then opened with the Tom Packs' Western unit. He'll open July 1 at New Orleans for a string of Zemater park dates, and make Barnes fair dates after August.

Jon Friday was on "Super Circus" Sunday (6) and then flew back to East Lansing, Mich., in time for college classes on Monday. He is majoring in radio and TV work.

Performers with Benson Bros. Circus are; DeRizkie Family, Everett Coriell, Roy Houser, Skippy Donald, Bill Yates, Capt. Engerer's Lions, Jo Bernie, Bill Morris and Freddie Jones.

Beatty agent Bill Moore has been ill and hospitalized, but now he's back on the show.

Jimmy Hodges, former side show operator, Salisbury, N. C., visited Jethro Almond, Albemarle, N. C. . . . Hawaii's Board of Agriculture has decreed that no more perform-

From Los Angeles, Polack West-

riders with Gainesville Circus, and on the jump from Indianapolis, Amleto Sciplini had three tires blow out, Lalo Palacio damaged his trailer, aand Barbara Nawrocki made the entire trip with threeday measles. Semi carrying wardrobe and rigging had several breakdowns. . . . Guying out rigging in cramped quarters at Los Angeles gave performers some trouble. . . Elaine Millar will replace Carmen Ferroni in Barbette's production numbers. . . . Billy Stebbings is still out of the Riding . . . Louisville Courier-Journal had Dorchesters' act because of a knee a month ago. . . . Tom Devareau, prop man, injured a thumb and is Farland visited with her parents at Southgate for a few days. . . . Most Polack people caught the Outdoor acts booked on the Ed Clyde Beatty Circus two days before they closed in Los Angeles, and a number of Beatty people visited Polack in Los Angeles. Included were Tiny Gallagher, Se-Zacchini and Candy Dixon. . . . Visiting from Disneyland were Prof. George Keller, Tiny Hamilton and Al Lapchak. . . . More visitors were Charlie Cheer, Shyrettos. Doc Seeley, Herta and Eddie Kohl, Jeep Milan, the Hanel Troupe, Iron Eyes Cody, Jacquiline Hurley, the George Hudder family, Jack and Grace Doherty, Landon's Midgets, Adams' Chimps, Aerial Hustreis, sway pole, at Harold Ward, Pete Datalo, Everett Dyrehavsbakken Park, Copen- Hart, Dick Lewis, Mrs. Parley Baer hagen; Fatini, sway pole, Ghezzi and daughter, Jake Posey, Lotti Bros., acrobats, and Elizabeth and Brunn, George Emerson, Frankie Collins, knife-throwing on wire, at Shmitz, Ginney Lowery, Toni Tivoli; Cresso, aerial motorcycle, Scott, Becky Clark, Louis Gobel at Nojesfaltet Park, Stockholm; and son; Deep Sea Red and Bar-Circus Moreno near Copenhagen bara, Jorgen Christensen, Heddy

Top five TV shows for orphanage. Heavy publicity. Ready May 14, Dunkirk and Jamestown, N. Y. Book and tix pay daily.

Phone: Westfield, N. Y., 663, 9 to 3:30. No collects.

Wanted -- Wanted -- Wanted VON BROS.' CIRCUS

Phonemen, towns ready; Feature Acts, White-Face Clown, Drummer, Candy Butchers, Girls for Ladder and Web, Working Men who can drive. Wire as per route. HENRY VONDERHEIDER, Von Bros.' Circus, Stewartstown, Pa., May 10; Hampton, Pa., 11; Mt. Alto,

> HAVE OPENING For One Telephone Promotion Representative

Must be top caliber person capable of getting results. Towns now open.

Contact

W. V. Kearns Newport News, Va., 3-1385

2 PHONEMEN

For Police Department, Program, Tickets. Pay daily. Others to follow. No collects.

ED HAVERSTICK Saginaw, Mich. Phone 5-6515

WANT TELEPHONE MEN

Advertising Space and Tickets. If you are reliable and want to work every week of the year call Racine, Wisconsin, Melrose 7-3980

established 22 years, has over THIRTY ANNUAL DEALS with repeats year after year. Expanding business means room for THREE new men to work year round. No moving—no lost time. All mailouts-no collectors. Weekly payoff-partial holdback till each deal is completed. If you are sober and capable, will work 9 to 4, you can make real money. \$200.00-\$300.00 per week; men only. No skid rows —alcoholics — boiler-room orators would-be promoters or prima donnas. Stay where you are. This is a job for consistent good pay for steady work. Vince Hallegan, contact. WRITE (do not phone)

JACK GREEN

210 South 18th St., Suite 412-19 OMAHA, NEBRASKA

WANTED

SEVERAL GOOD PROMOTION MANAGERS

who work clean and get top money without heat. Also Contacting Agent who knows how to sign good auspices. We pay top commissions daily, no holdbacks or off season. This one goes year round. Book, tickets and contributions.

JACK KELLY General Promotion Manager

TOMMY SCOTT SHOWS

Phone 5-6625 or 5-3716 Cape Girardeau, Ma.

Want reliable Man to train extra gentle phant. Year round position at permanent location with living quarters furnished. Ideal for family man. State all and lowest salary in first. Write or wire

Fort Weare Game Park

Pigeon Forge, Tenn. Call Sevierville, Tenn., 3602. No collects.

P.S.: Ted Gallup, Jack Lorenzo, Matt Larish, call immediately.

New Deal starting. Three more to follow in Midwest. Top sponsors, 5% overage to right Man to run room. Call

> KEITH Omaha, Nebraska

Atlantic 2216

WANTED TO BUY TRAILER GRAB

Must be first class. Will book on show with good route. Send photo.

E. L. JENKINS 2102 Mediterranean Ave.

Virginia Beach, Va.

WANTED

Circus-type Acts. Ground, Aerial and Animal. Weekend work. Illinois area. State lowest salary, open dates and all information in first letter.

CIRCUS P. O. Box 29

Belleville, Illinels

TEX CARSON CIRCUS

Wants Team doing two or more. Mel Haugen can place Midway Diner Cook, also Candy Butchers. Sunny Noel, Herman Lumpkin, Charley Smith, contact. Can place Banner Man.

"America's Fastest Growing Circus." All wires or phone as per route,

PHONEMEN...NOW...25%

THE RED MENANCE SHOW

Now in our 103rd day of operation. Phone: Durham, N. C., 2-6252 Booked solid for 1956. STATE WIDE DEALS.

Communications to 188 W. Randolph St., Chicago 1, III.

MICH. STATE SEEKS 200G FOR REPAIRS

Rodeo to Feature Buffalo Bill Jr.; Set 250-Mile Auto Race, Chitwood Show

State Fair's grandstand attractions -including a rodeo and a 250mile auto race-this year will be presented in an overhauled grandstand if a \$200,000 appropriation is okayed by the State legislature.

Donald Swanson, fair manager, reported that a rodeo, booked thru Val Campbell, and featuring TV cowboy Dick (Buffalo Bill Jr.) Jones, will be the main stand attraction during the week. A 250mile auto race, to be produced by

GOOD PROGRESS:

St. John, N. B., Launches Big **Plant Program**

ST. JOHN, N. B .-- The St. John Exihibition is well into its plant-rebuilding program and has already reclaimed considerable One of the leading comproperty and erected a number of new buildings, D. R. Neal, manager, announced. The fair is working from a master plan prepared firm. by G. R. Lewis, Findlay, O.

A large area of marshland has been reclaimed by fill operation and enough ground has been gained to relocate barns and stables and make locations for exhibit buildings. During the winter several former Army buildings were moved to the grounds to be used as stables and complete stable facilities are scheduled to be ready for the June 1 racing season.

A new office building and three exhibit buildings are currently under construction and engineers have completed all details regarding water and sewerage. Another filling operation will get under way shortly with plans to move to a low area.

Construction of a Coliseum is also planned but this hinges on a government grant which would be pulling contests. used to guarantee the interest on a bond issue.

DETROIT - The Michigan | John Marcum, Toledo, and Pete Spencer, Saginaw, Mich., will be offered Sunday, September 9. That evening the Joie Chitwood auto thrill snow will give one perform-

Set New Policy

As part of a new grandstand policy there will be no rodeo performances on Wednesday, Thursday and Friday of fair week. Instead, these days will be devoted to auto race time trials with a free admission policy. On those days the evening show will be held an hour early as a pitch for family patronage.

If the \$200,000 appropriation is okayed, the fair board plans to complete the lower part of the grandstand, build a new restaurant, entry offices and offices for the guards, police and other personnel. Space will also be provided for free exhibits such as charity pro-

Negotiations for the Coliseum name show-which in recent years has included mostly recording artists-is still under way, according to Swanson. The contract is expected to be announced at the May

One of the leading commercial exhibits at this year's fair will be a complete operating bakery that will be set up by a local baking

Sandusky, O., **Leases Plant**

SANDUSKY, O. — The Erie County Agricultural Society has leased Sandusky Speedway here which provides a location for its fair to be held August 14-17.

Leasing of the race oval from Bert Decker will provide the fair with a grandstand for the first time since it was organized in 1953. As a result the fair has signed the WLW Midwestern Hayride some 100,000 cubic yards of dirt and the Jimmy Lynch Death Dodgfrom a high portion of the grounds ers for August 16 and 17 respectively. Other tentative plans call for stock car racing, a volunteer firemen show and horse and tractor

> Motor State Shows will provide the midway attractions.

SHORT COURSE PULLS:

Mich. Assn. Asks Aid \$\$ For 4-H, FFA Construction

hibitions will seek State aid on a F derating. matching basis towards the cons ruction of better facilities for 4-H and FFA programs. This request, in the form of a resolution, was passed at the group's annual short course on fair management held here Friday and Saturday (27-28).

In another resolution, the meeting-which drew some 50 delegates from thruout the State-asked liberalization of present State aid so that the money could be used to pa premiums on out-of-State entries as well as Michigan products. This resolution was designed to particularly help fairs in the southern part of the State.

LANSING, Mich. - The Michi- | and Saturday morning with John gan Association of Fairs and Ex- Minnema, association president,

> Minnema, who is a member of the State Senate, also explained new legislation that will result in the States paying 75 per cent of all race purses, \$2,500 for improvement of race tracks on a matching basis over a three-year period and a \$20,000 appropriation for purses in a Michigan-sired colt futurity program. In addition, \$15,000 per year has been put in the exhibit premium pot.

was of the question-and-answer variety and touched on subjects such as date conflicts, State aid, machinery and auto exhibits, tractor tures of their '55 run. Also on hand announced. The event, which has swine building, destroyed by fire pulling, watchmen, ticket sellers for the two days were Director of garnered the big expo much pub- in January, is under way. Comple-The short course sessions were and takers and public-address sys- Agriculture McIntyer and Edward licity, was voted out by the civic tion is scheduled for June. Cost will held Friday afternoon and evening tems. Also passes, sales of cham- R. Zemmer, chief of fairs.

JAMES STEWART:

Rural Youth Day Builds Gate, Aids Midway, City

By JAMES STEWART General Manager, State Fair of Texas

OVER a 10-year period the State Fair of Texas has built its Rural Youth Day into a project that we feel is one of our most successful special day promotions. On this day, always a Saturday, groups of 4-H Club boys and girls, Future Farmers and Future Homemakers come to Dallas from all over Texas.

The rural youth program is carried out in co-operation with the Texas A&M College Agricultural Extension Service, thru which

STEWART

4-H Club activities are carried on, and with the Texas Education Agency which supervises the work of the Future Farmer and Future Homemaker chapters in Texas.

We work directly thru the Extension Service director and the State R-H Club leader, and the Texas Education Agency's directors of vocational agriculture education and home and family life education to reach the hundreds of county agents, home demonstration agents, vocational agriculture and homemaking teachers scattered thruout the State. These supervisors on the local level form an organized network which gives the fair a direct link with and a line of communication to all the Texas 4-H Clubs and Future Farmer and Future Homemaker Chapters.

The mechanics of setting up the day are relatively simple, given the complete co-operation of all concerned, which we are fortunate enough to enjoy. Club and chapter supervisors are kept closely informed on the date set for Rural Youth day and the program for the fair. Free gate admission tickets are mailed on request in quantities specified by the 4-H, FFA and FHA adult leaders. A letter is mailed to each of them about September 1 (the fair is in October), with a convenient return postal card for ordering tickets.

In 1946 we started with approximately 25,000 boys and girls on hand. The crowd was small enough at that time so that we could feed them a barbecue picnic lunch in our grandstand. Subsequently, the picnic has grown so large that it has had to be moved to an area covering several acres on our main parking lot.

IN 1947, WE INAUGURATED our system of Rural Youth Honor Awards which are presented on the basis of individual achievement in agriculture and homemaking to 12 4-H Club boys, 12 4-H Club girls, 10 Future Farmers and 10 Future Homemakers.

Since 1946, Rural Youth Day has grown until our present estimated attendance of boys and girls on this day of the fair is in the neighborhood of 100,000. They come to Dallas from more than 200 of the 254 counties in Texas.

At the '55 fair, we parked a total of 1,402 school buses inside the fairgrounds on Rural Youth Day, by actual count, and the first bus arrived before dark on the previous evening. Thousands more came in private cars, by chartered bus or even in farm trucks.

An estimated 60,000 kids were fed hot dogs, cookies and grape punch at our picnic last year. This was not indicative of the total number in attendance by any means. As could be expected, a great many of the youngsters pass up the free picnic in favor of midway food.

IN THAT REGARD, YOUTH DAY is always a great day for the midway in every way, needless to say.

The Rural Youth picnic is financed by contributions from Dallas businessmen and firms. The serving is done by Boy Scouts and members of the Dallas Junior Chamber of Commerce.

Attendance prizes of \$100 each are presented to a 4-H Club, a Future Farmer chapter and a Future Homemakers' chapter, to be used for club or chapter activities.

WE HAVE ADDED THE STATE 4-H CLUB dress revue as a feature of the day's activities. District winners take part in this competition of girls who model the dresses they make themselves, and the winner goes to the national 4-H Club dress revue competition in Chicago.

The fine co-operation of the Texas A&M System and the Texas Education Agency, and the wholehearted enthusiasm of the hundreds of Four-H Club and FFA and FHA supervisors thruout Texas have made possible the success of this big day at the State Fair of Texas.

Obviously Rural Youth Day and the program which is built around it has vastly benefitted the fair. The business and civic leadership of our city are sold on the idea it's a good thing for Dallas, too.

pion livestock, inurance, veteran Format of the school sessions days, sanitation and processing of Ontario swim, which has been

Midland County Fair, showed pic- will not be held this year, officials Provincial Exhibition's sheep and

TORONTO-The annual Lake sponsored for several years by the H. D. Parish, secretary of the Canadian National Exhibition here, members of the board.

PULLED TO SAFETY

Paul Smith Recovers; Car Crashes, Burns

CORTLAND, N. Y. - Paul Smith, assistant commissioner of the New York State Department of Agriculture and Markets and former manager of the New York State Fair, Saturday afternoon (28) was pulled from his burning car by two unidentified soldiers after it had left the road and crashed into a utility pole in nearby Bal-

The pole was severed by the crash and the severed portion landed on the car. Live wires enmeshed the vehicle and set it afire.

Smith was rushed to the Cortland Memorial Hospital here suffering from contusions of the back and legs and a heart irregularity which doctors said may have been induced by the accident.

Smith was reported recovering Friday (4) but he will be hospitalized for several weeks.

New Ice Show To Bow at Chico, Calif.

THOUSAND OAKS, Calif.--"Icelandia," grandstand attraction being produced by Pan American Amusement Corporation here, will debut at the Silver Dollar Fair in Chico during its May 24-27 run, Jimmie Wood, Pan Am president, said.

The icer, managed by Harry Allen, will appear at the fair Saturday and Sunday (26-27). A line of seven line skaters and seven principals, including Buff Me-Cusker, Dottie McCusker, Joe Mc-Cusker, Buddy Schraff, Mae Edwards, Gloria Don and Ronnie Plank will be featured. Music will be furnished by an electric organ. "Icelandia," Allen reported, is

designed for outdoor presentations. A portable tank 30 by 40 feet will be used. Set-up time is estimated at 12 hours.

At the Silver Dollar Fair, the show will be presented in front of the grandstand. Contracts for appearances at other fairs were reported being negotiated.

Chico, Calif., Mgr. Severely Injured

CHICO, Calif.-Ed Warrener, secretary-manager of the Silver Dollar Fair here, is expected to be confined to a hospital here for several weeks following a serious leg injury. Warrener is continuing to conduct business from his bed with the opening date of the rair being Way 24. Mrs. Warrener, assisted by the several managers from nearby fairs, who volunteered their services, is holding forth at the

Brandon to Replace 70G Livestock Barn

BRANDON, Man. - Work on the rebuilding of the Manitoba be \$70,000.

Syracuse Abandons **Half-Price Ducats**

in advance of the event at half entertainment program. price. The action was voted on Friday (27) by members of the fair advisory board and on the suggestion of Paul Smith, deputy commissioner of agriculture.

Last year the advance sale amounted to \$138,000, representing about 276,000 admissions. An advance sale will be pushed, as in the past, but ducats will go got the full \$1 price. Altho the bargain appeal will be missing, fair officials feel that the public will buy tickets in advance to avoid the crush at ticket booths during the operating period.

The board explained the full price policy by saying that the anti-

Terry Rowe Takes Air Force Job

SACRAMENTO-Terry Rowe, former manager of the Solano County Fair, Vallejo, Calif. has been named manager of the Mc-Clellan Air Force Base recreation center here. The center is for civilian employees.

Rowe, who was an assistant manager at the Santa Clara County Fair, San Jose, before his appointment to the Vallejo post, was succeeded by Fred Bruderlin, manager of the Farmers' Festival in Hemet before he went into military service with assignments season, according to Swante Swenin Japan and Korea.

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(P.S.: Decoration Day week open.)

(P.S.: Decoration Day week open.) STROBLITE



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SYRACUSE—New York State | cipated extra income was needed to Fair will discontinue selling tickets help finance the cost of the fair's

Planning Studies

The board named two subcommittees to work on planning. Edmund Keane and Lewis Bell will explore the problems connected with the staging of a horse show. Of major concern is the lack of adequate stabling facilities. Current planning calls for a horse show to start a day earlier than the fair.

Plans for additions to boys' and girls' buildings, including barns for their cattle, will be studied by Seymour Rodenhurst and Paul Williams. Money for this project has been appropriated in the State capital budget but the projects will not be accomplished in time for this year's fair.

CITE STORMS

Morristown **Drops Paid** Grandstand

TROY HILLS, N. J.—The experiment with a paid grandstand attraction will not be repeated this son, manager of the Morris County Fair. Last year's effort at the horse show ring was severely hurt by the drop in attendance resulting from two hurricanes.

replaced by a stepped-up horsemen's show. Last season a sports show produced by William Shilling of New York was offered, but the poor weather discouraged attendance and turned parking lots into quagmires.

Former horse show policy of reserves at the judging ring is being changed. There will be only one charge, 25 cents for bleacher seats around the ring. There will be no curb on standees or any charge for standing.

Plan Extra Kids' Day

Gate prices will be unchanged, 85 cents for adults, 40 cents for kids 10 to 14, and a free gate to those under 10. In order to stimulate turnouts this year a second kiddie day may be offered.

heavily toward the horse angle, a perennial feature here until the departure in grandstand operation. Rather than offer a show appealing to the "hightail, horsey set," the fair will concentrate on amateurs for participation events. There will-be broom polo, pushball, drill teams and square dance groups in To 10 Full Days competition, all on horseback.

A bill has been submitted to the State Legislature to establish a Governor Meyner has indicated he will attend the annual. With the week coinciding with the fair's August 20-25 dates, the fair will gain considerably in its promotional efforts. The grounds have Hollywood Theatrical Agency. been offered to the New Jersey Association of Riding Clubs, consisting of 15 organizations, and a large horsemen's jamboree is anticipated. There will be a parade of some 500 riders.

Reithoffer Shows will repeat on

the midway.

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Edmonton Ex Maps 25-Year Bldg. Program

EDMONTON, Atla.—The Edmonton Exhibition is having plans drawn for a 25-year plant improvement program that is expected to cost in the neighborhood of \$5 million, officials announced.

The master plan, which will include the addition of commercial, industrial and agricultural buildings, and new race barns to care for the expanding pari-mutuel race programs, will be prepared by Gaylord Lewis, Findlay, O., fair

James Paul, managing director of the exhibition, said that part of the planning is in anticipation of the fair's centennial, which will be celebrated in less than 25 years.

1952, and additional improvements to livestock facilities in recent years, is being included in the longrange plan.

The grounds are owned by the City of Edmonton and controlled by a board elected from the city and the surrounding areas of Al-

BIG DRAW

La. State Gas Bldg. Keeps Busy

SHREVEPORT, La.—The new The idea will be dropped and Natural Cas Building at the Louisiana State Fairgrounds, which made its bow at last year's fair, is proving a mecca for homemakers, prospective home builders and classes in home economics.

> The building is open to the public one day each week and special showings of the ultra-modern structure are scheduled for selected groups at other times. Visitors come from thruout the area served by United Gas, which last year leased and remodeled the building.

> The structure features for updated kitchens utilizing natural gas and other gas appliances such as year-round air conditioning and hot water heaters. All the gas units are in actual operation.

Before it was remodeled the Fair efforts are being directed structure was the Industrial Arts Building.

Santa Ana, Calif., Extends '56 Run

SANTA ANA, Calif. - The Orange County Fair will run 10 New Jersey Horsemen's Week, and instead of six days, R. M. C. Fullenwider, secretary - manager, announced last week. Five musical groups and a rodeo will be featured under the direction of Jo and Newton (Carolina) Brunson, of the

> The Spade Cooley Show will be featured on the evening of the opening day, with a dance following. The Hoosier Hot Shots are set for Saturday night and Sunday matinee. Also on Sunday at the evening performance Western Varieties with Dove O'Dell are set and this attraction will appear again on Monday evening. Lawrence Welk and his show are the headliners on Tuesday, followed by the Sportsmen for three nights, August 15-17. The closing Saturday and Sunday programs will be highlighted with a rodeo.

1 COMBO RUMORED

N. Y. Fairs Meet for Initial Merger Study

SYRACUSE, N. Y.-About 100 | Trumansburg are ready to settle persons, representing virtually all for a single fair at Trumansburg. of the State's 45 approved fairs, attended a special meeting here Saturday (28) to discuss the possible mergers of some of their events.

The meeting was intended only to guide the committee, headed by Dan Frederick and appointed by the New York State Association of Agricultural Fair Societies, in a future meeting with Daniel J Carey, commissioner of agriculture, and his assistant, Paul Smith.

Because of the preliminary nature of the meeting no official statements were issued, but it was reported that about 20 of the fairs indicated a willingness to com-The fair's grandstand, erected in bine. However, as predicted in some quarters, all interested events seemed to want to hold to the anchor position and so retain their identity and plants.

It was rumored that Ithaca and

PNE Tightens Queen Rules

VANCOUVER. B. C .-- The Pacific National Exhibition this year will tighten regulation of its queen contest, which will operate August 27-29, officials announced. Fair runs from August 22 thru September 3.

As in the past, all finalists must be winners of public elimination contest. But under new regulations, districts and their organizations sponsoring eliminations must file entry forms with the PNE by August 1, applying for participations.

Fair representatives are attracted by the possibility that the combining of two or three events would double, or triple, the maximum \$10,000 in State aid which they now receive. Some are also hopeful that amalgamating at the suggestion of the Department of Agriculture might open the door for the securing of funds for capital improvements.

Smith, who first suggested the study at the association's winter meeting in Albany, again said that there should be fewer, but more successful fairs, with the struggling events combined with the more successful shows.

He indicated that the agriculture department would not be in favor of any further subsidies that would continue to keep the struggling fairs alive.

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VOTE BOND ISSUE

SLA to Raise 50G For New Building

CHICAGO-The Showmen's League of America will obtain per cent interest and will be re-\$50,000 thru the sale of \$100 deemable on or before the end of debentures to modernize the exterior and interior of its newly acquired club building at the by the board of governors at the corner of Randolph and Franklin office of Morris Haft, one of the streets and to furnish the club League's attorney. rooms in the building.

The decision to sell debentures was made at a League meeting Thursday night (3), at which all past presidents had been urged to

attend.

Crafts 20 Big Opens Season At Palmdale

PALMDALE, Calif.—Crafts 20 Big Shows bowed here Wednesday (9) for a five-day run to make the second Crafts unit to hit the road this season. Crafts Exposition Shows has been on the road for over a month and last week moved into Las Vegas, Nev., for its 10th showing at the Helldorado Celebration.

The 20 Big Shows, managed by Frank Warren, this year is carrying an 80 by 400-foot big top for commerical exhibits and provided concession equipment here to be operated by local committees. Art Baker, organization's representative, assisted the sponsors in a

queen contest.

Reporting on the Exposition nows, Orville Crafts said that the show lineup in Las Vegas would include 12 major and 12 kid rides. The back end units were to be Martin Arthur's chimps, Johnny Branson's pigmy horses and Cal Lipes' snakes. A total of 25 light towers were scheduled to add flash to the midwa, setup.

Lotta Hooey Biz Okay for First Weeks

JACKSONVILLE, Ark.-There are plenty of shows but only one Lotta Hooey," General Manager William R. Dyer says about the unique title switch by which his Dyer's Greater Shows have become Dyer's Lotta Hooey. Show opened here April 16, its latest opening stand, but business has been good despite spells of cool weather.

Also on the staff are Ellsworth McAtee, assistant manager; Frank Busch, good-will ambassador, Mrs. W. R. Dyer, secretary-treasurer; M. W. Reyd, 24-hour, advertising and publicity. Route will include fairs and still dates in Arkansas, Missouri, Illinois, Iowa, Wisconsin, Tennessee and Mississippi.

A new Scrambler has been purchased and a number of new tractors added. Six major and two kiddie rides are in operation and two shows are in the backend. Oldtimers again on the Dyer roster are Cliff Travis; Vincent Burke, ride superintendent; Louis Mercy, assistant superintendent; Richard Banchief electrician.

The debentures will bear 31/2 five years. A meeting to finalize details on the issue will be held

Buyer's Line-Up

As soon as the decision to issue debentures was made, Mike H. Barnes announced he would buy debentures to the amount of \$1,000. In quick order, Al Sweeney, Bernie Mendelson and Morris Haft said they would buy a like amount.

League President Maurice (Lefty) Ohren, on behalf of the Olson Shows, of which he is co-owner, said the show would purchase \$3,000 worth of debentures. Hyman Neitlich said he would buy a \$100 debenture. A letter from Fred H. Kressmann said that he would buy \$1,000 worth of de-

to supervise the modernization of Pittsburgh and Altoona, Pa., dates. the building and furnishing of it, is engaged in receiving and study- Springfield, Mass. He will have ing plans worked up by architects- novelties at all Canadian fair dates contractors.

SEVERAL WOM RIDES SOLD TO DOMINICANS

NEW YORK-The sale of several of the World of Mirth major riding devices at the Dominican Republic's World Fair to that government is reported. Altho reported accomplished early in the week the principals could not be reached for confirmation on Saturday (5). From four to eight rides are involved. Frank Bergen, show owner, was in Ciudad Trujillo with Bernard (Bucky) Allen to complete the deal. Previous negotiations involved the sale of all of the show equipment at the fair for about \$250,000.

Circus Dates OK for Hymes

NEW YORK--Novelty concessionaire A. Hymes reported excellent business this week on three recent circus dates. They were bentures if the League decided to Hartford, Conn., produced by Frank Wirth and played by Mrs. The special committee appointed Hymes, and the Hamid-Morton

Next circus date for Hymes is of the Conklin Shows.

O. C. Buck Preems OK in Schenectady

SCHENECTADY, N. Y .--- A good ure of cold, wet weather.

kiddie promotion panned out well ing south. on Saturday afternoon (28). The crowd was good and action promising on the midway that night until 8:30, when a downpour and high winds nixed all activity.

Seventeen rides were in the lineup, including a new Spinaroo and dark ride. Space was tight and the back end somewhat thinly populated, altho more units are reported ready for the next stand at Menands, N. Y. Earl Myers is operating the Side Show and Frank Tazzaria is handling the revue and posing units.

Staff Listed

Besides Owner Oscar C. Buck, the staff includes James L. Quinn, general agent and legal adjuster; Richard Tolman, secretary; Roy F. Peugh, advance and publicity; William Beldock, ride superintendent; Curly Hutton, electrician and diesėls; Chester Bachelor, mechanic, and H. Brown, billposter.

A number of new people have joined for the season. They include George Gordon, the Devitos, Jack Burk, Mr. and Mrs. William Carpenter, Jack Stone, Mickey McBride, Sid Goodwalt, Larry Marcassio, Mrs. William Beldock, Frank Vogt, Mr. and Mrs. Farley, Charlie Zucker, Mr. and Mrs. Joe Marciano, Mr. and Mrs. Stack Gray, Curley's Scales, Flo and Joe Schiavo, and Mr. and Mrs. Virgil Pate. The latter are handling the cookhouse for Sid Goodwalt, while popcorn and candy apples.

Rab Colgrove, Tommy and Carrie normally have gone to the games. kus, general foreman; George DeVito, Bach Rockaway and Ger- The ride lineup was especially area well papered and secured no-Walker, master builder; Robert ald O'Grady from the King Reid strong with 5 Ferris Wheels, 2 tices by newspaper, radio and TV. ing: Bill and Grace Gross, cook-Reid, mechanic, and John Cherry, Shows, and Paul LaCross of the Merry-Go-Rounds, a Scrambler, The new sound truck was also in house managers, with Quack and Continental Shows.

The show will stick to New York seasonal start was registered here and New England for its still dates. beginning Friday (27) by the O. It will open its fair season at the C. Buck Shows, despite a full meas- Gouveneur (N. Y.) Fair, it will then play fairs at Elmira, Malone, Platts-Friday night was okay and the burg and Bath, N. Y., before head-

EFFECT GROWS

Route Problems Grow As Lots Get Scarcer

NEW YORK-The scarcity of worse before it gets better. show lots, an old and perplexing problem to the larger traveling units, is catching up with the operators of the medium-sized and smaller units.

A number of agents recently have been bemoaning the fact that they are being pushed further into the country. They readily admit that stretching distances between show lots and population centers tends to lessen, sometimes drastically, grossing possibilities.

The post-war building boom is their fling. principally responsible for the shortage of show lots. Dozens of former grounds have been swallowed up for housing and industrial expansion. The grounds that remain have become increasingly expensive to occupy. The owners set the rental values and, with the law of supply and demand working in their favor, bargaining is often confined to "take it or leave it."

An Old Problem

Big shows requiring extensive acreage have battled the problem for a decade. In order to play to some communities it is necessary for them to locate several miles from downtown areas, often a mile or more from the end of transportation lines. This usually means that the show has to set up, and patrons.

The smaller shows, which would squeeze and cramp if need be to get close to population, are now being pushed to the outskirts as the lots get swallowed up. Moving out hurts the smaller shows more than the big shows for the reason that the lesser units lack the flash and drawing power.

A number of towns have been virtually eliminated from show routes because of lot situations and more are likely to follow. As tough as the situation is, it is likely to get Some Are Built

A partial solution worked out occasionally by some of the larger shows involved the virtual building of new show lots. The heavy equipment needed and the costs involved could only be justified when the prospects were known to be great. Smaller shows seldom, if ever, could undertake such a project. But they often benefited by moving in to show the locations some weeks after the big ones had

Mae Stapleton **Buys Share in** Wade Joyland

DETROIT - The Stapleton family will be represented in ownership of two carnivals in the Detroit area this year. Mrs. Mae Stapleton, widow of the late Charles H. Stapleton, founder of the carnival supply firm which she still operates, has bought a partnership pay for, huttle bus lines to lure in the shows operated by the veteran Roscoe T. Wade. The old show name of Joyland Midway Attractions is being used this season, after being operated for a time as the Wade Joyland Attractions.

> The Joyland Midway Attractions closed their first stand of the season Sunday (30) in suburban Van Dyke, Mich., under VFW auspices. Business was fair, considering low temperatures on the first weekend and rain on the second, Mrs. Stapleton reported.

> The shows then moved to play a two-day stand on the Michigan State Fair Crounds for the University of Detroit Spring Carnival Friday and Saturday (4-5), to be followed by a series of stands in Detroit and suburban lots. The show is crarying only rides and eat and drink concessions but will add other units when they go out on the road about June 1.

The Fairgrounds stand marked the debut of a new carnival unit, Funfair Shows, which played the date jointly with Joyland. The owners are Charles G. and Milton R. Stapleton, sons of the late Charles

(Continued on page 32)

Washington Winds **Up Good for Strates**

WILMINGTON, Del.—A gradual improvement in the weather pointed to a good run for the James E. Strates Shows here. Unseasonable cold had a hampering effect during the shows' opening 10-day stand in Washington, but business there was reported rather good despite the adverse weather.

Extreme cold caused the postponement of the Washington opener one day to April 20. The delay made it possible for the show to include a second Sunday within the 10-day showing limit.

everyone up, with Friday big and Saturday's matinee the biggest

Attractions Strong

Altho the lack of concessions hurt the Washington run, the date later in the evening. Rain finally Lump Lump Rumpf, boat ride; worked out as predicted by Owner Mrs. Helen Goodwalt is handling Strates, with the 32 rides and 15 finish the day. Most show and in- Merry-Go-Round; Carroll Leonard shows apparently earning a good dependent units had a fair week- and Norman Roy, general all Visitors included Harry Agne, portion of the money that might end, it is reported. Roundup and Twister.

New show units, including Nate Eagle's Midget Movie Stars, will join soon. A new front for the Eagle show was built in Orlando winter quarters. The unit will be a sit-down attraction with seats and a full stage. An open front H, Stapleton. Both are newcomers unit had been used in the past.

CONTINENTAL OKAY AT KINGSTON; SAT. RAINY

KINGSTON, N. Y.—Weather Saturday (21) the show got in was cold, but business was not changed: Roland Champagne, mana terrific kiddie matinee and night disappointing here for Continental ager; Paul La Cross, agent and pubafter cold lasted thru and chilled Shows. The opening on Thursday licity; Mr. and Mrs. Fred Fritz, ofthe opener. Sunday (22) was also night (26) went off with no mis-fice; Johnny Kinsey, sound truck big for all units. The last three haps and attendance was okay, and The Billboard; Frank Forrest, days, ending Sunday (29), brought Friday was also good altho there ride super and electrician; Niggy were strong winds.

> was broken up around 5 by a-Whirl; Leo and George Falato, a thunderstorm, which cleared in swings; Bob and John Falato, Fertime for a couple of hours' activity ris Wheel; Al Vincent, auto ride; fell steadily starting at 9 o'clock to Phil Thompson and Bob Schirer,

Agent Paul La Cross had the

Staff this year remains un-Gennette, Pinocchio Ferrucci, Cor-A fine matinee on Saturday (28) win Alton and Bob La Cross, Tiltaround help.

Line-Up Given Concessions include the follow-(Continued on page 32)

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call collect.

Opening May 19, Canton, Illinois

Location: S. Main St. limits. Lot will be laid out on the 18th.

Want Foremen and Second Men to join at once for Wheel, Merry-Go-Round, Scooter, Spitfire, Scrambler and Kid Rides; you must drive. Russell

NOW BOOKING CONCESSIONS

For Four County Firemen's Convention Palmerton, Pa., June 11-16, on Main Street, heart of town. No organized show in 25 years. A red one sure. Want Bingo, Cookhouse or Grabs, Hanky Panks of all kinds, Milk Bottles, Stock Wheels (no G), Photos, Custard, Jewelry, Novelty Hats, Short or Long Range, Pizza Pie, Basketball, Age-Scales. What have you? Will place Merry-Go-Round, one Flat Ride, all other rides booked. Address

R. H. MINER, JR. 161 Chamber St. Phillipsburg, N. J.

AGENTS FOR CANADA

Have 23 one and two-day Stampedes, Race Meets and other Celebrations; end-ing with Vancouver, B. C., Fair, then go South.

Need Rat Game and other P.C. Help, also Agents for Bird Pitch, one Ball Bottle, Hoop-La, Cork Gun, Floss and other Hanky Panks. Will frame Swinger and Trailer. Slim Watts, answer. First Rodeo, May 19-24, Herbert, Sask. Contact by wire Swift Current, Sask. Will meet U. S. Agent at Malta, Mont., May 16 to arrange bond at border. VIRGIE WATERS

MIGHTY INTERSTATE SHOWS

Want for Big Firemen's Celebration (Right Downtown), Erwin, Tenn., May 14-19 Followed by Route of Choice Still Dates: Galax, Va., Fourth of July Celebration, and Fairs, beginning in August and continuing thru November 17.

Shows with own equipment. Monkey Show, Fun House, Mechanical SHOWS Shows with own equipment. Montey Show of any Grind Shows not conflicting. Want Girl Show with own equipment. Excellent proposition.

RIDES One or two more Flat Rides not conflicting or any Kiddle Rides not conflicting. CONCESSIONS All Hanky Panks open. Parakeet Pitches, Bear Pitches, Long Range Callery, Diggers, Novelties, Jewelry, Monogrammed Hats, Age & Weight, High Striker, Popcorn, Candied Apples, Floss, Sno Cone, Ice Cream and Frozen Custard. Will sell Exclusive on two Mitt Camps (must

wear American clothes). Foremen for Tilt-a-Whirl, Ferris Wheel, Chair-o-Plane; Second RIDE HELP Men on all Rides. Must be licensed Semi Drivers. Top wages

Show Carpenter and Builder to join on wire. Scenic Artist HELP and Painter. (Dick Mahon, answer.) Experienced Mechanic with tools (reference required). Man to "up and down" Front Gate, sell Tickets and take out Sound Truck. Experienced Electrician who knows C.M. Diesel Light Plants (must drive Somi; reference required). Capable Manager and Caller for large up-to-date Bingo, also Bingo Countermen (excellent Bingo territory).

All replies H. B. ROSEN, Mgr., c/o WESTERN UNION, GREENEVILLE, TENN., this week; then ERWIN, TENN.

VIRGINIA GREATER SHOWS Beirstedt, contact at once. Want Truck Mechanic and Electrician who can handle Diesels. Want Ball Games, Address: Astoria, III. Bumper, Cigarette Gallery, Custard, Photo and High Striker. Want Pea Pool

Dealer. Can use Cookhouse Help and Agents for Hanky Panks. Want Snake Show, Wildlife and Unborn. Side Show Acts, come on. Want Girl Show Manager with two girls.

THIS WEEK, POCOMOKE CITY, MD.

TRI-STATE SHOWS

OPENING MADISON, S. D., MONDAY, MAY 21
Will book Snake, Monkey, Mechanical or other Grind Shows. Also legitimate Concessions—Candy Floss, Apples, Caramel Corn, Mug. Duck or Fish Pond, Hi-Striker, Glass Pitch, all Games, Cork Gallery, Pitch-Till-U-Win and other Hanky Panks not conflicting. Contest not conflicting. Contact

Al Brown, Tri-State Shows, Madison, S. D.
P.S.: Bud Decker wants Agents. Polack Mickey and Jack Stein, contact Billy Craig here.

ROYAL UNITED SHOWS OPENING

To all those connected with Royal United Shows-opening date Pipestone, Minn., May 18-19-20; Madison, Minn., 21-22-23; Redwood Falls, 24-25-26-27, and Springfield, Minn. 28-29-30-31.

Can use few more non-conflicting legitimate Concessions. "Boots" Cutler wants all his Agents to come to winter quarters at Sioux Falls, South Dakota. Write or phone JOHN DORLAND, Owner-Manager Sioux Falls, South Dakota

when answering ads . . . Say You Saw It in The Billboard

Phone: 2-6274

Box 326



BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

WANTS CONCESSIONS Hanky Panks, Mug Outfit, Age and Scale, Hoop-La, String Game, Candy Pitch, or what have you?

SHOWS Snake Show, Fat Show or any good Grind Show.

Frank Allen wants Side Show Acts. John Barr wants Drome Riders. Ride Help-Must be semi drivers. Address:

SAM E. PRELL STAUNTON, VA., THIS WEEK; HARRISONBURG, VA., NEXT WEEK.



RIDE HELP CONCESSIONS Can place Foremen and Second Men for Wheel and Tilt. Also Second Men on other Rides, all must drive. Want good Cookhouse. Can also place a few more Hanky Panks and Stock Concessions, Ball Games, Short Range, etc.

Copyrighted material

Contact: E. L. WINROD, Mgr. Moberly, Mo., this week; Hannibal, Mo., next.

WILLIAM T. COLLINS SHOWS

"America's Largest Motorized Midway"

Season opens Fargo, North Dakota, June 25. Playing a solid route of Fairs, including Minot, Jamestown, Fessenden, Langdon, Hamilton and Devils Lake, N. Dak.; La Crosse Interstate Fair, La Crosse, Wisc.; All-lowa Fair, Cedar Rapids, Iowa; Sioux Empire Fair, Sioux Falls, S. Dak.; Nebraska State Fair, Lincoln, Nebr.; Oklahoma Free State Fair, Muskogee, and Tulsa Fair and Exposition, Tulsa, Okla., where season closes.

HELP

Foremen for Tilt, Round-Up, Octopus, Fly-o-Plane, Scrambler and Dodgem, Also Second Men and General Help in all departments. Would like to hear from Doug Humpfries, Swede Lund-quist and Jimmy Varnell. Also any boys that have worked for me.

RIDES

Will book Caterpillar, Twister, Spitfire. Also Kid Rides except Boats, Autos, Tubs-o-Fun or

SHOWS

Can place Fat Show, Snakes, Motordrome or any Grind Show of merit. Also want Man and Wife to manage and operate Fun and Class House combined.

CONCESSIONS

Want Hanky Panks of all kinds.

RIDES NOW OPERATING AT 78TH & CHICAGO AVE., MINNEAPOLIS, UNTIL OPENING. ALL REPLIES TO

WM. T. COLLINS, MGR., 801 E. 78th St., Minneapolis, Minn.

O. C. BUCK SHOWS DROME OPERATOR WANTED

Have complete outfit. Playing the best Drome territory in the East.

12 OUTSTANDING FAIRS

Can place Grind Shows not conflicting, with or without own outfit. Want Ride Foremen for Whip, Scooter, Merry-Go-Round and general Help who can drive semis. Address

O. C. BUCK, Menands, New York

AL WILLIAMSON

With Badger State Shows, opening May 11, Rochester, Minn.

All People contracted report May 9. Want Bear Pitch and Bird Pitch Operators. Also Agents for Buckets. (Herbie Nelson, contact.) Leura Manos wants Cat Raci Boys and Gunner.

Contact: c/o SHOW, ROCHESTER, MINN.

MERRY MIDWAY SHOWS **OPENING SOON!**

WANT CONCESSIONS-Hi-Striker, Balloon Dart, Age and Weight, Cig. Shooting Gallery, Basketball, Slum Stores, Popcorn, Caramel Corn, Sno Balls, Pitch-Till-U-Win, Cotton Candy, legitimate Stock Concessions.

Will book one more Adult Ride for good, long season.
RIDE HELP—First and Second Man on Wheel, First and Second on Merry-Go-Round, also Kid Ride Help. Ride Help, come now to Cascade, Iowa. Committees, have 2 weeks open in July. Write.

ALBERT BARKER, General Delivery, Cascade, Iowa P.S.: Swede, Max, write.

Bee's Old Reliable Shows, Inc. OPENING MAY 14 THROUGH 19, WINCHESTER, KENTUCKY

WANT RIDES—Want Second Men on all Rides, must be sober, no driving to do. SHOWS—Want Shows of all kinds with own transportation and equipment; have none booked at present—committee money only. CONCESSIONS—Can place limited number of Hanky Panks and Stock Concessions; the ones that join now will be given preference at all fairs. First fair Lawrenceburg, Ky., July 16 to 21; then fairs relief to end of second Address:

solid to end of season. Address: BEE'S OLD RELIABLE SHOWS, INC., Winchester, Ky.; then as per route.

LEE UNITED SHOWS

OPENING MAY 15-MT. MORRIS, MICH. WANT WANT

CAN PLACE RIDE MEN WHO DRIVE. CONCESSIONS: HANKY PANKS-NO GYPSIES.

SHOWS: NEED ATTRACTIONS WITH OWN EQUIPMENT.

CHARLES M. LEE, Mgr., Box 68, Bay City, Mich.

WANTED GIRLS WANTED For Revue and Single-O Feature Strip, also Specialty, Novelty, Strip, etc. Long season, top salary, beautiful wardrobe and transportation furnished. Need Candy Man who can make openings or capable Talker. (Duke Reynolds, Paul Bell, contact.)

Canvasmen and Ticket Sellers, must drive semis. (Bob Camp, answer.) Cowboy boots, funny book readers and drunks, stay away. All replies to: HAROLD WEATHERBEE 630 3d Ave., West C/o L. J. Heth Shows P. O. Box 5515, North Birmingham, Ala.

IMPERIAL SHOWS

OPENING FAIRBURY, ILL., MAY 17-19 ALTON INDUSTRIAL FAIR, ALTON, ILL., MAY 21-24 RIDE HELP; Want Foremen for Wheel and Spineroo; also Second Men for new Tilt,

Octopus and Kid Rides. Top salary. Must drive. Winter Quarters open. CONCESSIONS: Want Coke Bottles, High Striker, Devil's Bowling Alley; large, neat

Cookhouse. Others open. CONTACT: BILL GULLETTE, MGR .- FAIRBURY, ILL.

BEGAN 35 YEARS AGO

Early Henry Klein Start is Recalled

owner of the Klein Amusement Arkansas. Company, recalled that the 51-



HENRY KLEIN

carnival business 35 years ago with S. W. Brundage.

Sixteen years old then, he worked on rides and also held down a parttime job in the cookhouse during

Sunset Lists Staff, Foremen

EXCELSIOR SPRINGS, Mo.-K. H. Garman's Sunset Amusement Company closed its first stand of the season here Saturday (5) after racking up generally good takes. Prell's Debut

Staff, in addition to Garman, includes Mrs. Garman, treasurer; T. J. McManus, business manager; A. J. Duffy, advertising and promotion; B. C. Gennusa, electrician; Ira Wine, light towers and front

Rides and foremen include Rock-O-Plane, Harold Henrick, Walter Jones; Merry-Go-Round, Richard Clavenger; Ferris Wheels (2), Dan Dunning, William Bray, Harvey Stein; Dodgem, Paul McGonigle, William Jones; Kid rides, Kenny Clevenger, Gerald Wright; Tilt-a-Whirl, Joe Dean, Robert Gibson Octopus, Harry Brown, Gerald Carver; Caterpillar, Thomas Libby, Walter Perlin.

Two Girl Units

Back-end shows include the Casbah and New Orleans gal show managed by Jimmy DeRose. Julie Davis is featured in the Casbah while French LaRue is back for the third year in the Orleans show. Jimmy Clark is front talker for the latter. Bob Perry has his Monkey Motordrome with Mrs. Perry at the box. E. C. Kelly is scheduled to join at Chillicothe, Mo., with live ponies, Athletic Show and Kiddie Airplanes and C. F. Boynton will come on with snakes, a fat show and Funhouse. Bill Stacy will join

in Minnesota with bingo. Cookhouse is managed by Bill Hanft. Augie Degrazia joined with his foot-longs. Others on the front end include Al Dailey and Al Snowden, candy apples and popcorn; ton, hit and miss; R. Chastain, Sam Wells, cotton candy and snow fish pond and pitch; Bud Clark cones; Frank Dell, cork gallery and Novelties. Joe Ristick is due to join pitch till you win; Willie Johns, soon with his Temple of Knowlsix-cats and high striker; Pete Fos- edge. sum, bear pitch; Jew Swartz, para-Corman, count store, assisted by Mrs. Ray Wilson.

SIOUX FALLS, S. D. -- Old- the summer, returning to school in timers present at the birthday party the winter. Some summers he spent given here recently for Henry Klein, with the J. O. McCart Shows in

He finished high school and took year-old showman started in the a two-year business college course while summering with carnivals. He subsequently operated popcorn and string game concessions with the Curl Amusement Company for 10 years and later was with the Howard Amusement Company, which made its headquarters at Howard.

Finding South Dakota to his liking, he decided to quit the road and settle there. He became the operator of a route of coin machines, juke boxes, scales, pin tables and peanut machines and built the venture into a 300-location enterprise.

Road Lure Strong

The lure of the road, however, proved too much for him. After ten years as a coin machine operator, he returned to the outdoor amusement field. In May, 1946, he bought a No. 5 Ferris Wheel from the Eli Bridge Company and operated it at Arnold's Park, Ia. The following year he added a kid ride and a new Allan Herschell Merry-Go-Round and routed his three-ride unit thru Iowa, South Dakota and Minnesota.

His show has since grown. The recent purchase of a new Octopus upped his line-up to four major and five kiddie rides. And, he has developed a strong route. He has only three still dates during the summer ahead, all the other time is booked for fairs, celebrations

and centennials.

Storms Hurt

COLUMBIA, S. C .- Rains and heavy winds combined to cause considerable damage and make the 1956 opening of Prell's Broadway Shows here a poor one, according to Ben Prell.

The show opened Saturday (28) in rain and had another dose of it Monday (30), at which time a survey showed damage to the front gate, eight concessions and to the tops of two girl shows and the Minstrel Show, Side Show and Wildlife Show. Speedy work had the show ready for a Tuesday opening, but another rain washed out the day. Columbia Tent and Awning Company worked fast in supplying the show with new canvas, said Prell.

Paul Williams opened his cookhouse here on Saturday, his first attempt at a big grab unit. Joe Prell is slated to meet the show in Staunton, Va.

Break Into SLA Rooms; Take \$228 From Safe

CHICAGO-The sum of \$228 was stolen from the safe of the Showmen's League of America in its clubrooms here early Wednesday morning (2). Except for the safe, nothing was disturbed.

Leo Bergman and Gunner Olson; Frank Evans, diggers; George Pey-

Opening week visitors included keets; Judy McManus, balloons, Mr. and Mrs. Al Sweeney, William buckets, slum spinile and ball joint; T. Collins, Aut Swenson, Mr. and Jack Watson, color game; Johnny Mrs. R. W. Ritzenthaler, Mr. and

CAN PLACE

Good capable Blower and Pin Store Agents. 2 good Bingo Countermen and Assistant Caller, good pay. (Jack Martinkus, contact me immediately.) Can place good Concession Working Men. Harry Morshall, Mickey or any former Help, come on, will place you. Will place Short Range or any really good Hankies. Good territory for these type Concessions.

> Write or Wire: e/o GOLD MEDAL SHOWS Princeton, W. Va.

BABIES—\$1.10 ea. CARNIVAL BIRDS 85с еа.

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

Ball Games, Long Range, Scales, Photos, French Fries, Ice Cream Dip, Pony Ride. Duke Eddy wants People for 10-in-1. For Sale-French Fry Concession, complete, bottled gas, \$350.00. Booked with show. This week, Monessen, Pa.; May 14, Ambridge, Pa.

EDDIE DIETZ

Can place Ride Help for Octopus, Wheel, Chairplane, Kiddle Rides, Rolloplane, Merry-Go-Round; top wages, driving not essential. Boozers and chasers not

A. BELLATONI

41 Woodbine Ave. New Phone: Essex 3-3161 Newark, N. J.

WANT

Address

LOU RILEY e/o Dumont Shows, Sweetwater, Tonn.

FOR SALE MONKEYS

EARL CHAMBERS OLSON SHOWS HOT SPRINGS, ARK.

AGENTS WANTED

For Long and Short Range Galleries.
Opening May 29 in Chicagoland territory.
Truck and trailer mounted. 30 minutes
up and down. Prefer Man and Wife
Team. 50-50%. FOR SALE: Short Range
on 1 ton G.M.C. Vanette, sleeping quarters, trailer hitch, electric brakes, good
700x16-8 ply tires, \$450.00.
H. YAGER
8754 Sheridan Road Kenoshs, Wisconsin

FOR SALE

& Elec. Star Popper. 3 10x12 Tops & Frames. 1 lot of Novelty and 3 Stands. 1 Camelback Creeper and Skillo, Evans

AUGUSTA SALES CO. Augusta, Ky.

T. J. TIDWELL SHOW

Elephant Man, wire or call again, Yawger, come on. Swing open. Jean Bain, contact immediately,

San Saba, Texas, May 7-12.

6 Cats and Buckets, also Man for Break The Record.

ROY T. DUFFY

e/o 20th Century Shows El Dorado, Kans., this week; Topeka, Kans., next.

BEST TEN GAMES FOR CARNIVALS

Pitch Till You Win Addem Up Darts, works 2 ways New 1 Ball Aluminum Bell Bottom Bettles. This is getting top meney everywhere Punk Racks Six Cats—2 Styles Bucket Store Jewelry Spindle Over 30, Under 11 Tables

Ponny Pitch Boards These are the top money Hanky Panks on Midways today.

Huckley Buck Kegs

Write for prices and free catalog

RAY OAKES & SONS PO BOX 4344 - TAMPA, FLORIDA

Telephone: Tampa 73-8121

PARAKEETS

GIVE-AWAY CAGES NOW AVAILABLE

BAMB00...\$4,80 per dozen METAL\$7.20 per dozen

Shipped F.O.B. Los Angeles. Cash or money order with order.

24-HOUR SERVICE ELliott 9-4591

2143 South Myrtle Avenue Monrovia, California

WANT

Hanky Pank Agents, Cat Boy, up and down Help, two Cigarette Callers. Straight salary or percentage. Come at once,

GEO. W. GORDON

c/o O. C. Buck Shows Menands, N. Y.

PHIL DANIELLO SHOWS

OPENING MAY 21,

EAST SYRACUSE, N. Y.

Can place Hanky Panks, Kiddle Rides
not conflicting. No Flat Stores. Can
also use Ride Help; must drive. Contact Phil Daniello Box 65, Solvay, N. Y.

WANTED ARCADE MECHANIC

For Parks and Fairs. State age, experience, salary desired. Permanent year round position. Inquire of

RODGER M. WORK Nelson Ledge Amusement Park Route 282, Garrettsville, Ohio

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.

MIDWAY CONFAB

Frankie Shafer postals that he stopped off at Ponchartrain Beach, New Orleans, en route to New York's Rockaway Beach, where he'll frame a new bear pitch. . . . Fran Landmo reports he opened his Side Show on Frame's Carnival in Pennsylvania but cool weather kept the customers away. Landmo plans to play Southern school dates later this year.

Myrtle Hutt Morris, president of Regular Associated Troupers, was a visitor at the opening of Crafts Exposition Shows, where she chatted with Vincent Kuropatwa, the club's third vice-president. . . . Mrs. Geraldine Gaughn was recently elected president of the Leonardy Gavaliers, a Tampa club that works on parliamentary procedure. Mrs. Gaughn is a past officer of the Ladies' Auxiliary of the Greater Tampa Showmen's Association, a member of the Miami Showmen's Club, the Florida State Association of Parliamentarians and the National Association of Parliamentarians. She represents an importing house in the United States.

Sam Swain infos that he recently built a new sound truck and will join Glades Amusement Company in the near future. Swain wintered in Charlotte, N. C., where he worked at the new Coliseum. . . . Ray Garrison reports from Owensboro, Kv., that he and his sister, Elizabeth Chersher, plan to go back on the road for fairs along with Mr. and Mrs. Guy Rosencrans.

Personnel with Colonel Jeffrey's Side Show on the Penn Premier midway includes Mrs. Jeffrey, snake and outside; Joan Sidell, annex; George V. Ice, outside talker. Jerry O'Brien left recently to join the Jeffrey unit on Amusements of America.

Edward Le Favre and Joe Dougherty have booked their mobile rest rooms on King Reid Shows. . . . Bob McCarty reports that Frank Allen recently left his winter home to join Mullin's Royal Pine Shows. . . . Fred Owens, formerly with B & H Shows, is now with A. B. Davidson's cookhouse on the Tinsley Shows. . . . Billie Miller, of C. A. Stephens Shows, writes that that show scored a big Kids' Day at Dallas, Ga., with an estimated 3,000 moppets swarming over the lot. Day was promoted by the show's John Terry.

K. L. (Cotton) Harris, Motordrome operator with the Gooding Amusement Company, suffered broken ribs and back lacerations in a crack-up at Portsmouth, O., and was hospitalized.

Joe and Sally Brown, concessionaires, who have been active in the Tampa area in recent years, are on a combined business and pleasure swing thru the Midwest. They visited friends in Cincinnati early last week. The Browns are tentatively set to work New Orleans this summer.

Marie Hall's reptile exhibit opened to good business recently in Union Springs, Ala. Ed Sawyer is booking the show.

NOTICE—RIDE FOREMEN—NOTICE

WANT reliable, sober Men, must be licensed semi drivers and know the following Rides: Tilt-a-Whirl Foreman, Octopus Foreman, Round-Up Foreman; these rides are new this spring. Foreman for No. 5 Wheel. Want Second Men, must drive. Do not want men to bring families with no place to live; if you have trailer and wife can take same over runs, that is all right. I want good, dependable men that are interested in good salaries and enjoy the best in treatment and equipment. Salary more than any show on the road and SURE each week with bonus if you stay the season; year round work if you can qualify. Don't wire or write, come on.

W. R. GEREN

Frankfort, Ky., May 7 to 12; Lexington, Ky., May 14 to 23.

FIDLER SHOWS

Want Ride Foremen and Help on Wheel, Merry-Co-Round, Tilt and Kid Rides, All Help must drive semi. Man to handle Bingo Top and Stock.

Legitimate Concessions and Direct Sale for annual Homecomings and Celebrations

on the Streets and City Parks in Illinois.

WINTER QUARTERS, AIRPORT BRANCH, MALDEN, MISSOURI

JOHN H. MARKS SHOWS

MILE LONG PLEASURE TRAIL

OPENING MAY 14th—Richmond, Va.; then Newport News, Va. (first show here in many years); followed by a proven route of still dates and our circuit of bona fide Fairs beginning first week in August.

RIDE HELP—Can place Foremen on Ferris Wheels and other rides. Also Second Men. Top salaries to reliable men. Have opening for Assistant Electrician, Tower Man, Searchlight Operator, and other useful Help in all departments. Must join immediately.

CONCESSIONS: Legitimate Merchandise Concessions of all kinds. Short Range Gallery, Arcade, Six Cats, Ball Games, etc. Have opening for Grab Stand.

SHOWS: Can place Girl Revue. Also any money getting Grind Show of merit.

Address all replies: JOHN H. MARKS, Box 771, Richmond, Va.



OPENING MAY 14, BRADLEY, ILL. 60,000 TO DRAW FROM

ALL WORKING, THEN VALPARAISO, IND. 2 BIG KID DAYS EACH SPOT

Want small Cookhou'se or Grab for these 2 spots.

CONCESSIONS: Can use Photos, Bear Pitch, Dish Pitch, Bottle Game; Short Range or others worthwhile, No flats or Gypsies.

RIDE MEN: Need Man to handle 3 Kid Rides. Salary \$60.00, \$10.00 bonus. Second Men on all rides. Must drive semis. Chuck Ford, answer. Kirkendall, come on.

C. S. PECK

Phone 2-8215 or write Box 63, Kankakee, III.

CONCESSION & CIRCUS & CARNIVAL THEATRICAL + MOVIE + SKATING

AMERICAN TENT CORPORATION

* America's Largest Builder * * of Fine Show Tents!

Field Representative G. C. Mitchell Theetrical Solling Agents

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- 1192 MOADWAY, NEW YORK, N. Y. · PHOENIX THEATRICAL
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- 201 I WATER ST., NORFOLK 10, VA

BILL SANDERS

ON THE WEST COAST CRAFTS HAS FOR SALE

One Twenty-Car Lusse Auto Scooter

All equipment in A-1 condition. Will demonstrate for bona fide purchasers at our winter quarters in North Hollywood. Phone—Write—or Wire

CRAFTS 20 Big Shows

7283 Beliaire Avenue North Hollywood, Callf. Phone: Poplar 50909 or Poplar 50320

NORTH STAR SHOWS

9 RIDES—3 SHOWS—25 CONCESSIONS 2 A WEEK, ALL MINNESOTA

Legitimate Concessions - 6 Cat and Buckets open, Long Range, Parakeets, Pitch, etc. Good proposition to Foremen on Tilt, Fly-o-Plane and Wheel. Need Second Men who drive—at once. Committee money only for three small Shows. Want 32 ft. Merry-Go-Round, buy or lease. Open Winona, Minn., May 16.
Winona, Minn. Phone 8-1822, call evenings.

WILL BOOK

Legitimate Concessions, no Palmistry. Elkton, Md., May 23 to June 2; Oxford, Pa., June 5 to 7; Chestertown, Md., June 12 to 16.

WANT-Wheel Foreman, \$60 to \$75 per week plus percentage and bonus, truck driver preferred. Also Chairplane, Kiddie Rides and Stand Erection Help.

D. VAN BILLIARD Phone: Valley Forge 9-4561 Oaks, Pa.

HULLING

Want French Fried Potatoes, Long Range Gallery. Plenty of of good openings here for Hanky Panks. What have you? Whitey Brown wants Count Store and Swinger Agents. Tony Balestrini wants Sonny to come on with Jo-Ann. You can book here.

Contact ROLAND E. CHAMPAGNE, Mgr. Schenectady, N. Y., May 7 to 12

Ernie SYLVESTER =

CAROLINA AMUSEMENT SHOWS

Only show in CHARLOTTE this year—2 more weeks Place Hanky Panks of all kinds-Jewelry, Pitch Till U Win, Hoop-La, Ball Games, Scales, Cork Guns, Short Range, Long Range, BINGO, CUSTARD. Virginia and Maryland to follow. Have exclusive contracts for eastern shore town during crops. Best of territory for Hanky Panks. 7 Rides—3 Shows—no grift.

Wire, call ERNIE SYLVESTER, per route P. S.: YES! THE ORIGINAL MAN MADE INTO A WOMAN and HER BIG CHAIR SEAT THEATRE IS HERE

SUNSET AMUSEMENT CO.

FORT DODGE, IOWA, MAY 14-19. FIRST IN AND WHERE THE MONEY IS

Want following Concessions—Milk Bottles, Basketball, Coke Bottles, Fish Pend, String Game, Hoop-La and Hanky Panks. Can place Six Cats and Buckets. The following exclusives open: Photos, Age and Weight, Custard and Long Range. Want Operator for Fun House, must drive semi...

CHILLICOTHE, MO., THIS WEEK

TATHAM BROS.' COMBINED CARNIVAL & CIRCUS

Playing only Fairs, Centennials, Celebrations on the Main Streets—two a week. Illiopolis, Ill., Kick-Off Centennial Celebration, May 9-12, and V.W.W. #1 Celebration, White Hall, Ill., May 15-19.

Concessions: Hanky Panks of all kind. No flats or gypsies. Want Wheel Foreman; Tiny Gibson, James Sample, J. R. Woolsey, let me hear from

BILL TATHAM, Illiopolis, Illinois

WANTED—HANKY PANK AGENTS—WANTED

For all Hanky Panks. Two months in Cleveland, Ohio, and the following Fairs: Knoxville, Tenn.; Nashville, Tenn.; Atlanta, Ca.; Columbus, Ca.; Pensacola, Fla.; Tallahassee, Fla., and Savannah, Ca. Can also book a few Hanky Panks. Can also place Long Range Shooting Gallery; man must drive. Contact the following at the Garfield Hotel, 38th and Prospect, in Cleveland, Ohio, or come on, we will place you. Open now.

Ross Reed-Neal Carlin-Wayne Snodgrass

GEM CITY SHOWS

WANT SIDE SHOW

MUST HAVE OWN EQUIPMENT. TOP SEASON ASSURED WITH A CHOICE ROUTE OF FAIRS. (Col. Lew Alter, Lisa Del Mar and Hall & Leenard, get in touch immediately.)

SHOWS Will book Monkey Show, Menkey Speedway, Wildlife or any

first-class SUPER ROLL-O-PLANE with transportation. Contact

ALL REPLIES TO

CARNIVALS

THOMAS D. HICKEY—DON GRECO

BROADVIEW HOTEL (Phone: Upton 4-6500) EAST ST. LOUIS, ILL. Playing 65th & Missouri, Route 13, East St. Louis, III., this week, to be followed by Chempaign, Kankakee and Aurora, III. (all first in).

GRAFTON, W. VA., CENTENNIAL, May 28-June 2; MOREHEAD, KY., CENTENNIAL, May 21-26; around Courthouse; WEIRTON, W. VA., May 14-19

WANT CONCESSIONS, SHOWS AND RIDE HELP

CONCESSIONS: Pea Pool, Rat Game, Grab, Arcade, Short Range, High Striker, Photos, Age and Scales, Derby, Ball Games, Novelties, Jewelry Sales, Hoop-La, Class Pitch, Bear Pitch, Diggers, Rotories and Concessions of all kinds. SHOWS: Girl Show-other Shows, committee money only. RIDE HELP: Want 2 A-1 Ride Foremen. Top salary. Also Second Men on all Rides.

> NOLAN AMUSEMENT COMPANY New Martinsville, W. Va., now



GREENWOOD, SCRANTON, PA., MAY 14-19. FOLLOWED BY LEGION GALA WEEK DOWNTOWN, YORK, PA., MAY 21-26

Rides: Roll-o-Plane, Caterpillar, Comet and Roundup. Shows: Mechanical, Arcade, Wildlife, Monkey Drome, Girl Show, Act for Side Show. Concessions: Custard, Novelties, Photos, Hats, Jewelry, Ball Games and all Hanky Panks, one Wheel and one Grind Store. Help: Experienced Ride Men who drive semis. Man to handle Fun House. LEE WHITBY, contact Red Adams. NIL NO, telephone me collect. All replies:

MORRIS HANNUM

Sterling Hetel, Wilkes-Barro, Pa., this week; then Casey Hotel, Scranton, Pa., week of May 12.

CIVIL DEFENSE EXPOSITION

Now playing Sherman and English Streets, Indianapolis, Ind., then Northwestern part and then the

500-MILE SPEEDWAY

Can place the following Concessions: Novelties, French Fries, Scales and Age, Arcade, Derby, African Dip, Punk Rack, Basket Ball, Huckley Buck, Fish Pond, Coke Bottles, Short Range, Hoop-La, Shiv Rack, String Came and Buckets. Can place Shows with own equipment. Can place some reliable Agents.

PAUL MILLER

1006 FLETCHER AVE.

Phone: Melrese 2-1978

INDIANAPOLIS, IND.

F. S. Wolcott's (Original) Rabbit Foot Minstrel Show WANTS FOR 44TH ANNUAL TOUR AND 1956 PRODUCTION OF THE GREATEST COLORED SHOW ON EARTH

CHORUS GIRLS (ages 18 to 25), DANCE TEAM, JUMP BLUES SINGER (male or female), HIGH-CLASS NOVELTY ACTS, FIRST-CLASS BANJO PLAYER TO DO SINGLE ACT. (All send photos, will return those not selected.) ALSO MUSICIANS, ALL INSTRUMENTS (must read—not fake). Only interested in sober, reliable and capable people. Long season. Good living conditions. REHEARSALS START MAY 16.

Write, Wire or Phone 2-0150. EDDIE MORAN, 1301 Emerson Street or P. O. Box 38, Monroe, Louisiana

GOLD BOND SHOWS

OPENING CREVE COEUR, ILL., MAY 11 THRU 19

CONCESSIONS: Hanky Panks, Jewelry Sales and Spindles, Ball Games, Novelties, Records, Bumper, Photos, Duck and Fish Ponds. SHOWS: Mechanical. Wildlife and Motordrome. RIDE HELP: Men for Octopus, Tilta-Whirl, Spitfire and Merry-Go-Round, come on. All replies:

MICKEY STARK, Mgr., Mt. Sterling, III., until May 8; then Creve Coeur, III., until May 19.

GLADES AMUSEMENT CO.

WANTS FOR MADISON, VA., WEEK OF MAY 14

Hanky Panks of all kinds, Photos, Ball Games, Pitch-Till-You-Win or any other Stock Concession. Want Foremen for No. 5 Wheel and Merry-Go-Round, Must

JERRY SADDLEMIRE, Owner-Mgr.—SAM SWAIN, Gen. Agent STANARDSVILLE, VA., THIS WEEK.

TENNESSEE VALLEY AMUSEMENTS

Concessions: All Hanky Panks open such as Bingo, Lead Galleries, Photo Studios, Fish Pond, Diggers, Ball Games, all types of Stock Concessions. CHARLIE GRIGGS IS NO LONGER ASSOCIATED WITH THIS CARNIVAL. Ride Help: First and Second Men on Wheel, Merry-Go-Round, Comet, Chairplane, Rolloplane, Tilt-a-Whirl, must drive. Top wages if you can product. No drunks. Shows: Book any type Girl Shows, Geek, Monkey, Mechanical City, etc. Want party with 4 Grind Stores with Hanky Panks. Also first-class Legal Adjuster. Wire or come on. THEODORE MEADOWS, Irvington, Ky.

The Billboard Classified columns each week

Drew Racks Up Okay Weekends

ST. ALBANS, -W. Va.—James H. Drew, owner of the show bearing his name, reported that good weekend weather has helped the on an independent basis. show this spring and, as a result, the tour thus far has been okay. Organization was here for a twoweek stand ending May 12.

Show has had its share of cold weather and rain, but for the most been fair, Drew said.

Line-up for the still dates includes seven major and four kiddie rides plus four shows. Four new tractors were delivered just before leaving winter quarters and light towers and other equipment will July 16 in Indiana and will run ending in Georgia.

States Shows; Bob Roberson, Mr. don. and Mrs. Orville Miller, John Swisher, Jack Kaplan and M. English.

20 Purchase New Herschell M-G-R's

NORTH TONAWANDA, N. Y. -The Allan Herschell Company has sold 20 of its new steel Merry-Go-Rounds since they were introordered by the Gooding Amusement Company, Columbus, O., and two by Joseph Cantor, 922 North Pennsylvania Avenue, Indianapolis.

Others who have ordered the ride are Bartlesville Playground Association, Bartlesville, Okla.; Hugo Butler, Monticello, Ind.; Enchanted Forest, Chesterton, Ind.; Oxford Kiddie Park, 646 Washington Street, Boston; Peck Amusements, Kankakee, Ill.; Port Outdoor Theater, 2519 Kinnickinnic Avenue, Milwaukee, and Virginia Beach, Miami.

Also E. D. McCrary, 20th Century Shows; Pro Fairways, Inc., Berkeley, Mo.; Joe Matarrese, Isla Blanca Park; Pee Wee Amusement Company, Cincinnati; W. A. Schmacher, O'Fallon, Ill.; Hales' Shows of Tomorrow; Westwood Corporation, Inc., Joliet, Ill., and Lewis Amusements, Zelienople, Pa.

Burkhart Scores At East St. Louis

EAST ST. LOUIS, Ill .-- Burkhart Shows hit one of its best stands of the season here last week with good spending crowds out despite some inclement weather. Show was here for its fourth week of the season.

Carl Burkhart, owner, left for a quick trip to his Plano, Ill., home. Much visiting was done between personnel and folks on the Gem City and United Exposition Shows.

Mae Stapleton

Continued from page 28

to the carnival field personally but were associated with the House of Stapleton operations some years

business.

the Michigan territory.

R. Neil Altenburg To Operate Three Wild Animal Units

ESCANABA, Mich.-R. Neil Altenburg, animal show operator, will send three units out this season, two on organized carnivals, one to play fairs and celebrations

One unit will be with E. E. (Ernie) Farrow's Wallace Bros. Shows for its ninth season, and will open at the Memphis Cotton Carnival in May. A second show will be on the back end of Belle City part Saturdays and Sundays have Shows, while the third will open in Kentucky in May and operate independently. By Labor Day all three units will be back in Wisconsin and two will be sent to the barn while the remaining one heads for Southern fairs.

Personnel, in addition to Altenbe added for fairs. Fair route starts burg, includes Dolly Altenburg, Bill Wesley, Sam Prestay, Doc thru November 10, with the season Moore, Jim Vincent, Tom Altenburg and Sid Bell.

Recent visitors included Johnny | Adverse weather conditions here Denton, C. C. Leasure, Bobby have held up work. Visitors in-Cooper and Jackie Fields from Gold cluded Herman Hoffman, Jack Medal Shows; L. P. Brady, United Guy, Joe Henke and Mickey Gor-

Show Folks Name Redder Ball Chrm.

SAN FRANCISCO -- James Redder was named chairman of the Show Folks of America banquet and ball to be held here January 13, E. S. Fitzgerald, club president, announced.

Redder has made tentative arduced in December last year, Presi- rangements to hold the event in dent Lyndon Wilson announced the Capri Room of A. Sabella's on last week. Three of the 20 were Fishermen's Wharf. The 1956 event was held there last January ty Davis, Happy Holms, Jack Frey for the first time.

R-B Route in Air

Continued from page 24

summer-like weather which discouraged people from coming in out of the sun and into the Garden. Neither AGVA nor the AFL Teamsters have received any organized co-operation from other unions, and deliveries and other work involving union people have proceeded on schedule.

Marion Seifert, high school horse rider, dropped out on Saturday was joined by Lynn Brent, of the Alzana wire act, in what was likely an expression of personal sympathy, as the two have been close friends. Both are at the Hotel Belvedere, where the union is paying their subsistence and seeking other work for them.

Beach Joins Press Dept.

Meetings with Michael Burke, executive director, and the press department were held during the week in efforts to evolve a succesful publicity formula to overcome the weak press which has greeted the New York engagement. A change was made in the department when Glenn Allvine was replaced by Wally Beach, circus fan and union publicist from Springfield, Mass. Beach is known in circus circles in New England and has been a frequent visitor to all shows around there.

Beach will take over the radio-TV department in which Ralph (Peaceful) Allen has been active, and Allen has been named special assistant to Michael Burke. It was true to him, with even the night understood another change in the shows pulling quite a few of the press department would likely moppets. His appearances during

Milton (Pete) Stapleton has just appeared, will be more than in the the performance to the third returned from eight years in Japan \$250,000 short of last year's in- spot from the end to hold the kids and Korea, where he was first in come, which edged over the and their families. Renaldo made it the Army and then in a wholesale \$2,000,000 mark for the first and a firm practice to pass out photoonly time. The decline, however, graphs, imprinted with the TV The Funfair Shows will operate could be absorbed and still yield sponsor's name, to the kids after the jointly with Joyland for a few dates, Ringling a take comparable to that show. Since the circus opened in and then branch out independently of recent years, which have usually Deming, N. M., March 15, about as a separate carnival playing in been between \$1,500,000 and 85,000 copies of the photograph \$1,800,000.

Continental Okay

• Continued from page 28

Phoebe Aucoin; Mr and Mrs. Dan Donnini, bingo, with Bobby Stewart and Donald Possinger; Mrs. Paul La Cross, ball games, with Richard Morlock, John (Bridgeport) Paolette and Vincent Williams; Mr. and Mrs. Smoky Gilmore, glass pitch and balloon dart, with George Goodrich; Fred Prumo, glass pitch; Mr. and Mrs. Whity Brown, cork gun, duck pond, buckets, clothespin and dart store, with Robert Dugan, Eddie Le Fave, Kelsey Kelly, Fritzie Reynolds, Frank Ludwig and Reno Bartel.

Also Mr. and Mrs. George Miller and son John, palmistry and string game; Mr. and Mrs. Charles Coppock, spot-the-spot and age and scales; Mr. and Mrs. John Levitt, block game; Mr. and Mrs. Harold Summers and daughter Butch, cork gun; Mrs. Scott, duck pond and pitch, with R. Marshall and Kenneth Worthington; Bolivar Remillard, Coke bottle; Ara (King) Solickian, popcorn; Mrs. Roland Champagne, candy floss.

Also John Masefield, Funhouse; Tony Balestrini, No. 1 Girl Show, with Jerrie King, Barbara Raches and Carl Lewis; Hal Haviland, No. 2 Girl Show, with Billie Morelin and Renee Grant; Mr. and Mrs. John Cloutman, Side Show and animal oddities, with Mr. and Mrs. Richard Wilson and Chief Thunder Cloud. More show people were scheduled to join during the coming week.

Starts Strong

• Continued from page 24

and George Bullgaro.

Staff and department heads, in addition to Suesz, includes Joe Mc-Mahan, general agent; Vera Himes, assistant general agent; Bob Couls, general manager; Mrs. Bob Couls, bookkeeper; Jimmie Ray, press and promotions; Edwin Tandy, 24-hour man and purchasing agent; Bob Dickman, brigade manager; Mrs. Banta, front door ticket superintendent; Jack Banta, equestrian director; Scotty Davis, producing ciown; George Vest, musical director, and Walter Graham, prop boss.

Dining Department - Al Dean, steward; Bob Tice, chef, and (28) in deference to ACVA. She Lawrence Cooley, head waiter. Big Top-Ivan Douglas, boss canvasman; Cleo Bodi, assistant; Bob Leland, seats and lights; Claude Banta, electrician; Henry Rolly, assistant electrician. Concession Department-Cee Shannon, superintendent; Happy Starr, popcorn; Ray Strong, snow cones and ice cream; Tennesese Emie Davis, floss; Bill Baker, midway grab stand; Ray Barret, candy apples; Bea Cunningham, novelties; Frank Taylor, backyard grab and commissary; Fat Burns, concession checker. Side Show-Larry Barry, manager. Tapir Pit Show-Frank Thompson. Elephants-Stash Olcheski. Animals-Bill Troy. Lead Stock-Harry Mason.

Opening day visitors included Mr. and Mrs. Si Rubens, Marjorie Spiva and Mary Langfiet.

Beatty Turns East

• Continued from page 24

come soon, possibly this weekend. the Los Angeles engagement of the Total business for New York, it show were changed from midway have been distributed free,



With our new (8) side P.C. Round Blocks, can also be used for stock, made with numbers or colors. An entirely new game gives you bigger profits. Also nickel Pitch

of these and other games. Williams Novelty Co. 357 E. 69th St. Chicago 37, III.

McGinnis Blue Ribbon **Amusements**

WANT RIDE SUPERINTENDENT

Also Ride Foremen, \$60 per week; Ride Help, \$50 per week; for Ferris Wheel, Merry-Go-Round, Coaster, Chair Swing and Kid Rides.

7834 Pearl Rd., Middleburg Hts., Cleveland, Ohio. Phone: Berea 4-9777

REID'S GOLDEN STAR SHOWS WANT WANT

Three Strawberry Festivals in row. Concessions of all kinds: Any Hanky Panks not conflicting, one or two more flats. Snake or Geek Show, Monkey Show, Girl Show with own equipment. Jack Chicherelli, Mac, contact Donnie and Sally Chisholm. Show has six Rides. Foreman for Tilt, Second Man for Wheel. Barney Allen, Gabe Reed, Hook Pulvino, Bobby Ayres, contact. Fletcher Tetts, Davy Goodman, Benny Landis, contact. Joe (Cedarfoot) Prado, come on in immediately. Drunks, don't waste your time. Norfalk, get in touch.

ELMER REID, Owner DONNIE CHISHOLM, Business Manager Lafayette, Tenn., c/o Police Dept.

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 aquipment. used equipment.

825 Becker Road Glenview 4-1240 Glenview, III.



NEW ALUMINUM MILK BOTTLES

Reinforced Ribs Cast Inside \$4.50 EACH Specify weighted or empty. CONCESSION SUPPLY CO. 3916 Secor Rd., Toledo 13, O.

AGENTS

Need for 6 Cat, Swinger or Nail; must work right. Also Hanky Pank Agents of all type. Cookhouse Help for small Cookhouse. Long season, good route. Contact by wire only.

CHARLES KREKELER

c/o Motor State Shows,
Rochester, Michigan, this week.

FOR SALE

One Ford Custard Truck, custom body, tiled inside, painted white outside; without machine very reasonable.

A. BELLATONI 41 Weedbine Ave. Newark, N. J. Phone: Essex 3-3161

PARAKEETS

BABIES — \$1.15 each
CARNIVAL BIRDS — \$5¢ each
Shipped Daily F.O.B. Les Angeles.
Minimum Order, 48 Birds. GOLDEN STATE PET PROD., INC. P. O. Box 805 Pico, Calif. Phone: OXford 2-4113

Agents for Shiv Rack and Bear Hoop-La. Also Man or Couple to take head of Balloon Outfit. Whitey Connoll, get in touch. Care

JIMMIE CHANOS SHOWS MUNCIE, IND.

DICKSON UNITED SHOWS

Want Concessions of all kind, Shows, Rides, etc. What have you? Want Help on Wheel, Mix-Up. Will book Kid Rides, Merry-Co-Round, Funhouse. Best Route in years, plenty money, good crops. Contact or call

STONEWALL, OKLA.

Allbi, Peek and Count Store Agents. Red Mundy, contact at once. Open May 18.

W. G. WADE SHOWS Battle Creek, Mich. Leaving Tampa May 10.

BIG MONEY FOR YOU! | Coast Clubs **Co-Ordinate** Winter Events

LOS ANGELES --- Representatives of three show clubs, Regular Associated Troupers, Pacific Coast Showmen's Association and the Ladies' Auxiliary, met here to set winter events on non-conflicting dates.

Representing the Troupers were Steve Vaughn, Lee Smith, and Peter Steinkellner. Acting for the PCSA were Bob Downie, Eddie Harris and Everett W. Coe, and for its Auxiliary, Mirosa Herman, Nina Levine and Peppy Steinberg.

Following the session, Downie, PCSA vice-president, recommended to his group' board of governrs the following dates: November 16, Homecoming Party; November 19, selection of nominating committee; December 7, Past Presidents' Night; December 9, Memorial Services; December 10, regular meeting; December 12, Banquet and Ball; December 24, board meeting at 4 p. m., no regular meeting; December 25, Christmas Dinner, and December 31, board meeting at 4 p.m. but no recommendation for a New Year's Eve party at the club, which, however, will remain open.

According to the schedule, the installation of PCSA officers will be held January 7. The PCSA and Auxiliary will co-operate in the staging of the Aixiliary installation on January 12. The PCSA is also planning a Hi-Jinks for Feb-

Downie asked that a regular meeting be he'd December 31, starting at 6 p.m., because of the election of officers. The polls will be open from 6 to 8 p.m., if the recommendation is adopted.

Robinson Dates, Personnel Set For 3-State Tour

CLEAR LAKE, Ia.—Robinson's Greater Shows will open its season soon with a route that will include celebrations and fairs in Iowa, Nebraska and Minnesota, Bob Robinson, owner, announced here at winter quarters.

Iowa celebrations signed include those at Charles City, Lewis, Woodbine and Sutherland with one Iowa fair at Rock Rapids. Nebraska celebrations include two in Omaha and fairs at Fremont, Wisner, Fullerton, Hartington, Wahoo and Scrib-ner. Show will also still date in Iowa and Minnesota.

Concessionaires scheduled to be with it this season include Irene Robinson, popcorn, apples and juice; Mary Jones, dart balloons; Marvin Jones, long range; Earl Harlan, ball game; Charles Cusworth, over 12, and Sid McPeek, roll-a-ball; Chuck Rudisill, set spindle; Louie Draheim, snow and floss; Andy Handy, upset a Coke, and Hopper Scother, three games.

Work here is progressing under Robinson's supervision. Earl Harlan is electrician and Marvin Jones is helping in the make-ready pro-

Mrs. E. M. McIntyre Burned in Explosion

DANVILLE, Va.-Mrs. E. M. McIntyre, owner-operator of Moe's Cookhouse on Penn Premier Shows. was in Memorial Hospital here with burns suffered in a recent gas explosion in her house trailer.

Mrs. McIntyre suffered burns on her face, hands and both legs.

G REID SHOWS

We are proud to announce the Biggest Celebration in the East. Ask any showman or concessionaire who has ever played it.

LIONS' SPRING FAIR, EAST HARTFORD, CONN., MAY 14-19

WANT—Hanky Panks of all kinds, Photos, Derby, Ball Games, Hoopla, Dart Stores, Duck Ponds, Custard and Arcade.

WANT-Ten-in-One (Gene Kight, please contact), Grind Shows, Crime Show and Monkey

WANT—Motordrome Talker (Shorty Clark, please contact). Also want Men and Women Riders.

Want finest Truck Mechanic available for our new fleet. Unlimited salary if you can produce.

WANT-Foremen for Twin Wheels. Top salary for top caliber man.

WANT-Caterpillar and Scooter Foremen. Brownie, please contact.

KING REID SHOWS

Phone 2-4714

Glens Falls, N. Y.

KLEIN AMUSEMENT CO.

Want Age and Weight, Photos, Short Range; have good one for sale or use. Want Merry-Go-Round Foreman, Wife selling Tickets. Excellent income on this show for woman with laundry eqpt. Sloux Falls, S. D., Phone 81990, until May 9; Plankinton, S. D., Tulip Festival, May 11-13.

For PHILADELPHIA, PA.
For Five Ball, Darts, Basket Ball, Coke
Bottles, Ball Game, new Tic-Tat-Toe
Game, Also a new Ping-Pong Ball Stand
and two good Balloon Boys.

WALTER B. COX Care J. E. Strates Shows, South Plain-field, N. J.; then Philadelphia, Pa.

Shows Including Girl Show. Hanky Panks of all kinds, also Cookhouse or Grab, Ride Help who can drive semi trailer. Playing Austin, Indiana. Con-

> SAM GOLDSTEIN Scottsburg, Ind.

HELP WANTED FOR MONKEY SPEEDWAY

Ticket Sellers, Gimmick Man, Ring Man to put show on and run cars. Tex Mathews, Morris Bennett, wire.

EARL CHAMBERS

OLSON SHOWS HOT SPRINGS, ARK.

Catskill Mountain Shows

Opening May 29

Want Cook House, Concessions that work for stock, Shows, Ride Help. Will book Ferris Wheel and two more Kiddie Rides.

Harold Gardner Franklin, New York

KENNEY HIXON

Wants to book on percentage-32 ft. Merry-Go-Round with gas motor, good organ and transportation; if priced right will buy at end of season. Larry L. Loughran, if interested in booking your machine let me hear from you. All write KENNY HIXON, 37 Jefferson, Washington, Pa.

Sober, capable Mechanic and Electrician. Transformers and Junction Boxes. Must furnish own tools. Salary, bonus, un-employment insurance. F. C. BOGLE SHOWS, INC., Clay Center, Kans., now; Salina, Kans., May 14-19. P.S.: Can always use capable Ride Men;

CHARLES TRAVERS WANTS

Hanky Pank Agent and one Pin Store Agent. Teddy Price, got your wire late, contact me or come on. CHARLES TRAVERS, King Reid Shows. Glens Falls, N. Y., this week; East Hart-ford, N. Y., next week,

KIRK DECKER WANTS AGENTS

For Skillo, Razzle and Pin Store. Can place Six Cat, Agent Boys to up and down Concessions. Bob Roscoe, come on. Girls for Girl Show or Operator with two or more girls. All address: KIRK DECKER, WOLFE SHOWS Tryon, N. C., this week.

HANKY PANK AGENTS

On Pond, Pitch-Till-U-Win, Ball Games and Percentage Agents, Bill Roxby,

GEORGE BEARDSLEY Care Western Union, La Plata, Md.

OFFICIAL OPENING, FRIDAY, MAY 18 EMMETT STREET SHOW GROUNDS, BATTLE CREEK, MICHIGAN

-CAN PLACE-

Legitimate Concessions of all kinds—Milk Bottle Ball Game, Balloon Darts, Hoopla, Pitch-Till-You-Win, Duck or Fish Pond and other Hanky Panks. Will sell exclusive on Photos, Derby, Bear Pitch, etc.

Opening for one more major Ride not conflicting.

Grind or Bally Show that does not conflict. Let us know what you have available.

A Foreman for Merry-Go-Round and Tilt-A-Whirl, also Second Men and Helpers on all rides.

All replies by mail or Western Union only to

D. WADE, W. G. WADE SHOWS

18110 Melrose

Detroit 19, Michigan

JOHNNY'S UNITED SHOWS

LAST CALL FOR OPENING MAY 12-OPP, ALABAMA. PIEDMONT, ALA., FOLLOWING WITH OTHER CHOICE MILL TOWNS. ALL DOWNTOWN LOTS

Can place Cookhouse due to illness, Photos, Ball Game, Cork Gallery, Bucket, Bear Pitch, Hoop-La, Long Range, Bumper, Parakeet Pitch, Dart, Coke Bottle, Penny Pitch. HELP-Merry-Go-Round Foreman, Kiddie Ride Foreman; must be experienced. Top salary paid. Second Men for Caterpillar, Octopus, Tilt, Merry-Go-Round and Kiddie Ride. All must be experienced. Jim Griggs, Scooter Bill Anderson, Charlie Hines, Tommy Kirkpatrick, please contact.

All replies JOHN PORTEMONT

Gantt, Ala., Phone 23 until Thursday. Wire Opp, Ala., after Thursday.

CUMBERLAND VALLEY SHOWS NOW BOOKING FOR THE 1956 SEASON

All legitimate Concessions open. Good opening for Custard and Penny Arcade. Want Ride Men on all Rides—First and Second Men that are licensed semi drivers. Those that I contacted at the Florida Fairs, answer immediately, as winterquarters are now open. Opening date will be given later. Claude Smith, come on or answer immediately. Address all mail to

LAVOY WINTON

South Pittsburg, Tenn.

LONE STAR SHOWS

La Follette, Tenn., May 7-12

Can place Hanky Panks of all kinds, Ball Games, Pitch Till You Win, Basket Ball, Hi-Striker, Photos, Bumper, Coke Bottles, Popcorn, Candy Apple, Floss, Sno Cone, Dart Gallery, Short Range, etc. Want Foremen and Second Men for Tilt, Ferris Wheel and Merry-Go-Round; semi-drivers preferred. Top pay. Can place Illusion, Ten-in-One, Geek, Snake and Girl Shows with own equipment. Can place Octopus, Swings or any Major and Kiddie Rides not conflicting. Address all mail and wires to

J. R. MeSPADDEN P.S.: E. Cooper with Octopus, contact.

Want Operator for Fun House, Snake Show and Animal Show. Hanky Panks of all kinds, Custard, Bingo, Scales, Glass Pitch, Ice Cream, Milk Bottles and Long Range Gallery. Agents for Grind Stores and P.C., general Concession Help of all kinds. Want Wheel Foreman and Mix-Up Foreman and other Ride Men that can drive, Lot Man that can lay out a show of 10 rides and 10 shows, Man to take care of Front Gate and Light Towers. Will book Pony Rides.

All replies Manager, Jonesboro, Ark.

AMUSEMENTS OF AMERICA

Can Place at Once FOREMAN FOR TWO FERRIS WHEELS

Salary no object if you can cut it. Bonus. C. M. McGINNIS, contact. HERB (RED) WILLIAMS, contact. Address: JOHN VIVONA, Bristol, Pa., this week.

ROHR'S MODERN MIDWAY

Join us now for a long and busy season of Fairs, Centennials and Celebrations

16th District American Legion Convention, Bradford, IH.—June 1-2-3; Chanute Air Base—Rantoul, week of July 4th; Momence Glad Festival—August 16-17-18; National Sweet Corn Festival—Aug. 31-Sept. 1-2-3.

Concessions—Hanky Panks, Basketball, Fish Pond, Ball Games, Photos, Novelties, etc. Shows—Mechanical, Ten-in-One. Ride Help who can drive. Bill Hall, Bob Gurley, call collect. Good proposition for Couple to operate new 35' Trailer Cookhouse. Dwight Bazinet wants experienced Digger Operator. No flats, gypsies.

D. J. ROHR

Chebanse, III., or Kankakee

Phone Chebanse #11-May 11 thru May 20

ALAMO EXPOSITION SHOWS

WANT

WANT

WANT

SHOWS: Shows of merit with own equipment that do not conflict. Have nice Grind Show framed on truck and semi for single Pit Attraction or Snake Show for party that has the attraction to put in it. Joe Murphy wants Girls for French Casino Show. Bill Williams wants Man that can drive semi and help handle monkeys.

RIDES: Want Man that can handle Kid Auto and Kid Airplane Rides, must drive truck and semi. Also can place Second Men on Rides that can drive trucks.

CONCESSIONS: Can place all Merchandise Hanky Panks, privilege right. Also want Novelties, High Striker. Can place Agents for Grind Stores.

> All address JACK RUBACK, Mgr., Brownwood, Tex., May 8-12 Fair season starts first week in August, last Fair in November.

GRIGGS BROS.' SHOWS

11 RIDES

5 SHOWS

Opening May 14, Aberdeen, Ohio—over a quarter of a million dollar payroll—DuPont construction workers; followed by Portsmouth, Gallipolis, Middleport, Pomeroy, Marietta, Bellaire, Mingo Junction—then four weeks around Akron, the Rubber City. Work every week.

Want Manager with two Girls for Girl Show. Beatrice Tittle, get in touch with me. Agents for Balloon Dart, Ball Game, Pitch-Till-You-Win. Also capable Agents for Grind Stores only four stores on Show. Also Bucket Store Agent. Can place all legitimate Merchandise Concessions-except Bingo, Popcorn and Eats.

> All replies c/o Western Union, Maysville, Ky. CHARLES GRIGGS, Gen. Mgr.

P.S.: Rebel wants to hear from Wm. Walker.

GEORGE CLYDE SMITH SHOWS

OPENING MAY 21, SCALP LEVEL, PA.

Want Ball Games, Pitch-Till-You-Win, Hoop-La, Balloon Darts, Photos, High Striker, Glass Pitch, Basketball, Six Cats, Buckets, Swingers, Cork Gallery, Coke Bottle, Age

Want Side Show, Snake Show, Monkey Show, Wildlife. Agents for office Hanky Panks. Ceneral Ride Help, Truck and Tractor Drivers.

Phone PA 43608

All replies GEORGE CLYDE SMITH SHOWS

P. O. Box 521, Cumberland, Maryland

BADGER STATE SHOWS

Want for opening at Rochester, Minn., May 10; with 17 Fairs and Celebrations to follow after July 4

Want 5-in-1 or 10-in-1, Class House, Big Snake or any Show not conflicting with what we have. Can use a few more Hanky Panks. Foremen for Octopus, Caterpillar, Ferris Wheel and Second Men on other Rides with licenses and can drive. Top wages or P.C. Leaving Quarters May 8.

J. VOMBERG 7011 W. Bluemond Rd.

Milwaukee 13, Wis.

CARROLL'S GREATER SHOWS Opening of Lexington Village, Minn., May 16, 1986, with a proven route of Calabrations and Fairs to follow.

Want Foremen for Ferris Wheel, Octopus, Kiddie Rides, Tilt, Tubs-o-Fun. Can place Second Men on all Rides. All must have chauffeur's licenses and be able to drive semis. Top wages and bonus.

Contact CHAS. CARROLL 10754 CENTRAL AVE., N.E. (Phone: Sunset 4-5018) MINNEAPOLIS, MINN.

G & B SHOWS

Photos, Hi-Striker, Lead Gallery, Hanky Panks of all kinds.

Can use Octopus Foreman and Second Man on Wheels. Must be able to drive.

"Ace" Eargle wants Agents for Hanky Panks. Jim Shirey needs Agents for Hanky Panks and Six Cats. Red, what happened? Lou Pease wants Girls for Girl Show. Toni Lavern, come on.

All replies to GEORGE BROAS, G & B Shows, Belington, West Virginia; then Kingwood, West Virginia.

PAGE COMBINED SHOWS

CONCESSIONS: Especially need following: Cork Gallery, Long and Short Range Gallery, Balloon Dart, Bumper, Coke Bottle, Break-the-Plate, Basketball and Roman Target, EX on Custard, Bear Pitch and Novelties. SHOWS: Place any Grind or Bally Show that does not conflict, especially Drome. Eddie Ames wants the following for Circus Side Show: Magician, Tattoo Artist (Tex, Pat, answer), Astrologist (Prof. Adie, good proposition), Bally Girls, reliable Front Man who can stand prosperity and any worthwhile Side Show Attractions. RIDES: Especially need Coaster, Fly-o-Plane, Rock-o-Plane, Scooter and Live Pony. Can place several good Ride Men with driver's license. All replies to BILL PAGE, Martinsburg, W. Va.

TROPICAL MIDWAY SHOWS

MAY 8 THRU 13, SPRING FESTIVAL, MT. OLIVE, N. C.

Want Girl Show to join immediately—will give Operator EX. Have complete new outfit for same. Will book any Shows that do not conflict. Popcorn, Bingo, Candy Floss and Hanky Panks wanted. McHoge wants Browning Cole and Jack Duncan. For Sale: Pronto Pups and small Cookhouse.

Contact BUCK DENBY P.S.: Skillo Agents and two Razzle Agents wanted.

COMING EVENTS

Alabama

Birmingham — Better Homes Exposition, May 15-20. Patrick J. O'Toole, Chamber of Commerce Bldg. Florence-Florence Rodeo, May 11-12.

Forrest City-St. Francis Co. Jr. Livestock Show & Sale, May 10. John R. Stipe, Box

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.

Newport-Newport Rodeo, June 14-16. Chip Morris.

California

Eureka-Eureka Rodeo, June 29-July 1. Ralph Barnes.

Hollister—San Benito Co. Saddle Horse Show, Rodeo & Fair, June 22-24. J. M. Leonard

amont-Lamont Rodeo, June 29-July 1. Livermore-Livermore Rodeo, June 9-10. Long Pine-Long Pine Rodeo, May 26-27. Walter Jones.

Oceanside-Celebration, July 4. Pomona-Pomona Rodeo, May 26-27, Steve Balkam.

Redding-Redding Rodeo, May 18-19. L. B. Hammon. Riverside-Riverside Rodeo, May 19-20. Sacramento-Horse Show, June 9-10. Irma

Wiles, 3859 Woodcrest Road. Sacramento-Sacramento Rodeo, May 19-20. Ted Klein. Salinas-California Rodeo, July 19-22. San Jose San Jose Rodeo, May 26-27.

Side Show Help Wanted

Gene Bawyer.

Pin Cushion, Fire Eater, Bally Girls, any Side Show Attractions, join at once, Good Half & Half Annex. People who worked for me before, answer,

EARL MEYER c/o O. C. Buck Shows Menands, N. Y.

Holiday Amusement Co.

Can use Octopus Foreman at once. Also Crind Shows and Concessions not conflicting.

FIELDING GRAHAM 7415 State Line Kansas City, Mo. San Mateo-Flowerama, May 18-20. Santa Anna-Santa Anna Rodeo, May

Colorado Colorado Springs-Pikes Peak Auto Race,

July 4. Cortez-Cortez Rodeo, June 18-17. Tom Wark.

Connecticut

Bridgeport-Barnum Festival, June 26-July 7. Middletown-St. Sebastian Feast, May 10-Meriden - 150th-Year Celebration, June

17-23. Idaho

Plummer-Plummer Rodeo, June 30-July 1. J. R. Inescore.

Illinois

Alton-Spring Celebration, May 21-24, . Chicago Soldier Field) -Celebration, July 4. De Kalb-Centennial, July 11-16. Farmersville-Irish Day Picnic, July 16-21. Forest Park-Centennial, June 16-24. Mount Vernon-Celebration, July 4. Springfield-National Home Show, May 23-

27. E. V. Smith.

Indiana

Brazil-Rotary Club Celebration, July 4. Connersville-Legion Celebration, July 4. Huntington-VFW Street Fair, July 30-Aug. 4. Warren C. Heeter.

Indianapolis-Custom Auto & Boat Show, May 26-30. B. A. Disney, Max Adams. Muncie-Muncie Fair & Horse Meet, June 11-15. North Webster-Mermaid Festival, June

25-30. Osceola-Centennial, June 18-28.

Iowa

Cherokee-Centennial, June 3-5. Clinton-Clinton Birthday Party, July 18-

Estherville—Legion Celebration, May 28-30. Greenfield—Celebration, July 4. West Bend—Centennial, May 31-June 1.

Kansas Anthony-Anthony Race Meet, July 18-21 J. L. Robinson.

Cherokee-Centennial, June 3-5. Kansas City-Kansas City Rodeo, June 19-24. W. C. Connor. Peabody-Celebration, July 4.

West Bend-Centennial, May 31-June 1. Strong City-Strong City Rodeo, June 8-10. Geo. J. Beaver. Kentucky

Louisa-Homecoming, July 2-7, R. J. Dobyns.

(Continued on page 37)

CUNNINGHAM EXPO. SHOW

Playing Greensboro, Pa., May 14-19; Crabiree, Pa., May 28-June 2; Hermine, Pa., June 4-9; Salineville, Ohio, June 11-16; Sardls, Ohio, June 20, 23.

Will book Shows with own transportation. CONCESSIONS: Photos, Darts, String Game, Pitch-Till-You-Win, Lead Gallery, Cork Gallery, Coca-Cola, Clothes Pin, Balloon Dart, Bumper, Fish or Duck Pond, Guess Your Age or Weight, Spindle for Stock, Jewelry, Bird Store. Wire at the above dates or write Manager

JOHN CUNNINGHAM

c/o CUNNINGHAM EXPO. SHOW

JAMES H. DREW SHOWS

GALLIPOLIS, OHIO, SPRING FESTIVAL, May 14 to 19 Inclusive Will place all kinds of legitimate Merchandise and Outright Sale Concessions. Good opening for Long Range, Basketball, High Striker, BoBo, Cat Rack, Custard, etc. Want Arcade for long and complete route of Celebrations and topnotch Fairs. Note—Bill Hunter can use Bingo Caller, Man for Age and Weight, also Agent for Pea Pool. Colonel, Blackie Null, answer. All replies this week, Wire Western Union. JAMES H. DREW SHOWS, St. Albans, W. Va.

DIXIE AMUSEMENTS

WANT FOR BURLINGAME, KAN.; PAOLA, KAN., AND BALANCE OF SEASON

RIDE HELP ON ALL RIDES, MUST STAY SOBER.

CONCESSIONS: Photo Gallery, Shooting Gallery, Cork Gallery, Popcorn and Candy Apples, Grab Stand, Penny Pitch, Glass Pitch, Bumper, String Game and Ball Games. Address CLIFFORD DAVIS, e/o Carnival, Vinita, Okla.

MOTOR STATE SHOWS

Want for Fairs and Celebrations in Michigan, Ohio and Indiana and late Fairs in Tennessee, Mississippi and Louisiana, and Rochester, Mich., through May 13, then as

Hanky Panks, Balloon Darts, High Striker, Glass Pitch, Pottery, Ball Games, etc. Want Foreman for Wheel, Coaster, Merry-Go-Round for No. 2 Unit, Must drive. Also Second Men for Tilt, Octopus and Kiddie Rides. Must drive and have licenses. Can place 2 or 3 Kiddie Rides. Chas. Krekeler wants Hanky Pank Agents. L. A. Spaulding, come on. No phone calls.

All replies to JOE FREDERICK, Rochester, Mich.

BEAM'S ATTRACTIONS

CELEBRATION—WINCHESTER, VA.—NEXT WEEK CONCESSIONS-Can book all types of Hanky Panks, Hi-Striker or anything new.

SHOWS—Interested in Animal Attraction. HELP—Can use Second who can drive. Capable Carnival People can always be placed.

Contact STEVE DECKER, Mgr., Woodstock, Virginia

WANT HANKY PANKS

All kinds that work for stock. Pitch-To-Win, Short Range or Long Range, Jewelry. What have you? Work on 25 per cent. Want Ride Help on all Rides. No ups or downs. Have a large Store Room 30 by 60 for rent facing Boardwalk and ocean front, good location at St. Augustine Beach, Fla.

JOHN KEELER

Phone Valley 9-9290

CHURCH BAZAARS—CELEBRATIONS—FAIRS

Write us your dates if you are interested in booking the World's Greatest Exhibitthe only one of its kind in the world, featured in 28 national magazines and T.V. THE CITY OF RELIGION—built with millions of matches. 18 feet long, 4 feet high, in its own special built exhibit trailer. Now on tour in its 80th week. Only interested in BIG EVENTS drawing plenty of people. MUST HAVE FEATURED LOCATIONS.

Reply to THE CITY OF RELIGION

Men and Women needed for Hanky Panks. Also need 4 Agents who can and will work stock. Get on the Best Show in Eastern Canada. Terrific Route -working 7 days per week. Need Driver -Sam Roosevelt, get in touch. Anyone working for me before call collect. No time to lose. Opening this week, Write or wire

BILL HARDING

158 Tavistock Road, Toronto, Ontario CANADA

PHONE-CH 1-9969

P.S.: ATTN., Americans-Will meet you in Buffalo May 15.

WADE EXPO. SHOWS

OPENING FRIDAY, MAY 18. 8 MILE AND KELLY ROADS. HARPER WOODS, MICHIGAN

All those having contracts please confirm arrival date.

Glenn Wade WADE EXPO. SHOWS

18110 Melrose

BE A

Detroit 19, Mich.

SEE PAGE 41

week. Only four Stores on Show. Opening Aberdeen, Ohio, May 14. Replies:

e/o Western Union, Maysville, Ky.

GRIGGS BROS.' SHOWS

Side Show People to join at once. Chief Wohnapony, come on. Fat Girl, Sword Swallower, any good Freaks, Working Acts, Ticket Sellers; Lecturer, prefer one who does Act; also Talker. Pleasant working conditions. Show opens May 14 In Richmond. Address

W. B. "WHITEY" SUTTON John Marks Shows, Richmond, Va.

We will pay \$25.00 reward to first person informing us present address of Jim A. Speagle, operating as World Bros. Shows, or Diamond Jim Circus.

GEORGIA TENT & AWNING CO. 228 Margaret St., S.E.

Atlanta, Ga.

Phone 485

DUE TO SICKNESS

Hanky Panks of all kinds. Can use some Ride Help & Hanky Agents, No drunks.

LOUIS GARNER MO-ARK SHOWS Cabool, Mo., May 7 to 12; follow with

MARVEL SHOWS Opening May 23, Middletown, III.
Want Wheel Man and other Ride Help,
must drive (Jim Nolan, contact). Can
use a few more Stock Concessions.
Agents for office owned Concessions,
especially Floss and Popcorn. EDWARD MERRIMAN

TWO CUSTARD TRUCKS

Middletown, III.

FOR SALE

Box 291

Fully Equipped Call: ESSEX 5-1912, CRESTVIEW 3-7655 New Jersey

RIDE HELP WANTED

First and Second Man for Merry-Go-Round, Ferris Wheel, Tilt and Rolloplane. Top salary.

FRED A. POTENZA 741 N. Wolcott Ave. Chicago 22, III. Phone: Haymarket 1-4121

CLUB ACTIVITIES

Showmen's League of America -

CHICAGO—President Maurice Ohren called the Thursday (3) meeting to order with upward of 75 members present. Also on the platform were Al Sweeney, vicepresident; Bernie Mendelson, treasurer; Homer Briant, executive secretary, and two past presidents, Sam J. Levy Sr. and Ned Torti.

A moment's silence was observed for the late Elwood Hughes, who died in Toronto. Welfare committee reported that Val Coogan was confined to his home here in Chicago.

High point of the meeting was the floor discussion which followed the building committee's report on remodeling plans for the new clubhouse.

Members attending after absences included Maury Brod, Harry Duncan, Hom Zolum, Bob Sugar, Blome. M. H. (Mike) Barnes, Robert Beaudry, Joe Haas and Sunny Bernet.

The house committee, under Charles Zemater Sr., served hot dogs and beans after the meeting's close.

National Showmen's Association

NEW YORK - The board of governors has voted to place a large wreath at the foot of the monument at the club's plot at Ferncliff Cemetery on Memorial Day. Recent deaths, on which sympathy is extended, include the father of Jack Alfred, and Albert Burt, who passed away April 19 in Tampa. Funeral was held from Duval Funeral Home there.

Sick list includes Raymond Young, Jewish Memorial Hospital, New York; Leo Brenner, Mount Pleasant Hospital, Baltimore; Joe Agule, Hospital for Joint Diseases, New York, and Louis Kronenberg,

Kings County Hospital, Brooklyn. Club office will remain open thru the summer. Recent visitors have included Bucky Allen, Jeff Harris, Charles Rauchfuss, James Mortellar, Aaron Katzen, Bernie Renn, Julius Roth, Ben Levine, Reuben Lippman, Harry Gold, Jack Siegel, Max Miller, Patty Rouch, Sidney Rifkin, Harry Field, Ward Graves, Jack Agree, David Solomon, Leo Nacht, Mack Kassow, Charles Reich, Duke DeNoia, Henry Kaufman, Sam Weisser, Ike Weinberg, Sam Rothstein, Al Janpol, Frank Rappaport, Harry Joffe, Harry Schwartz, George Bovino, Ben Rosenberg, Edward McKeon, Sam Stillman, Harry Levine, Dave Brown, Jack Eicholz, Saul Shaw, Louis Elias, Morris Brown, Arthur Sicard, Milton Nathan and others.

Greater Ohio Showmen's Association

COLUMBUS, O .-- A total of 489 members and guests turned out and the shopping center. for the annual dinner held in the Knights of Pythias Hall. Mrs. Nellie DeBelle was chairman of the committee, assisted by Mrs. E. W. Hutchinson, Mrs. Millard Barrow, Roger Duncan, Homer Dearwester, Ralph Downey and Dominic Al-

Helping to serve the diners were Mrs. J. T. Mere, Mrs. Roger Duncan, Alma and Anita Bassetti, Mrs. Ralph Downey, Nancy Mere, Mary Hagar, Egbert DeBelle, Bob Keener, Allie Simms, Gabe Sterling, Millard Barrow and Mr. and Mrs. F. C. Cook.

Following dinner, entertainment was provided by Harriette's Little Theater Group.

Mr. and Mrs. William Alspach and Robert Abrams missed the out cigars when his wife, Helen, years, no opponents appeared presented him with a son.

POINT PLEASANT, N. J.—A facturing Company, 1051 Santa Fe crystallized "dry sirup" for still Drive, Denver, Colo.

Show Folks of America

SAN FRANCISCO—The regular Monday (3) meeting was called to order by President E. S. Fitzgerald. Assisting were Oscar Mattley, third vice-president; Charlotte Porter, treasurer; Lola Cox, financial secretary, and Bonnie Townsend, recording secretary. Also invited to the platform were Hunter - Farmer, Lillian Schue, Klon Grubb and Mary Ragan Kanthe.

It was reported the box-lunch social had been successful, with Gooding Am. Co., No. 1: Columbus, O. proceeds going to the ladies' bazaar. Several amendments to the Gooding Am. Co., No. 4: Cleveland, O. bylaws were voted by the body.

Oscar Mattley reported he had visited Louis Leos who expects an early release from the hospital.

Visitors included Virginia Grubb, Norman Schue, Bill Messina, Chet Wade, Eli Weber, Frank May, Dick Kanthe and Mr. and Mrs. Orie

Lakeside Opens Denver Season

DENVER -- Lakeside Amusement Park is slated to open its gates Friday (11) to get the current season under way three weeks earlier than usual. Ben Krasner, owner, said that not all of the park will be open then, pointing out that the ballroom will probably not be open until about June 1. Stock car races, always a big money maker at Lakeside, get under way on Sunday evening (13), followed Mo-Ark: Cabool, Mo. by the first of several midget races | Monarch Expo.: Moberly, Mo.: Hannibal beginning on the 18th.

Many changes have been made in the appearance of Lakeside, with the most obvious one appearing at the auto entrance where Page Bros.; Springfield, Tenn.; Russelllandscaping has been improved. Parking facilities have been improved and traffic lanes have been increased and widened.

Half a dozen new rides have been added with the gasoline-powered drive-it-yourself autos getting top spot off the midway. Krasner looks for these new rides to be big money makers in the park, and he has enlarged his kiddie playland by adding a Roller Coaster and other moppet rides.

A big factor that will undoubtedly build Krasner's coffers is the completion of a multi-million-dollar shopping center on the back side of Lakeside's 30-acre park. Nearly a dozen large department stores have opened branches in the Lakeside shopping center as well as more than 15 smaller stores. tie-in between the amusement park

U. S. Towns Query Copenhagen Spot

COPENHAGEN—Billy Rose's Broiler Has suggestion of months ago that New York's Central Park should install some sort of replica of Copenhagen's Tivoli Summer Carden is still bringing Tivoli a lot of demands from city officials in America for information about the famous park.

Only last week the management received a request from the Planning Commission of Oakland County, Michigan, for complete details of Tivoli's layout, mode of operation and financing.

SAN ANTONIO—City Council event by a day when they were has granted its annual permit to delayed en route here from Cali- Playland Park for a fireworks disfornia. Dominic Albanese passed play July 4. In contrast to recent Soft Drink Sirup . . .

Carnival Routes

Continued from page 20

Dudley, D. S.: Andrews, Tex. Dumont: Sweetwater, Tenn. Dyer's Greater: Searcy, Ark.; Forest City 14-19. Eddie's Expo.: Monessen, Pa.; Ambridge 14-Frame's Greater: Lackawanna, N. Y. Holley 14-19. G. & B.: Belington, W. Va. Gem City: (65th & Missouri) East St. Louis,

Ill.; Champaign 14-19. Gentsch, J. A.: Greenwood, Miss. Georgie Am. Co.: Alpharetta, Ga. Glades Am.: Stanardsville, Va.; Madison

14-19, Gladstone Expo.: Lexington, Tenn.; Fulton Ky., 14-19. Gold Bond: Mount Sterling, Ill.; Creve Coeur 14-19.

Gold Medal: Princeton, W. Va. Gooding Am. Co., No. 2: Ironton, O. Gooding Am. Co., No. 3: Washington, Pa. Gooding Am. Co., No. 6: Bellaire, O. Gooding Am. Co., No. 7: Columbus, O. Gooding Am. Co., No. 8: Dayton, O. Grand American: Washington, Ia. Griggs Bros.: Aberdeen, O., 14-19. Hale's Shows of Tomorrow: Kansas City,

Hannum, Morris: Wilkes-Barre, Pa.; Scranton 14-19. Happy Attra .: Alliance, O.; Youngstown

14-19. Hill's Greater: Albuquerque, N. M., 9-14. Hottle, Buff, No. 2: Hammond, La. Howard Bros .: (Secor & Dorr St.) Toledo, O., 5-12.

Hugo's Novelty Expo.: Lawrence, Kan. Jack Royal's Amusementa: Augusta, Ga. Johnny's United: Gantt, Ala. 7-11; Opp 12-

Key City: Bradley, Ill., 14-19. Klein Am. Co.: Sloux Palls, S. D.; Plankinton 11-13. Lagasse Am. Co., No. 1: Lawrence, Mass., Lagasse Am. Co., No. 2: Haverhill, Mass.; Mattapan 14-19. Lagasse Am. Co., No. 3: Pitchburg, Mass.,

Lone Star: La Pollette, Tenn. McKenna Rides: Green Bay, Wis., 17-20. Majestic Greater: Scottsburg, Ind. Manning, Ross: Cambridge, Md. Marion Greater: Chilhowie, Va. Merriam's Midway: Albia, Ia., 9-12; Tama

Merry Midway: Cascade, Ia. Midway of Mirth: Vandalia, Ill. Mighty Hoosier State: Frankfort, Ky.; Lexington 14-23. Mighty Interstate: Greeneville, Tenn.: Erwin 14-19. Mighty Interstate: Greeneville, Tenn.; Erwin 14-19.

Moore's Modern: Shawnee, Okla., 10-19.

Motor State: Rochester, Mich. Nolan Am. Co.: New Martinsburg, W. Va Weirton 14-19. Norton's Rides: Scottsbluff, Neb.

ville, Ky., 14-19. Page's Combined: Martinsburg, W. Va. Pan American: Jonesboro, Ark. Penn Premier: Portsmouth, O. Playtime: West Quincey, Mass.; Weymouth

Powelson Greater: Coshocton, O.; Crestline Prell's Broadway: Staunton, Va.; Harrison- | Wolfe Am. Co.: Tryon, N. C.

World's Finest: Brantford, Ont.

Richards Back in Win Column After Rough Week

to capacity business in Opp, Ala., on April 16, Ring Bros.' Circus had a week of disappointing grosses until it played here Wednesday (25)

and drew a capacity night crowd. Franco Richards, owner-manager, has launched full-scale promotional operations for the first to McRae, Ga., was a promotional Richards said.

Putska, A. H.: Garden Prairie, Ill. Raley Bros. Expo.: West End, N. Biscoe 14-19. Red Menance: Salisbury, N. C.; Highpoint

Reid's Golden Star: Lafayette, Tenn. Reid, King: Glen Falls, N. Y.; East Hart-

Reithoffer Blue: Pittston, Pa. Reithoffer, Uley: Plymouth, Pa.; Camp Hill 14-19. Rocky Mountain Empire: Glenwood Springs

Rohr's Modern: Kankakee, Ill., 11-20. Rose City Rides: Leadwood, Mo.; Ironto:

Royal United: Pipeston, Minn., 18-20. Schafer Just for Fun: Dallas. Shop-O-Rama: Marshall, Ark., 7-9; Harri son 10-12.

Siebrand: El Paso, Tex. Snapp Greater: Raytown, Mo., 10-19; Bur lington, Ia., 21-26. Star Am. Co.: Bald Knob, Ark.

Stephen, C. A.: Morristown, Tenn.; Rogers Strates, James E.: Wilmington, Del. Sunset Am. Co.: Chillicothe, Mo.; For

Dodge, Ia., 14-19. Sylvester, Ernie: Charlotte, N. C. Tassell, Barney: Washington, D. C. Tatham Bros.: Illiopolis, Ill., 9-12; White Hall 15-19 Tennessee Valley Am.: West Point, Ky

thru the 10th; Irvington 12-19. Thomas, Art B., No. 1: Hastings, Neb. Grand Island 14-19. Thomas Joyland; Gary, W. Va. Tidwell, T. J.: San Saba, Tex.

Tinsley, Johnny T.: Greer, S. C.; Newton, N. C., 14-19. Tri-State: Madison, S. D., 21-22. 20th Century: El Dorado, Kan.; Topeka

United Expo.: E. St. Louis, Ill. United States: Coeburn, Va.; (Pair) Rich-

Victory Expo.: Enid, Okla., 9-12; Fort Sumner, N. M., 14-19. Viirginia Greater: Pocomoke City, Md.;

Crisfield 14-19. Wade Greater: New Boston, Mich., 8-13. Wade, W. G.: Battle Creek, Mich., 18-26 Wallace Bros.: Memphis. West Coast, No. 1: Los Banos, Calif., 9-13 West Coast, No. 2: Dixon, Calif. Wilcox, Dick: Waterville, N. H., 12-19. Wilson Pamous: Canton, Ill., 19-26,

HELENA, Ga. -- After opening spot and he attributed much of the business to the advance sale.

Richards, who is 36 years of age, is now in his fourth year as a circus owner. His show has 18 trucks. with one ahead, and has total personnel of 86 back on the show. Counting trailers and private motor units there was a total of 29 vehitime this season and announced cles on the lot. Daily nut is estithere are nine crews employing up mated at \$700, which has been to 40 phone men, ahead of the hard to get, altho two stands show. This small village, adjacent yielded more than \$1,000 each,

Family Operation

It is largely a family operation as Richards is manager and handles the front door, while Lucy DeRizkie Richards, his wife, stars in the performance, is show treasurer and handles the reserved seat sections.

Big show performance includes Matt Laurish's riding monkeys and ponies; Beryl Hazelwood, acrobat; Bonnie, baby elephant, worked by Laurish; Sylvia Thompson and Buster Todd with Dalmatian Liberty act; Martha Smiga, neck loop; Don Floyd Couch and Heidi, revolving ladder and trapeze; Lucy Richards, tight wire; Beryl Hazelwood and Martha Smiga, double swinging ladder; Mary Laurish, dog act; clown numbers by Danny Stryon, producing clown, with Mike Minelli and Whitey Hahn; Matt Laurish's military drill ponies; Martha Smiga and Don Floyd Couch and Heidi, tight wires; Susie C, large elephant, worked by Lucy Richards, with tug-of-war between the elephant and a tractor as closing number.

Music is furnished by Gaylord Maynard, trap drummer, with Coy Smith on sound machine. Running time of performance is one hour and 40 minutes.

Show made 120-mile jump from winter quarters in Pensacola, Fla., to Opp and has been moving well. Circus fleet departs at 5 a.m. daily and is on next lot by 7:30 a.m. A move of 70 miles from Dothan, Ala., to Eufaula, Ala., last week was made in an hour and a half. Two new trucks were added this season and none of the motor equipment is more than three years

Two Mishaps

Two mishaps marred the local date. John (Sweet Pea) Lahew, veteran boss elephant man, fell from the bull truck while loading hay and went to the hospital where t was found five ribs were fractured. Bob Russell, old-time sail maker, became ill.

Lee Houston has the Side Show and also has an animal show walkthru. Blackie Meyers handles front of Side Show. Les Garner has another walk-thru with a big snake.

The staff: Franco Richards, manager; Billy Sheets, assistant manager and equestrian director; Lucy Richards, treasurer; Kenneth Ikert, secretary; John Elmore, J. C. Roseuheim and Raymond Parks, contracting agents; Harry Fitch, legal adjuster; Lamar Roberts, electrician; Doc Phillips, 24-hour agent; Howard Hazelwood, big show boss canvasman; Charles Little, Side Show boss canvasman; Harry Boucheau, head mechanic; Joe Smiga, concessions; Kenneth Watson, props; William Moss, cookhouse; Les Garner, reserved seat tickets.

Concert features Buster Todd troupe and Gaylord Maynard with whit cracking, knife throwing and rope spinning.

Paul Campion is advertising car manager, assisted by Don Butter.

WANT GIRL SHOW

With own equipment. Excellent proposition. Replies to

> H. B. ROSEN Mighty Interstate Shows

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FOOD DEVELOPMENTS:

New Machine Introduced For Coated Frankfurters

HOLLYWOOD, Calif .-- A new water beverage users that is machine that cooks four batter- claimed to have several advantages, coated hot dogs in one minute has been introduced. The manuhas been developed here. After facturer points out it gives the Located as it is, the park is a nat- they are cooked, an infra-red lamp advantage of easy storage, conural to get a lot of trade from stand displays them and keeps venient handling, eliminates messy shoppers. Advertising gimmicks, them warm until sold. The batter, containers, has longer shelf life and promotion days and special events bowl, beater, brush and machine has less possibility of spoiling. are being planned as part of the are sold under a franchise opera- The product comes packed in 21/2tion and also includes merchandis- pound foil-lined bags, each coning aids. According to the fran- tainer yielding three gallons of chiser, the batter does not absorb beverage. The crystals are inoil but forms a crisp crust around stantly soluble with just water and the frankfurter.-Party Batter Com- ice. They are available in lemon, pany, 2022 Oakstone Way, Hollywood, Calif.

Fogless Glass . . .

NEW YORK — A frankfurter broiler that is said to have plate glass sides and front that do not fog or discolor, is being marketed here. The glass on all sides is designed to whet the appetite of the onlooker. Unit broils five pounds of hot dogs at once in the conveyer system. It is made of 22-gauge stainless steel; has concealed motor and wiring and is fully insulated, the manufacturer states. - Superflame Stove Corporation, 401 Broadway, New York 13, N. Y.

Crystalized

pink lemon, orange, grape and Gilhooley (mint).-Cramore Fruit Products, Inc., Point Pleasant, N. J.

Hot Chocolate Dispenser Is Speedy . . .

DENVER — A hot chocolate dispenser that is reported to be faster operating than most units, has been announced. According to the manufacturer, the dispenser delivers hot chocolate in from five to seven minutes from the starting time. They further state that there is no chance of lumps, no butterfat separation and no top-film. The unit, which has a three-gallon capacity, will fit into a space 131/2 by 131/2 inches. It is available in 115-volt, 750-watt capacity for AC current.-Miller & Carrell ManuCommunications to 2160 Patterson St., Cincinnati 22, O.

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Complete Sets

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WOOD MILK BOTTLES
(Plain), Each\$1.00
WOOD MILK BOTTLES DART BALLOONS #5. 10 Gress for \$7.50 WEIGHTED DARTS, Gress 4.00 BASEBALLS, Dozen 2.85 CORK GUNS, Each 6.75 CORKS, 1,000 for 1.75 HOOPLA RINGS, 3 to 7 in. Doz. .85 ALUMINUM MILK BOTTLES ... 1.50 (Weighted). Each ...

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GEM SALES CO. DATE TO MICH

MERCHANDISE TOPICS

novelties are urged to write to stocked by Acme Premium Supply Libo Plastics Company, 4677 North | Corporation, 1111 South 12th 45th Street, Milwaukee 16. Lebo Street, St. Louis. Write for their has a plastic ice cube with a real catalog. bug inside it. Another item is a shot glass with a real bug imbedded in the glass. The firm will send you a sample for 50 cents.

You can get 10 assorted watches which have been reconditioned and guaranteed like new from Midwest Watch Company, 5 South Wabash, Chicago, for \$69.75. Brands included in this group are Benrus, Bulova, Gr en, Elgin and Watham, firm says this is a \$139.50 value and will send a sample watch for \$9.95 and a sample band for 95 cents. Write for the firm's 1956 catalog.

A couple of flashy items at low prices are receiving good acceptance by concessionaires, reports the George Miller Company, 2332 lots. A sample is \$1.75. The other lots. A sample is \$2.75. Both land Midway Attractions. items are guaranteed for five years.

socks, plaster, flying birds, whips, of plush toys it calls outstanding.

Those whose operations use trick | Lalloons, hats, canes, etc., are

An unusually fast selling pocket secretary is being debuted by Paul Bros., 560 31st Street, Des Moines. Called Show Case, the firm says it will make ordinary wallets obsolete as it shows 12 credential cards and photos instantly. Show Case eliminates hunting and fumbling, as it flips open in a flash even with one hand. Contains ample compartments for currency, letters and each with expansion band. The papers, and includes memorandum pad, calendar, ruler and identifica- big sellers. tion. Made of vinyl plastic, this alligator finish pocket secretary retails for \$1.98. Write for trade prices.

The House of Stapleton, 2236 Michigan, Detroit, is switching from its long-established specialization in novelties and carnival mer-Powers Way, Youngstown, O. One chandise to operation of a chair is a portable electric chrome hot and table rental business, accordplate offered at \$1.50 each in dozen ing to Mrs. Mae Stapleton, proprietor. The firm was founded by is a traveling iron, Little Traveler, her husband, the late Charles H. which folds for packing. These Stapleton, and Mrs. Stapleton herare offered at \$2.50 each in dozen self is now a partner in the Joy-

Ace Toy Manufacturing Com-Merchandise such as lamps, pany has moved to larger quarters clocks, enamelware, aluminum a 536 Broadway, New York. Plush ware, decorated tinware, toys, users are urged to write to Ace for glassware, blankets, hampers, has- prices on a spring and summer line

PIPES FOR PITCHMEN

RAY COFFEEN . . .

jotting from Detroit, says that he's don't think that I'll make it again scheduled to do a stretch in a local hospital in the very near future. He hopes to be up and at'em again and available for work in a month in the stores is bad, however, be-

LEO (HAPPY) HELLER . the genial gent from Romeo, Mich., who keeps us abreast of the shenanigans that transpire in and individual store. You really have to around the Detroit area, has this to report in his latest dispatch from the Motor City; "The 20 and Most of the stores (except down-30 degree weather that we have been having here in Michigan has kept Doc Slocum and me working inside the stores. Altho we have braved a few auctions, we would worked the Builders and Home Show here in Detroit and did okay. the Mouli Julianna Shredder just down the line from us and we sure did enjoy their company. Edna celebrated her umptieth birthday her standing sales records. When Edna and Hal will wind up very near the top. J. Arthur McCool, Eileen Kraft and Miss Roberta Builders Show by our roving soci-

GREATEST JEWELRY OFFER SNAP-A-PART BEADS

I haven't been down in that neigh-

Moonstone & Opaques, Doz...\$2.25 Pearls (oval and round). Doz.... 4.25

Earrings from \$1.00 doz. up DELMAR-SPOJAS NOVELTY CO., INC. 19 West 84th Street, New York, N. Y.

borhood since last Christmas and I until next Christmas. Things in general in Detroit are fair. Traffic cause it seems that there is a shopping center every half mile or so and this naturally cuts down on the number of customers in any get in there and pitch if you want to wind up with a week's pay. town) are open until 9 p.m. four nights a week which makes a workweek of 64 hours."

FROM EVANSVILLE, IND . . . have done better to stay home. We Harry (Bones) McClure, a newcomer to the pitch brigade, letters the following: "This is my first Hal and Edna Halliday worked pipe to your column, however on previous occasions I've had a few jottings in Confab and Marquee. While I'm a J. C. L. in the pitch business, I don't consider on the closing day by shattering all myself a complete stranger because I've spent almost 40 years in the they list the great workers of this theater and in the outdoor show age, there's no doubt but what business. Since March 14, I have been working for Fred Cummings, of St. Louis, pushing Ti Plant Logs Mr. and Mrs. Jack Smith, Mrs. and Julianna Salad Makers. I wound up a four-week stand here Putti were noticed as visitors at the just a few days ago. Recently I had a jackpot cutting session with a ety secretary. I don't know who is couple of old pals of mine, Mr. working downtown Detroit because and Mrs. Bert Harris of mouse fame. The Harrises are former carnival folk from the West Coast and, in my book, they are currently two of the sharpest mouse workers in the business. Phil Craft, the Detroit auto polish impresario, worked a nine-day stand in the same store with me here in Evansville. I recently visited with Specks Groscurth when his Blue Grass outfit was playing Owensboro, Ky., and renewed acquaintances with Col. Lew Alter, George Speers, Earl Baker, Grant Chandler and Mr. and Mrs. Feldman. Here's wishing the best of everything to all guys and gals in the pitch and outdoor show world."

grab bags from \$7 to \$12 a gross. Send \$2 or \$5 for samples.

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Aluminum, gold plated, 6 styles of Expansion Ident Bracelets. 8 styles of 24" Disc Necklaces, heavyweight Mexican Rings, all kinds of nickel-silver Signet Rings, Pins for engraving, Rings for grab bags from \$7 to \$12 a gross. Send \$2 or \$5 for samples

Louis A. Bartha.

10-13. Bob Wellborn.

stock Show, May 25-26.

Stock Show, June 6-7.

Show, May 9-12.

Nugent.

Lundy.

May 7-12.

Walston

7-10.

June 3.

July 11-15.

C. A. Eberlein,

Volunteer Pire Dept.

Murray-Murray Rodeo, June 7-9.

27-June 3. Brounlow R. Hall.

13. Bob Wellborn.

Lane.

24-25.

Plainview-Plainview Rodeo, June 7-9.

Uvalde-Uvalde Co. Centennial, May 10-

Utah

Salt Lake City-Intermountain Jr. Fat

Salt Lake City-National Home Show, May

Spanish Fork-Utah State Jr. Livestock

Vernal-Basin Livestock Show, June 1-2.

Virginia

Ettrick-Ettrick Jamboree, May 21-26, R. E.

Galax-Celebration, July 2-7. Elbert L.

Petersburg-Legion Celebration, May 20.

Richlands-Richlands Stock Show, May

Winchester-VPW Celebration, May 14-19.

Woodstock-Am. Legion Community Week,

Washington

Colville-Colville Rodeo, June 23-3. Prank

Tonasket-Tonasket Rodeo, May 19-20. Dr.

West Virginia

Piedmont-Centennial, May 21-26. T. R.

Ripley-Celebration, July 4. J. J. Karr,

Wisconsin

Fond du Lac-Water Regatta, June 23-24.

Kenosha-Jaycee Lakefront Fair, July 16-

Manitowoc-Eagles State Convention, June

Menasha-Polish Palcons Celebration, June

Oconto Palis-Jayoee Celebration, May 30-

Wyoming

Laramie-Horse Show & Races, July 12-14.

Pinedale-Intermountain Horse Races &

Worland - 50th Anniversary Celebration.

CANADA

Alberta

Cardston-Cardston Rodeo, July 16-17. Bert

Claresholm-Fort MacLeod-Claresholm-Fort

MacLeod Rodeo, June 29-30. Hand Hills-Hand Hills Rodeo, June 13.

Edmonton-Edmonton Rodeo, June 4-9.

Poremost-Foremost Rodeo, June 23.

Hanna-Hanna Rodeo, June 6.

Taber-Taber Rodeo, May 21-22.

Hardisty-Hardisty Rodeo, June 8-9. Ponoka-Ponoka Rodeo, June 29-30.

Raymond-Raymond Rodeo, June 29-30.

Saskatchewan

Saskatoon-Light Horse Show, May 16-19.

Afton-Dairy Day, June 15.

Afton-Field Day, June 32.

Charlot Races, June 3.

Fairview-Pioneer Day, July 24.

Lander-Pioneer Days, July 3-4.

Grafton-Centennial, May 28-June 1.

Combs, Tri-Town Pire Co. No. 1,

Green Bay-Sham Battle, May 17-20.

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COMING EVENTS

Continued from page 34

Morehead-Centennial, May 21-26. Paducah-Centennial, July 29-Aug. 4. Jack Keiler, Columbia Amusement Co., Arcade Theater Bidg. Stearns-Celebration, July 4,

Louisiana New Orleans-La Boat Pestival-Pan Amer-

ican Regatta, June 9-10. Leonard Rosman, 62 Egret St. New Roads-Baton Rouge-Pointe Coupe Boat Festival, May 26-27. Cal J. Calliouet, 605 Pierce St., Baton Rouge. Shreveport-Horse Show, June 6-9. Mrs. E. D. Holcomb Jr.

Springhill-Springhill Rodeo, May 24-26. Fred Boozer.

Maryland

Baltimore-Celebration, June 11-16. Big 4 Veterans of Pimlico, Inc., 4637 Park Bedford-Jr. Chamber of Commerce Cele-Heights Ave. Lowell-Lowell Commons Celebration, July New Bedford-Fire Fighters Free Charity Circus, July 16-21.

Massachusetts

Boston-Tulip Show, May 17-18. Gloucester-St. Peter's Plesta, June 28-Springfield-Home Show, June 18-26. Sam Wasserman,

Michigan

Livonia-Lions Club Pun-O-Rama, May 23-June 3.

Minnesota

Edgerton-Dutch Pestival, July 18-19. Clifford H. Peterson. Vesta-Vesta Days, June 20-21,

Missouri

Aurora-Legion Celebration, July 4. W. A Oglesby. Canton-Lewis Co. 4-H Show, July 20-21. Hillsboro-Hillsboro Horse Show & Pestival, July 27-29 Sam Martin.

Maryville-Northwest Mo. Horse Show, July 11-12 Mrs. Lester Swaney. St. Joseph-Buchanan Co. Datry Show. May 19. Webb Embrey St. Joseph-Interstate Jr. Dairy Show,

May 26. Webb Embrey. Montana

Butte-Butte Rodeo, June 28-30. Lewis A. Guay.

Nebraska

North Platte-North Platte Rodeo, June 22-24. H. B. Manners. Potter-Potter Rodeo, June 23-24. John Alves.

Nevada

Elko-Eiko Rodeo, June 29-July 1. Oren Probert. Las Vegas-Elks Helldorado & Rodeo, May Reno-Reno Rodeo, July 1-4. R. A. Peter-

New Jersey Hammonton-Feast of Our Lady of Assumption, Aug. 13-18, Ralph Santilli, 221

French St. New Mexico

Cimarron Rodeo, July 4. W M Hope Espanola-Espanola Rodeo, May 19-20. Joe

Gallup-Gallup Rodeo, June 23-24, Peter J. Racki.

New York

Albion-Firemen's Convention, June 13-16 East Pembroks - Firemen's Convention, June 15-17 Forestville-Firemen's Convention, July 13-

Manchester-N Central New York Firemen's Convention, June 27-30. Angle Mattydale-VFW and Men's Club Celebra-

tion, May 28-June 2. Geo. Mundy, 103 Mattydale--Firemen's Pield Days, June 21-

23. Geo. Mundy, 102 Breman Ave. Mayville - American Legion Convention, July 4. Middleport-Street Fair, Sept. 2-3.

Mount Morris-Livingston Co. Firemen's Convention, July 17-21, F. J. Lopez, New York-International Home Building Expo., May 12-20.

New York-International Housewares Show. June 25-29 New York-International Antiques Exhibi-

tion & Sale, May 26-June 3. Ogdensburg-National Home Show, June 19-24 John Daly. Ridgeway - Firemen's Convention, June 22-23.

Valatie-Centenniai, July 2-7. North Dakota

Butte-50th Anniversary Celebration, July 17-18. Otto Hulsebus, Commercial Club. Dickinson-Dickinson Rodeo, June 30-July I. Howard Schnell.

Ohio Montpeller-National Threahers' Assn. Reunion, June 28-30.

New Richmond-American Legion Carnival, Springfield-Central O. Sports Car Show, May 11-13.

Oklahoma

Pawhuska - Quarterhorse Puturity Race Meet, May 6 and 13. Pawhuska-Osage Co. Cattlemen's Association Convention, June 22-23. Pawhuska-Ben Johnson Memorial Steer Roping, June 24. Pawhuska-International Round-Up Clubs

Cavalcade, July 27-29. Oregon Albany - World's Champtonship Timber

Carnival, July 2-4. Beaverton-Beaverton Horse Show, July Bend-Tri Co. Fat Stock Show & Sale, Burns-Harney Co. Pioneer Day, June 3. Corvallis-Men's Garden Club Rose Show.

The Dalles-Ore Wheat Growers' League 4-H FFA Stock Show & Sale, June 5-7. Dufur-Farmers' Union Picule, June 2. Eugene-Lions Home Show, May 10-13. Enterprise-Junior Rodeo, June 30-July 1. Grants Pass-Gladiolus Festival & Show. July 28-29.

Grants Pass-Grants Pass Rodeo, May 12-13. Louis D. Ringuette. Lebanon-Strawberry Festival, June 15-16 Medford-Celebration, July 4. Medford-Rougue Valley Roundup, June

Milton-Freewater-Pea Festival, May 18-20

Nehalem-Nehalem Bay Garden Club Flower Show, July 28-29. Portland-Rose Festival, June 4-10. Roseburg-Roseburg Rodeo, June 23-24. Vondis Miller.

Salem-Salem Rose Show, June 18-19 Sheridan-Phil Sheridan Days & Rodeo. June 22-24.

Sisters-Sisters Rodeo, June 16-17. Spray-Spray Rodeo, May 26-27. Della Stinewalt. Taft-Fireworks Shows, July 4.

Tygh Valley-Fourth Annual All-Indian

Rodeo, May 19-20. Union-Eastern Ore, Livestock Show, June Union-Union Rodeo, June 7-9. L. F. Huffman.

Pennsylvania

bration, May 21-26. Forest City-Firemen's Celebration, July 9-14. Rudy Harvatin, Browndale Hose Co.

Rhode Island Natick-Old-Timera Jamboree, July 23-28

South Dakota

Aberdeen-Diamond Jubilee, June 18-23. Belle Pourche-Black Hills Round-Up, July Brookings-Shorthorn Breeders' State Show & Sale, May 24-25. Clark-75th Anniversary Celebration, June 24-26 Cresbard-50th Jubilee Anniversary, June Custer-Gold Discovery Days, July 22-24.

De Smet-Old Settlers' Day, June 11. Faulkton-Celebration, July 4. Port Pierre-Fort Pierre Rodeo, July 4 Garden City-Gala Days, June 9-10. Gary-Derby Days, June 18-19 Gregory-Gregory Celebration, July 2-4 Groton-75th Anniversary Celebration, June

Hill City-Heart of Hills Celebration, June 23-24.

Martin-Sloux Stampede, July 3-4. Midland-Celebration, July 4. Miller-Miller Legion Rodeo, June 10-11. Miller-75th Anniversary Celebration, June 11-13.

Mitchell - 75th Anniversary Celebration. June 7-9. Mobridge-Mobridge RCA Rodeo, July 3-5 Murdo - Golden Jubilee Celebration. Pierre-Days of '81, June 16-17. Plankinton-Tulip Festival, May 11-13. Presho-Water Carnival, July 4,

Redfield--Celebration, July 4. Sloux Falls-Centennial Celebration, June Sioux Falls-Antique Show, May 10-13. Tabor-Czech Days, June 25-26. atertown-Tulip Festival, May 11-13. Webster-Webster Diamond Jubilee, June

Tennessee

Dayton—Strawberry Festival, May 14-19. Gallatin—Daviess Co. Jr. Lamb Show, June 6. George B. Schmitt. Lawrenceburg - Lawrence Co. Strawberry Festival, May 13-14. G. H. Lehnert. Memphis-Memphis Cotton Carnival, May

Texas

Belton-Belton Rodeo, June 30-July 4. W. F. Hamner. Brady-July Jubilee, July 2-4. Jack Locklear. Burkburnett-Burkburnett Rodeo, June 27-29, F. A. Martin. Gladewater-Gladewater Rodeo, June 12-

15. Ralph Prince. Coleman-Coleman Rodeo, July 11-14. Weldon Davis. Fort Worth-Home Builders' Show, May

Fredericksburg-July Horse Races, July 1-4. Wm. M Petmecky. Henderson-Henderson Rodeo, May 30-June

2. R. R. Enathony. Lubbock-Lubbock Rodeo, June 20-23. Mason-Hill Country FFA Rodeo, May 24-26. Willis Birk.

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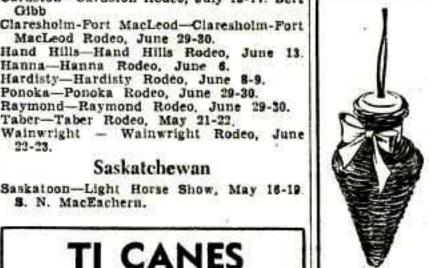
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YOUR NAME IN HEADLINES ON STANDard newspaper page; make up your own neadline: 3 different. \$1: not over 36 letters each, headline blanks \$30 per thou-sand Andrew Quirk. Box 1351 Dept. 14 Hartford 1 Conn.

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6MM. 3,000 SOUND REELS, SELL DIRT cheap. Big, new list Features. Westerns, Serials. War films Roshon, 335 Fifth Ave., Pittsburgh 22, Pa.

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PERSONAL

FLATIE AND TROUPER HAS 10-YEAR sentence. Need \$500 attorney's fees. Send money to John Robbins, #66729, c o Treasurer, Missouri State Penilentiary, Box 900, Jefferson City, Mo. All contributions will be highly appreciated.

WILL ANYONE KNOWING WHERE abouts of Raiph R. Mickey, formerly with Sutton Shows, ask him to get in touch with his sister, Christine Parrish, 310 West 19th St., Scottsbluff, Neb.

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TELESCOPIC BAMBOO POLE 12-ft. length . 3 section . Fully equipped • 3 guides and full metal tip e Red lacquered wraps e Full metal clamp holder for reel . Individual clear bag sleeve . Blue Ribbon Brand. Per Dox., \$18.00. CASTING LINE 50 yards to spool 12 speels to box. Per Dox. Speels.

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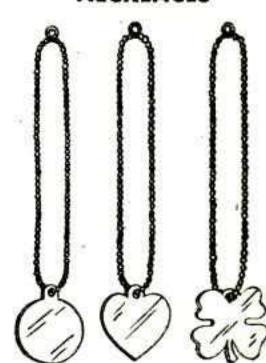
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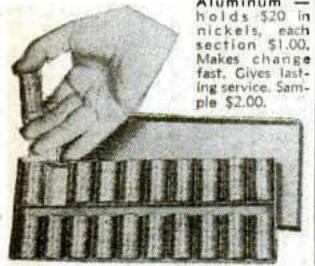


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AVAILABLE?? SEND \$1 1956 LISTING OF Theatrical Agencies who have work! World Wide Theatrical Guide, P. O. Box

BAND, 4 TO 6 PC. MT. VACATION RE-sort from May 28 to Sept. 23. Union or non-union. 16 weeks Dinner and Dance. About 35 hours per week; room and meals. State in first letter instrumentation, dou-AND COVER! bling, price per man. Box 573, 1474 B'way. ch-my12

Aluminum - BROADWAY MUSICAL MINSTRELS wants Black Face Comedians, People in all lines, send photos, Will not advance money to anyone. Ches. Davis or Russell Judy, contact this show. Address c/o Bill-board Pub. Co., 390 Arcade Bldg., St. Louis,

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HIGH ACT MAN PERFORMER WANTED. No time to lose, write quick. Wilfred Al-cido, Box 34, Ghent, New York.

HILLBILLY AND WESTERN MUSICIANS wanted. Steel Gultarist, Fiddle and others; union, appearance, sober, important to join established radio, stage TV unit. Salary guaranteed. Write or wire all with phone number. Box C-432, c/o Billboard, Cincin-nati 22, Ohio.

LONG RANGE GALLERY HELP WANTED. No drinking, Jesse Norwood, Royal American Shows, Memphis, Tenn.

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guaranteed salary; 13 weeks' location
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trombone. Danny Meyer, Joe Fields, Dewey
Geautraux, contact Larry Elliot, 516 Mutual
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sing some harmony. Steady locations;
state age and experience. Orchestra Leader.
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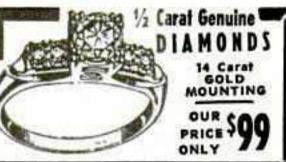
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MISCELLANEOUS

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Henderix, W. A.
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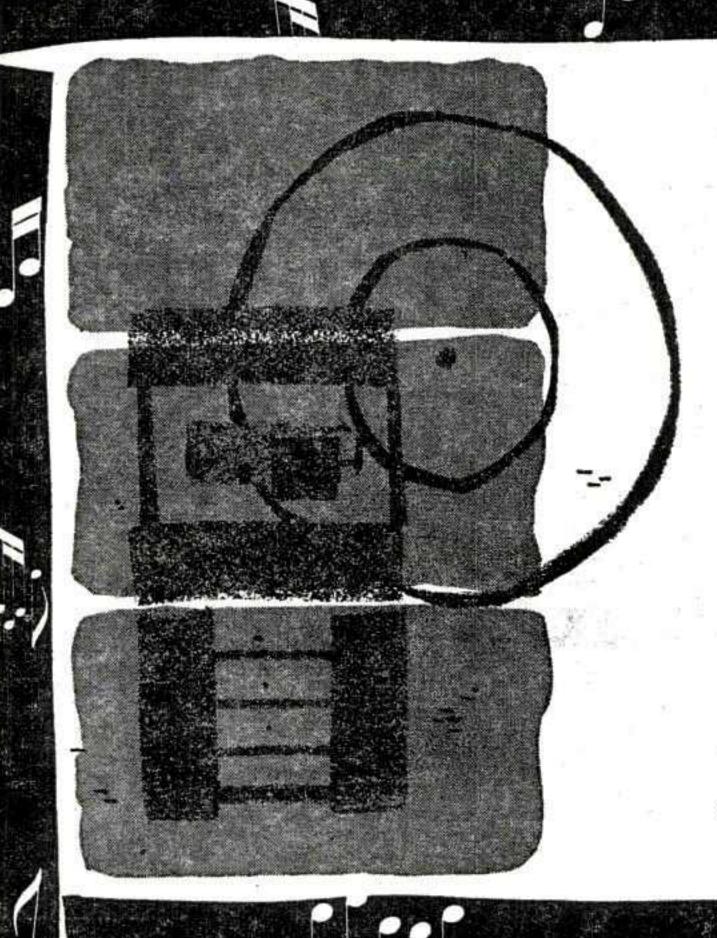
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THE BILLBOARD'S 1956

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THE NINTH ANNUAL JUKE BOX OPERATOR POLL

Music Goes 'Round 25,000,000 Times In Juke Boxes' Day

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Continued from page 1

felt had the best chance of success nessee Ernie's "Sixteen Tons," first in 1956. The winners in the latter and second. question are very interesting in that most of the talent named has already made it-a sure reflection of the brisk pace of the music business (tho many names picked are relatively new).

Here are the favorite artists occupying the first and second spots in the operator voting: Kay Starr and The Platters, one and two respectively in pop balloting; Elvis Presley and Webb Pierce in country and western; the Platters and Little Richard in rhythm and blues (See full listings in special section).

Operators' Choice

Voted in by operators as "having the best chance of success". in pop category are Pat Boone and Gale Storm in a tie for first; Elvis Presley first in country and western; Little Richard in rythm and blues.

Besides all of this, a cumulative total of The Billboard's "Most Played on Juke Boxes" chart from January thru April this year disclose the top five money-making records in each category operators selected during that period. First classification for the period named

ditties, Elvis Presley's "I Forgot a fact which only more strongly to Remember to Forget" and Ten
(Continued on page 123)

Current Change

Juke box operating management pinpointed in the Poll two of the biggest factors in the change and adjustment it's currently undergo-

1. The need to increase income to meet increasing costs and the means of doing it; and-

Programming more selections to realize maximum earning power of larger capacity equipment.

Poll results confirm the theory that the average operator is devoting more of his time to properly programming his equipment to insure just that-maximum play.

Besides again showing that the overwhelming majority keep for themselves the key responsibility of record buying, the Poll offers convincing evidence of the extensive use operators make of trade paper charts, features and ads, and other aids-in addition to location requests and their own opinionsin selecting records.

Use More EP's

One effect which larger-capacity and second place winners in this equipment seems to have in programming today, as clearly indicated by the Poll, is the in-Kay Starr's "Rock and Roll creased use of EP's, with a sub-Waltz" and the Platters' "Great stantial increase shown this year Pretender," first and second places in the number of operators who respectively, in pop category; say they do use some EP's. This Platters' "Great Pretender" and is not to say, however, that the Clyde McPhatter's "Seven Days," growth of EP's is not moving first and second in rhythm and slowly and is not a highly deblues; and in country and western batable issue among tradesters-

EDITORIAL

Nine Years of MOA

As this is written, the curtain is ready to go up on the ninth annual convention of Music Operators of America. To those who raised the curtain in bringing the association into being nine years ago, that fact itself is heartening.

They can be proud they built well. For MOA has shown it fulfills an important need, and it is growing.

That growth is surely reflected in the broadening scope of services which this convention is set up to provide. The program agenda includes not one but a host of subjects of vital interest to every operator. And the fact that these meetings are moderated and guided by a number of operators themselves is testimony enough of interest in them.

We'd like to be able to say that MOA has done the impossible. We'd like to say that in the nine fast-moving years of its exictence, it has done what no association with as ambitious a program has ever managed in such a short time. But we can't, and we're sure that those who appreciate the most what MOA has done would be the first to admit it. We live in a real world and the impossible doesn't happen often.

MOA has done much, but it hasn't so far grown to the place thoughtful members of the trade envision for it. That's not to say it's a long way off. This year's show is clear evidence of that.

But while it has not so far accomplished all the objectives set out for it, in reaching for them it has done much. True, its activity in representing music operators in juke box copyright legislation has been its major one. But in shouldering the responsibility of speaking for operators, it has shown potential dimension in being their voice in other matters. State and local legislation and taxation, public relations-these are matters, too, where it could-and should-be an effective voice in the same measure as in national legislation.

MOA has reached a stage in its development when it can broaden its services. Again, this convention is a sign it's moving in this direction.

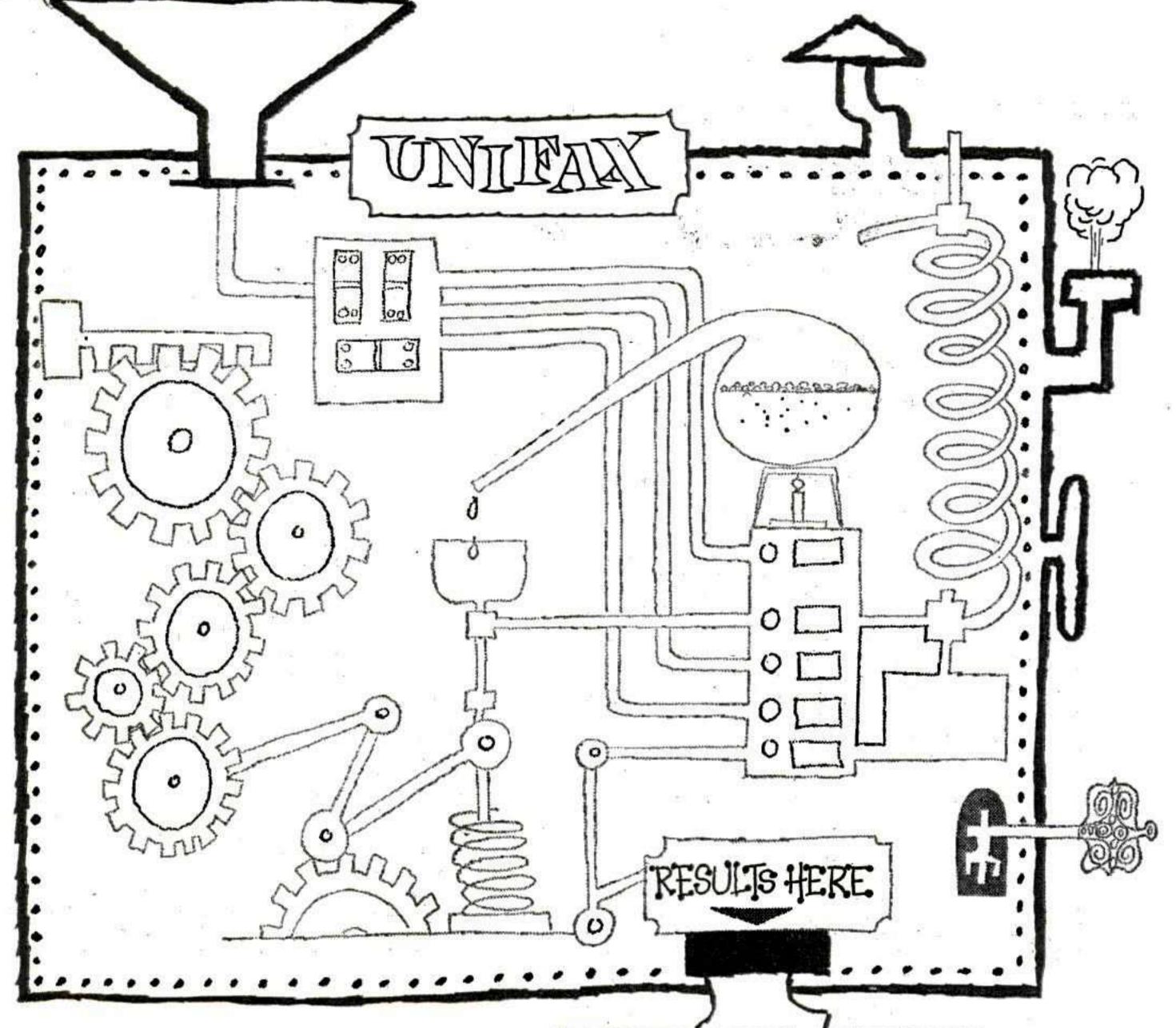
The burden of responsibility for further progress rests not solely with it. Operators who have not yet given it active and financial support, but who have still enjoyed its benefits share this responsibility.

MOA is proving itself; the potential is present. Operators should consider well what their responsibility is in relation to it. Convention time is as good a time as any for all operators to do just that.

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THE BILLBOARD'S

1956 JUKE BOX OPERATOR POLL

This is the ninth consecutive year The Billboard has conducted its Annual Juke Box Operator Poll, a comprehensive report of music operating management.

The 1956 Poll is based on returns to a seven-page questionnaire mailed to operators. The report of 400 music operating companies were used for this tabulation. The Poll is divided into two parts: Trade Analysis and Record Analysis.

Part 1:

Trade Analysis

QUESTION 1: Is operating your full-time occupation?

COMMENT:

This is the second straight year that the Poll indicates an increase in the number of part-time operators. The 1955 Poll showed an increase for the first time in last seven years.

Last year 24.5 per cent of operators polled classified themselves as part-time operators, just 11.4 per cent did so a year earlier. Altho no specific reasons for this continued increase could be learned from the poll questionnaire, it would be wrong to assume that it indicates only that more people are entering the operating business on a part-time basis. This fact may surely account for part of the increase. But increased costs—equipment, records, labor—demand too large an investment today for the average person on a part-time basis. Another possible reason for the increase: Poll results for the last three years show that an increasing number of established operators are moving into other businesses, usually retail record stores, one-stops (see Question 25). For both reasons, however, the trend is a very interesting on to note.

QUESTION 2: How many juke boxes do you now operate?

COMMENT

Three primary facts—the average number of machines owned by operators, the number of employees an operator has, and the fact that most operators are in debt—strongly suggest the structure and character of the music operating business: That it is composed of small, independent businessmen. This average itself serves as a gauge to check total investment, gross margin. Significantly, this is the third straight year this average figure has declined—last year the Poll showed the average at 60.6 machines, a year earlier, 68.8. A good reason for the increasing decline: Higher operating costs which force operators to drop marginal locations. Another: Stiffer competition, with at least slightly more newcomers entering the business on a part-time basis (see Question 1). Obviously, with an increased number of operators reporting themselves as part-timers in this Poll, the average would be lower for this reason alone.

QUESTION 3: Do you operate any types of other coin machines?

COMMENT:

The nature of the music operating business lends itself easily to diversification. An operator who is operating a juke box in a tavern or restaurant is a logical prospect for operating amusement equipment and vending machines such as cigarette and candy venders which do not require highly skilled servicemen. A package deal—whereby an operator handles all this equipment in a particular location—gives him a better cost ratio and selling wedge. The percentage of operators who answer yes to this question has remained constant the past three years of the Poll.

QUESTION 4: If you operate ony types of coin-operated equipment other than music machines, please check as many as apply.

COMMENT:

For the first time since the Poll was begun, this question was altered so that operators could answer to both pinball machines and to other amusement games. In previous years pinballs were grouped under the latter. In last year's Poll, 83.5 per cent of the operators replied they operated amusement games, 97 per cent a year earlier. Taxes, restrictions and faster turnover in this equipment are all reasons for the decrease. In an additional question in the Poll, operators were asked what equipment—other than juke boxes—they planned to buy during 1956. All categories except "venders other than cigarettes" were reduced from 5 to 10 per cent. Of course, the above figures add to more than 100 per cent because many companies operate two or more types of equipment.

QUESTION 5: On the basis of investment, do you classify yourself primarily as a music operator?

COMMENT:

Since the price of a new coin-operated phonograph is usually from two to five times that of amusement games and cigarette venders, operators with a substantial number of phonographs will naturally classify themselves primarily as music operators. The percentage ratio thru the years of the Poll has been constant. The stability of the juke box business during the past seven years is underscored by this large group of operators with substantial investments in music machines who devote most of their time and attention to developing their music operations.

QUESTION 6: I employ approximately the following number of people in my juke box operation:

| | No. of People | % of Operators |
|---------|------------------|-------------------|
| ANSWER: | None | 36.1 |
| | 1 | 26.1 |
| | 2-3 | 24.9 |
| | 4.5 | 8.8 |
| | 6-7 | 1.8 |
| | 8-9 | 0.6 |
| | 10 or more | 1.7 |

COMMENT:

These figures dramatically show that the music operating business is small business; they show better than anything else the relative size of the average music operating company. A "none" classification was added to this question this year, thus eliminating the possibility of an operator counting himself as an employee. Notice that more than one-third of those polled are one-man operations and that 51 per cent of operators polled employ from just one to three; in short, an impressive 95.9 employ fewer than six, 87.1 per cent fewer than four (compared to 89 per cent and 76 per cent, last year, respectively).

QUESTION 7: Of the total number of phonographs on your routes, what percentage are 1950 models or newer?

COMMENT:

The Poll figure shows that the average replacement rate for machines is almost 13 per cent, less than the 20 per cent required to turn over a route every five years—which operators well understand as the ideal rate. But it's still a creditable rate and is up several percentage points from several years ago. Besides, the 29 per cent who classify themselves as part-timers pull the percentage down in this question.

QUESTION 8: Of the total number of phonographs on your routes, what percentage are 80 or more selections?

ANSWER: An average of71.8%

COMMENT: 888

The enormous strides that the trend to multi-selection equipment has made in the last few years is impressively confirmed with the above figure. This year's figure represents a substantial increase over last year's Poll figure of 54.5 per cent. Today, of course, phonoghaph manufacturers are concentrating on multi-selection equipment—80, 100, 104 and 120 selections, and three manufacturers are now marketing 200-selection machines.

QUESTION 9: Of the total number of phonographs on your routes, what percentage play 45's?

COMMENT:

The 78 r.p.m. disk on juke boxes in the U. S. is almost history. Juke box production for several years has been almost exclusively 45's, with only the export market and a few domestic areas still using 78's. It is estimated that roughly 325,000 of the nation's juke boxes are geared for 45's. In just six years, 45's have almost completely changed the juke box market, with only about 20 per cent of the machines now operating in the U. S. on the larger disks.

QUESTION 10: Do you currently operate any of your music equipment on dime play?

| ANSWER: | Yes | 69.5% |
|---------|-----|-------|
| | No | 30.5% |

COMMENT:

The growth of dime play in just several years has been tremendous. In last year's Poll, for example, the percentage ratio was almost the reverse of this, with 64.7 per cent answering no, 35.2 yes. As we stated then, 29.5 per cent of those answering no reported they "were either on the verge of switching to dime play or were hoping to do so within the next six months." That this number did so is strikingly borne out by this year's figures. In the face of increasing operating costs, the overwhelming majority of operators are converting to dime play as one means of correcting shrinking profit margins. It should be carefully noted that the above figures do not stand for percentages of the total number of machines already on dime play. The figures only show the percentage of operators who operate at least some of their equipment at a dime. Operators answering "yes" may operate only several of their machines at a dime or their entire routes (see Question 11 for a breakdown).

QUESTION 11: If you do operate some equipment at a dime a play, what percentage?

| | % of Machines on a Dime | % of Operators |
|---------|-------------------------|-------------------|
| ANSWER: | Under 25% | 36.9% |
| 10800 | 25-50% | 18.8% |
| (4 | 50-75% | 16.2% |
| | 75-100% | 28.1% |

COMMENT:

This is the first year that this question was included in the Poll. It helps pin down the progress of dime play in terms of numbers of machines and not just numbers of operators who operate "any" at a dime. This question, then, offers a breakdown of the 69.5 per cent of the operators polled in Question 10 who reported they do operate some of their equipment at a dime. These figures definitely show that while growth has been great, dime play is still a long way from being established practice in many areas. Notice that over 55 per cent operate less than half their machines at a dime, over one-third "under" 25 per cent. Very encouraging, however, is the fact that almost a third have converted 75 to 100 per cent of their machines, 44.3 per cent over half their routes.

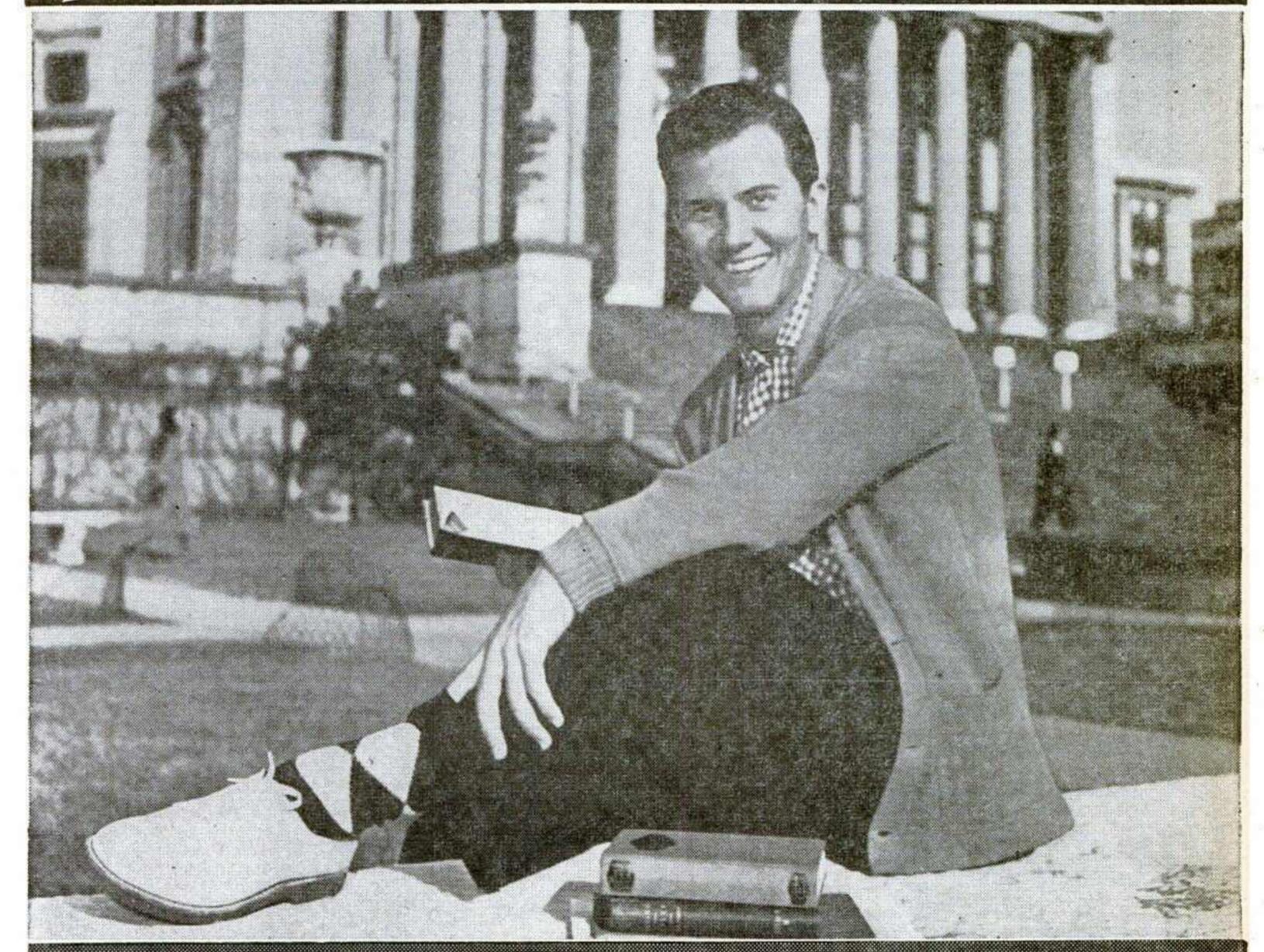
QUESTION 12: Please check the type of commission arrangement you use when installing brand-new equipment:

| e e e | Operators |
|---------|---------------------------------|
| ANSWER: | Flat percentage |
| 196 | First money plus percentage10.9 |
| | Guarantee plus percentage 7.9 |
| | Renfal 3.1 |
| .13 | All types |

* COMMENT:

Percentages in the answers to this question are substantially the same as last year's Poll indicated. It is interesting to note, however, that flat percentage contracts appear to be on the increase. In the last three years the Poll has shown they've increased over 10 per cent. It appears significant that flat percentages once accounted for 90 per cent of the commission arrangements, gradually dropped to just 47 per cent as indicated in the 1954 Poll and now appear to be climbing. Increased equipment and operating costs were responsible for many operators moving to commission arrangements more favorable than the flat percentage. The only tentative conclusion to draw from this apparent reversal is that stiffening competition has led to more operators returning to the flat percentage. First money plus percentage refers here to an operator taking a predetermined amount from the collections for depreciation purposes and then splotting the balance with location owners. A guarantee plus percentage—the location owner guarantees the operator that collections will reach a certain amount—is usually used in marginal locations where collections are too low to pay for the service and records on the machine. Rentals-location owners pay operators fixed amounts regardless of collections-are seldom used on new equipment.

THE ONLY ARTIST IN THE HISTORY OF THE MUSIC BUSINESS TO BE ON THE "BEST SELLING RETAIL RECORD CHARTS" 38 OUT OF 52 WEEKS IN HIS FIRST YEAR ON RECORDS



Thanks Ops for making it all possible 1213-00

CURRENT RELEASE: Long Tall Sally . Just as Long as I'm With You dot 15457.



QUESTION 13: For the past 12 months, what has been your average weekly share of gross collections per machine?

ANSWER: An average of\$12.38 per week

COMMENT:

It is highly significant that the growth of dime play in the past year (as revealed in Question 10) parallels an increase in the average weekly gross collections during the same period as indicated by the above figure. Last year's Poll showed that the average was \$9.89 per week. Altho this exact amount of increase by no means holds true everywhere, the fact that there has been an increase is clearly indicated. Dime play has surely played an important role in reversing a declining trend as revealed in last year's Poll which was down from the 1954 Poll of \$10.25. It must be remembered that from this gross operators must set aside funds for paying employees, buying new records, depreciating equipment and paying all overhead expenses.

QUESTION 14: What percentage of your weekly gross do you spend in salaries and wages?

COMMENT:

Altho this figure is slightly under last year's Poll figure of 25.9 per cent, it should be noted that operators polled this year include a larger number of operators who do not devote full time to operating and a sizable group of operators who have no employees. Both these factors would pull the percentage down. A figure of from 20 to 25 per cent for this question is considered average. Since previous Polls have indicated that operators spend approximately 15 per cent of their gross collections on new and replacement records, it can be seen that with these two expenses alone—records and salaries—the average operator's gross receipts are almost halved immediately. Of course, other fixed costs that must be met are depreciation, rent, parts. Taxes and licenses account for large sums, too.

QUESTION 15: To maintain your route in A-1 condition, what percentage of your music equipment do you believe you should replace each year?

ANSWER: An average of18.9%

COMMENT

As stated in Question 7, the actual replacement rate currently for the average operator is almost 13 per cent. So while the above figure does not answer the percentage of equipment the operator actually replaces (which is answered in Question 7), it does show convincingly that operators are well aware of the fact that ideally a route should be completely replaced over a five-year period. The fact that the actual replacement rate is slowly increasing—as indicated by the Polls—is evidence that operators are striving toward the ideal goal, i.e., to maintain the route in "A-1 condition." Again, increased costs all down the line—without increases in grosses—has kept most operators from moving more rapidly to an ideal replacement rate.

QUESTION 16: How do you pay your employees?

| 727272207703355 | % of Operators |
|-----------------|------------------------|
| ANSWER: | Salary only |
| | Salary plus commission |
| | Commission only |

COMMENT: %

This is the first time the Poll shows that the percentage of music operators who pay their employees a straight salary has not shown an increase, but has in fact dropped a few points. Last year's Poll showed 83 per cent paying a straight salary. This difference is not enough to be significant. But it does appear that the percentage of operators using this plan has pretty much stabilized at around 80 per cent. There are good reasons why this plan is used by the overwhelming majority of operators. A big one is the need for anticipating income so that operators can tell at any time how much equipment can be scheduled for purchase and how many records can be bought in any one month.

QUESTION 17: Is your music operation free from debt?

| ANSWER: | Yes | | • |
|---------|-----|-------|---|
| | No | 68.44 | • |

COMMENT:

The percentage of operators reporting their operations free from debt rose considerably during the past year, from 22 per cent to 31.56 per cent. This is probably a direct result of dime play. Larger operators who can depreciate their equipment by stepping machines down from location to location stand to gain the most with an increase in the price of juke box play. Other things remaining equal, the larger operator can work on the same depreciation or trade-in plan on dime play that he could on nickel play, thus boosting net earnings and cutting debt. However, neither last year's figure of 78 per cent nor this year's 68 per cent is alarming. With nearly all new equipment purchased on an intsallment basis, the test is not how many operators are in debt, but how many find it difficult to meet their payments.

QUESTION 18: If your operation is not free from debt, are you having difficulty today meeting your payments when they are due?

| ANSWER: | Yes | 28.03% |
|---------|-----|--------|
| | | 71.96% |

COMMENT:

The percentage of operators answering that they have trouble meeting their payments varies only slightly from year to year. In 1954 the percentage was 30.2, last year it rose slightly, hit 32.5. Possibly one of the reasons for the decline this year can be attributed to the gradual increase of dime play. However, were the two factors—dime play and payment ease—to move proportionately, the percentage of operators having difficulty in meeting payments would be considerably less this year since dime play made a healthy gain. What actually seems to be the case is that the smaller or part-time operator who does not have enough equipment to step machines down in locations is forced to buy new machines before he is financially ready so that he can keep up with competition. Larger operators almost invariably check the "no" answer on the questionnaire.

QUESTION 19: What percentage of your phonographs are in taverns?

ANSWER: An average of50.3

COMMENT:

The percentage of phonographs located in taverns continues to hold steady around the 50 per cent mark, last year the total was 51.4. It is natural that the greatest percentage of phonographs are located in taverns—nearly every tavern depends on a juke box as a form of entertainment for its customers. It is interesting to note, however, that as recent as 10 years ago, the percentage of juke boxes in taverns was closer to 75 per cent. This decline is a direct result of better equipment—which is acceptable in locations which had previously objected because of color, styling or sound—and operator diversification. Operators have come to learn that diversification to cut costs is advisable in types of locations as well as types of equipment.

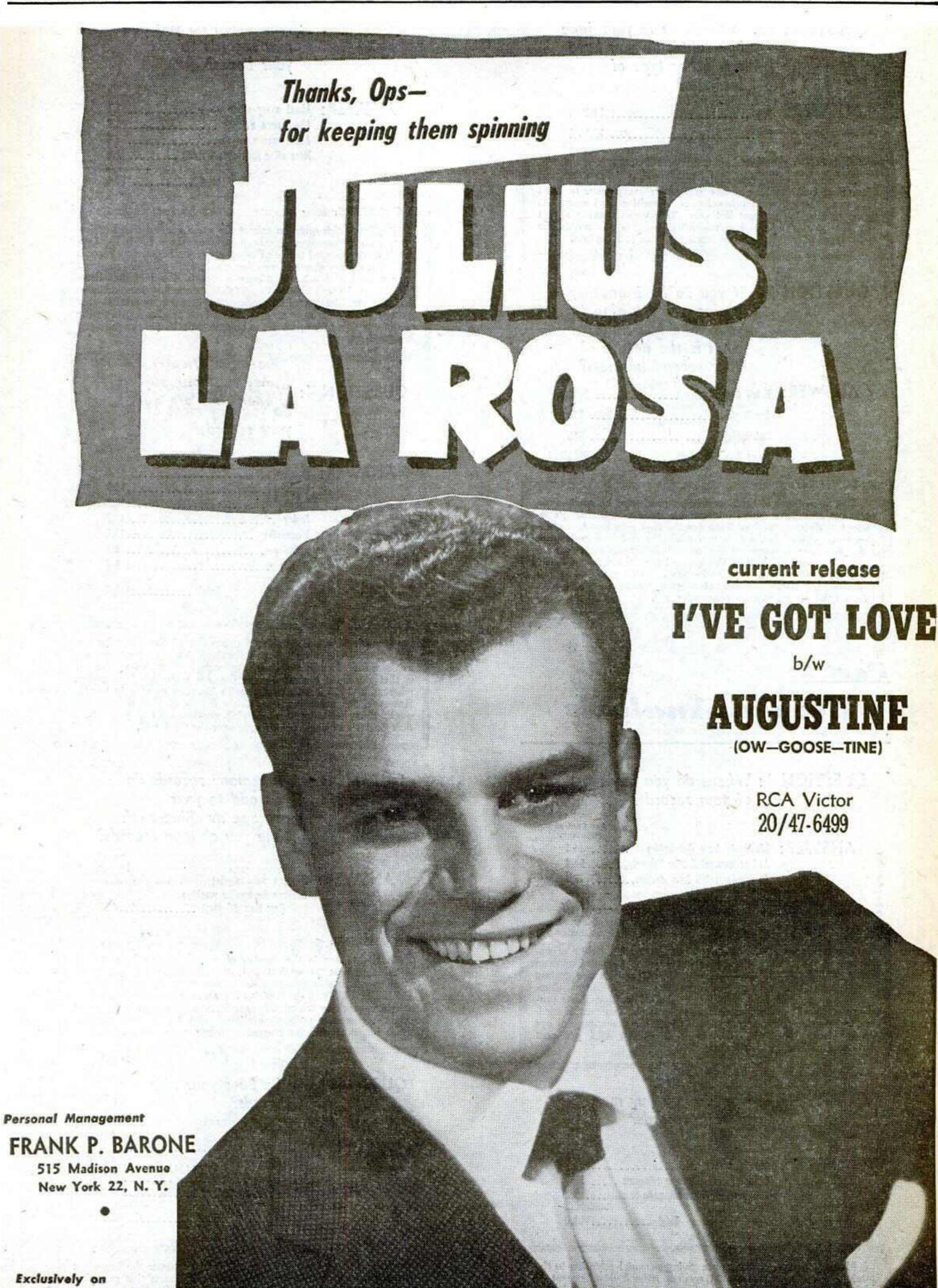
QUESTION 20: On the basis of earnings, what are the three top types of locations on your route?

| ANSWER: | Taverns |
|---------|---------------------|
| | Restaurants22.35% |
| 85 | 24-Hour Cafes 6.69% |
| | Other (See Comment) |

COMMENT:

Taverns, restaurants and 24-hour cafes continue to be the three types of locations which most operators feel bring in the biggest returns. However, each of three slipped in prestige this year. Taverns fell from 49 per cent to 34 per cent, restaurants dropped less, from 27 per cent to 22 per cent; 24-hour cafes received only half as many votes, dropped from 12 per cent to 6 per cent. As pointed out in the previous question, operators are turning to diversification not only in equipment but in types of locations. Nowhere is this more clearly reflected than in this year's Poll. Over 36 per cent of the operators picked types of locations other than the big three as favorites. Locations which were previously thought of as marginal locations-such as driveins, beer gardens, private clubs, dairy stores, drugstores, candy stores, coffee shops and service stations-were reported by many as being among the top three types of locations on the basis of sarnings.

RCA VICTOR



MOA CONVENTION SECTION

COMMENT:

The number of operators who have other types of businesses other than coin machine routes gets larger every year. In 1954 11.8 per cent indicated other-than-coin-machine businesses, tho figure rose to 18 per cent last year. This year's number almost hits the quarter mark. The following question pin points the major types of businesses operators seem to be dritting into.

QUESTION 22: If you do have another business in addition to your juke box route, what is the nature of your second business?

COMMENT:

The three types of businesses being conducted by most music operators who have added interests are retail record stores, one-stops and distributorships. This was the first year that this question was included in the Poll, and while it certainly does not pin point any one business as the overwhelming favorite, it does show that over one-third of this group have drifted into the sale of records. Other types of businesses reported ran the gamut: Included gas stations, cafes, taverns, restaurants, radio repair shops, print shops, finance companies, etc.

Part 2:

Record Analysis

QUESTION 1: Where do you buy most of your records?

| | | Cent o |
|---------------------------------|--------------------------------------|--------|
| ANSWER: | Wholesale from distributors | 44.3 |
| SOUTH DESIGNATION OF THE STREET | At less than retail from "one-stops" | |
| 55 | Af regular retail from dealers | 2.9 |
| | Total | 100.0 |

COMMENT: 8

The influence of the "one-stop" in the buying habits of operators—already very noticeable in last year's poll—shows up even more strongly in this year's survey. Operators now are getting slightly more than half of their disks from sub-distributors. Compared with a percentage of 52.8 scored for "one-stops," the purchase of disks from distributors is pegged at 44.3 per cent, according to operator returns. In last year's poll, the percentage of ops buying from "one-stops" was 48.0, as against 49.4 per cent obtaining disks from distributors.

QUESTION 2: How do you buy most of your records?

| W/W/HAMPENWINKADYA | | Per Cent of Operators |
|--------------------|---------------------------------------|--------------------------|
| ANSWER: | Buy in person | 56.3 |
| | Order by mail, phone or telegram | |
| | Wait for distributor salesman to call | 5.2 |
| | 24732 | |

COMMENT:

More than ever, operators are giving personal attention to the buying of records. This would seem a natural development in view of the growing importance of programming. The number of operators who wait for a salesman to call continues to decrease. In last year's survey, 50.8 per cent indicated they bought in person; 40.9 per cent ordered by mail, phone or telegram, and 8.3 per cent waited for distributor salesmen to call.

QUESTION 3: How often do you add new records to your boxes?

| | Per Cent of Operators |
|-----------------------------------|---------------------------------|
| ANSWER: | About every other week |
| IN HADROOM THE MARK STREET STREET | About once a week |
| | About ence a month 4.3 |
| | More offen than once a week 2.2 |
| | Total |

COMMENT:

Replies to this question reflect the same general trend as last year, with percentages closely paralleling those of 1955. Last year source showed that 66.7 of all operators added new records to their machines about every other week, while 29.1 did so about once a week and 4.2, about once a month. The fact that these percentages haven't changed appreciably since last year indicates that the stabilization of large-capacity machine operation—first spotted in 1955—is now an established fact. It also points to the continuing trend for operators to be more selective in the purchase of new disks.

QUESTION 4: Which day of the week do you buy most of your records?

| (ii) | | Operators |
|---------|-----------|-----------|
| ANSWER: | Monday | 27.8 |
| | Thursday | 19.0 |
| | Tuesday | 17.9 |
| | Friday | 15.3 |
| 20 | Wednesday | |
| | Saturday | |
| | Sunday | |
| | Total | 100.0 |

COMMENT

Monday is still the busiest buying day of the week for operators, with this year's figures reflecting the same general pattern as those for 1955. The only difference in buying habits this year is that the third busiest buying day for operators is Tuesday, whereas in 1955 it was Friday, with Tuesday coming in fourth. However, the percentages are fairly evenly divided throut the week, thus indicating that buying continues steadily Monday thru Friday and slacks off strongly over the week end.

QUESTION 5: How many records do you add to your average machine each time you change records?

| | No. e |
|---------|---|
| ANSWER: | Average multi-selector (80 or more play) 6.1 |
| | Average for smaller machine (less than 50 play) |

S COMMENT:

A slight drop in the number of records changed per call is noted this year as against last, thereby repeating last year's pattern, which also showed a drop when compared to figures for 1954. The 1955 poll showed that the average operator of a multi-selection machine added 6.5 records, in contrast to the current 6.1, while smaller units were slotted with 4.9 new (or rotated) disks—identical with the current average for this group.

QUESTION 6:Who buys your new records?

| | Per Cent of Operators |
|--------|--------------------------|
| ANSWER | : Roule owner |
| | Route serviceman |
| | Special record buyer 7.1 |
| | Other 9.5 |
| 91 | Total100.0 |

COMMENT

By and large, the route owner does not delegate the important function of purchasing new disks. Chief reason is that programming is too vital a function and can best be handled when personal attention is given by the operator. In last year's poll, results on this question were quite similar to the current study, with 71 per cent of the operators answering that the route owner purchased the new disks.

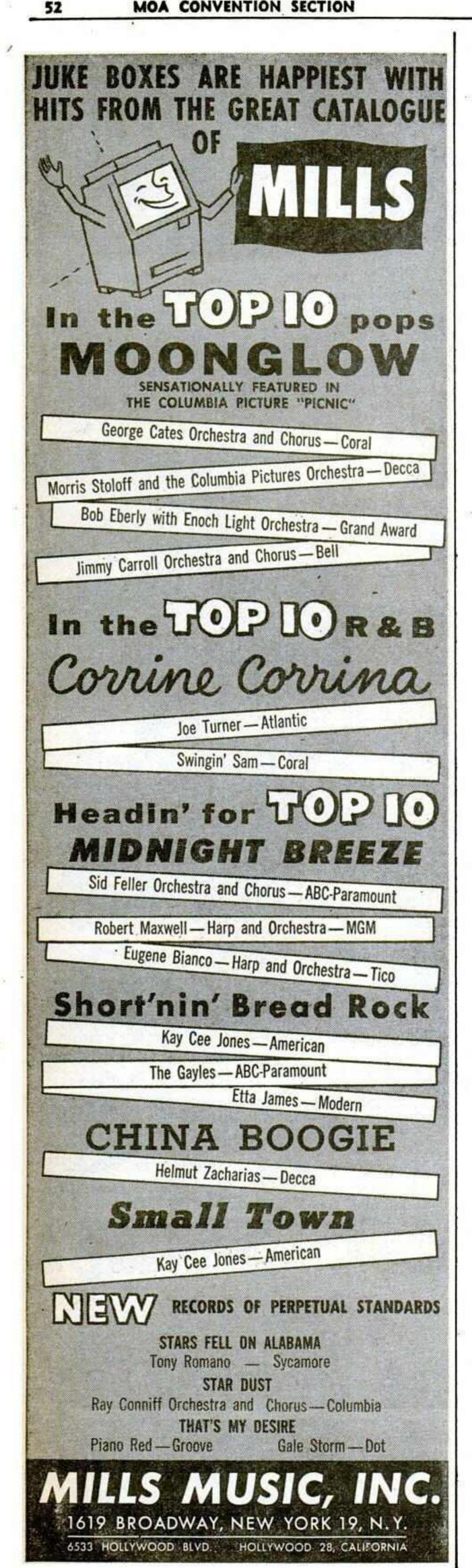
To The MUSIC OPERATORS of AMERICA:



"Happy days in Chicago! Wish I could be with you to say 'thanks' personally for all your kindnesses to me."

Per Cent of

Points



QUESTION 7: Which three of the following sources of information are the biggest aids to you when buying records?

| | | perators |
|---------|---|--|
| ANSWER: | Trade paper charts, editorial features | |
| | and advertisements | The state of the state of |
| | Location requests | The state of the s |
| | Your own personal opinion | 46.8 |
| | "One-stop" salesman's advice | 21.0 |
| | Actual machine count | . 20.1 |
| | Current artist popularity | - 12 D - 1 |
| | Distributor salesman's advice | |
| | Disk Jockey recommendations | |
| | Distributor, manufacturer free sample | |
| | [] 조기, 전쟁(1) 제작[[집]] [] [] [[] [] [] [] [] | 4.8 |
| | records | 1 |
| | | 12072 |
| | release sheets | 4.2 |
| | Trade association bulletins | |
| | Retail dealer recommendations | 3.0 |
| | Total | 300.0 |

Answers to this question total 300 per cent, because each operator was asked to check his three most important buying aids. Following the pattern set by previous surveys, trade paper charts and features again rank far and away the most used source of programming information. Location requests, third most popular source last year, now rises to the second spot, while the category of "One-stop" salesman's advice continues to move up the list.

QUESTION 8: Of the chart material available to you in trade papers and other sources, which are the most valuable?

ANSWER: Reviewers' opinion of the best new releases (Example: Billboard "Spotlife") 1283 "Best Buy" recommendations after new release has been out two or three Most played on National Juke Box Chart . 1062 Coming up chart 916 Record reviews 504 Territorial best sellers in certain cities .. 485 Nation's most played by disk Jockeys .. 371 Nation's best sellers in stores 285

COMMENT:

Indicating, perhaps, that operators have become increasingly conscious of the time factor, the "Reviewers' Opinion" category moves up as the most popular trade paper programming feature. This section isolates from each week's new releases the most likely disks. Operators indicate here that they feel this feature is accurate for their programming needs. Very close behind comes the "Best Buy" choice, which indicates records beginning to

QUESTION 9: Are you currently using more, less or about the same number of records as last year in these categories?

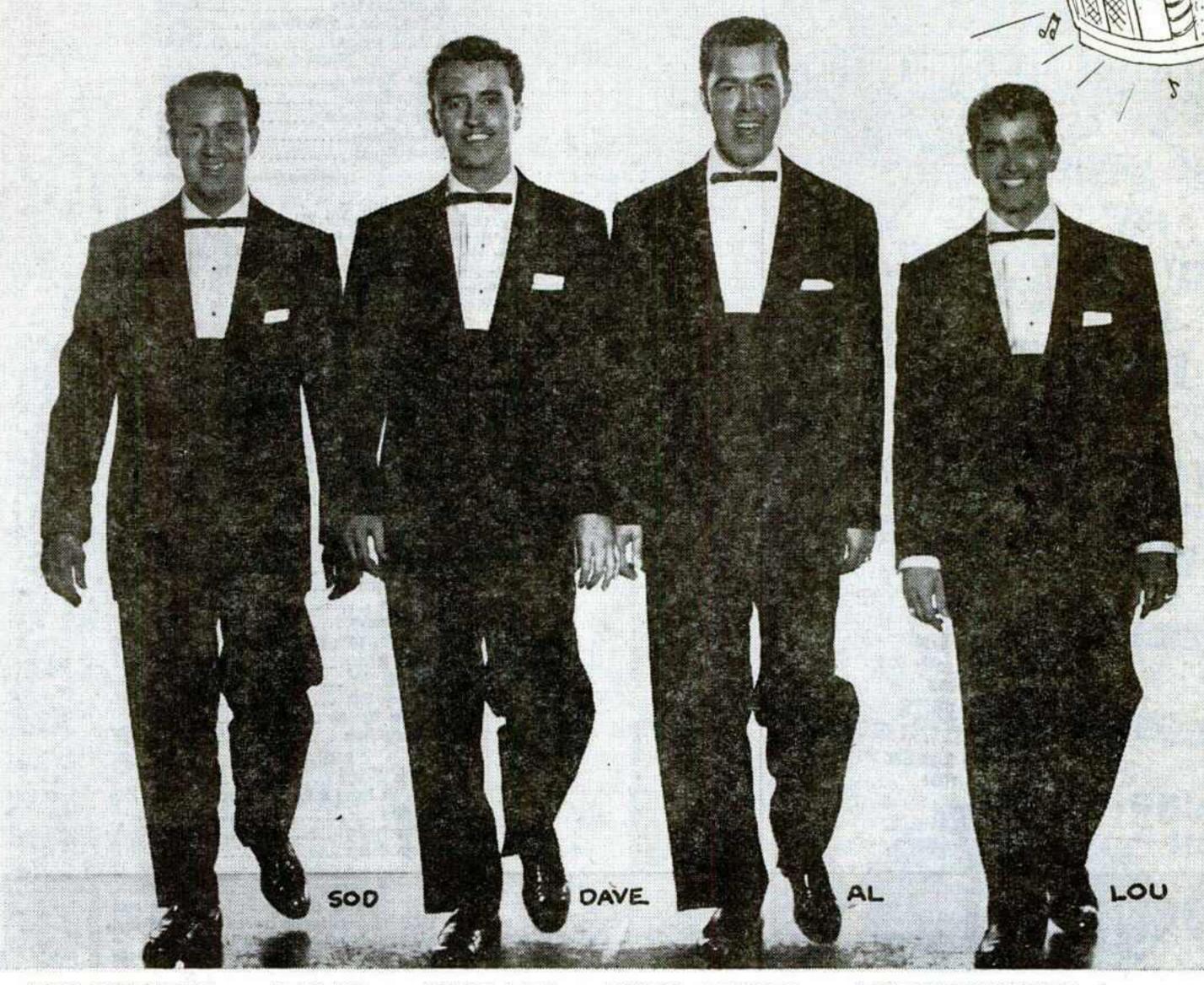
ANSWER:

| • 3.5 | | |
|--|-----------------------|--|
| Per Cent of Operators | COUNTRY & WESTERN | Per Cent of Operators |
| | More | 21.0 |
| 1,23000000000000000000000000000000000000 | Less | 31.5 |
| 57.9 | About the same | |
| | Total | 100.0 |
| Operators | OLD FAVORITES | Per Cent of |
| | Mara | 10.0 |
| 7.6 | | |
| 24.1 | About the same | The state of the s |
| 100.00 | Total | 100.0 |
| | 10101 | |
| Per Cent of Operators | INTERNATIONAL | Per Cent of Operators |
| 12.6 | More | 2.6 |
| | | |
| | About the same | Control of the second state of the second stat |
| 100.00 | Total | 100.0 |
| | Per Cent of Operators | Per Cent of Operators |

The most noticeable trends this year are in the rhythm and blues and the country and western categories. Operators, for the second straight year, reported a heavy increase in the use of r.&b. disks-about 9 per cent more ops this year over last. C.&w. continued to drop off rapidly. Also noteworthy is the fact that the percentage of ops reporting increased classical usage virtually doubled.



AMERICA'S GREATEST COIN CATCHERS



TELEVISION . RADIO . RECORDS . NITE CLUBS . MOTION PICTURES

The FOUR ACES

Current Juke Box Favorite
the theme from the Columbia Picture "The Eddie Duchin Story"

TO LOVE AGAIN

CHARLIE WAS A BOXER

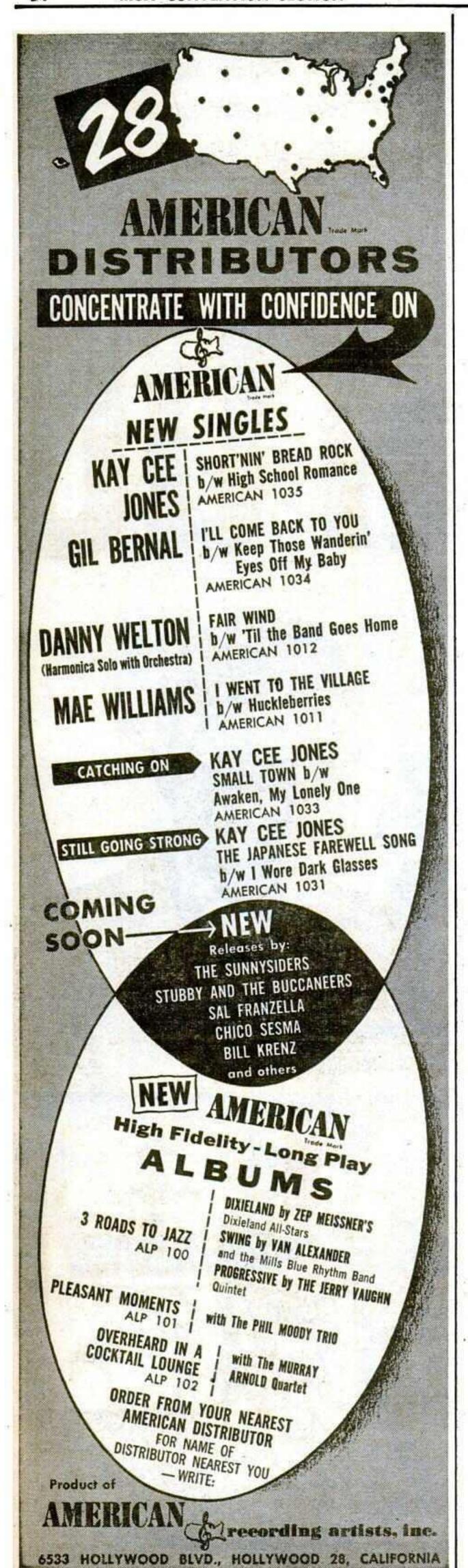
Personal Management
HERB KESSLER

1674 Broadway
New York, N. Y.

Currently
Appearing
In
MGM's



many thanks Ops, for all those spins...



QUESTION 10: Who are the favorite artists or bands in your locations?

ANSWER:

| | | POPULAR |
|---|-------------------|--------------------------------|
| | 1. | Kay StarrVictor |
| | 1. | The Platfers |
| | | Doan Martin |
| | | Nelson Riddle |
| | | Les BaxterCapitol |
| | | COUNTRY & WESTERN |
| | 1. | Eivis PresleyVictor and Sun |
| Ş | | Webb PierceDecca |
| | the second second | Tennessee Ernie |
| | | Red Sovine & Webb Pierce Decca |
| | | Porfer WagonerVictor |
| | | RHYTHM & BLUES |
| | 1. | The PlattersMercury |
| | 2. | Little RichardSpecialty |
| | 3. | Clyde McPhatter |
| | 4. | Fats DominoImperial |
| | | Ray Charles |
| | | |

COMMENT:

The turnover in these listings in one year has been truly revolutionary. Of last year's top artists in all three categories, only Webb Pierce shows up in a top five grouping, and Pierce was tumbled from the top c.&w. perch by the new rock and roll phenom, Elvis Presley. Another thing that's readily apparent is the overlapping market appeal of many names. The Platters, for example, placed in both the pop and r.&b. categories. Tennessee Ernie, a strong pop name, reasserted his c.&w. strength this time around. The r.&b. artists: the Platters, Little Richard and Fats Domino—all had disks on the pop charts in 1955.

QUESTION 11: Which new artists or bands have the best chance of success in 1956 in your opinion?

ANSWER:

| POPULAR |
|--------------------------------------|
| 1. Pat Boone |
| 1. Gale Storm |
| 3. PlattersMercury |
| 4. Elvis PresleyVictor |
| COUNTRY & WESTERN |
| 1. Elvis PresleyVictor |
| 2. Carl PerkinsSun |
| 3. Johnny CashSun |
| 4. Porter WagonerVictor |
| 5. George JonesStarday |
| RHYTHM & BLUES |
| 1. Little RichardSpecialty |
| 2. Frankie Lymon & the Teen AgersGee |
| 3. PlatfersMercury |
| 4. Elvis PresleyVictor |
| 5. Teen Queens |
| |

COMMENT:

A glance at the talent listed by the ops as having the best chance for success in 1956 is interesting on several counts. Firstly, most of talent listed has already made it—even the many of the names are relatively new. This is a reflection of the fast-moving pace of today's disk business. Secondly, a look at the listing in each of the categories proves the extent to which the old boundaries are breaking down. Some of the newer artists are selling in all three fields and many of them in two fields. Thirdly, the listings generally show the great impact on the general consumer market made by so-called rock and roll-type talent of the newer school, such as Pat Boone, Elvis Presley, Carl Perkins, Johnny Cash, etc. Finally, the listings document the theory that the major record companies have no corner on talent or on the building of talent.

QUESTION 12: To what extent do you use printed title strips (do not include typewritten strips as printed ones)?

| E . | Per Cent of Operators |
|----------------------------|--|
| ANSWER: | No printed title strips used 39.1 |
| CHIRALINI SOLOMANI AMERICA | All title strips are printed 26.2 |
| | About 3/4 of title strips are printed 15.8 |
| | About 1/4 of title strips are printed 13.5 |
| 740 | About 1/2 of title strips are printed 5.4 |
| C YES | No. 100 to 100 t |
| | Total100.0 |

COMMENT:

There's evidence here of a move to dress up the boxes. Last year about half of the operators used no printed strips at all, and only 19.1 per cent used printed strips exclusively. This year 26.2 used nothing but. It's likely that the printers have been out selling more aggressively, but there's still a big untapped market for their wares.

OPENING IN JUNE AT JONES BEACH MARINE THEATER
GUY LOMBARDO'S EXTRAVAGANZA PRODUCTION OF

"SHOWBOAT"

and his Royal Canadians

CURRENT JUKE BOX FAVORITE

CHARLESTON PARISIEN

b/w

RINKA TINKA MAN

Capitol 3411

Dear Ops-

If you get a chance, tune in to our new CBS-TV "Diamond Jubilee" series, Tuesday nights.

Guy.

Exclusive Direction



NOW



Publicity

DAVID O. ALBER

ASSOCIATES, INC.

Gene Shefrin

The Hottest ALBUM LINE IN THE BUSINESS!

MOA CONVENTION SECTION

JULIE LONDON'S

New Smash Album-



LRP. #3012

NELLIE LUTCHER IS BACK and we've GOT HER!



"OUR NEW NELLIE" LRP #3014



1556 No. La Brea Ave. Hollywood 28, Calif. HO. 2-0811

QUESTION 13: What per cent of the printed title strips you use are received free from manufacturer, distributor or other source?

ANSWER: An average of 74.2 per cent

COMMENT:

The increase in usage of free title strips by operators this year-up 13.2 per cent over last year's 61.2 average-points up the intensified competition among labels and distributors for the operator's patronage. The fact that almost 75 per cent of all printed title strips now used by operators are given them free of charge provides a striking illustration of how successful a promotion venture are the gratis tags and have been for record sellers.

QUESTION 14: Are you using any EP records on any machines?

ANSWER: Yes 56.7

COMMENT:

A comparison of the current replies received on this question and those received last year provides dramatic testimony to the progress made by EPs in the coin machine field in one short year. More than 50 per cent of operators surveyed are currently using EPs on their machines. By contrast, last year only 21.2 per cent were stocking their boxes with EPs, and even that figure was considered indicative of a definite swing toward extended play

QUESTION 15: Are you using any location displays or other material to stimulate play?

Per Cent of ANSWER: No

COMMENT: ***

The "no" answers are in overwhelming majority, thus underscoring the need for record manufacturers and distributors to increase their efforts to sell operators on the advantages of utilizing location displays and other promotional material to stimulate play. The results, of course, might also be construed as an indication that some of the display material currently available to dealers is lacking in effectiveness.

TOP JUKE BOX HIT RECORDS

January-April 1956

A recap of the top records on The Billboard's pop, country and western and rhythm and blues most played on juke box charts during the first four months of this year.

POPULAR

| 1. | Rock and Roll Waltz |
|----|---|
| 2. | Great PretenderPlattersMercury |
| 3. | Lisbon Antigua Nelson Riddle Capitol |
| 4. | Memories Are Made of ThisDean MartinCapitol |
| 5. | Poor People of ParisLes BaxterCapitol |

COUNTRY & WESTERN

| 7.5 | | | |
|-----|---------------------------------|--------------------|---------|
| 1. | I Forgot to Remember to Forget. | .Elvis Presley Vio | tor-Sun |
| | Sixteen Tons | | |
| | Why, Baby, Why? | | |
| | Love, Love, Love | | |
| | Fat Drink and Re Merry | | |

RHYTHM & BLUES

| | ACTOR ACTION AND ACTION ACTION AND ACTION AC |
|----|--|
| 1. | Great Pretender |
| 2. | Seven Days Clyde McPhatter Atlantic |
| 3. | Tutti FruttiLittle RichardSpecialty |
| 4. | Drown in My Own TearsRay CharlesAtlantic |
| 5. | Why Do Fools Fall in Love?Teen-AgersGee |





9TH ANNUAL MOA CONFAB

BET. Business sessions keyed to dollars-and cents facts of munic operation set for show. Mu-Operators of America broaden scope beyond copyright legislation. A total of 42 exhibitors will show. (Page 82, The Billboard, May 5.)

SHUFFLEBOARD COME-

BACK. One of the nation's favorite games not long ago, shuffleboard reportedly is gradually returning to popularity an official of the American Shuffleboard Company reports. (Page 86, The Billboard, May

200'S TO BE SHOWN BY 3

MFRS. J. P. Seeburg Corporation, AMI, Inc., and Rudolph Wurlitzer Company will exhibit 200 selection units at the Music Operators of America convention at the Morrision Hotel, Chicago, May 6-8. (Page 82, The Billboard, May 5.)

NCMDA ANNUAL DINNER

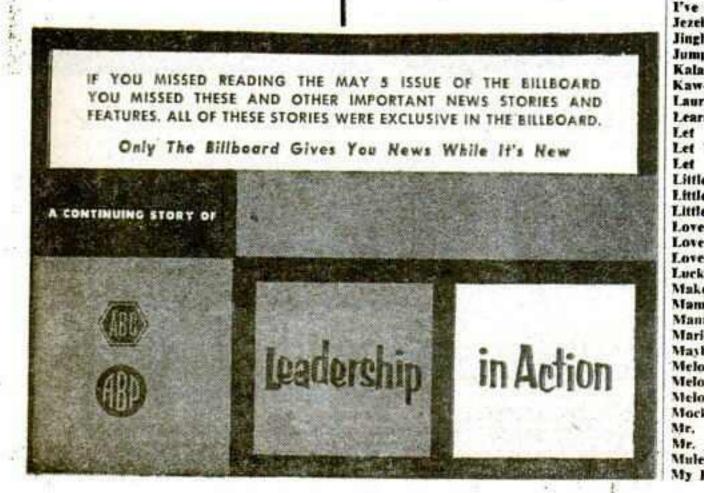
MEET. Forty-four coin machine distributors plan to attend annual meeting of the National Coin Machine Distributors' Association. Variety of problems are included on business session. (Page 86, The Billboard, May 5.)

PROGRAMMING IMPORT-

ANCE. Successful music operating management rests in a large degree on good programming, participants in the Music Operator Forum decided by a vote of 81.9 per cent. Cite need of greater variety in certain locations. (Page 84, The Billboard, May 5.)

BULK VENDING OPS TO DISCUSS GRASS ROOT

FACTS. From across the nation's bulk operators, manufacturers of machines and suppliers will gather in Chicago for the NVA convention at the Morrison Hotel, Chicago. The backbone of the industry will theme the conclave. (Page 76, The Billboard, May 5.)



Big Wis. Juke Firm Thrives On Route-Office Teamwork

- · Staff Pin-Points Details of Operation, Routemen Do Fast, Thoro Servicing Job
- Full History of 500 Music Machines At Finger-Tips of Pierce Managment

By BENN OLLMAN

BRODHEAD, Wis. -- C. S. Pierce, pioneer Wisconsin juke box operator, who started in the music business in 1910, has made his operates: firm, the C. S. Pierce Music Commusic machine industry.

This has been accomplished by efficiency and thoroness of opera-

Keeping accurate and complete business records, demanding top level route servicing and mainteance from employees, and making is at all times in working condition."

prise verifies that a big music op-

and that a woman's touch (that of Mrs. Pierce) in this predominantly male field can be a big help.

Here's how the Pierce system

The payroll includes a full-time pany here, a showpiece of the staff of seven routemen. Their fleet of nine distinctive panel trucks cover routes in Brodhead, Madison, Jefferson, Janesville, Whitewater, Beloit, South Beloit, Monroe and a number of Northern Illinois cities. Three full-time office girls complete the roster.

Routemen and office employees certain that equipment on location function as a team and work toin a small town (population, 2,500), and secure careers. Veteran em-



C. E. PIERCE

gether with family-like efficiency. ployee Stanley Wraight has been A study of this bustling enter- Most of the routemen are college on the payroll for 24 years and graduates, and all are convinced serves as general trouble shooter. eration (500 machines) can thrive that their jobs are truly worthwhile Lowest ranking employee in terms

(Continued on page 108)

All-Time Juke Box Favorites

| TITLE and ARTIST LA | BEL TITLE and ARTIST LABEL |
|---|--|
| Amapola—Jimmy Dorsey | |
| Ahna—Sylvia Mangano | |
| Anniversary Song-Al Jolson Decca | 23714 Ob-Pee Wee Hunt Capitol 244 |
| Anytime-Eddie Fisher | 0-4359 Oh, Johnny-Orrin Tucker |
| Autumn Leaves-R. Williams | |
| Ballad of Davy Crockett—Tennessee Ernie | |
| Railad of Davy Crockett-Fess Parker | |
| Ballerina-Vaughn MonroeRCA Victor 2 | 1-3433 Polonaise—Carmen Cavallaro Becca 2379 |
| Because-Perry Como | 39362 Prisoner of Love—Perry Como |
| Beer Barrel Polks-Will ClareRCA Victor 2 | 1009 Prisoner of Love—Perry Como |
| Begin the Beguine—Artle Shaw | |
| Be My Love-Mario Lanza | 1-1561 Rags to Riches-Tony Bennett |
| Blue Skirt Waltz-Frank YankovleColumbia | 12534 Ramona—Gene Austin |
| Blue Tango-Leroy AndersonDecca | |
| Bouquet of Roses-Eddy Arnold | |
| Buttons & Rows—Dinah Shore | |
| California Here 1 Come-Al Jolson Decca | |
| Chattanooga Choo Choo-Glenn Miller | |
| Chattanooga Shoe Shine Boy-Red Foley Decca | |
| Cherry Pink & Apple Blossom White-P. Prado | Cictor Secret Love—Doris Day |
| Chirbirhin—Harry James | |
| Cocktails for Two-Spike Jones | -1628 Sh-Boom-Crew Cuts Mercury 7046 |
| Come On-a My House-Rosemary Clooney Columbia | |
| Cross Over the Bridge-Pattl Page | |
| Cry-Johnny Ray | |
| Cry of the Wild Goose-Frankle Laine | 5363 Slipping Around-Margaret Whiting-Jimmy Wakely Capitol 1636 |
| Dance With Me, Henry-Georgia Gibbs | reury Smoke, Smoke, Smoke—Tex Williams |
| Deep In the Heart of Texas-Horace Heldt Columbia | |
| Don't Fence Me In-Bing Crosby | 23484 Sonny Boy-Al Joison |
| Glow Worm-Mills Brothers | 어린 하는 사람들은 그는 사람들이 살아보고 있는데 아이들이 아니는데 그렇게 하는데 |
| Goodnight, Irene | 27077 Star Dust—Artle Shaw |
| Gypsy-Ink Spots | 23936 Strip Polka—Kay Kyser |
| Hey, There—Rosemary ClooneyColumbia | 40266 Sugar Blues—Clyde McCoy |
| Heartaches—Ted Weems | |
| Hearts of Stone—Charms | eluxe Swanee-At Jolson |
| Hernando's Hideaway-Archie Rieger Cadence | 1241 Sweet Lelani-Bing Crusby |
| How High the Moon-Les Paul-Mary Ford Capitol | |
| Hubba Hubba (Dig You Later)—Perry Como. RCA Victor 2 1 Apologize—Billy Eckstine | The state of the s |
| 1 Believe—Frankie Laine | [HTG 7.50] |
| I Get So Lonely-Four Knights | 2654 That's Amore—Dean Martin |
| I Need You Now-Eddle Fisher | 5830 That's My Desire—Frankie Laine |
| I Went to Your Wedding-Patti Page | |
| I'm Looking Over a Four Leaf Clover-Art Mooney | There Are Such Things-Tommy Dorsey RCA Victor 27974 |
| | 16119 There, I've Said II Again-Vaughn MonroeRCA Victor 20-2381 |
| I'm Walking Behind You-Eddle Fisher RCA Victor 2 | -5293 There's a Star Spangled Banner Waving Somewhere- |
| In the Mood—Glenn Miller | The of the party of the control of t |
| Ink Spots Decca | 23356 Three Coins in the Fountain-Four Aces Decca 29123 |
| It's in the Book-Johnnie Standley Capitol | 2249 Three Little Fishes-Kay Kyser |
| I've Heard That Song Before-Harry James Columiba | 39367 Inree o Clock in the Morning—Faut Witteman, RCA Victor 1874 |
| Jezebel—Frankie Laine | 10 to |
| Jingle Jangle Jingle—Kay Kyser Columbia Jumpin' Jive—Cab Calloway | 5005 To Each His Own-The Ink Spots Decca 23615 |
| Kalamazoo-Gleno MillerRCA Victor 2 | -0026 Too Fat Polka—Arthur Godfrey |
| Kaw-Liga—Hank Williams | 11416 Too Young-Nat (King) Cole |
| Laura—Woody Herman | 생활을 받는 것도 하는 생활한 전에 보면 함께서 되면 되어 있다. 나는 사람들은 아무리를 받아 있는 것이라면 그 전에 가는 것이라고 있다면 하는 것이다. 그렇게 되어 없는 것이다. |
| Learnin' the Blues-Frank Sinatra | MINING WAR-DOOR AND |
| Let Me Go, Lover-J. Weber | mbia Unchained Melody-R. Hamilton Epic |
| Let Me Go. Lover-Pattl Page | renty Vaya Con Dios-Les Paul-Mary Ford |
| Little Bird Told Me-Evelyn Knight Decca | |
| Little Shoe Maker—The Gaylords | HTM 사용 [1] HTM LETTER HER HER HER LETTER HER |
| Love Is a Many-Splendored Thing-Four Aces | Decca When You Were Sweet Sixteen-Perry Como.RCA Victor 20-2259 |
| Loveliest Night of the Year-Mario Lanza RCA Victor 19 | 3300 Whiffenpoof Song-Bing Crosby Decca 23990 |
| Lovesick Blues—Hank Williams | |
| Lucky Old Sun-Frankle Laine | |
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| Manna—Peggy Lee | 3484 Woody Woodpecker-Kay Kyser |
| Marie—Tomny Dorsey | |
| Maybe You'll Be There—Gordon Jenkins | TO SEE HELD : : (설명) 100 HOURS (1997) 10 HOUR |
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| Melody of Love-B. Vaughn | |
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| Melody of Love—D. Carroll | You Made Me Love You—Harry James |
| Melody of Love—D. Carroll | You Made Me Love You—Harry James |



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PLAN FOR TEENS

Free Music for Recreation Spots

distributors and operators here are gather, according to present plans. pooling their resources in joint sponsorship of an operation which "Kids like music and they like to should go a long way in helping dance. We're going to see to it combat juvenile delinquency.

They're joining hands to offer of music from here on out." good music, free of charge, to the various city-controlled recreation move, he pointed out, because the centers.

Special credit should be extended of new juke box fans. Joseph F. Ricks, dynamic public relations man at the TAC Amuse- on which would provide free recment Company, who pioneered the ords for veteran centers and chariplan and who is busily engaged at table institutions. at the moment in putting finishing touches on the over-all operation.

"Jukes for Kids" because that, in Orleans," which was last celebrated essence, is what it amounts to. Here's the way it is going to work:

Distribs Donate Jukes

Ricks has the green light signal from the distributors, who will doins) and from the operators who papers. will weekly donate the records (recalls).

Officials of the New Orleans Recreation Department are enthused over the prospects. The music boxes will be placed in about

Why P-R: True Story Not Told "A million persons," Mayor Morrison noted, "connected with the

BIRMINGHAM -- "Public relations," said Harry Hurvich, of Birmingham Vending Company, "doesn't exist here. As far as l know, there has been no attempt to present our case or our contribution to the public. Surely it's needed. We just haven't done anything about it."

"Mostly we've gotten a bad press," said Al Toranto, also of Birmingham Vending Company, "At least that's the conclusion you have to come to. The true story of the juke box operator is never told. The press just doesn't seem interested in the positive side. It's not news that Operator Joe Smith is a family man, father of three daughters, member of the Lotary Club, a deacon in the Central Baptist Church and a consumer of some \$5,000 worth of food, clothing and appliances every year."

"It's a vacuum that needs filling," said Hubert Hare, a partner in the Music Box Company and Background Music Incorporated. p harping on the idea of an association of local operators, but I feel it's only thru such an organization that we are going to be able to present to the public the true picture of our contribution and our business. If an association is necessary for doctors, lawyers, nurses, librarians, architects, accountants and a host of others, why not us?

"I have some good ideas for putting our story before the public. A top-10-record kind of program for radio and a lot of others, but it would take an association to

make it go."

"Take this attack on rock and roll music by the North Alabama Citizens Council," said one operator. "If we'd had any kind of public relations set-up at all, we could sic Operators of Michigan (UMO). have refuted the council's charge This bore fruit within the past interested persons-serving the purwith reliable backing of city of- week in the preparation of plans pose of public relations again. ficials and the public, and I feel for a special program for boys. sure that the local and State pres, would have been delighted to with the goal of membership reeven ask us for our side.

NEW ORLEANS—Juke box five centers where teen-agers

"It's a natural," beams Ricks. that they'll be supplied with plenty

It's a splendid public relations move is sure to develop hundreds

A similar plan is being worked

Juke Box Week

An effort is also being made to It could very well be labeled revive "Juke Box Week in New here June 20-26, 1954.

The week was celebrated by parties and "open house" at the distributors' and operators' places of business. Pictures and ads and nate the boxes (reconditioned trade- stories were placed in all the news-

> Disk jockeys on the local stations also joined in the tribute to the juke box industry, featuring news about the music box boys in be-

> tween platters. Mayor Chep Morrison issued an official proclamation especially saluting the nation's 450,000 music box owners, the 7,500 small businesses represented and the more than 60 million records which were then being sold.

industry, either directly or incitizens, both young and old."

New Orleans are definitely becoming more and more "public relations conscious."

How Operators, Deejays Can Work Together to Boost P-R

- Detroit Operators Show How Radio and Television Can Be Used as Public Relations Tools
- Steps Involved in Setting Up Operator-Deejay Program Are Detailed

Radio stations, and to a lesser extent television stations, can be a boon to juke box public relations.

The United Music Operators of Michigan has proven this to be true. By working closely with radio and TV disk jockeys, Detroit music men racked up one of the most successful juke box public relations campaigns in the country during the past year and a half.

In Detroit, "teenage activity" was the common denominator which made operator-disk jockey co-operation work so well. And because the objective was of citywide interest, the press and civic

(Editor's Note: The accomplishments of UMO's public relations campaign have been reported regularly in the columns of The Billboard, However, the details of how UMO went about setting up this public relations campa'gn are equally important. By presenting UMO's plan of operation, we hope operators in other cities will be about use UMO's experience as a spring board in setting up campaigns of their own.)

UMO Program Here is the program that brought leaders added their support as well. UMO's successful campaign about.

To begin, the campaign had two objectives: Aid in some phase of community life and thus win the support of radio stations, and second, to improve public relations for the juke box industry.

To bring these desired results about, two things were needed: Organization on the part of operators and a good civic improvement program. UMO, which represented nearly all operators in the Detroit area, filled the organization requirement. Because juke boxes and teen-agers go hand in hand, youth activity was decided upon as the best basis for the civic improvement program.

Leadership of UMO's program was turned over to Roy Small, conciliator. The program was developed, detailed and put in writing

as follows:

The United Music Operators of Michigan, with disk jockey co-operation, plans to offer the following service to organized youth groups in the

1. Donate records and phonographs, and supply service maintenance on same, to any well organized and sponsored group of teen-agers.

2. Sponsor teen-age parties, arrange for radio and TV talent entertainment.

3. Sponsor neighborhood (Continued on page 104)

P-R, Legislation Assn. Companions

- Presenting Facts to Public | ciation 18 months ago, organized Ties Closely With Presenting Facts to Legislators
- Community Relations an Important Part of Any Successful Program

directly, provide clean, wholesome long been an individual project in entertainment for thousands of our the Bay State, by both operators and distributors who have made These are but two small ex- friends quietly by giving and lendamples, which tend to show that ing phonographs, games and recthe juke box men and women in ords to various groups and good causes.

With the formation of the Massachusetts Music Operators' Assopublic relations began to take shape with the use of press, radio and television.

The biggest boost to the program, the Cerebral Palsy Campaign. Last year the music industry in the Bay 'ate contributed more than \$10,000 thru individual pledges, BOSTON-Public relations has donations of tuke boxes which played for the benefit of the CP Fund and in sparking the drive among the ocations.

Phonographs were placed in hotels, railroad stations and many other spots with posters urging the public to play the machines for the fund and at the same time mentioning that the machines were donated by the industry. This resulted in a highly favorable press with pictures of operators and distributors appearing together with public officia' and recording art-

This year, under the auspices of MMOA, operators and distributors have again embarked on a campaign to raise funds for the Cerebral Palsy Fund. The drive will ε tend thru the month of May with a series of radio and television programs scheduled on which coinmen

will appear. Another method which has proved fruitful in obtaining for the industry much-needed publicity is the use of the National Juke Box radic program. David J. Baker, MMOA president, has spoken on the weekly program of the juke

box business.

Better public relations is also possible by the efforts of the MMOA along legislative lines, since the industry's position is stated publicly in an intelligent fashion in order to counteract misinformation by the man in the street regarding the industry. Strides have been made along these lines largely because of the appointment of Lucius F. Foster as executive director of MMOA who acts in legisaltive and public relations matters.

Also under consideration at the mon ent with MMOA is a plan which would bring about a sustained concerted effort to identify itself with a juvenile movement in an effort to combat delinquency.

While the best bet in good will and public relations has proven to be that which is handled by an or-Individual operators who are not ganization, individuals will con-

All of the local autonatic pho-

UNITED VOICE

Utah Operators Mull P-R Push

SALT LAKE CITY -- Music machine distributors and operators alike in this area have one answer to the question: "What about public relations in your business?"

That answer is: "Public relations just doesn't exist."

But there is a growing realization among thoughtful members of the music machine business that some form of public relations has a place in the business. And those members only last month started to do something about it.

The problem of switching to dime play has brought the operators together again to revive a local association.

Discuss Dime Move

Early in April a number of operators from Northern Utah gathered to discuss this mutual problem. Since that time they have met informally each week to consider instituting dime play.

As one operator put it, "If we don't accomplish anything else other than talking over local problems, it will be worth while."

Another said, "Since the old organization disappeared, public relations have just been left by the wayside." One man put it this way: "It has been hard to get the people together. Public relations is something that can't be handled by a single operator. It must come from a group effort. Most operators in Utah are working operators, in the sense that they work just as hard as their employees-or don't stay in business. They don't have time to worry about public rela-

Some hope was expressed that from the unofficial meetings held recently there will grow an official organization. A tentative name has even been suggested: Music Operators of Utah.

With that hope came suggested problems the association could dis-

cuss and perhaps help solve. Among them would logically come a public relations program, to educate the public to the simple fact

Operator Assn. P-R: The Answer

DETROIT -- Public relations ac- | completed to include an array of ciation level, giving fresh proof to number of stars from baseball, footthe old adage that "in union there ball, bockey and other sports.

tivities largely thru their associausually, for the individual operator. article. People frequently are inclined to than to one individual, it is felt.

ment of the association representative, Conciliator Roy Small, to the partment, or, in suburbs, various executive committee of the Boy as representative of the United Mu-

print our views and our stand. As cruiting in the fall for perhaps UMO members have likewise tinue to create good will. it was the council accused as and 4,000 boys. The UMO has been worked on this same plan. Thus for the most part the press didn't asked to supply the entertainment Linden Bush, of the Bush Music nograph distributors, Trimount, that music operators are in busifor this event, and plans are being

tivities of Motor City juke box op- recording artists, some of the best erators have, been concentrated amateur talent developed thru the largely at the co-operative or asso- continuing talent program, and a

Keynote-to the whole program The joint effort creates the possi- as worked out in Detroit is the bility to present a sounder and continuing program of youth acwider program, and does it upon tivities. The talent shows co-sponan institutional basis so that the in- sored with business groups have dividual operator does not feel he served to entertain youngsters and is taking valuable time as well as have further provided an oppormoney directly away from his busi- tunity to present new amateur talent. Others have been presented as By funneling public relations ac- record hops, such as the series being revived this summer for opention, to which most sizable oper air hops in suburban Hamtramck ators belong, the industry is able The technical program of co-operato achieve a better quality of tion with jockeys, officials and civic recognition than would be possible, groups is detailed in a separate

On a sustaining basis, the donapay more attention to an institution | tion of older juke boxes to youth clubs and centers has been impor-Typical was the recent appoint tant. Such requests are usually cleared with the Detroit Police Derecreation and neighborhood serv-Scouts of America District Council, ice organizations, to assure their authenticity. Thus the operators are able to contact a wider circle of Some 30 such juke boxes have been Plans are to stage a huge meeting given here within the past year.

(Continued on page 104)

(Continued on page 104) ness to make a profit.

MOA CONVENTION SECTION

Dime Play Progress Report: There's Still Much to Do

- What's Happening in Key Cities Around the Country Tells the Story; There's Steady Activity But Growth Is Slow.
- Moving to Dime Is Mainly a Sales Job, But Stiff Competition Makes Back-Sliding Easy.

Operator Poll (which appears else- other single topic, including Copy- around the country-such as Dewhere in this section) certainly right Legislation. bears it out: "The big question concerning dime play is not can it be real, current and in most cases es- |-featured in this section tells the adopted, but when will it be sential to his business. Mounting story. Five years ago a spot check adopted?"

As this year's Poll shows, 69 per cent of all music operators participating reported they have some of their machines set for dime play. Five years ago this percentage would undoubtedly been less than 10 per cent. Next year it will probably hit the 90 per cent mark.

Certainly the 69 per cent figure does not imply that this many machines are set on dime play. It does, however, clearly reflect the dime-a-disk trend.

Convention Highlight

During this year's Music Operators of America convention, which got under way Sunday (6), the sub-

10c Move Near In New Orleans

- Tourist Section Enjoys Healthy Dime Prices
- Neighboring Parishes Changing Gradually

NEW ORLEANS—Reports are prevalent that a movement will get under way in the very near future here to convert juke boxes to dime play.

Operators agree that the campaign must have 100 per cent operator co-operation before it can hope to succeed.

About 75 juke box operators tried such a movement during the spring of 1955, but the drive died.

The campaign was not a complete flop, however, for about 20 per cent of the music boxes in the city were converted to dime play. By summer, half of those that had converted, chose to go back to the nickel play . . . which leaves New Orleans now on about a 10 per cent conversion basis.

10% Converted

New Orleans has about 2,000 music boxes on location. Approximately 200 of these are on dime play, and most are located in the Vieux Carre, famed tourist attraction of the city.

The distributors are anxious to promote dime play. They are in accord in their belief that without the conversion, the little operators will go out of business.

Country towns in Louisiana have been steadily converting their machines. East Central Louisiana is almost 100 per cent dime play. Towns like Winnfield, Jonesville, Winnsboro and Lake Charles are just about completely converted.

Some of the parishes outside of New Orleans have also converted. Shreveport, in Caddo parish, in Northeast Louisiana, is about 30

per cent changed-over. Dime play is also moving slowly but surely in the towns of Jackson, Vicksburg, Meridian, Hatties-

CHICAGO—Tho it has been ject of dime play will probably said before, this year's Juke Box receive more discussion than any

and just plain higher living ex- been possible in Chicago only-the

necessary to an operator if he wants to stay out of the red.

The job of converting to dime play is a big one. Opposition to the dime change can come from location owners, the public and even other operators. But despite this no united action on the part of opopposition, the 10-cent trend continues to spring ahead.

The spot reports from key cities troit, Chicago, Boston, Cincinnati, Dime play to a music operator is Memphis, Miami and Birmingham operating costs, equipment costs of dime play activity would have penses make dime conversions one big city trying it then.

Baltimore Story: Sketchy Dime Play

- Estimate Only 15% Set For Increased Price
- Operator Co-Operation Needed to Get Results

BALTIMORE-Dime play in the Baltimore area is still sketchy, spotty and disorganized.

Base of the trouble, operators and distributors seem to agree, is

10c MOVE IN N. Y. NOW 50%

NEW YORK -- The dime play situation in the New York area is spotty. The city itself is about 50 per cent converted, with most new pieces on 10cent play. Conversions are coming along the fastest in midtown and Harlem and lagging in neighborhood areas. In the main, transient stops are dime play.

In suburban Westchester County 90 per cent of the equipment is on dime play. Long Island, tho, is almost wholly on nickel play.

Only two North Jersey counties-both primarily rural -are on dime play. It is estimated that 90 per cent of the units in Sussex and Warren are on 10 cents.

In populous Essex County —which contains Newark only 15 per cent of the machines have been converted.

that operators lack organization and are hesitant to co-operate in a situation that turned against them.

Irvin Goldner, president of the Amusement Machine Operators' Association, estimates that out of all the juke boxes in this area, only 15 per cent are on dime play. This, he said, is due to the lack of interon the dime play boxes.

"We began in January, 1955," Coldner said, "with a concentration on dime play. We went all out on it but it just didn't work out the way we wanted it to.

Public Education

"We knew we'd have a drop in take for a while, but we also knew for sure that grosses would rise once the public was educated to to 50 per cent. the idea of dime play.

"The fault lay in the lack of a

united front."

"Even 200-play machines can be adjusted for either dime or nickel play," Goldner said. "And that," he asserted, "is probably the result of poor dime play reception around the country.

· Going along with Goldner is Irvin Mason, who thinks that from the way things look right now in Baltimore, dime play is still quite aways off. "It was a promising beginning but it didn't go," he said. "There had to be 100 per cent cooperation among operators. There wasn't, so nickel play is still with nickel play back," he stated.

Re-Conversions

operators who was obliged to gether.

The Dime Creeps Up On Miami Ops

- Offer Convincing Results
- Growth More, Less Hinged To New Equipment

MIAMI--Dime play is coming to the Miami area, but it's coming

Up to this time there has been erators to convert equipment. All conversions have been made on an individual basis, with no particular attention given to the change-overs in relation to sections of the city. In fact, more emphasis has been placed on the types of locations, such as better cocktail bars, restaurants, and in a few instances, drive-ins.

A survey reveals that the heaviest concentration of dime play has been made in the racial sections of the city, however.

Increases Soar

Tho there are perhaps fewer than 10 per cent of the juke boxes in the area converted to dime play, the amazing increase in revenue that has been reported by operators who have changed is causing many others to review their reasons Beer City Ops many others to review their reasons for not changing.

As a result of these reports of higher collections, dime play is beginning to gain momentum here.

A great many operators state they plan to switch to dime play in every location that gets a new piece of equipment. Thinking here est on the part of the operators is that locations will not accept and their failure to sell the locations the increase in price without an improvement in equipment. This has not held true, however, in those locations which have already been

Scattered Conversions

There has been no complete change-over by any one operator in some dime play the percentage of conversion falls anywhere from 10

In every instance collections have gone up from 25 to 50 per

change some machines from nickel to dime and back to nickel again. Mason, like other operators, has some machines set for dime-nickel play; one play for a dime and five for 25 cents. "This keeps dime play in front of customers," he said, "and at the same time satisfies some of

Operator Michael Mongell blames the location owner. "He hears a couple of beefs about dime play and then decides he wants

the location owners."

Piecing the picture together, it seems the dime play will stay where Mason is one of a number of it is here until operators get to-

· Few Who Have Converted cent, and in some cases they have doubled.

> Morris Marder, who heads M&M Service and was one of the first to go dime play, reports collections from his dime play spots up at an average of 40 per cent. "We have had only one objection from a location," Marder said.

Cites 40 Per Cent Boost

Haller Amusement Company, which operates south of Miami in the Keys, reports it has just converted its entire route. Starting last February the firm reports collections up 40 per cent over last year's average during the same period. The firm added that this was true in spite of the disastrous cold spell that ruined much of the crop in the rich farming lands it operates in.

In discussing dime play with most of the operators in this area, one fact seems certain: Most of Broward, Dade and Monroe counties will be on dime play before the year is out.

WATCH & WAIT

Slow to Change

- Survey Shows Retreat Back to Nickel Play
- Many Think Association Would Solve Problem

MILWAUKEE--With Milwaukee operators, juke box dime play is a case of "watch and wait."

Conversions in the Beer City show a slow, uncertain pattern. Of the 60 or so operators licensed here, fewer than one-third report Miami. On those routes that have having made any attempt to change to dime play.

Reports from a large segment of coin firms actually point to a general retreat back to nickel play by the firms that have experimented with dime play.

Biggest hurdle facing the growth of dime play here, according to operators, is lack of operator co-oper-

Need Association

Veteran coinman Sam Hastings claims that the absence of a local operators' trade association on the scene has kept dime play from gaining momentum. "Out in the Stat, it is catching on very nicely, says Hastings, "mainly because of the support it receives from the Wisconsin Music Merchants' Association. Revival of the Milwaukee Phonograph Operators' Association could spur dime efforts here."

Hilltop Coin Machine, co-owned by Doug Opitz, is one of the leading exponents of dime play in this city. To date, the firm, which is one of the largest in Milwaukee, has installed dime music in 30 locations "The results," says Opitz, "have been e cellent. Play often falls off for a time during the adjustment period, but once the location gets used to it, collections show a sharp improvement."

Interestingly, Optiz points out that dime play is not only successful in plush locations, but in neighborhood spots as well.

Erv Beck, of Mitchell Novelty Company, reports that his firm has

Clarence Smith, who runs Milwaukee Amusement Company, says There is still a small amount of he has experienced good results declared.

Detroit Dime Play Set Back

- From 80 to 20 Per Cent in Just Four Months
- Lack of Co-Operation Is Major Factor

per cent estimated as recently as the first of the year.

Serious dissatisfaction with the situation is virtually unanimous among operators, who have been reconvert back to nickel play.

burg and Gulfport, all in Missis- change-over to dime play, the move which could not justify dime play. changed back to nickel play if the til all operators co-operate, Smith

DETROIT-Only 20 per cent | The program was kicked off at a of the juke boxes in the Detroit cocktail party. Good press and area are currently set on dime play, radio support followed. A few a startling reversal from the 80 small ads were used in the papers. Disk jockey comments and news stories told of the operator's increasing cost problem, and public acceptance was very favorable.

All But Old Units

All but about 20 per cent of the being launched in November, 1954. Dime play operations continued competition continues.

satisfactorily under these conditions for a little over a year, clearly showing that a dime program adequately presented to the public will win ready acceptance.

The downfall of dime play here came from competition - location bumping. The situation developed first in the suburbs and quickly spread to the city proper. In self- had virtually no success with dime defense, operators began changing play. their equipment back to nickel

forced by competitive conditions to equipment in the area was con- dime play machines on location with some spots, but in general verted, the machines not changed here, but operators admit that opposition has been to great. Dime Detroit had made a model were almost entirely older units these, too, might have to be play won't really go over here un-

1956

In Cincinnati

- Competition Spoils Early Dime Play Attempts
- Locations Want to Be Like the Guy Next Door

CINCINNATI-Juke box operators here have been caught between the Queen City's inherent conservatism and rising costs.

Normally slow to adopt changes, Cincinnati has shown considerable reluctance in swinging from nickel to 10-cent play.

Juke box music is still predominately 5 cents here, according to the Automatic Phonograph Owners' Association.

A couple of larger companies tried to convert to dime play, but other operators refused to follow suit. The result was that complaints from location owners having the price boost forced operators to go back to nickel play.

The Guy Next Door

Westerhaus Corporation, whose operations cover several Southwestern Ohio and Northern Kentucky counties, said it has had very little luck in converting. The firm tried a few locations, but proprietors said: "The fellow next door has nickel play and we want it too."

Ohio Specialty Company was pretty well agreed that they would one of the leaders in trying to con- like to make the switch to dime vert to dime play. Milt Cole said play, but feel that there are too he tried changing machines in one many independent operators who area, but location owners, worried will not go along with the change. about their competitors, forced him to change the phonographs back to said any change will probably be the nickel-a-disk price.

nograph Owners' Association are said.

CHI OBSERVES Slim 10c Hope FIVE YEARS OF SOLID 10c PLAY

CHICAGO --- Ask a Chicago operator when he switched to dime play and chances are he'll say it was so long ago that he can't remember. But actually the Windy City celebrates its fifth year on dime play this month.

To say that Chicago is a solid dime play town is an understatement. Not only the metropolitan area but all of the surrounding suburbs are dime play, three tunes for a quarter-and have been for five years.

The move really got under way here in March, 1951, but was considered an experiment until May when practically over night the entire city was converted to dime-a-disk. It was in May, 1951, that The Billboard reported Chicago over the "hump" in its dime play move.

Tho one of the first cities in the country to go completely on dime play-and the first metropolitan city - Chicago probably made the change with less opposition than any city has since.

Talk about nickel play to a Chicago operator and he's likely to tell you that he didn't know phonographs could still be set to play for nickels.

A spokesman for the association gradual. "There are virtually no Members of the Automatic Pho- dime play machines here now," he

Bay State 10c Gains Told By Mass. Association Head

- Baker Sketches Background of Approach And Methods Used to Launch Campaign
- Testimony of the Success of the Higher Denomination Coin: Grosses Up 15 to 35%

By DAVID J. BAKER

chusetts area pertaining to dime an idea on how to increase a music play. The area of which I speak operator's collections per music macomprises approximately three-chine. We considered this problem the State. Stories which pointed out ness was to continue to be profitour biggest gains in the field of able in the face of constant rising dime play, also reported our re- costs. lapses. Rather than rehash these got the dime play move started, area. Dime play seemed

(Editor's Note: David J. Baker an association was needed. is the president of the Massachusetts Music Operators' Association and a director of Music Operators of America. He entered the all music men in the area in a new coin machine business in 1940. In writing this article, Baker has tried sic Operators' Association. We then to point out to other operators thruout the country what they can expect in the way of dime play opposition and how to fight it. Changing from nickel to dime play is not an easy task Baker's story points out, but his accounting does show that it can be done if operators want it and are willing to work for it.)

In the fall of 1954 several oper-Many reports and stories have ators, including myself, got toemanated from the Eastern Massa- gether in an effort to come up with fourths of the entire population of essential if the music machine busi-

At that time there was no assofacts, I think the story of how we ciation of music operators in this the the methods we used to ease op- obvious answer to the problem of position to conversions and other rising cost, but it was agreed that background material should be told. | before dime play could be achieved

Form Association

By calling on operators, we managed to enroll about 40 per cent of association, the Massachusetts Muembarked on a dime play program.

Out of membership dues, the association paid for the printing of three circulars to be distributed to location owners. The circulars were mailed to our customers over a three-week period. Each circular pointed out various reasons why dime play was needed by operators and location owners. Operators

were also urged to contact their locations in person to further explain the move.

We then began converting our machines to dime play. Each operator worked on his own, changing as many or as few as he wanted. Use of EP's and improved equipment convinced location owners that the dime play move was certainly justified. Strangely enough. very little opposition was encountered from location owners or the public.

Catches on Fast

Within three months about 30 per cent of the equipment operated by members of our association were converted to dime play. Nonmembers also began converting. However, about this time real resistance began to show, brought about by the operator's worst enemy, other operators.

Staunch nickel advoates began canvassing dime play locations offering new equipment at nickel play. As a result dime play operators were forced to go back to

During the past 12 months the picture has changed very little, At present my own route is only 20 per cent converted, but as new locations and new equipment are obtained, dime play is installed.

nickel play.

Facts Don't Lie

It is fact-which can be proved with figures from my own routethat every machine converted to dime play is up in collections anywhere from 15 to 35 per cent compared with nickel takes. And nickel spots are down about 5 per cent compared with last year's records. These are not imaginary figures picked out of a hat, but actual figures which can be substantiated by our receipts.

Because we tried to go to dime play and were blocked, our problem is now twice as big. It is doubly hard to reconvert a location that had dime play and was then changed back to nickel.

In looking back over the past 15 months, we can see several mistakes we made when beginning our conversions. Our greatest error was spending more time trying to convince location owners rather than other operators.

All Not in Vain

Nevertheless much good has come from all this. The organization, which was started to give dime play a boost, has grown and helped operators in other ways. Insurance, He also blames lack of operator local legislation, contracts, general

(Continued on page 105)

Dime-Play Problem Is Growing in Utah

SALT LAKE CITY-Dime play | Another took an opposing view. coming to a head.

operating on dime play for some block the move." time, most efforts to make the change-over were made during the

past year.

Estimates of the number of machines taking dimes differ from operator to operator, but range generally from 20 to 90 per cent of each operator's route. One mediumsized operator headquartering here said he has 90 per cent of his ma chines set for dime play. "I had to particularly with the EP records am using," he said, "I couldn't make a go of it otherwise."

CITY OF 25,000 LEADS WIS. 10c

WAUKESHA, Wis .-- Waukesha, noted as being one of the smallest communities in the nation supporting a symphony orchestra, seems to be taking the lead in dime play on juke boxes in Wisconsin. Waukesha is a bustling town of about 25,000.

About a half-dozen coinmen headquartered here cover most of the juke box locations in the surrounding lake region,

A survey of locations here reveals that about half the city's juke boxes are set on dime play. And at a recent meeting, operators indicated that they would continue to push the dime-a-disk move until every machine was con-

Several Milwaukee firms operating in Waukesha have joined the dime conversion move here, tho remaining on nickel play in the Beer City.

on music machines in Utah is a big He said, "Dime play is not coming problem. A problem that is just along very well at all. It is only partly due to public resistance. It's While a few machines have been the location owners who really 10¢ Play Will Help

> However, he said that he has a few spots doing well on dime play and feels confident that if the entire area would switch to that price neither operators nor location owners would feel any loss. "In fact," he said, "dime play would be a big help. With prices the way they are and labor costs rising, you can't afford to buy a machine and set it

(Continued on page 105)

on a nickel.'

High Costs, 5c Play To Collide in Ala.

Despite the fact that everything play. from shoe laces to record needles have advanced in cost many fold, operators have clung tenaciously to tions now, and you'd be surprised bargain priced music here.

to dime play? The answer is em- roughly, but I don't believe play phatically yes, operators agree. dropped more than about 5 per cent However, the date of such a move on any of the machines." is still no closer to being determined than it was a year ago.

attempt to set a price," said Chris- needed. Music Box Company. "It would

BIRMINGHAM -- Mounting serve as a sort of forum, a means juke box costs and nickel play ap- by which we could all see that our pear to be rushing toward a head-problem is the same and that it on crash in this metropolitan area. could be solved by going to dime

Play Holds Up "We have a few dime play locahow little difference it's made in Will Birmingham eventually go the number of plays. I figured it

Other operators oppose the idea of a local association, feeling any Some operators feel a local asso- industry-wide move toward dime ciation, which is not now in exist- play would be viewed as price-

(Continued on page 105)

Memphis Ops Mark 1st Dime Play Year Location Owners, Public

- Accepts New Price
- Liberal EP Use Breaks Ice at Move's Start

MEMPHIS-Dime play, three for a quarter on Memphis juke boxes adopted a year ago this month, is here to stay, a survey among distributors and operators last week disclosed.

All were of the opinion that the public and location owners have accepted the trend.

Some operators reported gross collections up as much as 30 per cent as a result of the increase in price, others pinpointed the increase from 20 to 25 per cent.

dropped sharply when the changeover was first made, but gradually ings, presented operators with a increased as the initial shock of dime play wore off. They expect the play to continue increasing this year.

2,000 Juke Boxes

There are approximately 2,000 juke boxes in Memphis and Shelby County and some 20 full-time music operators.

Surprisingly, when the change was made to dime play there was little opposition from the public. Play fell for a while, but there was no serious complaints from the clared, "operating costs have tripublic or location owners.

George Sammons, president of the Sammon-Pennington Company, Seeburg distributor, said that play the tide, and operators began conin top spots fell off only a little if verting their equipment to dime at all, whereas play in B and mar- play. ginal locations dropped off as When the conversions began, opmuch as 40 to 50 per cent.

Parker Henerson, general manager of Southern Amusement Company, said that his firm's figures showed that while play dropped off considerably during the first few months following the changeover, gross collections were up in every case.

Collections Climb

Drew Canale, owner of Canale Amusement Company, estimated that as a result of dime play collections rose from 10 to 20 per cent immediately. This year, he said, the picture is considerably brighter, with collections up on an average of 25 to 30 per cent.

The dime play change-over here was discussed by operators and distributors alike at a number of meetings held by the Memphis All said the volume of play Music Operator Association. George Sammons, at one of these meetcomparison chart of operating costs for the years 1939 and 1955.

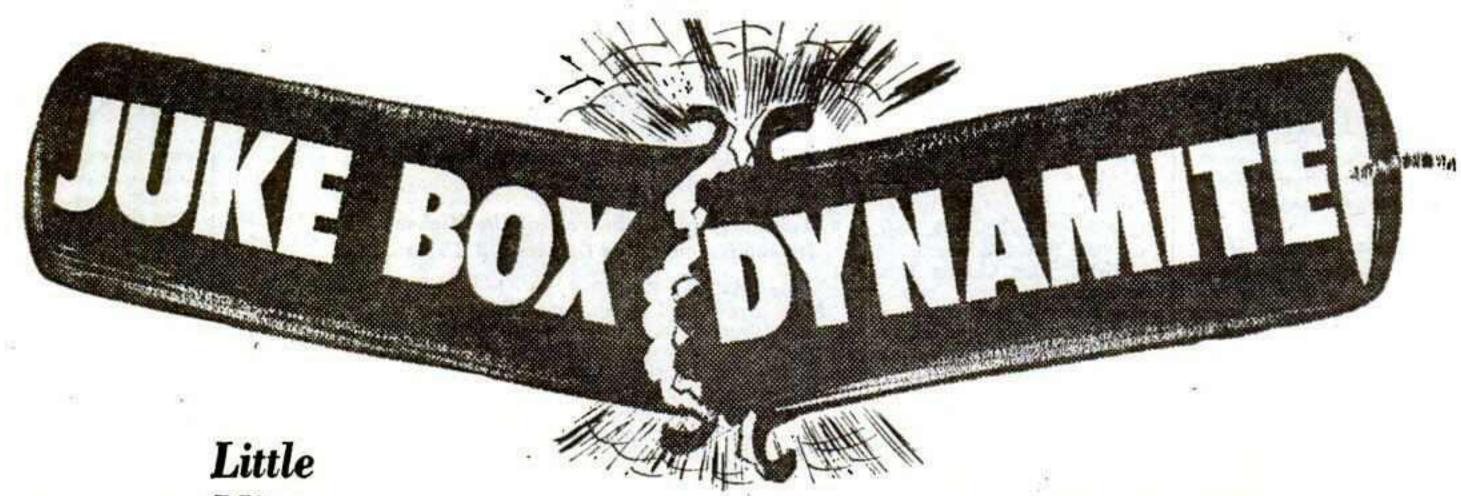
> Sammons' chart showed: Music machines in 1939 were priced at \$375, over \$1,060 in 1955; office help increased from \$20 a week to \$60 and up; good mechanics, who received \$22.50 in 1939, earned \$85 and up in 1955, and records which used to cost 21 cents climbed to 55 cents or more.

Costs Tripled "Since 1939," Sammons de-

Increased costs, more than any other single factor, finally turned

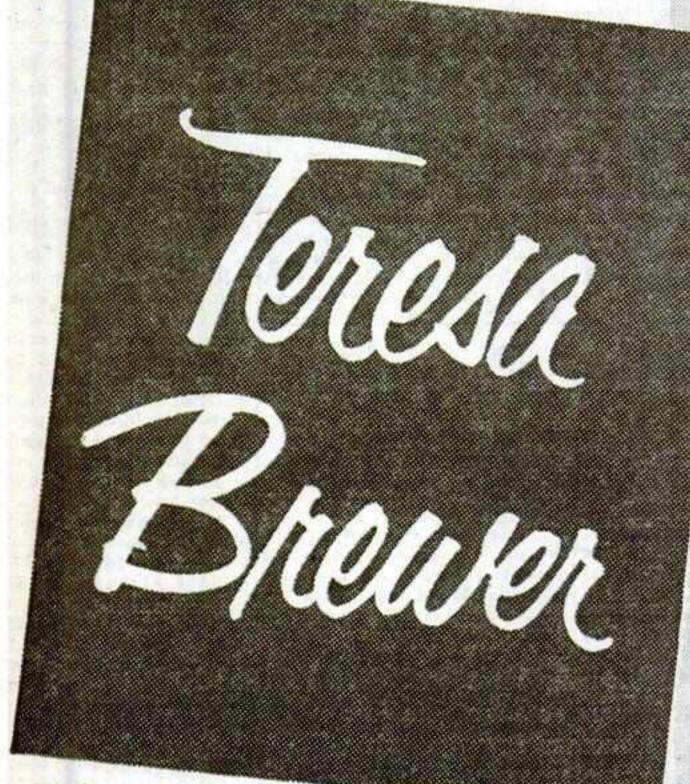
(Continued on page 105)

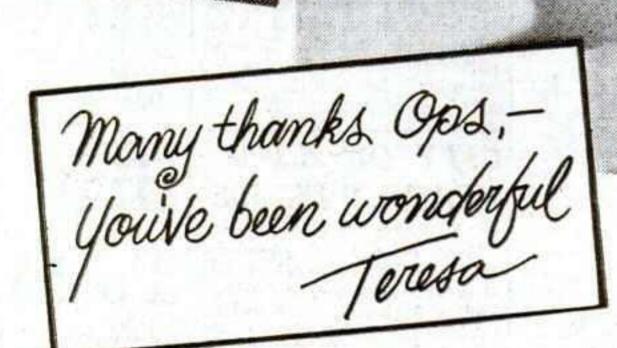
ance, would help bring about dime fixing. However, even these operplay. "Not that we would make any ators agree that dime play is tine Tsimpedes, a partner in the Up until present, a rapidly ex-



Miss Hitmaker .

MOA CONVENTION SECTION





Current Juke Box Favorite:

"A TEAR FELL"

and

"BO WEEVIL"

Exclusively





125 F F 6

202 15

Report of State Juke Box Licenses

license fee of \$8 per machine to be the machine is to be located. obtained from the county in which the machine is located.

Arizona. No tax or regulations on juke boxes. Gross receipts are subject to 2 per cent tax, however.

California. No tax or regulations on juke boxes. They are subject to personal property taxes, however.

Colorado. No tax, license or on juke boxes. regulations on juke boxes.

use taxes.

resident.

District of Columbia. No tax, have a license which costs \$7.75. | sales tax, however. This license is a combined State

Arizona

Arkansas

California

Colorado

Delaware

Florida

Georgia

Idaho

Illinois

Indiana

Iowa

Kansas

Kentucky

Louisiana

Maryland

Michigan

Minnesota

Mississippl

Missouri

Montana

Nebraska

New Jersey

New York

New Mexico

North Carolina

North Dakota

Ohio

Oklahoma

Pennsylvania

Rhode Island

South Carolina

South Dakota

Tennessee.

Texas

Utah

Vermont

Virginia

Washington

Wisconsin

Wyoming

West Virginia

Oregon

New Hampshire

Nevada

Massachusetts

Maine

Connecticut

District of Columbia

Alabama. There is an annual | tax collector of the county in which

Idaho. Juke boxes operated in Idaho are subject to assessment by the local assessor as personal property at an assessed value of approximately 25% of the current and new price of the machine. The actual tax will vary by county and taxing district within each County. There is no State tax or license fee

Iowa. An operator of juke boxes Connecticut. No tax, license or must hold a retail sales tax permit regulation on juke boxes. There and report the entire gross receipts must be payment of sales and-or received from the operation of such machine and devices and remit Delaware. A license fee of \$20 21/2 per cent tax thereon. The for each machine operated by a operator must place a sticker, nickel. A license fee of \$40 for ST 103, on each unit he operates each machine operated by a dime. within the State. These stickers Application for license is made to must show his retail sales tax per-State Tax Department of the coun- mit number. No juke box shall be ty in which the operator is a operated without this sticker being attached in a prominent place.

Kansas. No State license is license or regulation on juke boxes. levied on juke boxes. Gross re-Florida. Each machine must ceipts are subject to 2 per cent

Kentucky. A license of \$10 per and county Occupational License year per machine is required for and is purchased from the county every juke box. This license may

not be transferred from one machine to another. These licenses are valid from July 1 to June 30 of the following year. A license stamp receipt evidencing payment of the tax must be permanently fixed to the machine. A license obtained after January 1 of any year shall be one-half the annual fee or \$5.

Louisiana. There is an annual State tax of \$10 per machine, payable to the Department of Revenue.

Maine. Juke boxes are subject to local property taxes, as is all other real estate and personal property. There is no State license fee, State tax, or State regulation on juke

Maryland. An annual license fee of \$10 per juke box may be issued by either the clerk of the Circuit Court of any county or the clerk of the Court of Common Pleas of Baltimore. Also, an additional \$1 must be paid for each independent coin-operated speaker delivering music from an amplifier on the same premises. Each machine or device licensed shall have affixed to it a metal tag issued by the clerk, showing that the fee for the current year has been paid.

Michigan. No payment of a license fee to operate juke boxes in this State is required. However, the purchaser is required to pay a 3 per cent use tax on the cost price of any equipment brought into the State for storage use or consumption. This tax must be paid directly to the Department of Revenue at the time the equipment is first purchased.

Mississippi. The owner of the location in which the machine is located must buy an annual license from the State Tax Commission. For each machine that requires 5 cents or more and less than 10 cents the license is \$10. For each machine that requires 10 cent or more and less than 20 cents the license is \$20. For any music machine playing records having more than one coin chute, the measure of the tax shall be the multiple of the coin required.

Missouri. There is no State tax. license or regulation on juke boxes. Montana. There is no State tax,

license or regulation on juke boxes. Nebraska. There is no State tax, license or regulation on juke boxes except for a personal property tax which is the same as on any other property.

Nevada. There is no State tax, license or regulations on juke boxes. This is done on a county level.

New Hampshire. There is no State tax, license or regulation on

New Jersey. There is no State tax, license or regulation on juke

North Dakota. There is an annual license of \$15 per machine issued by the Licensing Department of the Office of Attorney General.

North Carolina. There is an annual license fee of \$100 for each operator having one or more juke boxes in operation. In addition there is an annual license fee of \$10 per machine. This license is issued to each machine having a different serial number and is not transferable from one machine to another. The tax year is from June 1 to May 31 of each year. Halfprice licenses are issued to those beginning their business operations on or after January 1 and prior to May 31.

Ohio. There is no State tax, license or regulation on juke boxes except a personal property tax which is 70 per cent of the true value of the machine.

Oklahoma. There is an annual license fee of \$40 per machine issued by the Oklahoma Tax Commission, effective July 1 thru June 30 of each year. There is a 2 per cent use tax due on all juke boxes brought into this State from outside of this State for storage, use or other consumption. In addi-(Continued on page 106)

City License Fees

Atlanta-There is an annual city | The new owner may secure a This license is effective from Janu- year for \$1. ary I to December 31 and cannot be prorated.

Baltimore-There is an annual license fee of \$10 for each machine and \$2 for each additional speaker. operator and location owner's li-This license is obtained from the city treasurer.

Birmingham - License fees per of the machine. machine: Birmingham, \$10; Jefferson County, \$4.50.

Boston-An operator must have of \$1.25 per machine. a Sunday permit for each machine. These may be obtained on a weekly or yearly basis. On the weekly basis, the fee is \$4: \$2 for the city and \$2 for the State. On the yearly basis, the fee is \$100: \$50 for the city and \$50 for the State.

Buffalo-There is an annual city license fee of \$20 per machine.

Charlotte, N.C.-The annual license fee per juke box is \$5. The installation of all machines must have police approval. All machines are taxed with an ad valorem tax. This is figured on the value set by city and county tax offices.

Chicago-There is an annual the city limits. city tax of \$25 per machine.

license or regulation on juke boxes.

Cleveland-Locations where instrumental or machine music is provided for patrons after 10 p.m. for not more than six months, a license fee of \$5 must be paid. dance hall licenses.

tax, license or regulation on juke which costs \$5 per year.

\$2.50 per machine.

26 to 50 machines, \$25; 51 to 75 per machine. machines, \$50; 76 to 100 machines, \$75; 101 to 200 machines, city license fee of \$5 and a county \$100; over 201 machines, \$150. fee of \$11. City police and highator's identification-name and ad- ous supervision. Only one comdress. If ownership of the machine plaint is allowed before the ma-

license fee of \$30 per juke box. license for the remainder of the

Hartford, Conn.-There is an annual license fee of \$6 per machine in total: \$3 is paid by the operator, and \$3 by the location owner. The censes must be posted permanently and conspicuously at the location

Houston-There is an annual city tax of \$2.50 and a county tax

Indianapolis-There is a registration fee of \$1 for each juke box. A receipt for registration must be affixed to each machine.

Kansas City, Mo.-There is an annual blanket tax of \$12.50 per juke box.

Los Angeles-There is an annual license fee of \$7.50 per juke box. This license must be applied for and be in the name of the location

Louisville-There is an annual license fee of \$15 per juke box. In addition, there is a 1 per cent tax on the profit just as there is on all salaries or profits earned within

Memphis-There is a city license Cincinnati-There is no city tax, fee of \$10 and county license fee of \$10.50 for each juke box. Only one juke box is allowed under one roof, or at any one address.

Milwaukee-There is an annual license fee of \$100 for each operator. Each location owner must Exception: holders of current obtain a permit which costs \$10 per year. The operator must also Columbus, O.-There is no city obtain a permit for each juke box

Miami-There is one license for Dallas-An annual license fee of State and county which amounts to \$7.50 per machine annually. Detroit-The annual license fee The city of Miami has a master for operators on juke boxes is as license of \$250 per year per operafollows: 1 to 25 machines, \$10; tor, plus a license fee of \$18.75

Nashville-There is an annual All juke boxes must have the oper- way patrolmen maintain a continuis transferred, the license is void chine is ordered removed. There is 10 days after the date of_transfer.

(Continued on page 106)

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Cities in Brief

| | Tax or License | | Annual Amount |
|--------------------------|----------------------------|-------------|---|
| City | Yes | No | Per Machine |
| Atlanta | X | | \$30 |
| Baltimore | X | | \$10; plus \$2 for each |
| 2004 6 26 26 | | | additional speaker |
| Birmingham | X X X X | | \$10 |
| Boston | X | | \$100; ½ for State |
| Buffalo | X | | \$20 |
| Charlotte, N. C. | X | | \$5 |
| Chicago | X | | \$25 . |
| Cincinnati | | X | |
| Cleveland | | X X X | |
| Columbus, O. | v | A | 62.50 |
| Dallas Datusit | X X | | \$2.50 |
| Detroit | A | | (Fee based on number of machines—see com- ment) |
| Hartford, Conn. | X | | \$6 |
| Houston | X | | \$2.50 |
| Indianapolis | X X X X X X | | \$1-registration fee |
| Kansas City, Mo. | X | | \$12.50 |
| Los Angeles | X | | \$7.50 |
| Louisville | X | | \$15 |
| Memphis | X | | \$10 |
| Milwaukee | X | | \$100 operator license |
| and Some | 4. | | \$5 per machine |
| Miami | X | | \$250 operator license |
| Nachadila | * | | \$18.75 per machine |
| Nashville New Orleans | X X | | \$5 \$13.75 |
| Newark | Λ | X | \$12.75 |
| New York | x | A | \$1 occupancy tax |
| Oklahoma City | x | | \$5 |
| Philadelphia City | x | | 825 |
| Portland, Ore. | X X X | | \$100 operator license |
| | 570 | | \$25 per machine |
| Providence | | X | 5. 5. 175.2 4. 05.1000000000 |
| Richmond | X | 4747 | \$10 |
| Salt Lake City | X- | | \$15 |
| Seattle | X | | \$100 operator license |
| | | | \$10 per machine |

Bird's-Eye View Annual Amount Per State Machine (unless otherwise License Tax noted) \$8 (2% tax on gross re-Alabama

(No reply)

(No reply)

(No reply)

(No reply)

(No reply)

x

\$20 for nickel play

\$40 for dime play

ceipts)

\$7.75

(Personal property - 25% of new machine price)

(Retail Sales Tax - 212% of gross collections) (Sales Tax-2% of gross collections) \$10 \$10

\$10-\$1 for each additional speaker

\$10 for nickel play \$20 for dime play

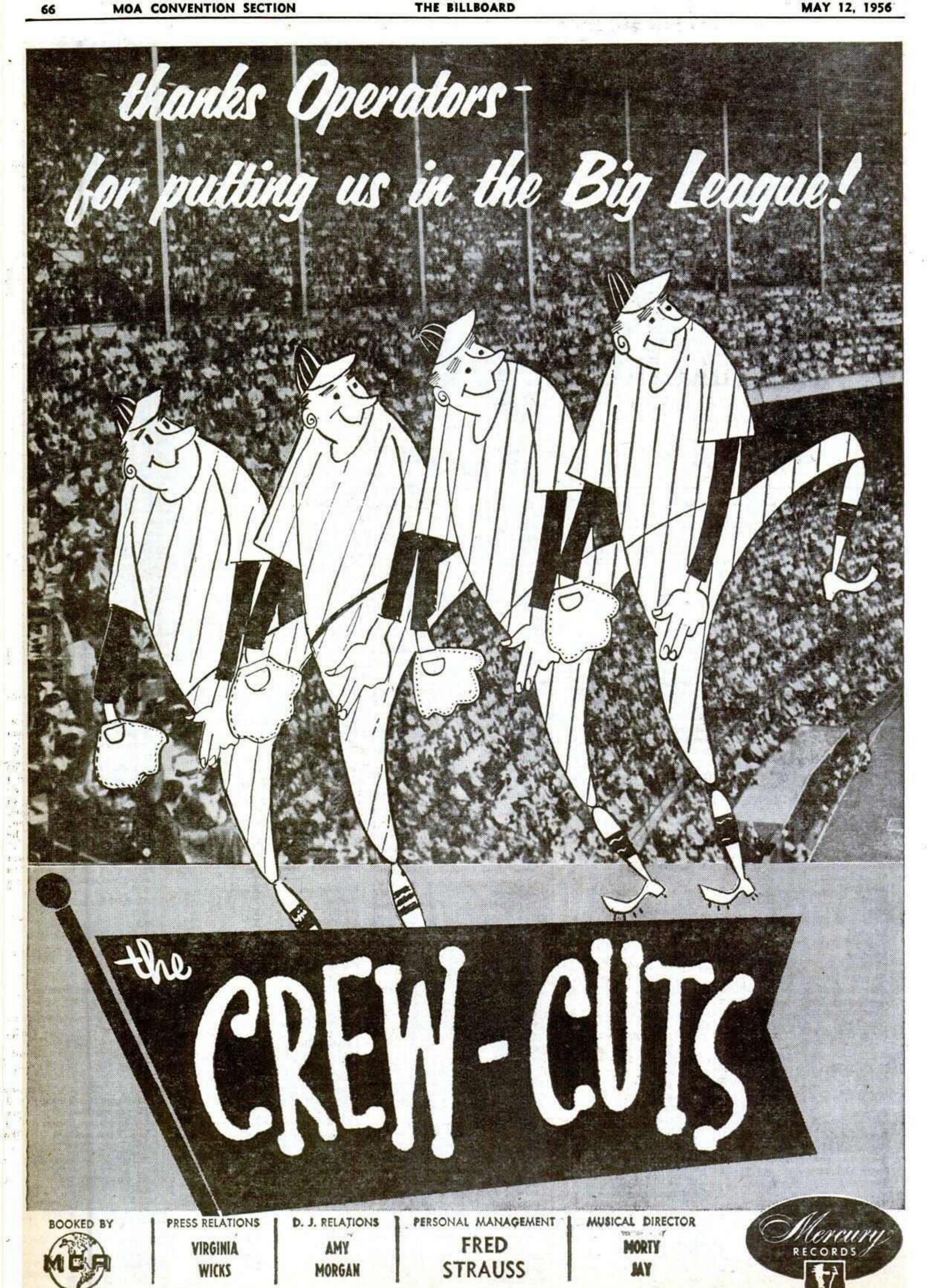
(No reply) \$100 per operator per \$10 per year per machine

\$40-2% sales tax on gross collections. 2% use tax. \$10; \$1 for each additional wall box

\$5 for nickel play \$10 for dime play

(\$1 registration fee)

(2% use tax)





Sam Willens talks over programming with customers at one of his locations, Northland Drugstore, Northland, Mich., in the world's largest shopping center.

Location Taste--Key To High Juke Box \$\$

each location.

Willens operates a one-man-

sized route of about 25 locations-

mostly of the drugstore variety,

He has a few guiding principles

Changing the hours for servicing

different times of the day and

The other day, while checking

cash, he noted a Dave Brubeck

number was being played and walked over to the customer, re-

marking: "I'm a music man. I see

you appreciate good music." The

customer was pleased, and a brief

conversation revealed a demand for

this type of number in that loca-

tion-building good will for both

Willens finds that progressive

jazz, on the style of Brubeck and

Stan Getz, is finding an appeal to-

day in many spots and "even the

kids are acquiring a taste for it."

He supplies it where demand ex-

ists, particularly in top locations.

Progressive jazz, he says, has an

added advantage for the operator-

the artists tend to record somewhat

older tunes, so that disk changes

aren't required as fast as for pop

disks because there was a definite

public demand, but has tried to

segregate what he calls the "good

and bad." Some locations, he finds,

resist programming r.&b., others,

especially teenage spots, demand

Shifts With Trends

trends is essential in Willens' pro-

gramming. A good musical back-

ground helps-he used to be an or-

chestra leader, but he says: "If you

don't know music, you can learn.

It's necessary to know songs to op-

tance, he finds, and sets the popu-

larity meter every time he services

the machine. A new record is given

time to prove itself-about three

weeks. When it or an older record

secutive weeks it is usually taken

Record life is of crucial impor-

erate successfully."

This ability to shift with music

them.

Willens has used rock and roll

location and juke box.

featuring hideaway units.

- Shift With Tune Trends Programming Success
- Vary Check Hours, Guide To Record Selection

DETROIT-How does an operator get good programming? Some for programming, but few rigid say personal opinion; the more rules. practical minded say hard work and experience. But Sam Willens, of a location about twice a month is Willens Music Company here, good practice, he believes. In this seems to have blended the two to- way the operator can learn the gether for some very satisfying tastes of people who come in at effects in the dollar column.

"By the sheer process of experi- night. mentation, I seem to have hit it on the head," says Sam. Close to his stresses.

DIGS DISKS

Op Rigs Own Record List

- Programs Disks Via Juke Meters, Music Pop Charts
- Route Gets Fast Action 'Best Seller' Selections

SALT LAKE CITY—Robert L. Holt, Northern Utah music operator, has worked out a programming. This is a new development for him system thru which he feels he can and it has required keeping abreast predict hit tunes up to six weeks of changing tastes.



ROBERT L. HOLT

before a record makes the "best

seller" list.

His system is based on 26 years drops below 10 plays for two conin the business, the last 10 of which he has owned and operated off. the Rainbow Music Company.

His system is a combination of his own, holds record cost at 15 per | White: Rhythm and blues or rock

4-Point Plan Plus Location Interest Brings Extra Coins

- Top Programming, Equipment, Personnel, Op-Location Relations Give Edge to Juke Route
- Miami's Truppman Saves \$\$ on Efficient Management, Spends \$\$ on Disks Tailored to Customers' Requests

By RAOUL SHAPIRO

MIAMI-When Ozzie Truppman, of Advance Music Company here, comments on the makings of a smooth-running juke box operation, fellow operators might well lend an ear, for Ozzie's outstanding route is the outgrowth of these

Good programming, good equipment, good personnel and friendly operator-location relations. No one of these items is more important than any other, insists Truppman.

"Programming? Having hit tunes on the machines is not enough," says Ozzie. "The most foolish thing an operator can do is try to save money on records. operation, he studies the tastes of

"An operator is selling entertainment, and a customer won't buy unless he can buy the entertainment he likes. Success of supermarkets should point the way for the operator. He must have a varied selection of music, a selection that will fit the tastes and moods of the customers.

"Selections should be kept in categories. Minutes lost while a customer is looking for more particular record are minutes that decrease the earning power of the machine. People have become accustomed to having things made "Talk to the consumer," Willens easy for them, otherwise they just don't bother."

> Experimented Ozzie tells how he has experi- at the right time can do more than

mented with this theory: A machine was set on location without regard to where the records were arranged. After a month, disks were placed vidual location. categorically, and collections increased more than \$2.

"On an operation of 100 machines, I think it is well worth the extra two or three minutes to earn an extra \$100 a week. Requests, too, are important, and every effort should be made to fill them. A satisfied player in turn means a satisfied location, and that can only mean increased earnings."

Operator-Location Relations

Often an operator who doesn't do all the collecting himself completely neglects a location owner once the machine is set, observes Truppman.

"A point should be made to visit each location ever so often. An owner likes to feel that he is important enough to have the operator drop in for a chat. It gives him a chance to voice any small gripes he may have and to have them taken care of.

"Small gripes can grow into larger ones, and may eventually lose the location for the operator. A location owner is human and likes to have his little egos satisfied. Discuss his problems, buy a round of beers perhaps and you will have a location owner that will be your friend for life.

"Sometimes a dollar or two spent

\$50 when a location is about to be lost for one reason or another."

Equipment Suits Locations

Truppman feels an operator should never attempt to operate equipment that is shabby looking. dirty, not in the best working order, and, most important, not up to the potential take of the indi-

"A location should be given the top equipment in keeping with its gross. This will insure top income from the location and good will on the part of the location owner, and the people who play the machine," he asserted.

High Caliber Personnel

Routemen and servicemen employed on the route must be of the highest caliber, Truppman says. They must be conscientious, have



OZZIE TRUPPMAN

pleasing personalities, and above all, be honest.

"Lack of any of these qualifications must reflect on the operation as a whole and will cause dissatisfaction on the part of the location owner," he pointed out. "The men must understand that when a location owner gives them a socalled 'hard time,' he is showing an interest that can only mean higher earnings for the juke box. Many owners, considered 'nice guys' by their operators, never show any interest in what is going on with their coin equipment. Give me a location owner that shows a keen interest and I'll show you good collections."

Hit Records Spark Memphis Juke Play

- Variety in Quantity Adds | Love You Truly," "Sentimental Spice to Fans' Desire
- Clean Machines, Clear Sound Adds Sales Appeal

MEMPHIS—Probably the most successful independent music operator in the Memphis area is Drew Canale, a young man who started from scratch in the business seven years ago and now has a thriving

Canale, 32, a towering 6 foot 3 inches, is well known and liked by men in the music business locally and by company representatives who travel the territory. He has almost 100 phonographs on location.

Key to his success is his superior programming, which gets expert care and attention from his staff of eight employees, all under his personal direction.

Canale has a sound ear for what the public likes to hear. He is quick to get on his juke boxes new records as they come out strong. In this way he gets maximum play from the public.

Blues on Beale Street

Because Memphis is the only city of its size in the nation which has a colored population almost as great as white, Canale picks music for each group separately. A large part of juke box play is on Beale Street, Negro entertainment mecca.

Here's the programming breakdown on white and colored loca-Willens, sticking to a formula of tions:

personal judgment, meter readings cent of gross sales. Rather than let- and roll, 45 per cent; pop, 25 per on records and popularity charts ting this percentage drop when a (Continued on page 107) ting this percentage drop when a cent; country and western, 20 per thit will stay on longer than next year, and as they approach (Continued on page 107) (Continued on page 107)

Journey" and "Star Dust," 5 per cent; fox trots and waltzes, 4 per cent; semi-classical, 1 per cent.

Colored: Rhythm and blues or rock and roll, 50 per cent; blues, on the type of B. B. King and Joe Liggins, 30 per cent; pop, of the Billy Eckstine and Nat (King) Cole type, 20 per cent.



DREW CANALE

Canale's servicemen put an average of 34 records a month on each machine. This averages a little more than one a day and results in a complete change about every three months.

WIDE CHOICES

TAC's Tunes-From A to Z

- Firm Operates 400 Jukes, Has 100,000 45 rpm Disks
- Business Built on Sound Public Relations System

NEW ORLEANS—You name the tune, and chances are 100 to 1 that the boys at the TAC Amusement Company here can pick it out within three seconds, from the shelves of their library.

From "A-nniversary Waltz to Z-ebra Blues"-they're all on the shelves, more than 100,000 45 r.p.m. "take-offs," disks which are considered more valuable than the newer ones, because they're harder to get.

The TAC firm, one of the largest juke box operators in the South, There are exceptions-a smash celebrates its 25th Anniversary



DEAN

Current Capitol Release

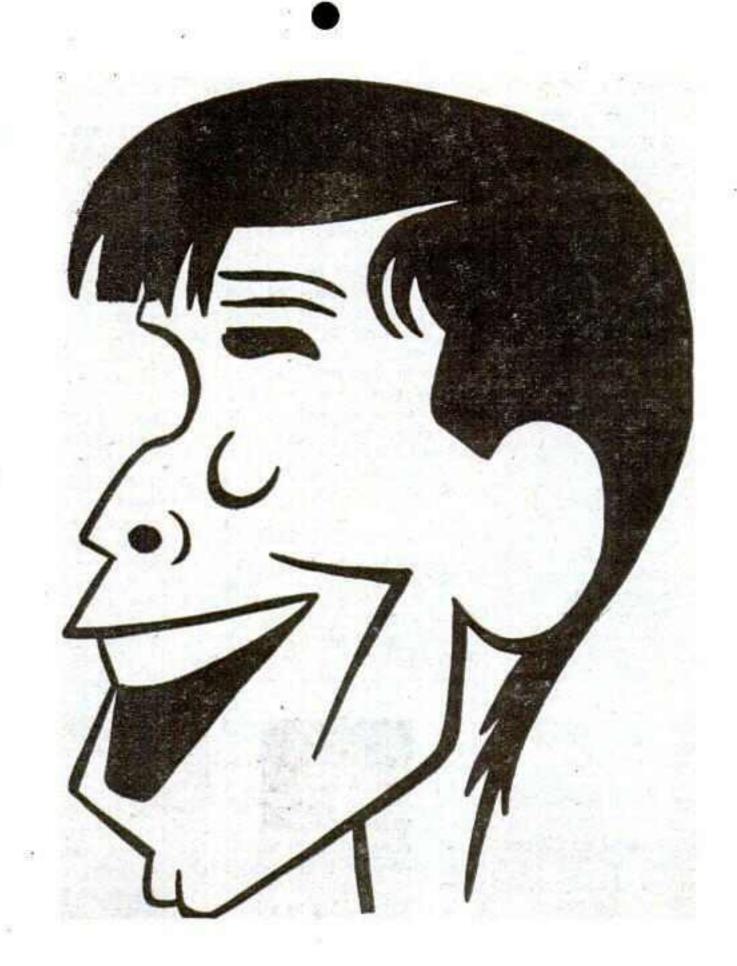
"STANDING ON THE CORNER"

Cap. #3414

Thanks Again, Jellas

JERRY

Watch for our new Paramount Picture
"PARDNERS"





GEORGE MILLER



SIDNEY LEVINE



PIERCE



BILL HULLINGER



BRITZ



HARRY SNODGRASS



TOM WITHROW



LOUIS PTACEK

George A. Miller President

strumental in the formation of Mu- dustry. sic Operators of America as well, and was elected president of the national association during its first meeting. Miller divided his time between the State association and MOA until last December, when he withdrew from active office in CMMA to become full-time president and general business manager of MOA. Miller is a native of California, married and the father of three children. He is active in nearly every major charitable organization in the country.

> Sidney Levine Legal Counsel

Sidney Levine has been legal counsel for MOA since its inception in 1948. He has handled all the association's legal matters and has been a key figure in the juke box industry's many victories in the annual copyright hassle. Levine has served as legal counsel for the Music Operators of New York since which supports seven employees in for two years. In 1951 he helped 1937. He first defended the juke box industry against changes in the juke box business has a bright serving as president for two years. the Copyright Act in 1943, five future, making steady gains on all Lou is a member of the Eagles, years before MOA was organized. levels. He feels that with manu- the Elks, the PTA and the local Sidney is married and father of facturers, distributors and operators three daughters. Recently he was made a grandfather. Levine is active in the United Jewish Appeal, various Boys Town campaigns and other national organizations. He has served as an attorney for operators, distributors and manufacturers.

Clint S. Pierce Vice-President

Clint Pierce, of Brodhead, Wis., can look upon all other MOA officers and directors as newcomers to the coin machine field. Clint started in the business in 1910, by 1922 he had coin-operated pianos on location thruout Wisconsin. He has operated such juke box equipment as a four-record Daley, a 28record Capehart Orchestrope and you name it. Pierce is president of the Wisconsin Phonograph Operators' Association and was one of the founders of MOA. Pierce has also been mayor of Brodhead. His operation today consists of over 1,000 pieces of equipment thruout Wisconsin. He is an active Shriner.

William Hullinger Vice-President

Bill Hullinger joined MOA in 1950 and has been active member ever since. He is currently a vicepresident and a member of the association's executive board. He is Tom entered the phonograph busistrictly a music operator, his route ness in 1939, liked it so well he's

an operator. In 1933 he played a Congress in connection with Copyfornia Music Merchants' Associa- the industry will continue to grow tion, was elected president at its as long as the 1909 Copyright Act inception and has served in that remains intact. He thinks MOA is capacity ever since. He was in- a very valuable part of this in-

Martin Britz

Treasurer

-Martin Britz entered the coin machine business after the war in 1946. He was on hand for the first MOA meeting at the Sherman Hotel in Chicago and played a big 18 years of juke box experience. part in getting the association roll- Tho starting with music exclusively, over the treasurer's responsibility and background music installations

coin-operated phonograph business | MOA in 1949 and has served on | recently he was cited-as head of | Montooth joined that association in in 1945. Locally he is very active just about every committee imagin- MMOA-by the president of the in both juke box public relations able at one time or other. Tho no George Miller first entered the and community activities. Hull- local association has been organized coin machine business in 1932 as inger has also appeared before in his territory, Withrow has been instrumental in various operator major role in forming the Cali- right Legislation. Bill believes that programs to improve juke box public relations. Prior to his entry into the juke box business, he was a high school general science teacher. Tom thinks the phonograph business has a very good future, believes the key to continued success lies in better business methods and operator co-operation.

THE BILLBOARD

Louis Ptacek Director

Louis Ptacek can look back on

United Cerebral Palsy Foundation is a music operator exclusively. His for the outstanding co-operation given to the UCP by Massachusetts music operators.

Victor Ostergren Director

Vic Ostergren joined MOA in 1952 and has been a director since 1954. In addition, he has served on convention, reception and steering committees. In 1947 he was instrumental in forming the Automatic Equipment & Coin Machine Owners' Association of Indiana and was elected president, a position he still holds. Vic also sparked dime play in his area. He entered ing. He was formerly a director he has since added cigarette and the juke box business in 1935. Osand a vice-president of MOA, took candy machines, amusement units tergren takes a very optimistic view regarding the future of the juke last year. Britz operates music ma- to his route. Ptacek joined MOA box business. He states it is cerchines only, has a large route in 1952. He has been a director tain to be good for years to come.

1939 and is a charter member. Les route covers a radius of 50 miles around Peoria and he employs seven staffers. Prior to entering the coin machine business in 1936, Les owned and operated a gas station. Ask him why he operates music only and he'll say: "Because I think music is a wonderful business."

James Tolisano Director

Jimmy Tolisano added his weight to MOA in 1950, soon after was named a director and has served in that capacity ever since. In addition to his accomplishments on various MOA committees, Jim has been a real MOA booster-has traveled thruout Connecticut recruiting new members. Tolisano is president of the Music Operators of Connecticut and was active in forming that association. Jim entered the business in 1934. His route today consists of about 200 pieces-music and games. About the business, Tolisano says: "The only big change coming that I can see is that it will get a lot bigger." Jim is from Hartford, Conn. He's married and has three children.

Howard Ellis Director

For the past four years Howard Ellis has been one of the most active directors in MOA. He has served on committees covering legislation, membership, entertainment, conventions and public relations. Ellis joined MOA in 1951. That same year he helped organize the Music Guild of Nebraska and has served as secretary-treasurer of that association since its inception. He entered the juke box business in 1934. Today his route covers an area of 50 miles around Omaha. His outlook? "When I have an extra dollar I invest it in my route. This business is expanding," he declares. Originally from Iowa, he makes his home now in Omaha. Ellis is married and has three children-all daughters.

Albert Denver Vice-President

Al Denver, in addition to being vice-president of MOA and running his own operating business, is president of Music Operators of New York, the largest local association in the country. He has served as vice-president of MOA since the association was formed and as president of MONY for 11 years. Entering the coin machine business in 1935, Al started out with games, later switched to music and cigarettes. Denver is a staunch supporter of all types of juke box public relations-arranging an active goodwill program between MONY members and their customers. Al is married, has one daughter, a sonin-law and two grandshildren.

(Continued on page 106)

20 MOA Officers, Directors Pool 436 Yrs. of Experience

working together, any problem can be overcome.

Harry Snodgrass Secretary

Harry Snodgrass joined MOA in 1949. Shortly thereafter he was made a director and two years ago was elected secretary. His coin machine experience dates back to 1930, when he began operating amusement machines. Today Snodgrass operates a diversified route, consisting of amusement machines, phonographs and vending machines-a total of 1,200 pieces in all. His business, Border Sunshine Novelty Company, employs 37 office and service staffers. In 1952, along with a few other operators, he helped form the New Mexico Music Guild. Snodgrass is a member of the Albuquerque Chamber of Commerce, the Lions Club and the Elks. Harry, like many other progressive operators, feels the phonograph business is sound and looks good for the fu-ture. He's married and the proud papa of two children.

Tom Withrow Sergeant at Arms

Tom Withrow: Music operator, sergeant at arms of MOA, Texan.

Great Falls, Mont. Martin believes form the Kansas Music Association, country club in Manhattan, Kan. In the family department, he heads the MOA list. He has six children, four boys and two girls.

John A. Wallace Director

John (Red) Wallace, Oak Hill, W. Va., in addition to his MOA director post, is president of the West Virginia Music Operators' Association. He is a great believer in promoting juke box public relations-started a teen-age dance program in West Virginia shortly after the State association was formed. Red, who entered the coin machine business in 1933, was previously a coal miner. He is active in all sports. He's married and has two children. He believes the juke box industry will continue to expand for many years to come.

David Baker Director

Dave Baker, Boston, is new on the MOA scene, joining the national association in 1954. His drive and efforts to help MOA, once he became a member, quickly brought about his appointment as is also president of the Massa- post of vice-president. Les is also chusetts Music Operators' Associa- active in a local association. He is tion, one of the most active local president of the Central States Mu-

Hirsh de La Viez Vice-President

Among music operators and record people, probably no one needs less introduction than Hirsh de La Viez. Hirsh is a vice-president of MOA, tho he formerly served as treasurer. He is chairman of MOA's entertainment committee-a post he has always held. His history in the entertainment field reads like a table of contents-he once owned a string of theaters in Baltimore and Washington, and operated a night club and a gift shop. He is a member of the Masons, Elks, Moose and a life member of the Actors' Guild. Hirsh entered the coin machine business in 1920 as a manufacturer of pinball machines. Today he operates a route of over 1,000 pieces, 750 of them phonographs. He played a key role in forming the Washington Music Guild, was elected the first president of that association in 1941. In co-operation with the Variety Club, Hirsh helps conduct a teen-age juke box dance once a month. He hails from Baltimore, Md., is married and has two chil-

Les Montooth Vice-President

Les Montooth sat in on the firs a director. Baker is no newcomer meeting of MOA and he hasn't to the coin machine business. He missed one since. He once served started in the field in 1940. Dave as MOA secretary, tho now fills the is in Delphos, O. Bill entered the been in it ever since. He joined associations in the country. Just sic Guild, headquarters in Peoria.



JACK WALLACE



DAVID BAKER



VIC OSTERGREN



HIRSCH DE LA VIEZ



LES MONTOOTH



JAMES TÓLISANO



HOWARD ELLIS

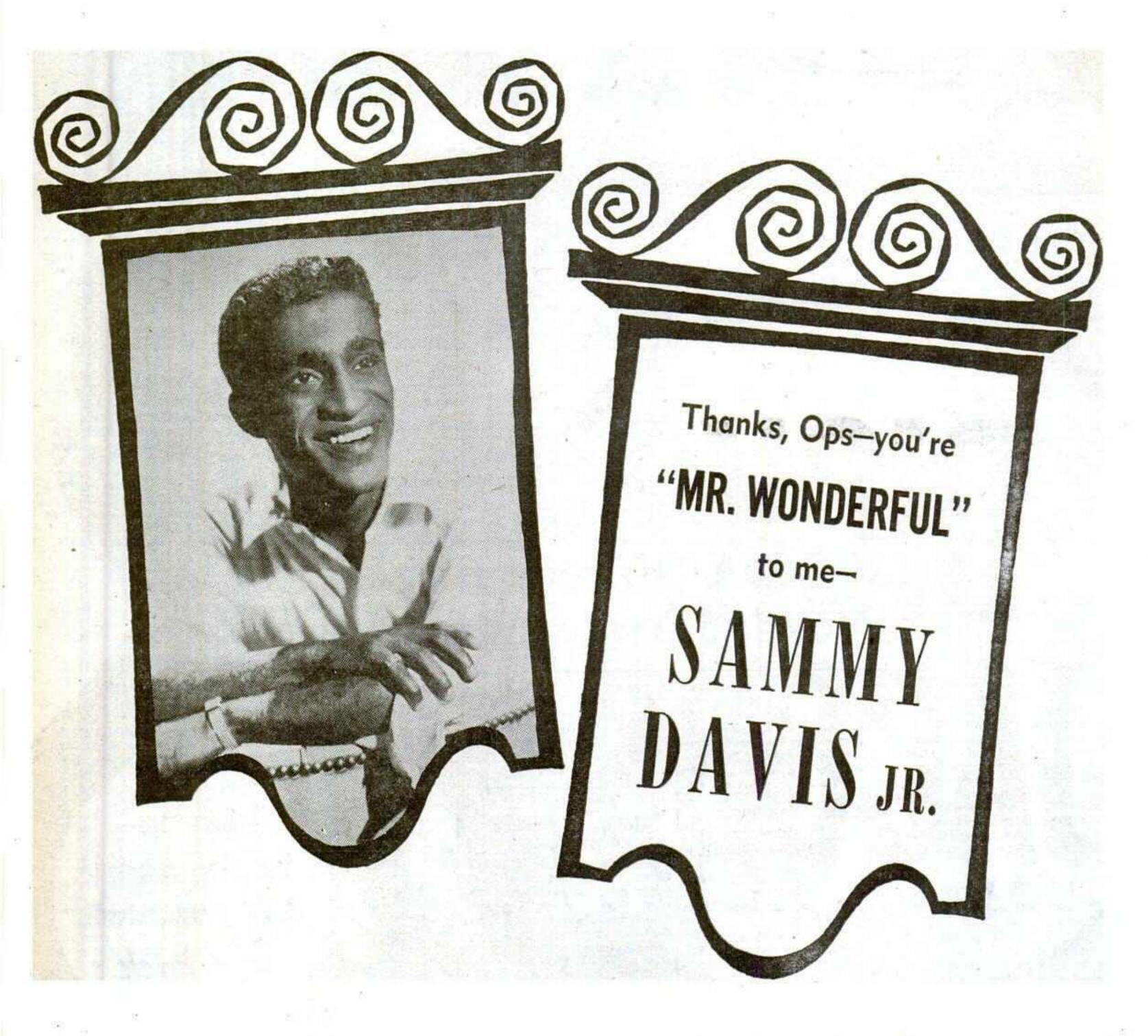


DENVER

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AL

MOA CONVENTION SECTION



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b/w

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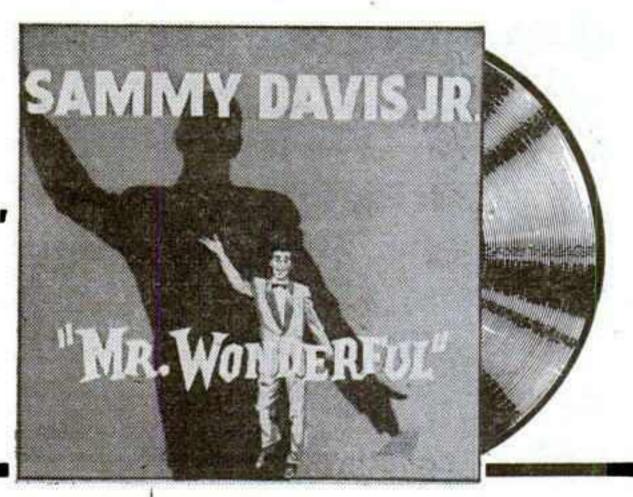
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ALBUMS

Classical

MENDELSSOHN: VIOLIN CONCERTO; MOZART: VIOLIN CONCERTO NO. 4 IN D (1-12")-David Oistrakh, Violin; Philadelphia Orchestra; Eugene Ormandy, Cond. Columbia ML 5085

This will be the big violin package of the next few months. The best qualities of Oistrakh - beautiful tone and impeccable technique-are fully displayed here, and the repertoire is basic. The set is Columbia's \$2.98 "Buy-of-the-Month" in May and slated for heavy advertising, which should push it even faster into the best-selling ranks. All-store merchandise.

BLUE ROSE (1-12")-Rosemary Clooney; Duke Ellington Ork. Columbia LP 872

Dealers undoubtedly will do well with this package. Columbia has scheduled heavy promotion to back it up, as the \$2.98 pop "Buy-of-the-Month," and it has name artist power and excellent performances. The combination of Clooney's vocals and the Ellington band will attract buyers both in the pop and jazz markets. With the band are the usual fine instrumentalists, and those featured in the arrangements are noted in the liner notes. Tunes are: "Hey, Baby," "Me and You," "Sophisticated Lady," "Grievin',"

> climbing the charts right now, which should help sales on her first LP.

Guy Lombardo and his Royal Canadians (1-12") Decca DL 8254

Tho now with another label, Guy Lombardo will continue as one of the staples in this catalog for a long time. He is represented here in his usual sweet style-the sound of which cannot be mistaken for any other aggregation. Included are a flock of standards, including "Walking My Baby Back Home," "Once in a While," "Blue Tango," "Half as Much," etc. A profitable package.

BOBBY SHORT75

(1-12")Atlantic 1230

> Bobby Short's first Atlantic LP enjoyed sales success, and his new album should do likewise. The showwise warbler applies his air of buoyant sophistication and artful phrasing technique to 13 diversified selections. ranging in mood from the quaint and charming "At the Moving Picture Ball," and "Bedelia," to the exhilarating "Down With Love," and "The Carioca." Adding to the package's sales appeal is a smart looking cover and George Frazier's fascinatingly irrelevant, and eminently readable liner

Les Brown Band (1-12")

but his musical memory lingers on in the catalog, as witness this collection the catalog, as witness this collection of weather songs. The diffies— "Blue Skies," "Clouds," "Rain," "Stormy Weather," etc.—are wrapped up in Brown's swingy style and tasteful arrangements with a danceable beat. The cover shows Brown (dressed for a storm in slicker and rain hat) playfully hooking an imbrella around the ankle of a cavacious, bikini-clad brunette. It's a fairly tasteless layout, but a sure-fire attention-getter. Most but a sure-fire attention-getter. Most of hese selections were in an earlier

13. BUBBLES IN THE WINE-Lawrence Welk.... Coral CRL 57083 14. SO SMOOTH-Perry Como......RCA Victor LPM 1085 15. SPARKLING STRINGS-Lawrence Welk.....Coral CRL 57011 Reviews and Ratings of

New Classical Releases

Best Selling Popular Albums

1. ELVIS PRESLEY......RCA Victor LPM 1254

3. BELAFONTE-Harry Belafonte......RCA Victor LPM 1150

4. SONGS FOR SWINGIN' LOVERS-Frank Sinatra. . Capitol W 653

6. FOUR FRESHMEN AND FIVE TROMBONES.... Capitol T 683

8. MY FAIR LADY-Original Cast......Columbia OL 5090

11. JULIE IS HER NAME-Julie London......Liberty 3006

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

10. THE BENNY GOODMAN STORY-Sound Track.....

2. THE MAN WITH THE GOLDEN ARM-Sound Track.....

KODALY: HARY JANOS SUITE; RES-PIGHI: FESTE ROMANE (1-12")-NBC Symphony Orchestra; Arturo Toscanini, Cond. RCA Victor LM 1973...80

The magic Toscanini name will sell this edition despite the existence of some most worthy competition. Buyers of the maestro's "Fountains of Rome" and "Pines of Rome" will fill out the trilogy readily with "Feste Romane," altho some hi-fi enthusiasts will prefer the sound of Dorati's Minneapolis ork version on Mercury. The colorful Kodaly pieces get a wonderfully virile, colorful reading, altho the sound of the recording, taken from a 1947 broadcast, is not the ultimate in this hi-fi era.

RAVEL: COMPLETE PIANO WORKS (3-12")-Walter Gleseking, Plano. Angel 354177

There has been much advance demand for this set, announced earlier but delayed in production. When it comes to Ravel, the planist gives ground to no one, with the partial exception of Casadesus, who has also made available the entire repertoire. These are wonderful readingswarm, intimate and colored just right. Angel has packaged the set with taste and supplied a booklet of photos and commentary that is its own reward. Only five sides of the three disks are etched (with appropriate discount). Wherever piano records are bought this pack will move on display. Strong initial sales will taper, but moderate action will continue over the long haul.

MOZART: VIOLIN CONCERTO NO. 4 IN D; VIOLIN CONCERTO NO. 5 IN A (TURKISH) (1-12")-Yehudi Menuhin, Violin; Philharmonia Orchestra; John Pritchard, Cond. RCA Victor LM 196173

Menuhin has provided collectors with a more relaxed and lyrical treatment of the popular concertos than is usual. He is particularly satisfying in the D Major, altho the "Turkish" also ranks as a fine performance. The automatic Menuhin sale should have difficulty snowballing, (Continued on page 74) however, due to rough competition. In

both works Oistrakh will pull most of the

MOZART: VIOLIN SONATA NO. 10 IN B FLAT; VIOLIN SONATA NO. 15 IN B FLAT (1-12")-Jascha Helfetz, Violin; Brooks Smith, Piano. RCA Victor LM 1958......72

Brilliant renditions of these substantial Mozart sonatas, with nervous tension but not twisted out of stylistic focus. The familiar fault with most of Heifetz's chamber music diskings is present-bright, up-close fiddle sound, but a piano rather distant and subservient. Heifetz fans won't mind, tho, and they'll reach for this set eagerly. A good sale in its repertoire class is predicted.

BARTOK: MIKROKOSMOS, BOOKS 1-6 (Complete) (3-12") - Gyorgy Sandor,

"Mikrokosmos," six books of piano pieces, totaling 153 in all, is a little world unto itself. Beginning with the most basic problems of piano playing, the composer explored thru it every facet of the piano's resources. The first books are primarily of pedagogical and theoretical value, but the material in Books 5 and 6 contains brilliant concert pieces

(Continued on page 76)



Reviews and Ratings **New Popular Albums**

ESCAPADE IN SOUND82 Al Nevins Ork (1-12") Victor LPM 1166

Al Nevins, one of the Three Suns. has temporarily swung out of his regular orbit to branch out on his own as producer and musical director

SEECO MAY RELEASES 12" LP "A NIGHT IN CARACAS" SCLP 9060 "LATIN DANCE PARTY" SCLP 9077 CESAR CONCEPCION

and his Caribe Hilton Orch. Write for catalogue. SEECO DIST. CORP. 39 W. 60th St., New York 23, N. Y. SEECO the Major Latin-American Label \$



ELECTRONE RECORD CO. A FEW TERRITORIES OPEN

for this hi-fi package of nostalgic standards. Tasteful arrangements and smart instrumental work are blended neatly, with 12 selections utilized to tell a romantic story, via song titles, "Cocktails for Two," "Love for Sale," "You're Driving Me Crazy,"
"Anything Goes," and "Let's Put Out the Light," in that eyebrow-raising sequence.) It's a clever gimmick and should pay off in plenty of jockey spins and cross-counter sales. The cover spotlights Nevins himself (suave as all get-out in a red velvet dinner

TORCHY 77 Carmen McRae (1-12") Decca DL 8267

facket) sharing a champagne glass

with a Marilyn Monroe type blonde.

This is the third LP by the jazz thrush, and it qualifies more as a pop release than the others without losing any appeal for the jazz coterie. Full orchestral backings are divided between Ralph Burns and Jack Pleis, and the tunes are all standards, including "Yesterdays," "Speak Low" and an especially lovely "Last Night When We Were Young." This will sell well on recommendations, and it should create interest in the thrush's other efforts. The gal sings with her usual warmth and good taste. She always scores high on deejay popularity polls, so this LP is bound to see plenty of turn-table action.

SUDDENLY THERE'S GOGI GRANT...77

Era EL 20001

Gogi Grant sings an excellent choice of material here. The list leads off, of course, with "Suddenly There's a Valley," (her big click single) and includes "I Let a Song Go Out of My Heart," "The One I Love," "Wrap Your Troubles in Dreams" and other class ballads. Gogi's style is warm and assured, and she has tasteful backing by Buddy Bregman. The thrush has another strong single

Coral CRL 57039 Les Brown has left Coral for Capitol,

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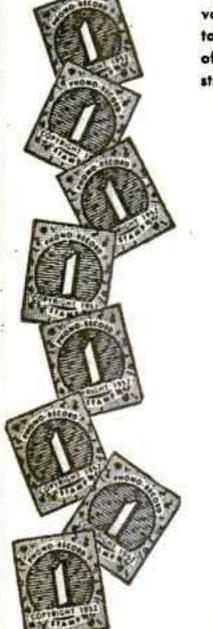
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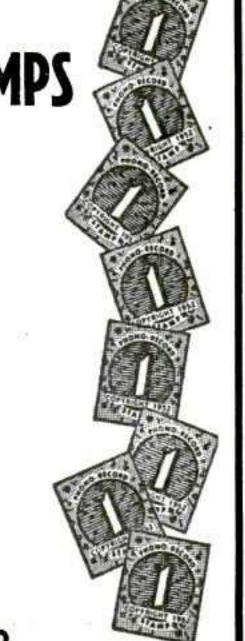
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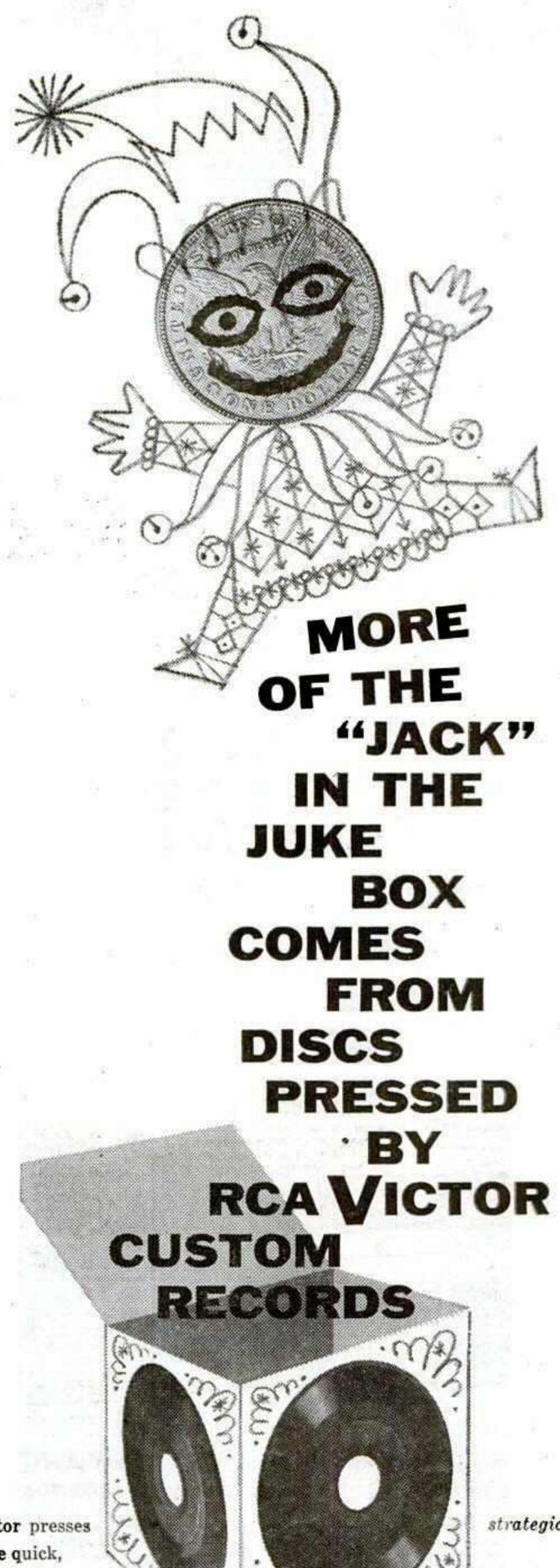
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1525 McGavock Street, Nashville 3, Tenn. — NAshville 5-6691

In Canada, call Record Department, RCA Victor Company, Ltd., 1001 Lenoir Street, Montreal, Quebec.

Reviews and Ratings of New Popular Albums

Continued from page 72

Deejay will find a plentitude of programming in this package. It presents ZaBach at his most novel. Florian, tho sometimes fantastic, is never florid. His arrangements are often sparkling, particularly his performances here where he is backed by Al Rickey. Included are "The Hot Canary," "Gypsy Fiddler," "Red Wing," "Whistler and His Dog," etc. ZaBach's syndicated TV film series affords dealers an advantageous opportunity for tie-ups in cities where the show is carried by local TV stations.

CARE TO CHA CHA CHA?71 La Playa Sextet (1-12")

Mardi-Gras LP 5001

A package for the teen-agers and others who want to hoof some to the intriguing Latin beat. The rhythms are authentic and tunes include "Jamaica," "Delicado," "Chiquita"—a dozen in all.

JULIETTA GRECO......72

Columbia ML 5088

The vogue for Continental canaries reaches a high level of excellence in this package of a dozen French songs by Juliette Greco. Accompanied by Michel Legrand's ork, these ditties are by turn sad, dramatic, lyrical, and, of course, always refreshingly Galic. "Tu Me Dirais," "Les Cloches," "La Fourmi," "Coin de Rue," are a few of the titles. Liner notes contain free translations of the songs. Legrand is a potent LP name in his own right here, and dealers should push this album with his following as well as Miss Greco's,

Dave Tarras and Sam Musiker, Calrinets (1-12")

Epic LN 3219

The two top Freilach clarinetists offer ample solo and duet demonstrations of their unique art in a collection of Eastern European dances of the type played at weddings and bar mitzvahs. There are several competitive sets by the same artists on small specialty labels, most of which have pipelines into the specialty shops.

Jazz

BROTHER MATTHEW WITH EDDIE CONDON'S JAZZ BAND \$3

(1-12") ABC-Paramount ABC 121

The return of altoist Boyce Brown to disks should be a big event to many long-standing collectors and fans of the Chicago jazz idiom. Also, the tremendous publicity he is receiving in "Life" and elsewhere, as the blackrobed Brother Matthew, the monk who blows out jazz, should attract plenty of attention to this issue. The presence of Condon, Wild Bill Davison and Pee Wee Russell, among others of similar musical persuasion should help win support also. It's not for modernists, so if the customer digs Thelonius, Brother Matthew is the wrong kind of monk for him.

BOTH FEET IN THE GROOVE 80 Artie Shaw Ork (1-12")

Victor LPM 1201 Here's a kaleidoscope of the Artie Shaw band career dating from cuttings made from 1938 thru 1945. The album shows the development of the band from its wild and swinging brass-reed-rhythm line-up of the Hotel Lincoln days to the lush, but still swinging ork, augmented heavily by strings. This is a tasty selection of numbers including "Comin' On," "One Night Stand," "Prosschal," "One Foot in the Groove," etc., and the recording job is entirely acceptable. The package should cash in on the current wave of swing band reissue fever, tho the cover could have been more dramatically handled.

THE TEDDY CHARLES TENTET78
(1-12")

(1-12") Atlantic 1229

Using an unusually constructed jazz ensemble (vibes, trumpet, tenor, alto and baritone saxes, tuba, guitar, piano, bass and drums), Charles creates jazz chamber music of an advanced experimental kind. Besides Charles, the arrangers of this provocative, far-out material included Gil Evans, Jimmy Giuffre and George Russell. With nine other musicians of stature, who understood his ideas, Charles pulled off a real tour de

force on these dates. This is a "most" buy for most brands of "moderniets."

MILT JACKSON76

Blue Note BLP 1509

Basically, this is a re-mastering of a 10-inch LP (BLP 5011), adding one number not previously released ("Evidence") and an additional take on each of three tunes ("Lillie," "Misterloso" and "Four in Hand"). Three changes of personnel are involved in these sessions, with interesting shifts of emphasis in Jackson's style. On one date, he was backed by the original members of the Modern Jazz Quartet; on the second and third, Thelenius Monk was the principal assistant. This LP contains some of the real high points of Jackson's music-making in his pre-MJQ period. Try a ballad like "Willow Weep for Me" as a starter and then dip in anywhere.

SINGIN' KAY STARR, SWINGIN' ERROLL GARNER75

(1-12") Modern LMP 1203

Collectors of jazz will go for this package, for it presents 10 interesting performances by two great artists. The sides were recorded during an old concert at the Shrine Auditorium in Los Angeles, with the tape containing sounds of applause. Miss Starr's feeling for the blues and other jazz forms comes thru aplendidly, and it would be fine for jazz buffs if she would do more of it in her present affiliation. Planist Garner's piano style is as enchanting and unpredictable as ever. Included are "Ain't Misbehavin'," "Lover," "Good for Nothing Joe," "Them There Eyes," etc.

MAT MATHEWS75

(1-12") Brunswick BL 54013

The best of the present-day fazz accordionist is heard here in a recap of some sides previously issued as singles. There is an absorbing mixture of swingers and prood music offerings, including Mathews' own oft-played "Owl Eyes" and "Maya." "Bag's Groove" and Bernie's Tune" are two of the jumpers. There are a few thousand young squeezebox aspirants who will make this required listening. For the average modern jazz collector, it's a smart, tasteful collection that never goes too far out. Good jazz inventory.

THIS IS HAMPTON

Contemporary C 3515 The piano style of H

The piano style of Hamp Hawes is modern, but there is nothing precious or avant-garde about him. He has deep jazz roots, combined with so-phistication. Mawes sticks to pop standards in this elbum, with a few modern jazz classics thrown in (e.g. Thelonious Monk's "Round Midnight" and Parker's "Steeplechase"). For Hawes' shimmeringly beautiful way of handling a ballad, "Stella by Starlight" is a prime example. The pianist's recent Eastern appearances should have increased his potential since Vol. 1 was issued.

TALKIN' AND WALKIN' WITH THE KENNY DREW QUARTET72

(1-12") Jazz: West JWLP 4

Looking at the line-up (planist Drew is backed by Joe Maini, Leroy Vinnegar and Lawrence Marable), most listeners will probably expect a typical "West Coast modern" session. Well, it is that-and it isn't. From the opening "Talkin'-Walkin'," the Quartet shows a preoccupation with older, traditional kinds of jazz material that sometimes gets into a very earthy, "down home" groove. Drew himself wrote most of the material-and he romps all over the keyboard with an uncomplicated end in view; to entertain. Sensational work by bassist Vinnegar, incidentally.

Jane Fielding, Kenny Drew Quintet
(1-12")

Jazz: West JWLP 5

The title of this package, in addition to being the title aong, also describes the general mood of the package and its recorded material—a mood of intimacy, tasteful jazz instrumentation and a flock of interesting rather than well-known ditties including "Key Largo," "Right Boy for Me," "Make the Man Love Me," etc. Miss Fielding has a nice style for these intimate jazz vocals tastefully backed by the Drew Quintet.

Hormel Forms Zephyr Disks

HOLLYWOOD—Geordie Hormel, jazz pianist scion of the meat
packing clan, has organized Zephyr
Records, with the firm expected to
get under way via its first release
by June 1.

ment.

Comedy-wise, Phil Foster is on
hand to snare his regular quota of
laughs. The handsome Copa line
project happily in the production
numbers to back up Michael

The disk firm will also operate Zephyr Music Library to supply music for radio, television and commercial films, and Austin Music, Inc. (BMI). Officers of the corporation, in addition to Hormel, include Roy Anderson and Marilyn Vaile, both associated with the Hormel Foundation of Austin, Minn.

Spencer Moore has been named general manager of the company, with Bill Hitchkock to helm a repertoire post.

New Talent Inked By Bethlehem Disks

NEW YORK—Bethlehem Records, the jazz indie, has signed the Pat Moran Quartet and warbler, Freddie Stewart, to disking contracts.

The company has begun a conversion program for its former 10-inch LP's and will re-list several sets per month in new 12-inch packages. On May 1 Bethlehem's retail price for 12-inch sets went down to \$3.98, as previously reported in these columns.

HE WANTED THE 4 EVANGELISTS

NEW YORK — With so many vocal groups recording these days, new names are becoming hard to find and there's bound to be some confusion. Bird names have been exhausted, and the new units are resorting to objects (witness: the Carpets, Platters, Turbans, etc.)

Last week at Victor, Steve Sholes' secretary, Ethel Asinas, received a call from a chap asking: "Have you a recording of the Four Gospels?" Ethel promptly asked: "Are they hillbilly or pop?"

"Don't be facetious, young lady," said the caller. Turned out that he was looking for a recording of the New Testament which was being pressed by the Victor Custom Record Department.

WELCOME PLUS

Martin Wows 'Em Again at Copacabana

NEW YORK—Tony Martin returns to the Copa after a considerable absence from these parts. It's safe to predict that he will duplicate the success which has made him a memorable headliner in Jules Podell's temple of entertainment. In fact, the customers will be dining and wining cheekto-cheek for the next few weeks.

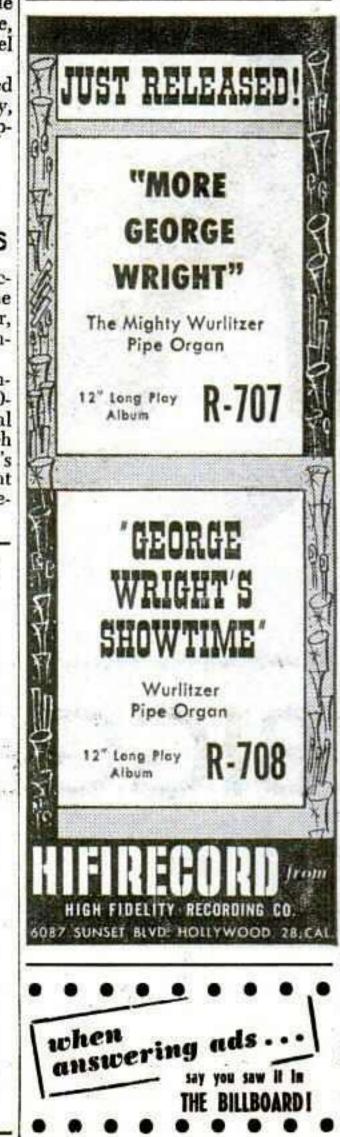
On a nitery floor, Martin is about the epitome of suave, canny showmanship. He knows exactly what the table-squatters want from him vocally, and serves it up with a deceptive effortlessness. Likewise, he knows just how to juggle his rep for best effect. Currently, he includes favorite ditties like "Woman in Love," "Walk Hand in Hand With Me" and "September Song." Interspersed are a show tune or two and a really superb arrangement of "Autumn Leaves." It all adds up to reception plus.

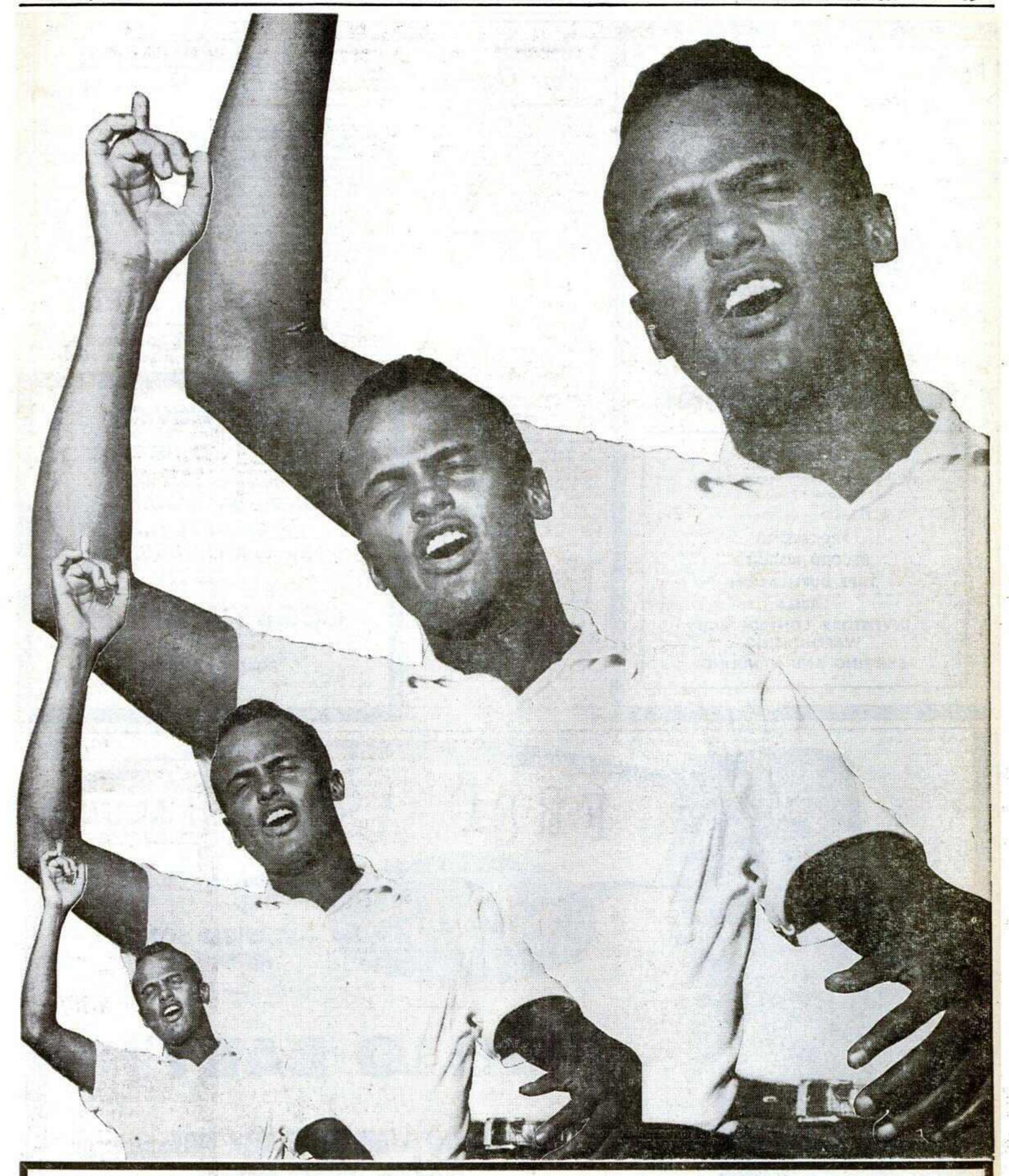
As a contrast to the easy-going, under-salesmanship of Martin, the inclusion on the agenda of those three ex-nurses, the Bonnie Sisters, points to smart booking. Les gals really go to town with uninhibited, rock and roll rhythms, giving matters like "Live 'til I Die, "Cry, Baby, Cry" and "Down by the Riverside," the full hypo treatment.

Comedy-wise, Phil Foster is on hand to snare his regular quota of laughs. The handsome Copa line project happily in the production numbers to back up Michael Durso's excellent chanting and young Sandra Devlin's talented solo stepping. Monsieur Podell is definitely in the chips with this show.

Bob Francis.







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• Reviews and Ratings of

• Continued from page 72

that have long been in the recital repertoire. Of the latter, "Ostinato" and the "Bulgarian Dances" come at once to mind. This first recording of "Mikrokosmos" in its entirety is a recording and artistic triumph. Bartok's own praise of Sandor is seconded from the evidence here. A big commercial asset is the fancy accompanying booklet of notes and photos.

MOUSSORGSKY: PICTURES AT AN EXHIBITION (1-12")—Eugene Malinin, Piano. Angel 3531770

In his own way, young Soviet planist Malinin should excite lots of attention at a time when a number of youthful keyboard artists (notably Columbia's Glenn Gould) are reaching for the laurels formerly the property of the late William Kapell. In this showpiece Malinin takes a deliberate pace, seeking for musical meaning first and technical display second. He has plenty of the latter, too. Inevitable comparisons should stimulate sales. Outstanding plane sound.

Altho this particular Mahler symphony has been much maligned by the critics, much more of it is interesting than is not. There is a good deal of rich post-Wagnerian polyphony and especially brilliant orchestration, which glows in the excellent quality of the recording accorded it here. The orchestra and the conductor, both new to this market, do a highly creditable job. If any Mahler Sixth is to be sold, it might as well be this one.

In comparison with Mezart stylists more familiar to the American public, Henkemans stands up very well. There is warmth in his playing, to an almost romantic degree. Charm and gemuetlichkeit are generously radiated here. Competition is not too formidable for Henkemans on either concerto; certainly from the point of view of sound, none surpass the Epic offering. Should boost the artist's stock

THE ART OF AKSEL SCHIOTZ (1-12")

-RCA Victor LM 196869 Altho this is labeled a "Collector's Issue," the sound of these numbers, some of which were earlier shellac releases, is satisfactory. The tenor's voice is lyric, and gloriously pure, and dealers should not hesitate to call this set to the attention of vocal music buyers. Schiotz is most successful in the religious arias, including excerpts from Bach's "St. Matthew Passion" and "Christmas Oratorio," Haydn's "Creation" and Handel's "Messiah." In the four Mozart operatic arias there's some deficiency of Italianate crackle, but shops with connoisseur clientele will be able to move a reasonable number of volumes.

These selections were cut at three different Carnegie recitals in April, 1955. The once great tenor, then 65, presented only an echo of the pure, resonant lyric tenor on which he built his fame. However, atudents of vocal art and of Italian operatic style will find much to study here. Some sets also will be sold on the basis of nostalgia to the same type of enthusiasts who shouted "bravo" after anything and everything Gigli sang at those recitals.

This second installment in the Vegh Quartet's circuit of the six Bartok quartets throws up the greatest technical and interpretive challenges. The Fourth Quartet, in fact, is generally considered to be the composer's most profound work in this idiom. Both are about as easy to understand as Einstein's theory of relativity. However, these works have a central importance in the history of contemporary music that makes it necessary to grapple with them, and, as the initiated can testify, few experiences are more rewarding. Connoisseurs will recognize the success of the Veght players in mastering these incredibly difficult quartets.

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THE NATION'S TOP TUNES

TRADE MARK REG. For survey week ending May 2

| This Week | Last | 200 | Weeks on Chart | This Week | Lest |
|-----------|--|-----------------|----------------------|--------------|--|
| ı. | Hearthreak Hotel By Axton, Durden & Presley—Published by Tree (BMI) BEST SELLING RECORD: E Presley, Vic 20-6420. RECORD AVAILABLE: Cadets, Modern 985, | 1 | 10 | 6. | Moonglow and Theme From Pienie By Hudson, Delange & Mills (Dunning)—Published by Mills-Columbia Pictures Music Corp. (ASCAP) BEST SELLING RECORDS: G. Cates, Coral 61618; M. Stoloff, Dec 29888. |
| 2. | Poor People of Paris (Jean's Song) By La Gaualante de Pauvre-Jean-Marguerite Monnot-Jack Lawrence-Published by Reg Connelly Music (ASCAP) BEST SELLING RECORD: L Baxter, Cap 3336. RECORDS AVAILABLE: W Atwell, London 1628; L. Anthony, Tops 276; C. Atkins, Vic 20-6366; P Beltran, Vic 20-6498; P Clay, Col; L. Clinton, Bell 1122; R. Morgan, Dec 29835; R. Roger, M-G-M 12188; C. Powell, Groove 0144; J. Hansen, Remington 25035; P. Terrace, Tico 351; L. Welk, Coral 61592. | 2 | 13 | | Why Do Fools Fall In Love? By Lyman-Goldner—Published by Patrica Music (BMI) BEST SELLING RECORD: Teen-Agers, Geo 1002. RECORDS AVAILABLE: Diamonds, Mercury 70790; G. Mann, Dec 29832; G. Storm, Dot 15448. |
| 3. | Hot Diggity By Al Hoffman & Dick Manning—Published by Roncom (ASCAP) BEST SELLING RECORD: P. Como, Vic 20-6427. | 3 | 9 | 8. | 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. |
| 4. | Bine Suede Shoes By Carl Perkins—Published by Hi-Lo Music, IncHill and Range Songs, Inc. (BMI) BEST SELLING RECORD: C Perkins, Sun 234. RECORDS AVAILABLE: B. Roubian, Cap 3373; B. Bennett, King 4903; R. Hall, Dec 29980; P. W. King, Vic 20-6450; S. King and the Five Strings, Col 21505; J. Lowe, Dot 15456; J. Mercer, Mercury 70805; E. Presley, Vic EPA-747; EPB-1254; S. Taylor, M-G-M 12197; L. Welk, Coral. | 4 | 10 | 9. | Long, Tall Sally By E. Johnson—Published by Venice (BMI) BEST SELLING RECORDS: Little Richard, Specialty 572; P. Boone, Dot 15457. RECORD AVAILABLE: M. Robbins, Col 40679. |
| 5. | IVORY TOWER 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. | 7 | 6 | 10. | A Tear Fell By Dorian Burton & Eugene Randolph—Published by Progressive (BMI) BEST SELLING RECORD: T. Brewer. Coral 61590. RECORDS AVAILABLE: A Carter, Vic 6482; L. J. Hunter, Atlantic 1086. |
| - | | Se | coi | nd Te | en ———————————————————————————————————— |
| 11. | Magic Touch By Buck Ram—Published by Panther (ASCAP) BEST SELLING RECORD: Platters, Mercury 70819. | 0 | 6 | 16. | Rock Island Line 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, |
| 12. | Main Title Molly-0 | a | 7 | 1 | Mercury 29883; J. Gavin. Epic 9161; G. Jones, King 4918; R. McKuen, Liberty 55019; M. Moore, Cap 3397; J. Work, Dot 1279. |
| 13. | By Sylvia Fine and Elmer Bernstein—Published by Dena Music (ASCAP) BEST SELLING RECORDS: R Maltby, Vik 0196; E. Bernstein, Dec 29869. RECORDS AVAILABLE: L. Elgart, Col 40664; Gaylords, Mercury 70778; T. Heath, London 1644; D. Kaye, Dec 29904; B. May, Cap 3372; Naturals, M-G-M 12158; D. Jacobs, Coral 61606; B Morrow, Wing 90063; R. Young, Dec 29833. | | 16 | 17. | Three Penny Opera (Moritat) 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. Gordg, 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, Det 15444; March 16457. |
| 1/2 | By Stillman & R. Allen-Published by Beaver Music (ASCAP) BEST SELLING RECORD: Four Lads, Col 40629. | | 20 | 18. | L. Welk, Coral 61574. I'll Be Home |
| 14. | Mr. Wonderful | 5 | 11 | | By Washington & Lewis—Published by Arc (BMI) BEST SELLING RECORD: P. Boone. Doi 15443. RECORD AVAILABLE: Flamingos, Checket 830. |
| | By Buck Holofcener-Weiss-Published by Valando Music (ASCAP) BEST SELLING RECORD: P. Les. 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. | jg ² | | 19. | Eddie, My Love By Collins, Ling & Davis—Published by Modern-Roosevelt (BMI) BEST SELLING RECORD: Fontane Sisters, Dot 15450. RECORDS AVAILABLE: L. Briggs, Epic 9151; Chordettes, Cadence 1284; Toea Queens, RPM 453. |
| 15. | Rock and Roll Waltz 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 81125. | 9 | 19 | 20. | Happy Whistler By Don Robertson-Published by Birchwood Music (ASCAP) BEST SELLING RECORD: D. Robertson, Cap 3391. |
| | | T | hire | d Ter | |
| 21. | Standing On the Corner By Frank Loesser—Published by Frank (ASCAP) RECORDS AVAILABLE: Four Lads, Col 10674; N. Hefti, Epic 9158; D. Martin, Cap 3414; Mills Brothers, Dec 29887. | 1 | 2 | 26. | I'm In Love Again By Domino & Bartholmew—Published by Reene (BMI) RECORDS AVAILABLE: F. Domino, Imperial 964; Fontane Sisters, Dot 15462. |
| 21. | Walk Hand In Hand By J. Cowell—Published by Republic (BMI) RECORDS AVAILABLE: I. Martin, Vic 20-6493; D. Vaughan, Kapp 143; A. Williams, Cadence 1288. | 6 | 2 | 27. | By Richard Mulian & Jack Richards—Published by Avas (BMI) RECORDS AVAILABLE: K. Armen, M-G-M 17078; A. Hibbler, Dec 29660; McGuiro Sisters, Coras 61501; G. B. Shea, Vic 20-6292. |
| 23. | Wayward Wind By Stan Lebousky-Herb Newman-Published by Warman (BMI) RECORD AVAILABLE: G. Grant, Era 1013. | 4 | 2 | 28. | Can You Find It In Your Heart? By Stillman & R. Allen—Published by Witmark (ASCAP) RECORD AVAILABLE: T. Bennett, Col 49667. |
| 24. | Pienie By George Dunning & S. Allen—Published by Shapiro-Bernstein (ASCAP) RECORDS AVAILABLE: S. Allen, Coral 61620; B. Bregman, Vic 20-6471; G. Dunning, Dec. 29888; McGuire Sisters, Coral, 61627; R. Marterie, Mercury, 70836. | | 1 | 29. | Church Bells May Ring By Willows & Craft—Published by Ray Maxwell-Hill & Range (BMI) RECORDS AVAILABLE: Cadets, Modern 985; Diamonds, Mercury 70836; Willows, Melba 102. |
| 25. | ning, Dec 29888; McGuire Sisters, Coral, 61627; R. Marterie, Mercury 70836. Juke Box Baby | 0 | 9 | 29. | |

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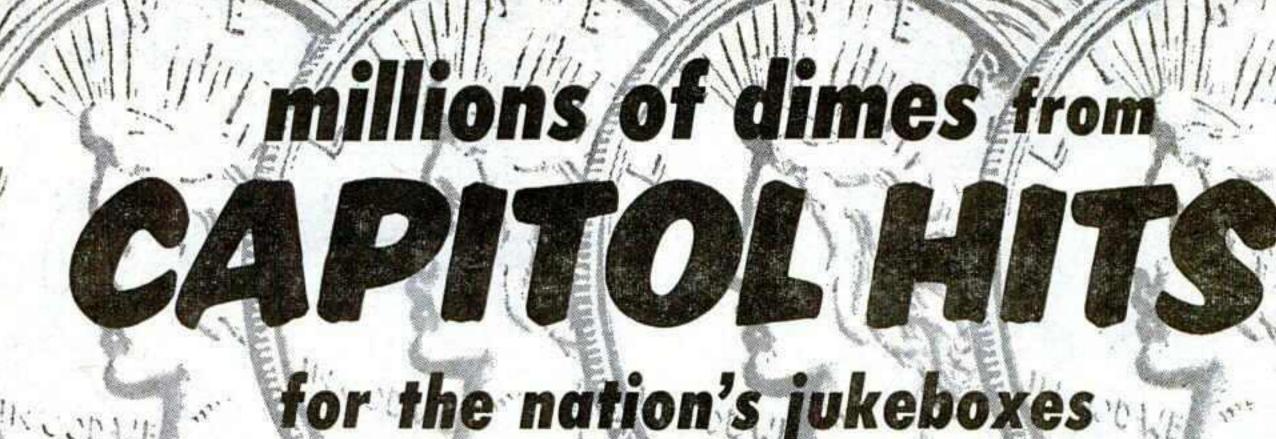
332; G. Storm, 106; 1956 Jazz 18 ot 15457. 12 10 386. 13 3; L. Dreslar, Liberty 55019; 18 15

17 10 e 1284; Toes

23 34

. By Lerner & F. Lowe-Published by Chappell (ASCAP) RECORDS AVAILABLE: V. Damone, Mercury 40650; F. Wayne, Epic 9153,

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Dean Martin

record no. 3414

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"Tennessee" Ernie Ford

HOPING THAT YOU'RE HOPING
The Louvin Brothers
record no. 3413

PORTUGUESE WASHERWOMEN
Joe "Fingers" Carr
record no. 3418

FRIENDSHIP RING

GRADUATION DAY
The Four Freshmen

HOW LITTLE WE KNOW
FIVE HUNDRED GUYS
Frank Sinatra
record no. 3423

SHE'S THE MOST
DREAMT I DWELT IN HEAVEN
The Five Keys
record no. 3392

NEW

NEW

NEW NEW

NEW

NEW

NEW

TEX RITTER

THE WAYWARD WIND

THE

record no. 3430



MILT BUCKNER

THE LATE, LATE SHOW

HEY NOW, ZORINA!

record no. 3424



VICKI YOUNG

LET THERE BE YOU

(I'M) ALL SHOOK UP

record no. 3425



RAY ANTHONY

CHUBASCO

THE SLEEP-WALKER

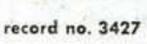
record no. 3416



THE PHANTOM

FIVE FOOT TWO, EYES OF BLUE

WHISPERING





JUMPING JACKS

ABOUT A QUARTER TO NINE

YOUR MANDOLIN

record no. 3415



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HELEN FORREST

I LOVE YOU MUCH TOO MUCH

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82 Best Sellers in Stores For survey week ending May 2 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 Last Week Chart Week leading side on top. 1. HEARTBREAK HOTEL (BMI)-E. Presley..... I Was the One (BMI)-Vic 20-6420 2. HOT DIGGITY (ASCAP)-P. Como... 2 JUKE BOX BABY (ASCAP)-Vic 20-6427 3. BLUE SUEDE SHOES (BMI)-C. Perkins.... Honey, Don't (BMI)-Sun 234 4. MOONGLOW AND THE THEME FROM "PICNIC" (ASCAP)-M. Stoloff..... Theme From "Picnic" (ASCAP)-Dec 29888 5. POOR PEOPLE OF PARIS (ASCAP)-L. Baxter..... 3 Theme From "Helen of Troy" (ASCAP)-Cap 3336 6. LONG, TALL SALLY (BMI)-Little Richard...... 13 SLIPPIN' AND SLIDIN' (BMI)-Specialty 572 7. MAGIC TOUCH (BMI)-Platters..... Winner Take All (ASCAP)-Mercury 70819 8. MOONGLOW AND THE THEME FROM "PICNIC" (ASCAP)-G. Cates 11 Rio Batucada (ASCAP)-Coral 61618 9. WHY DO FOOLS FALL IN LOVE? (BMI)-Teen-Agers 7 Please Be Mine, (BMI)-Ges 1902 10. IVORY TOWER (ASCAP)-C. Carr.... 14 Please, Please, Believe Me (ASCAP)-Fraternity 734 11. A TEAR FELL (BMI)-T. Brewer.... 9 BO WEEVIL (BMI)-Coral 61590 12. LISBON ANTIGUA (ASCAP)-N. Riddle..... Robin Hood (ASCAP)-Cap 3287 13. IVORY TOWER (ASCAP)-O. Williams..... In Paradise (BMI)-De Luxe 6093 14. I'M IN LOVE AGAIN (BMI)-F. Domino...... 22 MY BLUE HEAVEN (ASCAP)-Imperial 964 15. ROCK ISLAND LINE (BMI)-L. Donegan..... 10 John Henry (BMI)-London 1650 16. WAYWARD WIND (BMI)-G. Grant.. 23 No More Than Forever (ASCAP)-Era 1013 17. STANDING ON THE CORNER MY LITTLE ANGEL (BMI)-Col 40674 18. HAPPY WHISTLER (ASCAP)-D. Robertson.....

You're Free to Go (ASCAP)-Dec 29870

GOLDEN ARM)-R. Maltby...... 17

20. I'LL BE HOME (BMI)-P. Boone.... 12 14

(BMI)—Teen-Agers I'm Not a Know-It-All (ASCAP)-Gee 1012

P. Boone.....

HEART? (ASCAP)—T. Bennett..... 23

Any Place in Heaven (ASCAP)-Dot 15457

(BMI)-Diamonds Little Girl of Mine (BMD-Mercury 70835

19. MAIN TITLE (MAN WITH THE

Tutti Frutti (BMI)-Dot 15443

21. MAIN TITLE (MAN WITH THE GOLDEN ARM) (ASCAP)-

Clark Street (ASCAP)-Dec 29869

22. I WANT YOU TO BE MY GIRL

23. LONG, TALL SALLY (BMI)-

24. CHURCH BELLS MAY RING

23. CAN YOU FIND IT IN YOUR

Forget Her (ASCAP)-Col 49667

Heart of Paris (ASCAP)-Vik 0196

| RECORDS are ranked in order of the gracies number of plays in plute boxes thrusunt the country, as determined by The Billboard plays in reported on both sides of a record, program of the authors jake box operators. When significant play is reported on both sides of a record, program of the country and the celetratine points. Here is significant to be the celetratine points. The celetratine points are well believed by the bedding side on top. Week Chert I was the One (BMD)—Viz 20-6129 2. POOR PEOPLE OF PARIS (ASCAP)— L. BEXTET. 3 12 Theme From "fisten of Troy" (ASCAP)—Cup 3315 3. BLUE SUEDE SHOES (BMI)—C. Perkins. 4 8 Honey Dan't (BMI)—Sun 234 4. HOT DIGCITY (BMI)—P. Como. 2 8 JUKE BOX BABY (BMI)—T. Breuver. 7 8 BO WEEVIL (BMI)—Coral 61590 6. MAGIC TOUCH (ASCAP)—Platters. 10 5 Winner Take All (ASCAP)—Hercury 70819 7. IVORY TOWER (ASCAP)—Fratersity 738 8. ILL BE HOME (BMI)—P. Boone. 5 13 TUTIT FRUTTI (BMI)—Dot 15443 9. LISBON ANTICUA (ASCAP)—N. Riddle 6 15 Robin Hood (ASCAP)—Care. 14 2 Fieses Believe Me (ASCAP)—Fratersity 738 9. ROCK AND ROLL WALTZ (BMI)—K. Start. 5 13 Pve Changed My Mind a Thousand Times (ASCAP)—Viz 20-639 11. WHY DO FOOLS FALL IN LOVE? (BMI)—Foutane Sisters. 1 12 Theres Be Mins (BMI)—Gen 1002 12. NO, NOT MUCH (ASCAP)—Fout 1347 13. RODIE, MY LOVE (BMI)—Fout 1443 14. LONG. TALL SALLY (BMI)—P. Boone. 15 Any Pluce in Heaven (ASCAP)—Dot 15457 15. ROCK ISLAND LINE (BMI)—L. Donegan. 13 John Henry (BMI)—London 1650 16. ROC. (ASCAP)—B. 11 L. Donegan. 13 John Henry (BMI)—London 1650 17. LONG, TALL SALLY (BMI)—P. 2 P. Boone. 15 Any Pluce in Heaven (ASCAP)—Dot 15457 19. WORY TOWER (ASCAP)—Co. Cates. 1 18 Busucada (ASCAP)—Branter (ASCAP)—Dec 29870 19. Williams. 1 19 10. Paradise (BMI)—Dot 15448 19. GREAT PRETENDER (ASCAP)—P. 11 10. Paradise (BMI)—Dot 15448 19. CREAT PRETENDER (ASCAP)—P. 11 10. Paradise (BMI)—Dot 15448 19. CREAT PRETENDER (ASCAP)—1 19 P. Boone and the Hand (Repoblic). 1 13 10. Recet made file and (Repoblic). 1 13 11. Walk Handa is Hand (Repob | • Most Played in Juke | | |
|--|---|------------------|---------------|
| weekly survey of the aution's likels bots operators. When significate points are responted to determine positions when the state of the points are responded to determine positions. Weekl Bisted in bold type, the leading side on too. Weekl Chart Weekl Bisted in bold type, the leading side on too. Weekl Chart Weekl Bisted in bold type, the leading side on too. Weekl Chart I was the One (BMI)—E. Presley. 1 7 1. Was the One (BMI)—Vic 20-64:39 2. POOR PEOPLE OF PARIS (ASCAP)—I as a strength of the Point Control of the Point Contr | RECORDS are ranked in order of the greatest numb | er of p | lays in |
| 1. HEARTBREAK HOTEL (BMI)— E. Presley | weekly survey of the nation's juke box operators. When 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 | ica sig | |
| 2. POOR PEOPLE OF PARIS (ASCAP)— L. Baxter. 3 Thems From "Helea of Troy" (ASCAP)—Csp 3335 3. BLUE SUEDE SHOES (BMI)— C. Perkins. 4 Honey Don's (BMI)—Sun 234 4. HOT DIGGITY (BMI)—P. Como. 2 5 JUKE BOX BABY (BMI)—Vic 20-6427 5. A TEAR FELL (BMI)—T. Brewer. 7 BO WEEVIL (BMI)—Coral 61590 6. MAGIC TOUCH (ASCAP)—Platters. 10 Winner Taks All (ASCAP)—Heroury 70819 7. IVORY TOWER (ASCAP)—C. Carr. 14 Please Believe Me (ASCAP)—Fraterisity 734 8. ILL BE HOME (BMI)—D. Boone. 5 13 TUTIT FRUTTI (BMI)—Dot 15443 9. LISBON ANTIGUA (ASCAP)— N. Riddle 6 Robin Hood (ASCAP)—Csp 3287 9. BOCK AND ROLL WALTZ (BMI)— K. Statt 8 I've Changed My Mind a Thousand Times (ASCAP)—Vic 20-6359 11. WHY DO FOOLS FALL IN LOVE? (BMI)—Font and (ASCAP)—Four Lads 9 13. EDDIE, MY LOVE (BMI)—Font Lads 9 13. EDDIE, MY LOVE (BMI)—Font Lads 9 14. LONG, TALL SALLY (BMI)—P. Boone 15 2 Any Place in Heaven (ASCAP)—Dot 15457 15. ROCK ISLAND LINE (BMI)— P. Boone 15 2 Any Place in Heaven (ASCAP)—Dot 15457 15. ROCK (SLAND LINE (BMI)—L. Donegan 13 John Henry (BMI)—London 1659 16. R.O.C.K (ASCAP)—B. Haley 17 2 SAINTS ROCK AND ROLL (ASCAP)—Dec 29870 17. LONG, TALL SALLY (BMI)— L. Donegan 13 Little Richard 2 10 11 12 13 14 14 15 15 16 16 16 16 17 16 17 17 18 18 18 19 19 19 19 19 19 10 10 10 11 11 11 11 11 11 11 11 11 11 | 1. HEARTBREAK HOTEL (BMI)- E. Presley | | |
| 3. BLUE SUEDE SHOES (BMI)— C. Perkins | 2. POOR PEOPLE OF PARIS (ASCAP)- | | 19 |
| ## Honey Don't (BMI)—Sun 214 4. HOT DIGGITY (BMI)—P. Como | Theme From "Helen of Troy" (ASCAP)—Cap 3. BLUE SUEDE SHOES (BMI)— | 3336 | |
| JUKE BOX BABY (BMI)—Vic 20-6427 | Honey Don't (BMI)-Sun 234 | | 8 |
| 6. MAGIC TOUCH (ASCAP)—Platters. 10 Winner Take All (ASCAP)—Mercury 70819 7. IVORY TOWER (ASCAP)—C. Carr. 14 Please Believe Me (ASCAP)—C. Carr. 14 8. I'LL BE HOME (BMI)—P. Boone. 5 TUTTI FRUTTI (BMI)—Dot 15443 9. LISBON ANTIGUA (ASCAP)— N. Riddle 615 Robin Hood (ASCAP)—C. 2327 9. ROCK AND ROLL WALTZ (BMI)— K. Starr 818 I've Changed My Mind a Thousand Times (ASCAP)—Ve 26459 11. WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers. 11 Please Be Mins (BMI)—Gea 1002 12. NO, NOT MUCH (ASCAP)—Four Lads 9 I'll Never Know (ASCAP)—Col 40629 13. EDDIE, MY LOVE (BMI)—Fontane Sisters. 12 Tyum, Yum (BMI)—Dot 15459 14. LONG, TALL SALLY (BMI)—P. Boone 15 Any Place in Heaven (ASCAP)—Dt 15457 15. ROCK ISLAND LINE (BMI)—L. Donegan 13 John Henry (BMI)—London 1659 16. R-O-C-K (ASCAP)—B. Haley 17 SAINTS ROCK AND ROLL (ASCAP)—Dec 29870 17. LONG, TALL SALLY (BMI)—Little Richard 22 Island And Sidia' (BMI)—Specialty 572 18. MOONGLOW AND THEME FROM PICNIC" (ASCAP)—Col Cates 12 Ris Bruenda (ASCAP)—Col 16618 19. WHY DO FOOLS FAIL IN LOVE? (BMI)—C. Storm 16 10 I Walk Alone—Dot 15448 19. GREAT PRETENDER (ASCAP)—Platters 16 10 I Walk Alone—Dot 15448 19. GREAT PRETENDER (ASCAP)—Mercury 70753 19. IVORY TOWER (ASCAP)—0. 11 In Paradise (BMI)—DeLuxe 6093 • Best Selling Sheet Music Tunes are ranked in order of their current national selling importance at the sheet music jobber level. Thie Week 14 The Diggity (Roscom) 11 I Paradise (BMI)—DeLuxe 6093 • Best Selling Sheet Music Tunes are ranked in order of their current national selling importance at the sheet music jobber level. The Paradise (BMI)—DeLuxe 6093 • Best Selling Sheet Music Tunes are ranked in order of their current national selling importance at the sheet music jobber level. The Open 12 I Post Repetition 13 Repetition 14 Repetition 14 Repetition 15 Reptition 15 Reptit | JUKE BOX BABY (BMI)-Vic 20-6427 5. A TEAR FELL (BMI)-T. Brewer | | 8 |
| 7. IVORY TOWER (ASCAP)—C. CAIT. 14 Please Believe Me (ASCAP)—Fraternity 734 8. I'LL BE HOME (BMI)—P. Boone. 5 13 TUTTI FRUITI (BMI)—Dot 15443 9. LISBON ANTIGUA (ASCAP)— N. Riddle | 6. MAGIC TOUCH (ASCAP)-Platters | . 10 | 5 |
| 9. LISBON ANTIGUA (ASCAP)— N. Riddle | 7. IVORY TOWER (ASCAP)-C. Carr | . 14 | 2 |
| N. Riddle | | . 5 | 13 |
| 9. ROCK AND ROLL WALTZ (BMI)— K. Statt | N. Riddle | . 6 | |
| 11. WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers | K. Starr | . 8 | 201 |
| FOUR Lads | 11. WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers | | 11 |
| Fortaile Sisters 12 7 Yum, Yum (BMI)—Dot 15450 | Four Lads | . 9 | 13 |
| P. Boone | 13. EDDIE, MY LOVE (BMI)— Fontane Sisters | . 12 | 7 |
| 1. Donegan. 13 4 John Henry (BMI)—London 1630 16. R-O-C-K (ASCAP)—B. Haley 17 2 SAINTS ROCK AND ROLL (ASCAP)— Dec 29870 17. LONG, TALL SALLY (BMI)— Little Richard 2 Slippin' and Slidin' (BMI)—Specialty 572 18. MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—G. Cates 1 Rio Batucada (ASCAP)—Coral 61618 19. WHY DO FOOLS FALL IN LOVE? (BMI)—G. Storm 16 10 I Walk Alone—Dot 15448 19. GREAT PRETENDER (ASCAP)— Platters 18 19 I'm Just a Dancing Partner (ASCAP)— Mercuty 70753 19. IVORY TOWER (ASCAP)— O. Williams 1 In Paradise (BMI)—DeLuxe 6093 | P. Boone | . 15 | 2 |
| SAINTS ROCK AND ROLL (ASCAP)— Dec 29870 17. LONG, TALL SALLY (BMI)— Little Richard | L. Donegan | . 13 | 4 |
| Little Richard | SAINTS ROCK AND ROLL (ASCAP)- | | 2 |
| "PICNIC" (ASCAP)—C. Cates — 1 Rio Batucada (ASCAP)—Coral 61618 19. WHY DO FOOLS FALL IN LOVE? (BMI)—G. Storm 16 10 I Waik Alone—Dot 15448 19. GREAT PRETENDER (ASCAP)— Platters 18 19 I'm Just a Dancing Partner (ASCAP)— Metcury 70753 19. IVORY TOWER (ASCAP)— O. Williams — 1 In Paradise (BMI)—DeLuxe 6093 **Best Selling Sheet Music* Tunes are ranked in order of their current national selling importance at the sheet music jobber level. This Week Week Week Chart 1. Hot Diggity (Roneom) 2 9 I. Poor People of Parls (Connelly) 1 11 Shue Suede Shoes (Hi-Lo) 4 5 Lisbon Antigun (Southern) 4 5 Lisbon Antigun (Southern) 5 17 Thems From "The Three Penny Opera" (Moritat) (Harms) 5 17 T. Mr. Wonderful (Laurel) 7 7 E. Ivory Tower (E. H. Morris) 5 17 Ivory Tower (E. H. Morris) 5 3 P. A Tear Fell (Progressive) 11 3 10. Heartbreak Hotel (Tree) 8 | Little Richard | | 2 |
| (BMI)—G. Storm I Waik Alone—Dot 15448 19. CREAT PRETENDER (ASCAP)— Platters I'm Just a Dancing Partner (ASCAP)— Mercury 70753 19. IVORY TOWER (ASCAP)— O. Williams. — 1 In Paradise (BMI)—DeLuxe 6093 **Best Selling Sheet Music* Tunes are ranked in order of their current national selling importance at the sheet music jobber level. This Week Last on Week (Last on Week Week Week (Chart Last) 1. Hot Diggity (Roncom) | "PICNIC" (ASCAP)-G. Cates | . (- | 1 |
| Platters I'm Just a Dancing Partner (ASCAP)— Mercury 70753 19. IVORY TOWER (ASCAP)— O. Williams. — 1 In Paradise (BMI)—DeLuxe 6093 **Best Selling Sheet Music* Tunes are ranked in order of their current national selling importance at the sheet music jobber level. This Week Last on Week Chart 1. Hot Diggity (Roncom). 1 1 3. Blue Suede Shoes (Hi-Lo). 4 5 4. Lisbon Antigun (Southern). 4 17 5. Theme From "The Three Penny Opera" (Moritat) (Harms). 3 12 6. Rock and Roll Walts (Sheldon). 5 17 7. Mr. Wonderful (Laurel). 7 7 8. Ivory Tower (E. H. Morris). 9 3 9. A Tear Fell (Progressive). 11 3 19. Heartbreak Hotel (Tree). 4 4 | (BMI)-G. Storm | . 16 | 10 |
| 19. IVORY TOWER (ASCAP)— O. Williams | Platters | . 18 | 19 |
| Tunes are ranked in order of their current national selling importance at the sheet music jobber level. Weeks This Week Last on Week Last on Week Chart 1. Hot Diggity (Roncom) | 19. IVORY TOWER (ASCAP)— O. Williams | | 1 |
| Tunes are ranked in order of their current national selling importance at the sheet music jobber level. Weeks This Week Last on Week Last on Week Chart 1. Hot Diggity (Roncom) | | - | |
| This Week Last on Week 1. Hot Diggity (Roncom). 1 9 1. Poor People of Paris (Connelly). 1 12 3. Blue Suede Shoes (Hi-Lo). 4 5 4. Lisbon Antigun (Southern). 6 17 5. Theme From "The Three Penny Opera" (Moritat) (Harms). 3 12 6. Rock and Roll Waltz (Sheldon). 5 17 7. Mr. Wonderful (Laurel). 7 7 8. Ivory Tower (E. H. Morris). 9 3 9. A Tear Fell (Progressive). 11 3 10. Heartbreak Hotel (Tree). 8 4 | Tunes are ranked in order of their current a | | |
| 1. Hot Diggity (Roncom) | The . | Last | Weeks on |
| 3. Blue Suede Shoes (HI-Lo) | 1. Hot Diggity (Roncom) | 1 | , |
| 5. Thems From "The Thres Penny Opera" (Moritat) (Harms) | 3. Blue Suede Shoes (HI-Lo) | 4 | • |
| 7. Mr. Wonderful (Laurel) | 5. Thems From "The Three Penny Opera" (Moritat) (Harms) | 21 | 555W 55488 |
| 9. A Tear Fell (Progressive) | 7. Mr. Wonderful (Laurel) | - | 5533 |
| 11. Walk Hand in Hand (Republic) 1 | 9. A Tear Fell (Progressive) | | 3 |
| 11. He (Avas) 19 33 | 11. Walk Hand in Hand (Republic) | 107 | |
| 13. No. Not Much (Beaver) | 13. No. Not Much (Beaver) | 11 13 | 13 |

| Most Played by Jockey | ys |
|--|----|
| For survey week ending M SIDES are ranked in order of the greatest number of play disk jockey radio shows thruout the country. Results are based on The Biliboard's weekly This survey among the nation's disk jockeys. Last Week The reverse side of each record is also listed. Week | 95 |
| 1. HEARTBREAK HOTEL (BMI)— E. Presley | 10 |
| 2. HOT DIGGITY (ASCAP)-P. Como 1 Juke Box Baby (BMI)-Vic 20-6427 | 9 |
| 3. POOR PEOPLE OF PARIS (ASCAP)— L. Baxter | 13 |
| 4. MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff 7 Theme From "Picnic" (ASCAP)—Dec 29888 | 4 |
| 5. MAGIC TOUCH (BMI)-Platters 6 Winner Take All (ASCAP)-Mercury 70819 | 3 |
| 6. BLUE SUEDE SHOES (BMI)— C. Perkins | 8 |
| 7. MOONGLOW AND THEME FROM "PICNIC" (ASCAP)-G. Gates 14 Rio Batucada (ASCAP)-Coral 61618 | 4 |
| 8. LISBON ANTIGUA (ASCAP) N. Riddle | 19 |
| 9. NO, NOT MUCH (ASCAP)— Four Lads | 15 |
| 10. STANDING ON THE CORNER (ASCAP)-Four Lads | 2 |
| 11. IVORY TOWER (ASCAP)— O. Williams | 3 |
| 12. IVORY TOWER (ASCAP)—C. Carr 12 Please, Please Believe Me (ASCAP)—Fraternity 734 | 3 |
| 13. IVORY TOWER (ASCAP)-G. Storm I Ain't Gonna Worry (BMI)-Dot 15458 | 1 |
| 14. A TEAR FELL (BMI) T. Brewer | 8 |
| 15. ROCK ISLAND LINE (BMI)— L. Donegan | 5 |
| 16. HAPPY WHISTLER (ASCAP)— D. Robertson | 2 |
| 17. I'LL BE HOME (BMI)-P. Boone 9 Tutti Frutti (BMI)-Dot 15443 | 14 |
| 18. WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers | 10 |
| 19. WHY DO FOOLS FALL IN LOVE? (BMI)-G. Storm | 8 |
| 20. WHY DO FOOLS FALL IN LOVE? (BMI)-Diamonds | 5 |
| 21. LONG, TALL SALLY (BMI)— Little Richard | 2 |
| 22. MR. WONDERFUL (ASCAP)— P. Lee | 8 |
| 23. TOO YOUNG TO GO STEADY (ASCAP)—Nat (King) Cole— Nover Let Me Go (ASCAP)—Cap 3390 | 2 |
| 24. WAYWARD WIND (BMI)-G. Grant No More Than Forever (ASCAP)-Era 1013 | 1 |
| *25. BLUE SUEDE SHOES-E. Presley 25 Vic EPA-747; EPB-1254 | 3 |
| This is an EP. However, action on this side is sufficient strength to warrant the present rank on | |

chart.

GREETINGS TO MOA

FROM



BEST SELLING REL FLIGHT ARTISTS

| | | ELEASES . TOP | | |
|--|---|--|---|--|
| "The Magic Touch" AND "Winner Take All" THE PLATTERS 70819 | "She Loves Me, She Loves Me Not" "The Big, Big Ladder" NICK NOBLE 70851 | "Rock And Roll The Barrel" RALPH MARTERIE 70836 | "Sometimes You Gotta Lose To Win" "The Gun Of Billy The Kid" RUSTY DRAPER 70853 | COUNTRY AND WESTERN |
| "The Church Bells May Ring" AND "Little Girl Of Mine" THE DIAMONDS 70835 | "Bright Red Convertible" AND "Baltimore Jones" CHUCK MILLER 70842 | "Flamenco Love" AND "The Perfect Song" RICHARD HAYMAN 70837 | "Cat On A Hot Tin Roof" AND "The First Time" DINAH WASHINGTON 70868 | "(I'm Like) A Dog Without A Bone" AND "Consolation Prize" JOEY GILLS 70867 |
| "Kiss Me Another" AND "Fool Of The Year" GEORGIA GIBBS 70850 | "Why Talk" AND "How Deep Is The Ocean" MIYOSHI UMEKI 70838 | "Believe In Love" AND "The Puppeter" GUY CHERNEY 70865 | "Cashmere Sweater" "The River, The Moonlight And You" KITTY WHITE 70817 | "Mobile, Alabama" CURTIS GORDON 70861 |
| "Honey Hair, Sugar Lips, Eyes Of Blue" "Out Of The Picture" CREW CUTS | "Born To Be With You" AND "Hot Rod Henry" LOLA DEE | "Dear Love" AND "Forget You Never" JEAN SWAN 70866 | "Lost John" LONNIE DONEGAN 70872 | "My Greatest Possession" AND "Thank You Lord For Dinner" JIM WILSON 70859 |
| "Hot And Cold Runnin' Tears" That's Not The Kind Of Love I Want" SARAH VAUGHAN 70846 | "Too Many Teardrops" BAKER SISTERS | "All My Love Belongs To You" THE GADABOUTS | "Rock Right" AND "The Greatest Thing" GEORGIA GIBBS 70811 | "You Don't Know My Mind" ROY MOSS |
| "Too Young To Go Steady" AND "My First Formal Gown" PATTI PAGE 70820 | "The Cap With The Strap In The Back" "No Baby No" JERRY MERCER 70849 | "Shangri-La" AND "Summertime" JIMMY RANDOLPH 70869 | "The Cat's Meow" AND "When My Baby Smiles At Me" THE HARMONICATS 70841 | "Mother Is Old" AND "Road Of Prayer" CARL STORY 70856 |
| "Who's Gonna Take You To The Prom" "Bella Bambinella" THE GAYLORDS | "Beginner's Luck" AND "I Surrender" DORI ANNE GRAY | "Goodbye, So Long, I'm Gone" AND "Too Much" FRANKIE CASTRO 70873 | "Infatuation" DICK CONTINO | "Hello, Mr. Blues" AND "I Found Out (What I've Been Thinking)" JIMMY DEAN 70855 |
| Theme From "The Swan" AND "Miss Powder Puff" DAVID CARROLL 70860 | "Whistling The Blues" AND "My Whistling Heart" DICK KUHN 70843 | "Speak Low (Tout Bas)" AND "Mambo Italiano" THE BLUE STARS 70808 | "Rock Island Line" AND "Real Live Doll" LEN DRESLAR 70831 | "(My Heart's) On A Budget" "Dime A Dozen (That's What You Are)" JIMMIE SKINNER 70854 |
| "You Are My Sunshine" | "La Chnouf" | "Yak Tam Squeegee Polka" | "Everlasting Love" | "Done Gone" |

"You'll Be Sorry"

RON TERRY

70848

"The Disc Jockey Blues"

"A Happy Marriage"

THE SIX DEE JAYS

70847

ww.americanradiohistory.com

"I'm The World's Biggest Fool"

ANN MC CORMACK

70845

"Gloria"

"On A Night When Flowers

Were Dancing"

JERRY WALLACE

70812

"Tic Tac Tango"

EDDIE BARCLAY

70862

"Heywood's Bounce"

"Soft Summer Breeze"

EDDIE HEYWOOD

70863

"Margie"

GEORGIE AULD

70864

"Anything Goes"

AND

"End Of A Love Affair"

HELEN MERRILL

70844

"Better Stop, Look And Listen"

GEORGE AND EARL

70852

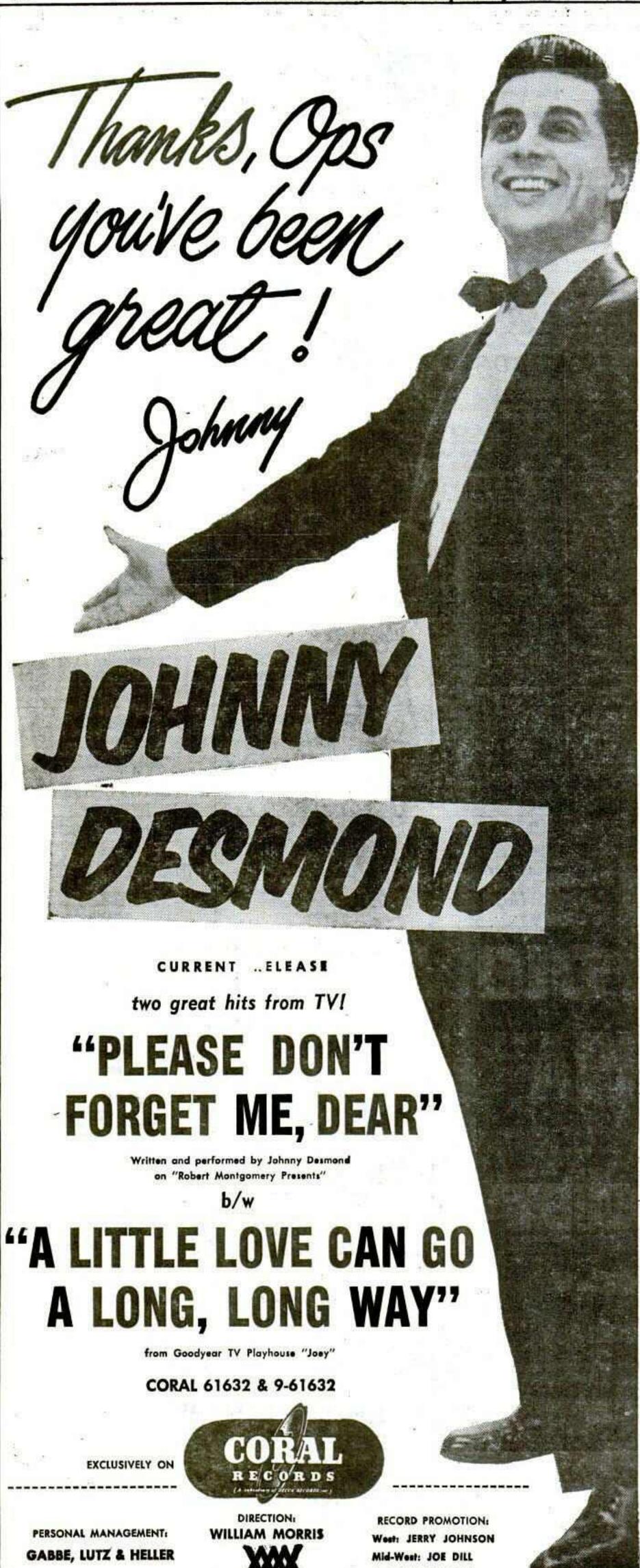
"Goo-Goo Da Da"

AND

"Pickin' Peas"

THE CARLISLES

70828



East: BUDDY BASCH

Territorial Best Sellers

For survey week ending May 2

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

Atlanta

1. Moonglow and Theme From "Picnie" M. Stoloff, Dec.

2. Ivory Tower, C. Carr, Fty. 3. Main Title ("Man With the Golden Arm"), E. Bernstein, Dec.

4. Too Young to Go Steady N. (King) Cole, Cap. 5. Happy Whistler, D. Robertson, Cap.

Baltimore

1. Heartbreak Hotel, E. Presley. Vic. 2. It Only Hurts for a Little While Ames Brothers, Vic.

3. I Want You to Be My Girl Teen-Agers, Gee

4. Moonglow and Theme From "Picnle" G. Cates, Cor.

5. My Little Angel, Four Lads, Col. 6. Blue Suede Shoes, C. Perkins, Sun 7. Ivory Tower, O. Williams, Del. 8. Magic Touch, Platters, Mer.

Boston 1. Moonglow and Theme From Picnic

M. Stoloff, Dec. 2. Heartbreak Hotel, E. Presley, Vic. 3. Poor People of Paris, L. Baxter, Cap. 4. Standing on the Corner, Four Lads, Col.

5. Happy Whistler, D. Robertson, Cap. 6. Magic Touch, Platters, Mer. 7. R-O-C-K, B. Haley, Dec. 8. Lisbon Antigna, N. Riddle, Cap.

9. Blue Suede Shoes, C. Perkins, Sun 10. Can You Find It in Your Heart T. Bennett, Col.

Buffalo

1. Heartbreak Hotel, E. Presley, Vic.

2. Magic Touch, Platters, Mer. 3. Long, Tall Sally, Little Richard, Spe. 4. Moonglow and Theme From "Picnic" M. Stoloff, Dec.

5. Hot Diggity, P. Como, Vic. 6. My Blue Heaven, F. Domino, Imp. 7. Poor People of Paris, L. Baxter, Cap. 8. Church Bells May Ring, Diamonds, Mer. 9. Ivory Tower, O. Williams, Del.

Chicago

1. Heartbreak Hotel, E. Presley, Vic. 2. Moonglow and Theme From "Picnic" G. Cates, Cor.

3. Wayward Wind, G. Grant, Era 4. Blue Suede Shoes, C. Perkins, Sun

5. Hot Diggity, P. Como, Vic. 6. Ivory Tower, C. Carr, Fty. 7. I'll Be Home, P. Boone, Dot 8. Why Do Fools Fall in Love? Teen-Agers, Gee

9. Main Title ("Man With the Golden Arm"), R. Maltby, Vik 10. Church Bells May Ring, Diamonds, Mer.

Cincinnati

1. Hot Diggity, P. Como, Vic. 2. Heartbreak Hotel, E. Presley, Vic. 3. Moonglow and Theme From "Picnic" M. Stoloff, Dec.

4. Long, Tall Sally, Little Richard, Spe. 5. Blue Suede Shoes, C. Perkins, Sun 6. Poor People of Paris, L. Baxter, Cap. 7. Moonglow and Theme From "Picnie"

G. Cates, Cor. 8. Why Do Fools Fall in Love? Teen-Agers, Gee 9. Ivory Tower, C. Carr, Fty.

10. Lisbon Antigun, N. Riddle, Cap.

Cleveland

1. Moonglow and Theme From "Picnic" G. Cates, Cor.

2. Heartbreak Hotel, E. Presley, Vic. 3. I Want You to Be My Girl Teen-Agers, Gee

4. My Little Angel, Four Lads, Col. 5. Ivory Tower, C. Carr, Fty. 6. Little Girl of Mine, Cleftones, Gee

7. Poor People of Paris, L. Baxter, Cap. 8. Hot Diggity, P. Como, Vic. 9. Pienie, McGuire Sisters, Cor. 10. Can You Find It in Your Heart?

T. Bennett, Col.

Dallas-Fort Worth

1. Moonglow and Theme From "Picnic" M. Stoloff, Dec. 2. Heartbreak Hotel, E. Presley, Vic. 3. Long, Tall Sally, Little Richard, Spe.

4. Poor People of Paris, L. Baxter, Cap. 5. Ivory Tower, O. Williams, Del. 6. Happy Whistler, D. Robertson, Cap.

7. Ivory Tower, C. Carr, Fty.

Denver

1. Heartbreak Hotel, E. Presley, Via. 2. Ivory Tower, O. Williams, Del. 3. Hot Diggity, P. Como, Vic. 4. Poor People of Paris, L. Baxter, Cap. 5. Blue Suede Shoes, C. Perkins, Sun

6. Magie Touch, Platters, Mer. 7. Main Title ("Man With the Golden Arm"), L. Elgart, Col.

Detroit 1. Moonglow and Theme From "Picnle"

G. Cates, Cor.

2. Heartbreak Hotel, E. Presley, Via. 3. I Want You to Be My Girl Teen-Agers, Gee 4. Hot Diggity, P. Como, Vic

5. Can You Find It in Your Heart? T. Bennett, Col. 6. Happy Whistler, D. Robertson, Cap.

7. Little Girl of Mine, Cleftones, Gee 8. Magic Touch, Platters, Mer. 9. Poor People of Paris, L. Baxter, Cap.

10. Portuguese Washerwoman J. (Fingers) Carr, Cap

Kansas City

1. Heartbreak Hotel, E. Presley, Vic. 2. Moonglow and Theme From "Picnie" M. Stoloff, Dec.

3. Blue Suede Shoes, C. Perkins, Sun 4. Magie Touch, Platters, Mer.

5. Long, Tall Sally, Little Richard, Spe.

6. Ivory Tower, C. Carr, Fty. 7. I'm in Love Again, F. Domino, Imp. 8. Main Title ("Man With the Golden Arm"), R. Maltby, Vik.

9. Poor People of Paris, L. Baxter, Cap. 10. Wayward Wind, G. Grant, Era

Los Angeles

1. Heartbreak Hotel, E. Presley, Vic. 2. Poor People of Paris, L. Baxter, Cap. 3. Blue Suede Shoes, .C. Perkins, Sun

4. Moonglow and Theme From "Picnic"

G. Cafes, Cor. 5. Why Do Fools Fall in Love?

Teen-Agers, Gee 6. Main Title ("Man With the Golden

Arm"), E. Bernstein, Dec.

7. Juke Box Baby, P. Como, Vic.

8. Hot Diggity, P. Como, Vic

9. Magie Touch, Platters, Mer. 10. Moonglow and Theme From "Picnic" M. Stoloff, Dec.

Milwaukee

1. Heartbreak Hotel, E. Presley, Vic.

2. Wayward Wind, G. Grant, Era 3. Ivory Tower, C. Carr, Fty.

4. Moonglow and Theme From "Picnic" G. Cates, Cor.

5. Happy Whistler, D. Robertson, Cap. 6. Rock Island Line, L. Donegan, Lon.

Minneapolis-St. Paul

1. Heartbreak Hotel, E. Presley, Vic. 2. Moonglow and Theme From "Picnic"

G. Cates, Cor 4. Hot Diggity, P. Como, Vic.

5. Blue Suede Shoes, C. Perkins, Sun 6. Crazy Little Palace, B. Williams, Cor.

7. Standing on the Corner, Four Lads, Col.

8. Moonglow and Theme From "Picnic" M. Stoloff, Dec. 9. Lovely One, Four Voices, Col.

10. Lisbon Antigua, N. Riddle, Cap.

New Orleans

1. Heartbreak Hotel, E. Presley, Vic. 2. Moonglow and Theme From "Picnic" M. Stoloff, Dec.

3. Hot Diggity, P. Como, Vic. 4. Ivory Tower, O. Williams, Del.

5. Magie Touch, Platters, Mer. 6. Poor People of Paris, L. Baxter, Cap.

7. Happy Whistler, D. Robertson, Cap. 8. I'm in Love Again, F. Domino, Imp. 9. Crazy Little Palace, B. Williams, Cor.

10. Main Title ("Man With the Golden Arm"), R. Maltby, Vik. New York

1. Poor People of Paris, L. Baxter, Cap. 2. Heartbreak Hotel, E. Presley, Vic.

3. Hot Diggity, P. Como, Vic. 4. Why Do Fools Fall in Love?

Teen-Agers, Gee 5. Lisbon Antigua, N. Riddle, Cap.

6. Blue Suede Shoes, C. Perkins, Sun

7. A Tear Fell, T. Brewer, Cor. 8. Moonglow and Theme From "Picnic"

G. Cates, Cor.

Philadelphia

1. Poor People of Paris, L. Baxter, Cap. 2. Juke Box Play, P. Como, Vic. 3. Blue Suede Shoes, C. Perkins, Sun

4. Lisbon Antigua, N. Riddle, Cap. 5. Why Do Fools Fall in Love? Teen-Agers, Gee

6. My Blue Heaven, F. Domino, Imp.

7. Heartbreak Hotel, E. Presley, Vic.

8. Wayward Wind, G. Grant, Era 9. Hot Diggity, P. Como, Vic. 10. Mr. Wonderful, P. Lee, Dec.

Pittsburgh

1. Heartbreak Hotel, E. Presley, Vic. 2. Moonglow and Theme From "Picnic" M. Stoloff, Dec.

3. I'm in Love Again, F. Domino, Imp. 4. Hot Diggity, P. Como, Vic. 5. Ivory Tower, O. Williams, Del.

6. My Little Angel, Four Lads, Col. 7. Moonglow and Theme From "Picnic"

G. Cates, Cor. 8. Ivory Tower, C. Carr. Fty.

St. Louis 1. Moonglow and Theme From "Picnic"

G. Cates, Cor. 2. Main Title ("Man With the Golden Arm"), R. Maltby, Vik.

3. Ivory Tower, C. Carr, Fty. 5. Hot Diggity, P. Como, Vic. 6. Moonglow and Theme From "Picnic"

M. Stoloff, Dec. 7. Happy Whistler, D. Robertson, Cap. 8. Rock Island Line, L. Donegan, Lon. 9. Lisbon Antigua, N. Riddle, Cap. 10. Port-au-Prince, N. Riddle, Cap.

San Francisco

1. Heartbreak Hotel, E. Presley, Vic. 2. Hot Diggity, P. Como, Vic.

3. Blue Suede Shoes, C. Perkins, Sun 4. Why Do Fools Fall in Love? Teen-Agers, Gee

5. Poor People of Paris, L. Baxter, Cap. 6. Lisbon Antigua, N. Riddle, Cap. 7. Eddle, My Love, Teen Queens, RPM

Seattle

1. Church Bells May Ring, Diamonds, Mer. 2. Hot Diggity, P. Como, Vic.

3. Little Girl of Mine, Cleftones, Geo 4. Why Do Fools Fall in Love?

Teen-Agers, Gee

5. Heartbreak Hotel, E. Presley, Vic.

6. Ivory Tower, C. Carr, Fty.

Toronto

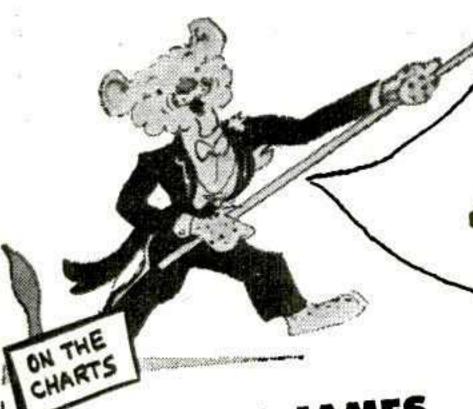
1. Heartbreak Hotel, E. Presley, Vic. 2. Poor People of Paris, L. Baxter, Cap. 3. Hot Diggity, P. Como, Vic. 4. Blue Suede Shoes, E. Presley, Vic.

5. Church Bells May Ring, Diamonds, Mer. 6. Why Do Fools Fall in Love?

Teen-Agers, Gee

Copyrighted material

11



GREETINGS MOA ROM M-G-M

VISIT M-G-N

JONI JAMES

WOKE UP CRYING

DICK HYMAN

HI-LILI

and

JUNGLERO

MGM 12207 . K12207

THE MAVERICK QUEEN

(FROM

MGM FILM.

HITTING

THE

MGM 12213 . K12213

EXCITING NEW HIT

DANNY KNIGHT THE SEARCHERS

(RIDE AWAY)

(FROM C. V. WHITNEY FILM, "THE SEARCHERS")

THE SOMEWHERE VOICE MGM 12252 . K12252

LOVE

ROSALIND PAIGE

HAVE FAITH and HAVE PATIENCE

and

LET ME BE THE FIRST ONE

Big Plug ABC-TV "STAR TONIGHT" SHOW.

MAY 24

MGM 12229 . K12229.

MADIGAN

SURPRISE

MISS THE BOY

MGM 12214 • K12214

ATTRACTIVE

DAVID ROSE

FORBIDDEN THEME FROM PLANET

(From MGM film "The Swan")

(INSPIRED BY THE MGM FILM)

MGM 12243 . K12243

ATTRACTIVE SLEEVE

GORDON BARRY

I CAN'T WHISTLE

and

THE MILKMAN'S POLKA

MGM 12222 • K12222

OCIE SMITH

GOING, GOING, GONE

MGM 12233 . K12233

CHARLIE APPLEWHITE

(From Musical, "Shangri-La")

MGM 12220 . K12220

LEROY HOLMES

(Theme from "The

TO LOVE PLEASE DON'T FORGET ME, DEAR

Eddy Duchin Story") MGM 12234 . K12234 ROBBIN HOOD

THE ROCK-A-BYE **BLUES**

AND BEAUTIFUL, BEAUTIFUL

CONNIE FRANCIS **FORGETTING**

> Big Plug on **HBC-TV SHOW**, "MODERN ROMANCES"

AND SEND FOR MY BABY

JOHNNY OLIVER SIX FEET HEAVEN A GOOD

MARVIN RAINWATER

BILLBOARD AND CASH BOX PICK

AND HOT AND COLD

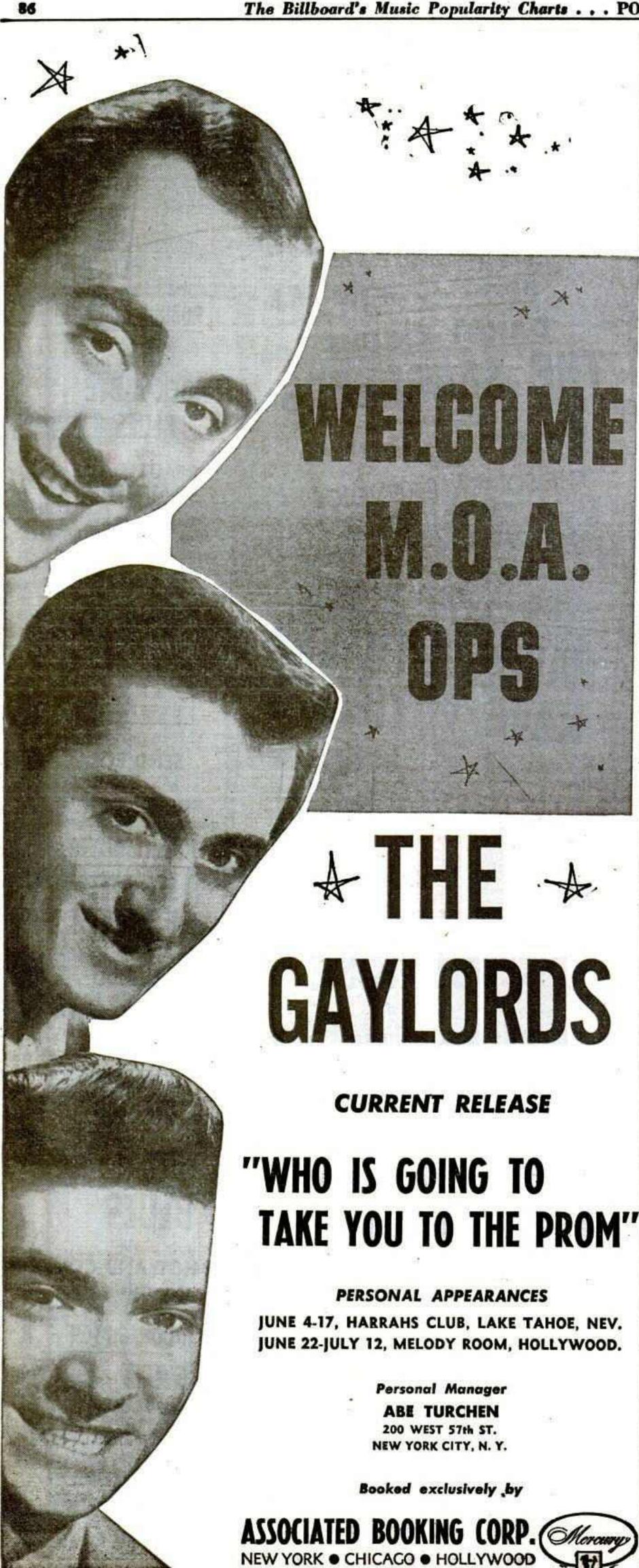
DON GIBSON

SWEET DREAMS

WATCH THIS ONE

Copyrighted material

MGM 12194 . K12194



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 Selfer Chart.

1. To Love Again The Four Aces (ASCAP) Decca 29889

2. Tango of the Drums Les Baxter (ASCAP) Capitol 3404

3. Picnic

Delilah Jones The McGuire Sisters (ASCAP); (ASCAP) Coral 61627

4. How Little We Know

500 Guys Frank Sinatra

(ASCAP); (ASCAP) Capitol 3423

5. It Only Hurts for a Little While

(ASCAP) RCA Victor 6481

6. Ivory Tower Gale Storm

(ASCAP) Dot 15458

7. A Little Love Can Go a Long, Long Way The Dreamweavers

(ASCAP) Decca 29905

8. Walk Hand in Hand Tony Martin (BMI) RCA Victor 6493

9. Graduation Day The Rover Boys

(BMI) ABC-Paramount 9700

10. On the Street Where You Live . Vic Damone (ASCAP)-Columbia 40654

• THIS WEEK'S BEST BUYS

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

HOW LITTLE WE KNOW (E. H. Morris, ASCAP)

500 GUYS (Sherwin, ASCAP)-Frank Sinatra-Capitol 3423-It wasn't until this past week that the steamroller started moving to put over another big one for Sinatra. Sales reports from Los Angeles, St. Louis, Detroit, Philadelphia, Baltimore, Buffalo, Boston, Chicago and New York were excellent and indicated volume rapidly picking up in pace. "How Little We Know" was the preferred side in a majority of areas checked, altho the flip is attracting considerable attention, too. A previous Billboard "Spotlight" pick.

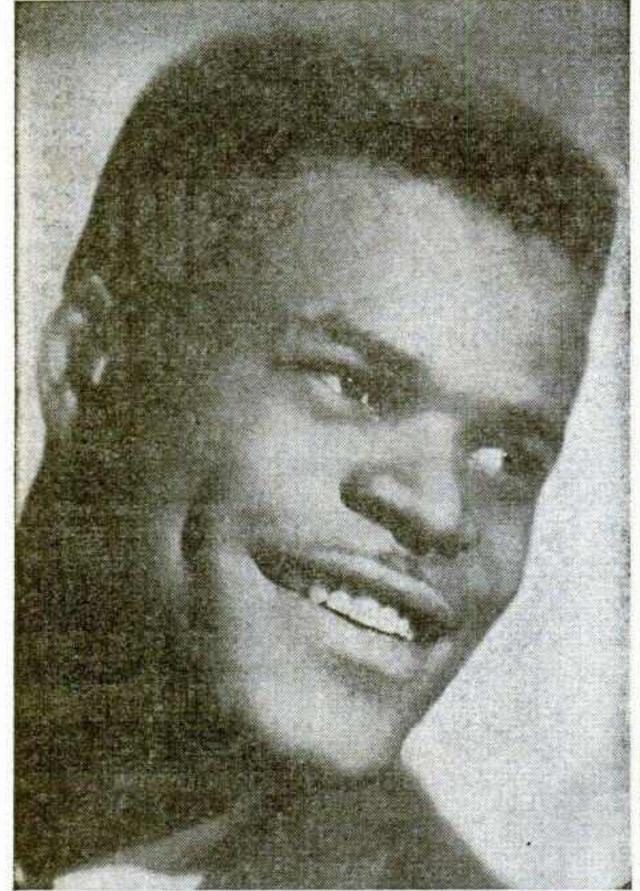
GRADUATION DAY (Sheldon, BMI)-The Rover Boys-ABC-Paramount 9700-Competition on this tune is keen, and bound to become more so. At this point, the Rover Boys are benefiting from early timing, and have a comfortable lead on the opposition. In Boston, Providence, Philadelphia, Baltimore, Pittsburgh, Los Angeles, St. Louis and Cleveland the disk is already reported a strong seller with considerably more potential. Flip is "I Hear Music" (George George, BMI). A previous Billboard "Spotlight" pick.

SHIPS FORE YE



STOP BY AND SAY HELLO AT THE DOT BOOTH, HOTEL MORRISON, AND MEET THE DOT ARTISTS

Thanks, Ops, for your help in making '56 a great year!





BILL COOK GALE AGENCY, INC. 48 West 48th St.

THE TOP 100

For survey week ending May 2

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.

| to show action in the field. | | | | Last |
|--|-----------|------------------------------|--------------------|--------------------|
| Pos. Song | | Artist | Label | Week |
| 1. HEARTBREAK HOTEL | | | | |
| 2. HOT DIGGITY | . P. | Como | Victor | 3 |
| 4. BLUE SUEDE SHOES | . C. | Perkins | Sun | 4 |
| 5. MAGIC TOUCH | Pla N. | Riddle | Mercury . | 5 |
| 7. IVORY TOWER | C. | Carr | Fraternity | 12 |
| 8. MOONGLOW AND THEME FROM "PICNIC" | G. | Cates | Coral | 16 |
| 8. MOONGLOW AND THEME FROM | | | | |
| 10. A TEAR FELL | т. | Brewer | Coral | 7 |
| 11. WHY DO FOOLS FALL IN LOVE? | Tec | n-Agers | .Gee | 11 |
| 13. LONG TALL SALLY | . Lit | tle Richard | Specialty . | 14 |
| 13. ROCK ISLAND LINE | L. | Donegan | London | 10 |
| 16. NO, NOT MUCH | . For | ur Lads | Columbia | 8 |
| 17. HAPPY WHISTLER | . D. | Boone | Dot | 23 |
| 19. MAIN TITLE (MAN WITH THE GOLDEN ARM") | | | | |
| 20. IVORY TOWER | G. | Storm | Dot | 26 |
| 20. WHY DO FOOLS FALL IN LOVE? 22. WHY DO FOOLS FALL IN LOVE? | . Dia | Storm | Mercury . | 22 |
| 23. EDDIE, MY LOVE | . For | ntane Sisters | Dot | 19 |
| 24. JUKE BOX BABY | | | | |
| 26. I'M IN LOVE AGAIN | F. | Domino | .Imperial . | 42 |
| 27. BLUE SUEDE SHOES | K. | Starr | .Victor | 17 |
| 28. CAN YOU FIND IT IN YOUR HEART 30. WAYWARD WIND | T. | Bennett | . Columbia | 47 |
| 31. MAIN TITLE MOLLY-O ("MAN WITH | 100,000 | Perantia Danara | SATURE DESIGNATION | |
| GOLDEN ARM") | D. | Los | Decca | 28 |
| 33. WILD CHERRY | D. | Cherry | Columbia | 33 |
| GOLDEN ARM") | E. | Bernstein | .Decca | 38 |
| 35. R-O-C-K 36. CHURCH BELLS MAY RING | В. | Haley | .Decca | 31 |
| 37. BO WEEVIL | т. | Brewer | .Coral | 34 |
| 38. TOO YOUNG TO GO STEADY | | | | |
| 40. I WAS THE ONE | | | | |
| 41. THEME FROM "THE THREE PENNY OPERA" (MORITAT) | D. | Hyman | .M-G-M | 35 |
| 42. GRADUATION DAY | For | ir Freshmen . | Capitol | |
| 44. PICNIC | Me | Guire Sisters . | .Coral | 100 |
| 44. SLIPPIN' AND SLIDIN' 46. MR. WONDERFUL | Litt | tle Richard | . Specialty | 54 |
| 47. MY LITTLE ANGEL | For | ar Lads | .Columbia | 63 |
| 48. IT ONLY HURTS FOR A LITTLE WHILE 49. WALK HAND IN HAND | | | | |
| 50. TO YOU MY LOVE | N. | Noble | .Mercury | 40 |
| 51. PORT-AU-PRINCE | v. | Damone | .Columbia | 64 |
| 53. MAIN TITLE ("MAN WITH THE GOLDEN ARM") | B | May | Capital | 68 |
| 54. EDDIE, MY LOVE | Tec | n Queens | RPM | 46 |
| 54. EDDIE, MY LOVE | | | | |
| 57. SAINTS ROCK AND ROLL | | | | |
| 59. WITHOUT YOU | .E. | Fisher | .Victor | 41 |
| 60. INNAMORATA 61. POOR PEOPLE OF PARIS | R. | Martin Morgan | .Capitol | 44 |
| 62. MAIN TITLE ("MAN WITH THE GOLDEN ARM" | | THE WELLSTER | | CONTRACTOR SERVING |
| 63. HELD FOR QUESTIONING | R. | Draper | . Mercury . | 50 |
| 64. LOVELY ONE | For | r Voices | .Columbia | 39 |
| 66. WINNER TAKE ALL | Pla | tters | . Mercury . | 73 |
| 67. LITTLE GIRL OF MINE | Cle | Atkins | .Victor | 96 |
| 69. MY BLUE HEAVEN | F. | Domino | .Imperial | 79 |
| DEPOSITS ASSOCIATION HANGEMAN DEBOTA TO DESCRIPTION OF THE PROPERTY OF THE PRO | | Secretary of the Property of | ARC- | |
| 70. TOO CLOSE FOR COMFORT | L. | Welk | . Coral | it58 |
| 73. BLUE SUEDE SHOES | B. | Bennett | King | 90 |
| 74. IN A LITTLE SPANISH TOWN | .B. | Williams | .Coral | 60 |
| 76. JUST AS LONG AS I'M WITH YOU 76. OUR LOVE AFFAIR | P. | Boone | .Dot | 85 |
| 78. ROCK ISLAND LINE | D. | Cornell | .Coral | 64 |
| 79. NEVER LET ME GO | F. | Sinatra | Capitol | 74 |
| 81. INNAMORATA 81. I COULD HAVE DANCED ALL NIGHT | . J. | Vale | .Columbia | 81 |
| 83. HI-LILI HI-LO | D. | Hyman | .M·G·M | 93 |
| 84. A LITTLE LOVE CAN GO A LONG, LONG WAY | | | | |
| 84. MONEY, HONEY | E. | Presley | Victor | |
| 86. ELEVENTH HOUR MELODY | | | Dot | |
| 86. GRADUATION DAY | | | ABC- | |
| 89. CHURCH BELLS MAY RING | .Wi | llows | Melba | 84 |
| 90. LOOK HOMEWARD, ANGEL | . A. | Williams | Cadence . | 57 |
| 92. DELILAH JONES | .Mc | Guire Sisters | Coral | 69 |
| 94. JOEY, JOEY, JOEY | . P. | Les | Decca | 100 |
| 95. KISS ME ANOTHER | .G. | Gibbs | Mercury . | |
| FACE | .O. | MacRas | Capitol | |
| 97. ROCK AND ROLL WEDDING | .D. | Shore | Victor | 94 |
| 98. THEME FROM "THE THREE PENNY OPERA" (MACK THE KNIFE) | | | | |
| 98. THEME FROM "THE THREE PENNY | R. | Hayman- | | |
| OPERA" (MORITAT) | .] | . August | Mercury . | |

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 C H A R M S
IVORY TOWER
DeLuxe 6093

THAT'S YOUR MISTAKE DeLuxe 6091

FEVER

LETTER FROM MY

DARLING

King 4935

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

BOYD BENNETT LET ME LOVE YOU THE GROOVY AGE King 4925

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

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

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

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

SMOOTH, SLOW
AND EASY
WOMEN
Do Luxo 6094



BIGGER THAN "ROCK ISLAND LINE"! A NEW BIG SMASH BY

DONE CAN



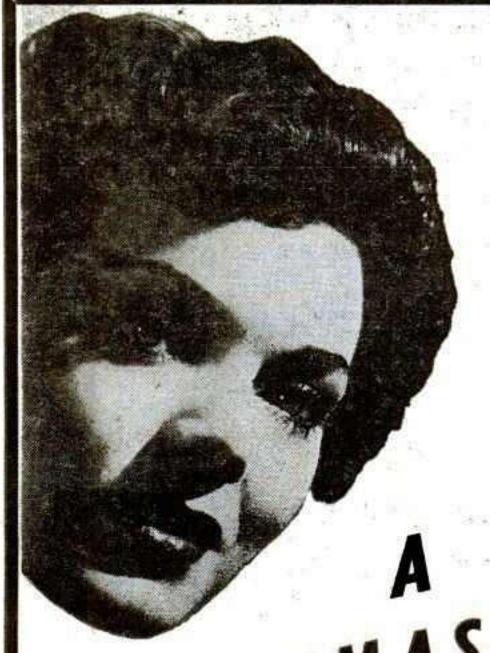
"LOST JOHN"

"STEWBALL"
MERCURY 70872

NOW EXCLUSIVELY ON MERCURY RECORDS In Cooperation With Nixa Of London



OPERATORS! GREAT FOR YOUR BOXES!
LISTEN TO THIS HIT!



DENISE

"If I Give My Heart To You"

LOR

THAT'S THE WAY I FEEL'

with Russ Garcia & His Orch. #55020

Look For The New ALFI and HARRY

(That's The Trouble With Harry)

'PERSIAN on EXCURSION'

'The Word Game Song'—#5016



1556 No. LaBrea Ave. Hollywood 28, Calif. Phone: HO 2-0811

VOX JOX

GIMMIX: In an effort to clarify thinking on rock and roll, Norman Wain, WDOK, Cleveland, reports that the station went on the air last week and from 9 a.m. on asked listeners to call and say simply "Make it" or "Break it." The station is tabulating results and will be guided by them in programming r.&r. one way or the other. . . . Norm Prescott, WBZ, Boston, recently aired his Saturday afternoon show from the floor of a local Packard showroom, during the

YESTERYEAR'S TOPS-

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

MAY 11, 1946:

- 1. Oh! What It Seemed to Be 2. Laughing on the Outside (Crying on the Inside)
- 3. The Gypsy 4. Shoo-Fly Pie and Apple Pan
- Dowdy 5. All Through the Day
- 6. Prisoner of Love 7. One-Zy, Two-Zy, (I Love
- You-Zy) 8. Sioux City Sue
- 9. I'm a Big Girl Now
- Seems Like Old Times
- 11. You Won't Be Satisfied 12. Personality
- 13. Cement Mixer (Put-ti, Put-ti)
- 14. Day By Day
- 15. In Love in Vain

MAY 12, 1951:

- 1. Mocking Bird Hill
- 2. How High the Moon 3. On Top of Old Smoky
- 5. Sparrow in the Tree Top
- 6. Would I Love You? Be My Love
- 8. Too Young
- 9. I Apologize
- 10. Aba Daba Honeymoon

course of which he offered gifts to any of his listeners who came in with a mop or broom. One elderly lady contributed a mop she claimed was as old as she was-92 years. . . . Also on the give-away kick is David Dreis, KENT, Shreveport, La., who is broadcasting every Friday afternoon from the Florsheim Shoe Store. Winners of his "I Hate David Dreis" contest rate a free shine with Dreis himself handling the polishing chore.

Joe Ryan, WALL, Middletown, N. Y., interviewed Gordon MacRae on the air, via long-distance telephone to Hollywood to discuss the warbler's "Carousel" movie, which was opening at the local Paramount Theater. The movie house paid for the call. . . . Jim Symons, WLDS, Jacksonville, Ill., loves his job. Last week he interviewed eight beauty contestants from a local girls school and next month he's set to interview "Miss America" entries in the local "Miss Jacksonville" con-

Dean Ward, KNOR, Norman, Okla., recently conducted a 60hour continuous marathon broadcast in behalf of the March of Dimes, and wonders how this record stacks up with other marathon airers. . . . When Ken Collins moved from an all-night show to an afternoon spot over KXYZ, Houston, last month, he showed up for work the first day in pajamas. Going along with the gag was fellow deejay Ken Bagwell, who served him coffee on the sidewalk for the benefit of local newspaper cameras.

RECORD HOPS: Bill Powell, WILY, Pittsburgh, had banned the wearing o jeans or dungarees by either

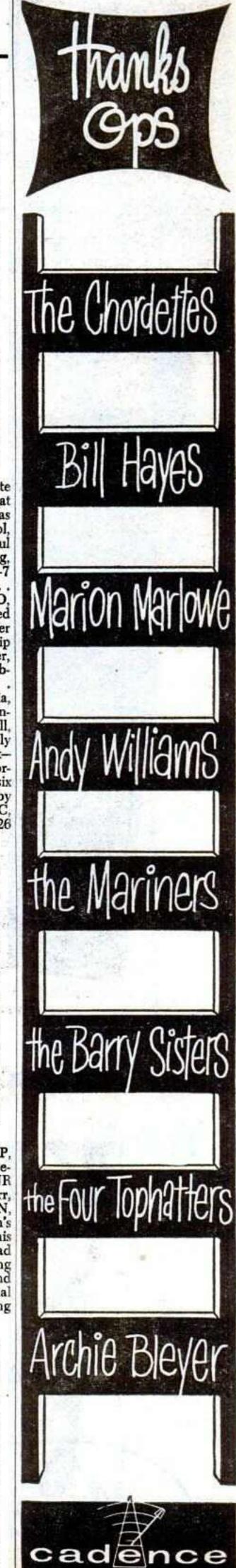
gals or boys at his record hops. Latter must wear dress slacks and former skirts. . . . Joe Dannery, WFAR, Farrell, Pa., recently raised money for a local cancer drive by emseeing a record dance. King Records donated 150 disks, which were sold at half price to those attending, with proceeds also going to the fund. . . . Gene Platt, KELO, Sioux Falls, S. D., celebrated the fourth year of his "Record Den" program last week with a special record hop at the local YWCA. The gate went to the Student Exchange Council. Platt's record hop audience selected a new "Record Den Sweeheart" from six high school girl finalists. The former "sweetheart," Marilyn Rush, will attend college this fall. Last week's winner will appear regularly on Platt's show and also take over music librarian chores at the station.

CHANGE OF THEME: Monte Lang, former promotion staffer at H-R Representatives, Inc., has joined new station WCAT, Athol, Mass., as a deejay. . . . Paul Howard, ex-WTRX, Wheeling, W. Va., has moved into the 5-7 a.m. slot at WCUE, Akron, O. . . Ken Fuller, formerly with WJHO, Opelika, Ala., recently joined WRBL, Columbus, Ga. . . . Walter Hofer on a deejay promotional trip thru Pennsylvania. . . . Ed Bonner, KXOK, St. Louis, has a new publishing firm tagged Radoir. . Bud Brees, WPEN, Philadelphia, signed to a new three-year contract. . . Freddy Marshall, WMIE, Miami, Fla., has the only evening jazz show in his market-"Sunday Session." . . . Webcor-Chicago has signed to sponsor six weekly half-hour shows emseed by spinner Jerry Collins over WJBC, Bloomington, Ill., for the next 26

Another successful teen-age TV show is "Bud Davies Dance Party" on CKLW-TV, Detroit, from 5 to 5:30 p.m. daily. . . Eddie Dillon, WMBS, Uniontown, Pa., is conducting record hops thruout Western Pennsylvania, West Virginia and Maryland. . . . Stan Sanders, WGAT, Utica, N. Y., conducts record hops for local sororities and fraternities in Utica and Hartford. . . . Also active in the personal appearance field is Ken Rowland, KSAL, Salina, Kan., who emseed eight home talent shows last March and has five more booked this month.

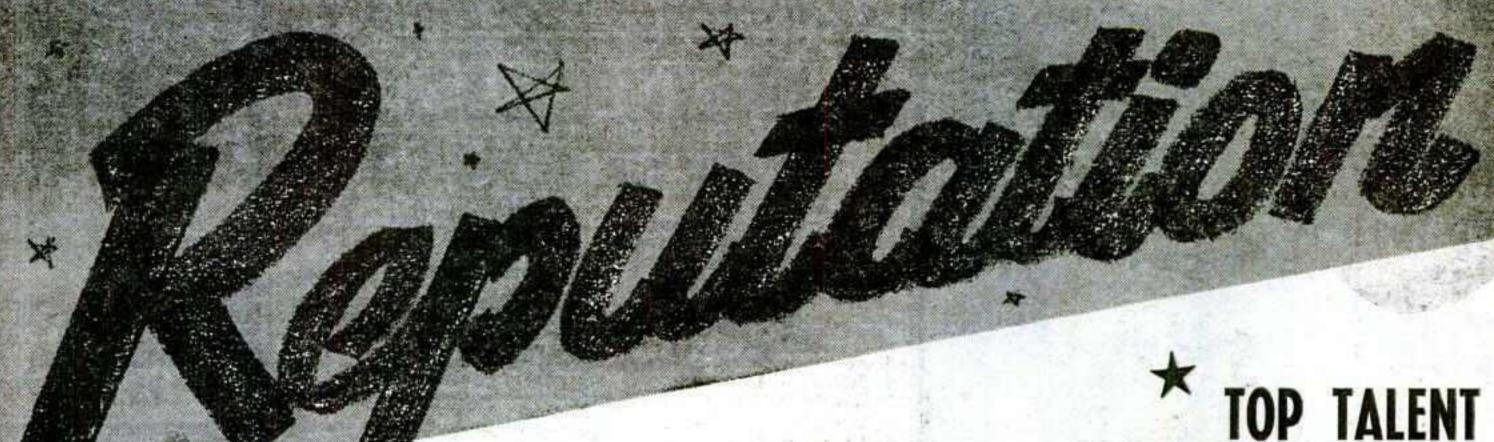
Mike McManus has left WKOP. Binghamton, N. Y., to pilot a threehour afternoon show over WINR in the same city. . . . Ray Starr, former program director of WJAN Spartanburg, S. C., is that station's new manager, replacing W. Ennis Bray, who will continue to head the Spartanburg Broadcasting Company as its president and owner. Starr won three national awards during his programming days with the station.

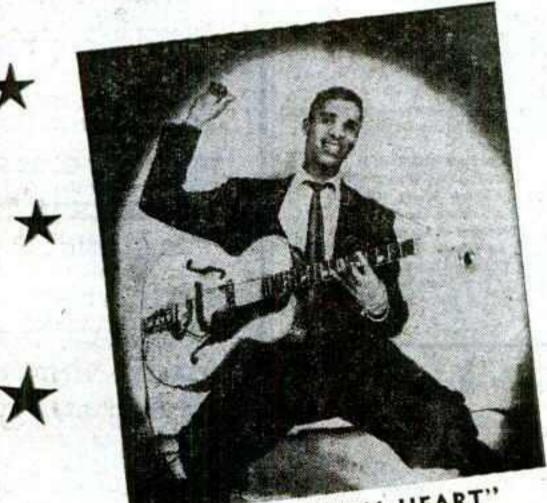
Bob Nordmeyer, former student spinner on WPGU, the University of Illinois station, Champaign, Ill., has graduated to a regular deejay post at WKID, same city. . . . Tracy Garneau, WNRI, Woonsocket, R. I. (who sends a "pat on the back" for the "good-music" programming of Jim Mendes, WICE, Providence, R. I.), notes that Steve Mayone has returned to WNRI's morning deejay slot. . . . Bill Lamb and his frau are starting a new Mr. and Mrs. show over WBBC, Flint, Mich.



RECORDS







"MY STUBBORN HEART"
#5252 ARGO



"A KISS FROM YOUR LIPS"

#837 CHECKER



"ONE MORE CHANCE WITH YOU"
Little Walter #838 CHECKER



WITH BIG DOLLAR
PROFITS FOR EVERYONE. WHEN YOU
WANT THE FINEST
AND MOST PROFITABLE PROGRAMMING
BE SURE TO INCLUDE
OUR LATEST RECORD
RELEASES.



CHESS . CHECKER . ARGO

4750 South Cottage Grove Ave.

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Chicago 15, III.

TOP PLAYERS

IN THE

TAVERNS

FRANZ SCHERMANN

The ALPINERS

Authentic Bavarian Folk Music

TALES OF THE VIENNA WOODS

BF 201

BF 202

BF 203

BF 204

BF 205

BF 206

BF 207

CLARINET POLKA

ALPINERS WALTZ

EDELWEISS WALTZ

FRANZEL POLKA

CUCKOO WALTZ

HOF BRAU HAUS

LAENDLER

HERZEN

LINDENAU POLKA

IN A TRAIN POLKA

DU DU LIEGST MIR IN

HOCH HEIDELBERG MARSCH

MUS ICH DENN ZUM STADLE

VIENNA LIFE

JOHNNY PETER

Meet GLORIA WOOD at Booth 11-M.O.A. Convention



'HONEY BEE'

'The Rock & the Roll'



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)-Gomalco-ASCAP) Brazil (R)-Southern-ASCAP

Can You Find It in Your Heart? (R)-Witmark-ASCAP Flamenco Love (R)-Bregman, Vocco &

Conn-ASCAP Heart of Paris (R)-B. F. Wood-ASCAP Hot Diggity (R)-Roncom-ASCAP How Little We Know (R)-E. H. Morris-

ASCAP I Could Have Danced All Night (R) (M)-

Chappell—ASCAP If You Wanna See Mamie Tonight (R) (F)-

Miller-ASCAP In a Little Spanish Town (R)-Feist-

ASCAP I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP Joey, Joey, Joey (R) (M)-Frank-ASCAP

Lisbon Antigua (R)-Southern-ASCAP Moonglow (R) (F)-Mills-ASCAP Most Happy Fella (R) (M)-Frank-ASCAP Mr. Wonderful (R) (M)-Laurel-ASCAP Never Let Me Go (R)-Famous-ASCAP On the Street Where You Live (R) (M)-Chappell—ASCAP

Picnic (R) (F)—Columbia Pic—ASCAP Poor People of Paris (R) - Connelly-Port-au-Prince (R)-E. B. Marks-BMI Serenade (R) (F)-Harms-ASCAP

Somebody Somehwere (R) (M) - Frank-ASCAP Standing On the Corner (R) (M)-Frank-Frank-ASCAP

Te Amo (R)-Southern-ASCAP To Love Again (R) (F)-Columbia Pic-ASCAP Too Close for Comfort (R) (M)-Laurel-

We All Need Love (R)-Remick-ASCAP What a Heavenly Night for Love (R)-Tee Kaye-ASCAP Without You (R)-Broadcast-BMI

It's Almost Tomorrow-Macmelodies

No Other Love-Chappell (Williams)

My September Love-Bron

Willie Can-Frank (Acuff-Rose)

The Poor People of Paris-Berry (Connelly)

Memories Are Made of This-Montclare

Rock and Roll Waltz-Maddox (Sheldon)

Theme From "The Three Penny Opera"-

The Ballad of Davy Crockett-Disney

Zambezi-Fields (Shapiro-Bernstein)

(Northern)

(Montclare)

(Disney)

Arcadia (Harms)

Television

Blue Suede Shoes (R)-Hi-Lo-Hill & Range -BMI

Bo Weevil (R)-Reeve-BMI Brazil (R)-Southern-ASCAP Can You Find It in Your Heart? (R)-Witmark-ASCAP

Delilah Jones (R) (F)-Dena-ASCAP Everybody's Got a Home But Me (R) (M)-Chappell—ASCAP

Get Me to the Church on Time (R) (M)-Chappell—ASCAP Heartbreak Hotel (R)-Tree-BMI

Hot Diggity (R)-Roncom-ASCAP I Could Have Danced All Night (R) (M)-Chappell—ASCAP Innamorata (R)-Paramount-ASCAP

I've Grown Accustomed to Your Face (R) (M)-Chappell-ASCAP Ivory Tower (R)-E. H. Morris-ASCAP Joey, Joey, Joey (R) (M)-Frank-ASCAP Lisbon Antigua (R)-Southern-ASCAP Magic Touch (R)-Panther-ASCAP Mr. Wonderful (R))M)-Laurel-ASCAP

No, Not Much (R)-Beaver-ASCAP On the Street Where You Live (R) (M)-Chappell-ASCAP Picnic (R) (F)-Columbia Pic-ASCAP

Play for Keeps (R)-Korwin-ASCAP Please Don't Forget Me, Dear-Sam Weiss -ASCAT

Poor People of Paris (R) - Connelly-ASCAP Rock and Roll Waltz (R)-Sheldon-BMI Rock Island Line (R)-Hollis-BMI Standing On the Corner (R) (M)-Frank-

ASCAP Theme From "The Three Penny Opera" (Moritat) (R)-Harms-ASCAP Too Close for Comfort (R) (M)-Laurel-

ASCAP Too Young to Go Steady (R)-Robbins-ASCAP With a Little Bit of Luck (R) (M)-Chappell—ASCAP

Young and Foolish-Chappell (Chappell)

The Dambusters March-Chappell

A Tear Fell-Robbins (Progressive)

Robin Hood-New World (Official)

Jimmy Unknown-Bron (Jefferson)

Pickin' a Chicken-Berry (Connelly)

Don't Ringa Da Bell-Michael Reine

You Can't Be True to Two-Dash (Joy)

The Great Pretender-Southern (Panther)

Only You-Sherwin (Wildwood)

Band of Gold-Essex (Ludlow)

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music dealers. American publishers in parenthesis.

(For Week Ending April 28)

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

(Chappell)

(For Week Ending April 28)

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

| ı | Week Week | 50 |
|--|--|-----|
| THE REAL PROPERTY AND ADDRESS OF THE PERSON NAMED IN COLUMN TWO IS NOT THE PERSON NAMED IN COLUMN TWO IS NAMED IN C | 1. NO OTHER LOVE—Ronnie Hilton (HMV) 2. POOR PEOPLE OF PARIS—Winifred Atwell (Decca) 3. IT'S ALMOST TOMORROW—Dream Weavers (Brunswick 4. ROCK AND ROLL WALTZ—Kay Starr (HMV) 5. ONLY YOU—Hilltoppers (London) 6. A TEAR FELL—Teresa Brewer (Vogue-Coral) 7. MY SEPTEMBER LOVE—David Whitfield (Decca) 8. THEME FROM "THE THREE PENNY OPERA"—Louis Armstrong (Philips). 9. MAIN TITLE—Billy May Orchestra (Capitol) 10. SEE YOU LATER, ALLIGATOR—Bill Haley Comets (Brunswick) 11. YOU CAN'T BE TRUE TO TWO—Dave King (Decca) 12. LOST JOHN—Lonnie Donegan (Nixa) | 1.1 |
| ï | 13. MEMORIES ARE MADE OF THIS-Dean Martin (Capitol) | |
| | 14. I'LL BE HOME—Pat Boone (London) | 1 |
| | 16. ZAMBESI-Lou Busch (Capitol) | 1 |
| Į | 17. WILLIE CAN—Aima Cogan (HMV) | |
| | 18. AIN'T MISBEHAVIN'—Johnnie Ray (Philips) | |
| H | 19. THEME FROM "THE THREE PENNY OPERA"—Dick Hyman Trio (M-G-M) 1 20. GREAT PRETENDER—Jimmy Parkinson (Columbia) | |
| ì | The Call and a state of the sta | ** |

German Music Biz Booms

Continued from page 12

chanical rate is predicated on the Americans whose works are subsales price rather than per side, as published abroad. in the United States. The BIEM mechanical rate is 8 per cent many "Heartbreak Hotel," the of the sale price. Thus, with smash Elvis Presley hit on Victor, fewer sides on the LP, publishers published by Tree Music. He also and writers receive a larger royalty has the German rights to such hits return than would be the case, if as "The Great Pretender" and "Listhe royalties were divided among bon Antigua," from the Ralph Peer many. The tendency in Europe catalog, "Dungaree Doll" from Edhad been to use as many as 24 and 30 tunes on an LP. Whereas under American practice each of these tunes had a mechanical rate, standards as "Moulin Rouge," under European practice it merely "Adios," "Besame Moucho," etc., meant a thinner slicing of the royalty derived from the sale price. The new restrictions, it is figured Crazy." will benefit not only European publishers and writers but also says.

Siegel has just acquired for Gerward B. Marks Music, "Rock Island Line" from Hollis Music, etc. Together with such great Siegel's catalog also includes such modern items as "Crazy, Man,

"For the younger generation," he

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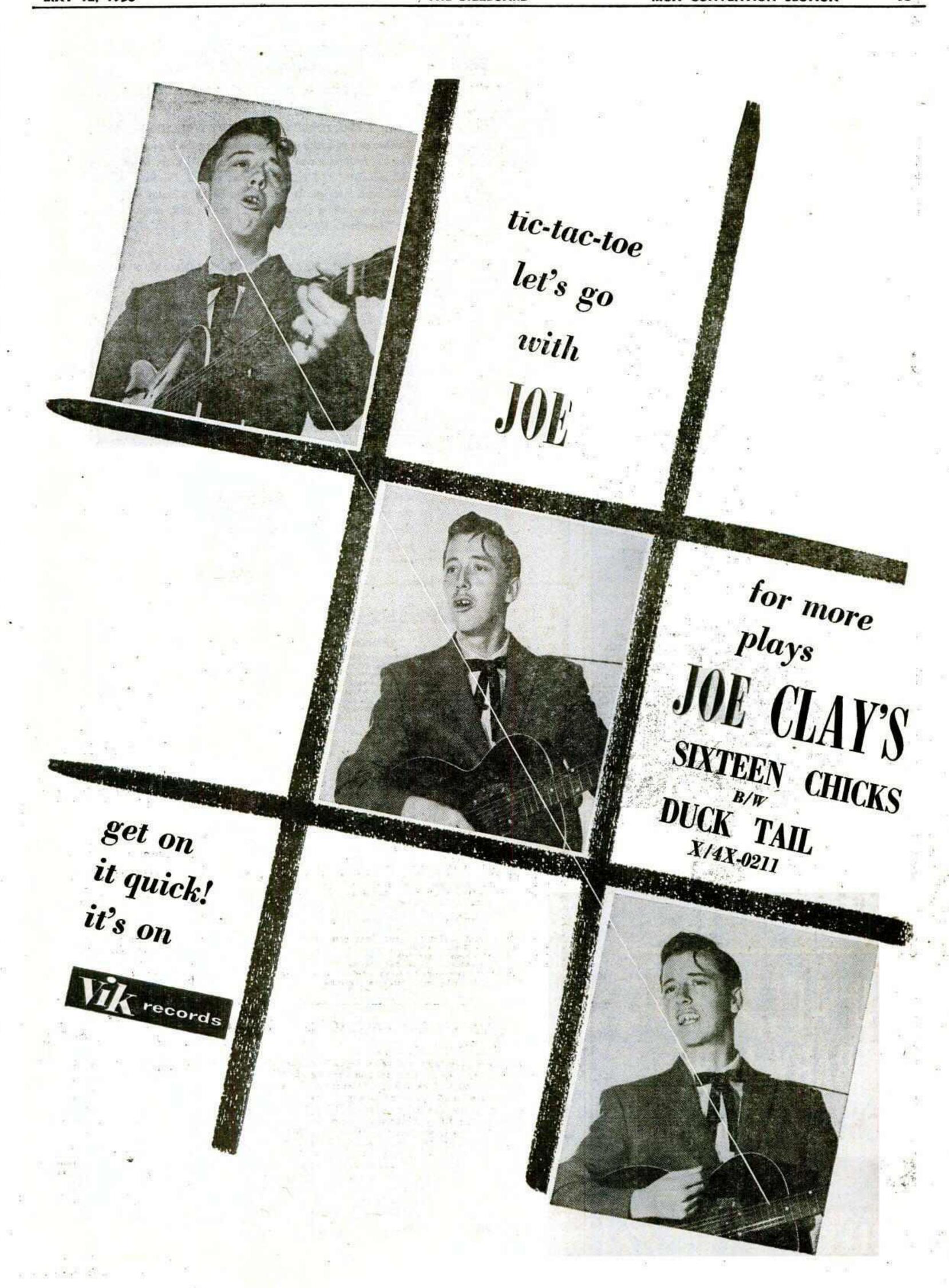
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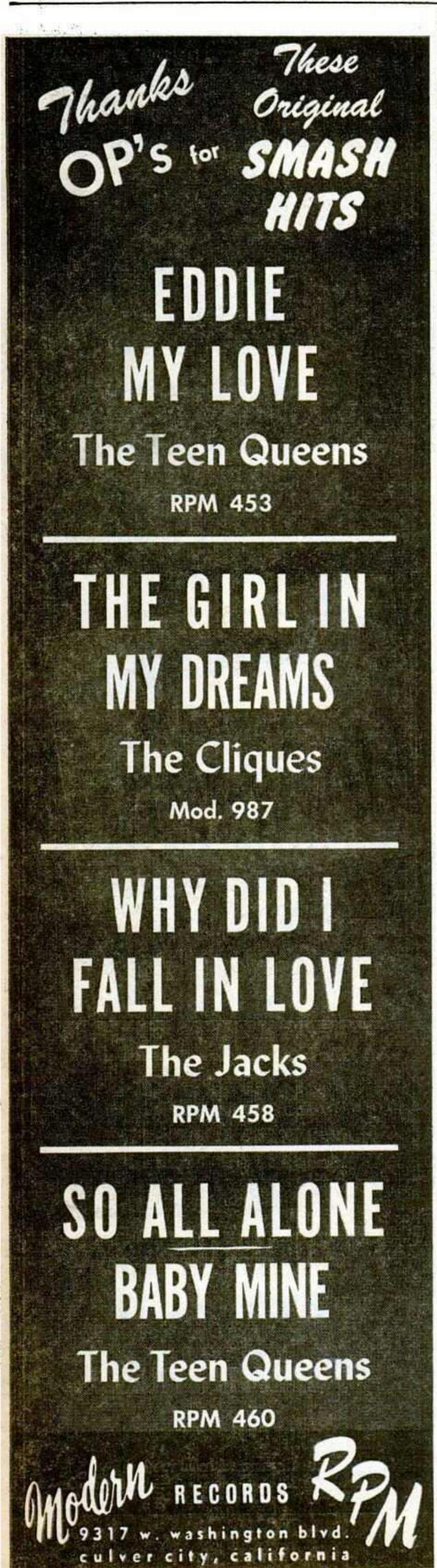
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• Review Spotlight on . . .

RECORDS

I WANT YOU, I NEED YOU, I LOVE YOU. . (Presley, BMI) Another pair of exciting Presley sides have the big-money look. The top features a real blues with that wild r.&b. infusion so well calculated to hit the all-market pay-off. On the flip, it's a different, more gentle Presley, but he still vibrates with that husky, coin-pulling charm. Either one or both could be the big "Heartbreak Hotel" follow-up.

DOROTHY COLLINS.... Coral 61647.. HE'S GOT ME HOOK, LINE AND SINKER (Reeve, BMI)

TREASURE OF LOVE..... (Monument-Progressive, BMI)
Miss Collins has a pair of classy covers here, each with a large
hunk of potential. On top she hops on a swinging, winning
little ditty that figures to grab off the pop loot on the tune cut
by Smiley Lewis in r.&b. The flip covers Clyde McPhatter's
disking which is moving fast. This can hit for plenty, too.

RICHARD HAYES....ABC-Paramount 9706......MY GIRL AND HIS GIRL (Driftwood, BMI)

Reviews of New Pop Records

RATINGS-COMMERCIAL POTENTIA

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. \$0-100, Tops

80-89, Excellent

70- 79, Good 50- 59, Satisfactory

50- 59, Limited 0- 49, Poor

TOMMY LEONETTI

strongest entry to date, and one that could break into the money. (Laurel, ASCAP)

It's Wild....70

This side is a hip rhythm ditty done much as Sinatra might have done it. The flip is the one to watch. (Craigsmore)

ROBERTA SHERWOOD

DECCA 29911—This oldie got a big TV send-off by the Miami gal. Here is definitely an offbeat style, but one that's likely to pay off. That husky approach demands listening and the jocks will probably get behind this side. (Peer,

This Train 75

BMI)

Miss Sherwood's distinctive husky, catchy style works magic on this infectious, revival-flavored opus. Wild excitement jumps from the wax. Adds up to a solid impression on the thrush's second single for the label. (Mills, ASCAP)

SOMETHIN' SMITH AND THE REDITEADS

In a Shanty in Old Shanty Town79

EPIC 9168—The oldie gets another updating job, in the Johnny Long style, but with new special chorus lyrics. A good juke bet. (Witmark, ASCAP)

Coal Dust on the Fiddle 76

The boys have a cute bundle here—all about romance in a mining community. The job has a "16 Tons" finger-snapping quality and it's rendered with solid appeal. Should be spins here. (Planetary, ASCAP)

PERCY FAITH ORK

With a Little Bit of Luck....76

Another excellent Faith treatment of another tune from the "My Fair Lady" score. This one's a catchy little ditty with a folksy, lilting tempo. These are the first single versions of both tunes. (Chappell, ASCAP)

GEORGIE SHAW

(Pinelawn, BMI) Run, Run, Run....76

Shaw Belts a spirited moral lesson on the different kinds of love. His is the true kind, of course, and he sells the imaginative lyric with excitement. Good commercial appeal. (Treble, ASCAP)

LENA HORNE

VICTOR 6512—Exciting rendition by the exciting Lena Horne of the magnetic Cole Porter rhythm tune from his Broadway musical of a few years ago, "Out of This World." Fine backing job. Deejays will give this one plenty of spins. (Harms, ASCAP)

Running, Running, Running....74

The thrush sells an attractive rhythm song with maximum allure and showmanship. (Maurice, ASCAP)

(Continued on page 96)

MAY RELEASE the stars are out on...

JOHNNY DESMOND



CORAL 61632

PLEASE DON'T FORGET

ME, DEAR

A LITTLE LOVE CAN GO A LONG, LONG WAY



TREASURE 0F LOVE

HE'S GOT ME HOOK, LINE AND SINKER

CORAL 61647

LAWRENCE



CORAL 61644

WELK COULD

HAVE DANCED

> Vocal by Alice Lon

ON THE STREET WHERE ALL NIGHT YOU LIVE

> Vocal by **Buddy Dean**

LAWRENCE



CORAL 61645

WELK

BIT OF LUCK

Vocal by Larry Hooper

WITH A I'VE GROWN LITTLE ACCUSTOMED TO HER FACE

> Vocal by Dick Dale

LAWRENCE WELK He ENVIOLEMENTS ... He



SISTERS GRADUATION / THE TOY DAY

CORAL 61648

LAWRENCE WELK presents . . .



CORAL 61649

BUDDY MERRILL

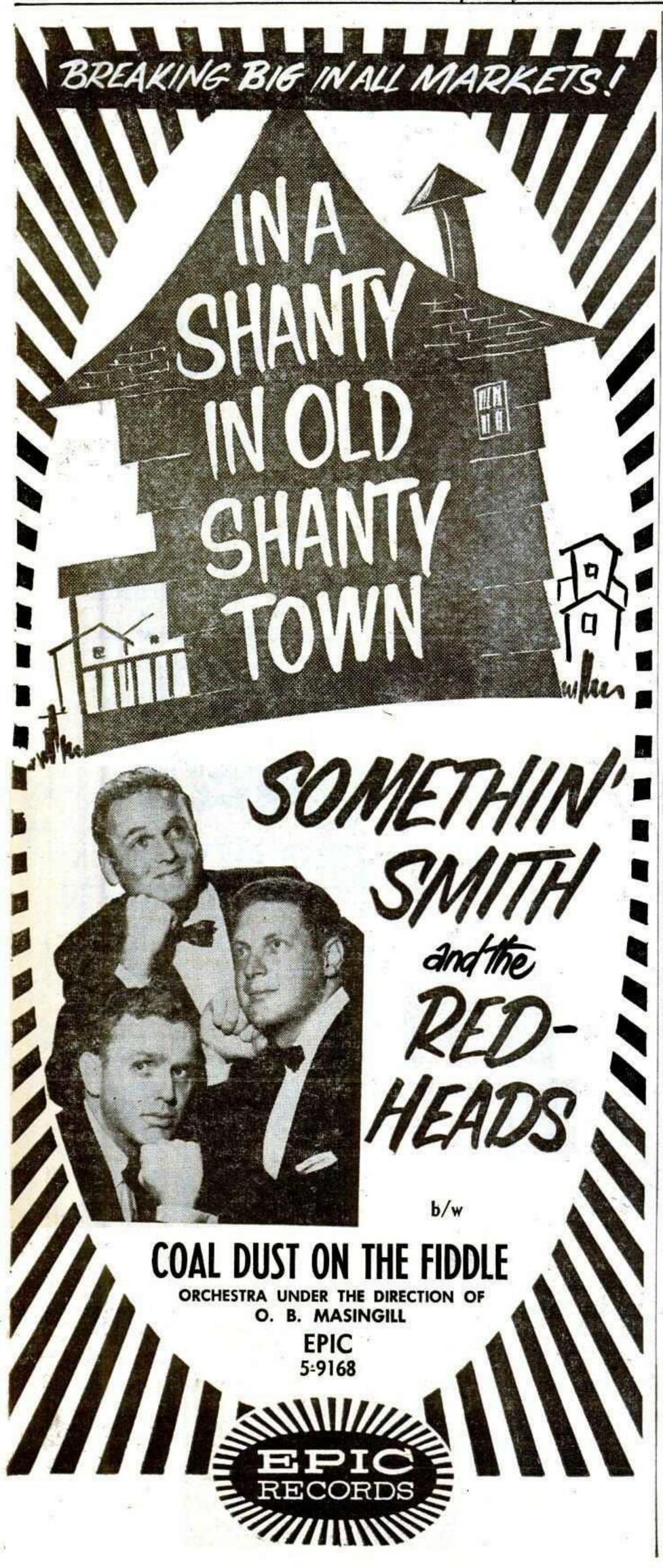
> MAY BE SILLY

ROCK AND ROLL RUBY

CORAL RECORDS

TIGER

America's Fastest Growing Record Company



Reviews of New Pop Records

· Continued from page 94

THE MORRISON SISTERS

The Grass Is So High....67

The gal trio bounce along on a ditty with down-on-the-farm flavor, relating what happens in that tall, tall grass. It's light and bright but it may never burn holes in the turntables. (Harper, BMI)

DON CORNELL

But Love Me (Love) But Me....75

Here's a slow, triplet-backed pleader
sung in vigorous, meaningful tones.
The Ilip, however, has an edge.
(Leeds, ASCAP)

JOHNNIE RAY

COLUMBIA 40695—Ray socks across an appealing love song with an insistant beat in his usual emotion-packed fashion. (Hollis, BMI)

Goodbye, An Revoir, Adios....75

Another intense vocal job by Ray on a swingy ditty with effective lyrics and a strong beat. (Paxton, ASCAP)

RALPH WALDO CUMMINGS

This attractive tune has the basic make-up of a country weeper. Cummings handles it with tenderness and sincerity and sells it easily. (Devere, BMI)

DANNY KNIGHT

 ditty with an insistent beat reminiscent of "High Noon." A big promotional push behind the movie of the same title should help the disk grab

off spins. (Witmark, ASCAP)
The Somewhere Voice....72
Another plug-tune (from the TV drama "Frontier") is handed a thoughtful and expressive vocal treatment by Knight. The quietly paced, pretty ballad has a pleasant folksy quality. (Duchess, BMI)

MICHEL LEGRAND ORK

From the old film, "Modern Times," this melody gets a lush, sweeping performance. A good coupling for the flip. (Bourne, ASCAP)

FRED ASTAIRE

There's No Time Like the Present74

VERVE 2009—Whether Astaire sells

or not, it's still great on the ear. It

bounces and jumps and you can

almost see the feet and coat tails

flying. Jockeys will give this a ride.

(General, ASCAP)

Hello, Baby 74

Here's slow, danceable stuff with a winning melody. Astaire gives it his own special brand of schmaltz. Will vie with the flip for deejay attention. (General, ASCAP)

LAWRENCE WELK ORK

With a Little Bit of Luck....74

Larry Hooper, another of Welk's vocalists, sets his deep bass to a novelty from the same show. This one's a rousing Welk polka. (Chappell, ASCAP)

LAWRENCE WELK ORK

CORAL 61644—Larry Deane turns in (Continued on page 98)



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THE FOUR **ESQUIRES** 1652

> ROCK ISLAND LINE

LONNIE DONEGAN 1650

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ANOTHER SERVICE TO DEALERS: • Reviews of New Pop Records

Continued from page 96

warm vocal on the lovely "My Fair Lady" tune, while Welk's forces back him with happy, dancy orking. A tasteful side for the boxes. (Chappell, ASCAP)

Could Have Danced All Night 73 Alice Lon warbles this much recorded tune from "My Fair Lady." Welk's rhythm is that of a brisk polka. For the fans. (Chappell, ASCAP)

EARTHA KITT

VICTOR 6521-Provocative thrushing on a gimmicked-up grass skirt theme with a strong beat. Should get jockey play. (Joy, ASCAP)

There Is No Cure for L'Amour....73 Saucy vocalizing by Miss Kitt on an attractive ditty with amusing lyrics. (Shapiro-Bernstein, ASCAP)

MITZI MASON

Theme From "Alexander the Great" ... 74 ABC-PARAMOUNT 9696-A theme prominent in the background music of this recently released pic has been fashioned into a most attractive heart ballad. Miss Mason belts it out with great feeling and an artful style. (Global, ASCAP)

Hearts Weren't Made for Breaking 73

The catchy rhythm backing of this tune has some of the infectious quality of "Memories Are Made of This." The tricky beat requires some fancy styling from the vocalist, and she delivers solidly. (Collseum, BMI)

THE THREE DONS AND DEENA

Hurry 74 CORAL 61633-The new group kicks things off with a driving rhythm job with a stylish blues pattern. Things work up to a wild crescendo in the wind-up. Solid performance. (Blue-River, BMI)

Keep A-Waiting 72 Here's a three-quarter time job that has an infectious, folkish quality. Especially good juke fare for those barroom baritones, Simon House, ASCAP)

RAY BLOCH ORK

Wedding in Monaco73 CORAL 61635-A timely mood piece. It's a light-hearted melodic picture of the Mediterranean gaiety and pomp attaching to the Grace Kelly Wedding. Good deejay fare. (Hollywood, ASCAP)

Lost Horizon....73 From the new play, Ray Bloch does this theme with an arrangement denoting grandeur and Oriental mystery. A chorus chants the vocal. (Horizon, ASCAP)

LOU MONTE

(If I Knew You Were Comin')

VICTOR 6522-Monte gives the oldie his Italian-styled lyric treatment. The waxing has bounce and vitality, but it's doubtful if the old hit tune can rise to the occasion again. (Robert, ASCAP)

Ask Your Heart 72 Monte and chorus warble in okay fashion on an appealing ballad. (Regent, BMI)

AL CASTELLANOS ORK

able, flavorsome cha cha cha, Castellanos and group intone the refrain in heavily accented English. Should be a big seller where cha cha cha are being sold. (Aljean, BMI)

Merengue Ta-Ka-Ta....71

Bright, danceable and listenable merengue played by Castellanos' fullsounding band, and chanted well by the maestro. Both sides are fine for the Latin slot on the jukes. (Aljean,

GEORGIE AULD

MERCURY 70864-A bright orchestral reading of the oldie that is a credit to the arranger and the revitalized Auld ensemble. The band has a terrific beat for dancing. Operators note. (Peer, BMI)

Margie 71 Coupling these two favorite standards was a smart idea. To the juke box operator, it will be a most attractive buy. Many deejays are going to like these spruced-up orchestrations, too. (Mills, ASCAP)

JERRI ADAMS

COLUMBIA 40690-A poignant vocal stint by the thrush on an appealing ballad with effective lyrics. (Jimskip, BMD

If I Forget You....70 Warmly expressive piping on the lovely oldie. (Caesar, ASCAP)

EDDIE BARCLAY ORK

Tie Tac Tango72 MERCURY 70862-Instrumental novelty is likely to get good exposure by deejays. Lush fiddles and the arrangement produce an attractive side. (Felst, ASCAP)

La Chnouf....70 The original French version of another lush instrumental, but this lacks the interesting sound of the flip. (Rayven, BMI)

LA PLAYA SEXTET

The Laughing Cha Cha Cha71 MARDI-GRAS 1020 - Comfortable tempo, good chorus and guitar, plus some brilliant jazz-tinged trumpet make this a good change of pace for pop deejays as well as a natural for the usual Latin dance crowd. (Southern, ASCAP)

Mambo Batirl 71 Another danceable, listenable side. (Ejay, BMI)

RUSS CARLYLE

Hold On Tight71 ABC-Paramount 9705 - Carlyle dispenses some sound advice in this frothy, lighthearted ditty: when you meet a pretty girl, you'd better nail her down fast, or you'll lose her. Carlyle does a smooth Job on the vocal. (Carbaugh, ASCAP) Maritana 71

An instrumental side that is notable for its bright orchestration. A vigorous march, it has an attractive melodic riff that sticks in the memory. Makes good programming for jockeys. (Carbaugh, ASCAP)

RUSS MORGAN ORK

The Prince and Princess Waltz71 DECCA 29927-A stately ditty with timely lyrics (penned by Tiomkin and Washington and dedicated to "youknow-who") is handed a pleasant vocal by Bill Reeves and a melodic waltz tempo backing. The promotional "honeymoon" may be over before the disk can fully cash in on it. (Tiomkin, ASCAP)

Lover's Rhapsody....69 A solemnly paced waltz theme is

sung with sincerity and dignity by Reeves. Flip tho is the big hype item. (Glenmore, ASCAP)

CAROL RICHARDS My Sweet Little Music Box71 VICTOR 6497-Miss Richards, familiiar to many TV viewers from hor appearances on the Bob Crosby show, has much of the warmth of Kay Starr. In this sentimental, r.&b. styled song she has a good commercial vehicle, and she does well by it. (Shapiro-Bernstein, ASCAP)

First Row Balcony 79 The singer essays an r.&b. type tearjerker here, also with success. She pours a lot of emotion into it, and sounds convincing. (E. B. Marks,

THE BEAU BRUMMELS

In Self Defense71 VIK 0208-In routine r.&b, ballad style, the boys pour a lot of heart into this weeper. May register some appeal with the teeners, if they feel the need for another Four-Aces type group. (Peer, BMI)

I Haven't the Heart 66 A routine shuffle-rhythm side by the energetic, coarse-grained group, (Simon, BMI)

THE MULCAYS

Anniversary Song79 CARDINAL 1050 - Tasteful instrus mental with standout electric harmonica solo work by the Mulcays on the hauntingly nostalgic oldie. Effective mood music programming for deejays and good stock juke wax, (Mood, ASCAP)

Always 70 Same comment. (Berlin, ASCAP)

ESQUIVEL ORK

Port-Au-Prince 70 VICTOR 6514-A dramatic instrumental arrangement of the exotic theme, with some interesting background choral effects. Should get some jockey attention, but Nelson Riddle's waxing is still the one to beat. (E. B. Marks, BMI)

To Love Again 70 A lush arrangement of the haunting (Continued on page 100)





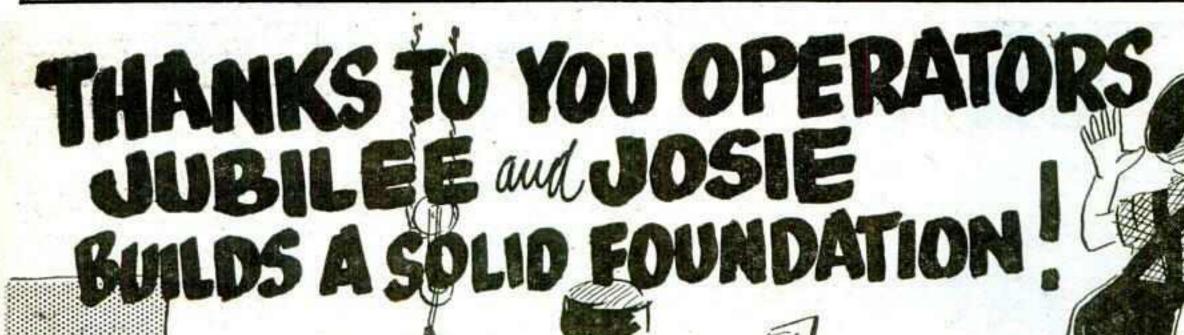
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DILLY-DALLY DARLING

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The One in a Million Voice

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MADONNA

HEART ALONE

Jubilee 5243

Steve Clayton

Jubilee 5242

The Four Tunes

DANCING WITH TEARS

b/w FAR AWAY PLACES

Jubilee 5245

Jo Ann Tolley **Ethel Ennis**

Della Reese

King Sisters

The Capri Sisters

AFTER SCHOOL ROCK AND ROLL

b/w THE OCCARINA ROLL

Jubilee 5244



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WITHOUT YOUR LOVE

Josie 793

Day, Dawn & Dush WHO ARE YOU KISSING . b/w

Josie 794

Jimmy Ricks Jesse Powell **Coney Island** Kids **Kansas City** Tomcats The Limelighters



Josie Records 1650 Broadway, New York City

CARL PERKINS

HOW LITTLE I ACTUALLY KNEW!

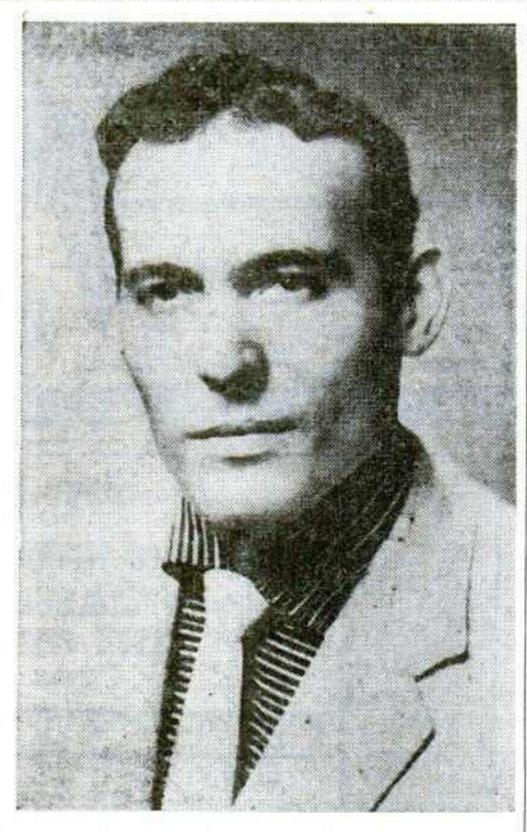
To have one of the really big records in the Country, I once thought, must be just about the greatest thing that could ever happen to a person. For this I am truly grateful.

However, during Jay's (my brother) and my stay in the hospital we really found out what is truly the greatest feeling we have ever experienced . . . "Having hundreds of thousands of friends from every state in the Union remember us in their prayers and thoughts . . . the disc jockeys undoubtedly are the greatest bunch of fellas with big hearts . . . hardly a letter came in that didn't remind us of the kindly things they said about us."

Please accept our heartfelt thanks, our life has been made better through your kindnesses.

Always grateful.

CARL and BAND



• Reviews of New Pop Records

· Continued from page 98

theme from the new bio film, "The Eddy Duchin Story." There's plenty of competition on this ditty, but this version should grab off some deejay spins. Both sides were recorded in Mexico. (Columbia Pic, ASCAP)

GUY CHERNEY

Puppeteer....66

Cherney sings the tale about the little man who pulls the strings. Material is pretty tame. (Veronique, ASCAP)

THE THREEF HARMONICAIRES

ART 161—Nice harmonica side here
—the act performing an interesting
mood piece with commendable technique. (Artrec, BMI)

Lost Again....65

This harmonica group displays some virtuosity, but the material fails to impress. (Artree, BMI)

STEVE CLAYTON

The Man With Seven Loves68

JUBILEE 5242—Here's an ode to a

Don Juan with amours all over the
place. Singing is polished enough,
but the gimmick doesn't go far.

(Jubilee, ASCAP)

Straight From the Shoulder....68

Clayton voices a slow ballad with okay pleader values. This and the flip both credit Richard Hayman as arranger, which may win some jockey attention. (Kellem, ASCAP)

EDDIE HEYWOOD

A light swingy opus that shows the

pianist's breezy style at its most attractive. (Meridian, BMI)

BABS GONZALES

You Need Connections....60

Here are a flock of verses on the general theme of "It's not what you know, but who you know," Commercially, an unlikely entry, the some may enjoy the implications.

VAL W. SHERMAN

Nobody Knows the Trouble I've Seen....65

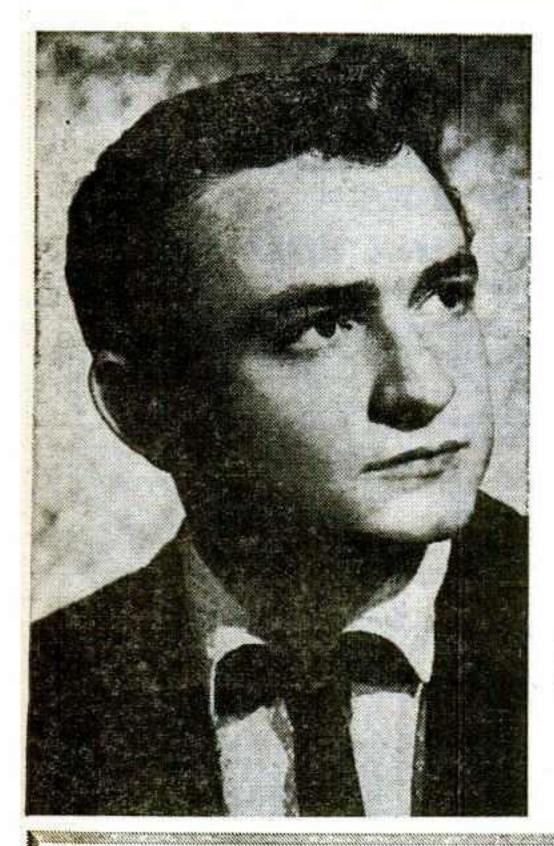
With guitar backing, here's more editorializing on the segregation issue (this time on the bus boycotts) which leads to a chorus of the old spiritual. The flip is likely to be the more active aide.

HAL DICKINSON

Using the "Schnitzelbank" song and "O du Lieber Augustin" as the basis of his material, Dickinson lampoons the oompah bands beloved by the Germans. The humor is forced. (Lantern, ASCAP)

(Continued on page 102)

JOHNNY CASH



ANOTHER TWO-SIDER
BY ONE OF THE
TRULY GREAT
TALENT FINDS

I WALK THE LINE

b/w

GET RHYTHM

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Indianopolis, Ind. Antiers 4.0

Minneapolis, Minn. Nicotlet 5.0

Fitteburgh, Pa. Bacsavelt 3.0

St. Louis, Ma. Mark Twein 4.0

Scranton, Pa. Jermyn 4.0

Topeka, Kan. Kanson 4.0

Vesingstawa, O. Fick-Ohie 4.0

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6 "Columbia"

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The Four Lade 40674 4 40674

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|-------------|--|-----------------|
| T 2. | Wild Cherry—I'm Still a King to You Don Cherry . | 406654-40665 |
| 7 3. | I Could Have Danced All Night-I've Grown Accustomed to |) |
| | our FaceRosemary Clooney | |

| 4. On the Stre | eet Where You Live- | _We | All Need Love | |
|----------------|---------------------|-----|---------------|-------------------|
| Vic Damone | | | | 40654 4-40654 |
| | | | | 406734-40673 |

BEST SELLING POP ALBUMS

BLUE ROSE
Rosemary Clooney and Duke Ellington
CL 872...B 8721....
B 8722...B 8723

| 1. My Fair LadyRex Harrison, Julie Andrews, Original CastOL 5090 A 5090 | 4. The Eddy Duchin StoryEddy Duchin |
|---|---|
| 2. Ambassador Satch—Louis Armstrong and His All StarsCL 840B 840 | 5. Reflections of an Indian BoyPaul Weston and OrchestraCL 788B 78 |
| 3. Songs of the WestNorman Luboff and ChoirCL 657B 506B 2003 | 6. It's So Peaceful in the CountryPercy Faith and Mitch Miller CL 779 B 779 |

BEST SELLING MASTERWORKS

MENDELSSOHN: VIOLIN CONCERTO David Oistrakh...ML 5085

| 1. Goldberg VariationsGlenn Gould | ML 5060 | 4. Shostakovitch: Violin ConcertoDavid Oistrakh | ML 507 |
|--|---------|---|--------|
| Philadelphia Orchestra | ML 5087 | 6. Beethoven: Symphony No. 6 Szell, Philharmonic Symphony | |
| 3. ParsifalOrmandy, Philadelphia Orchestra | ML 5080 | Orchestra of N. Y. | ML 505 |

BEST SELLING FOLK RECORDS

CRAZY ARMS— YOU DONE ME WRONG Ray Price....21510....4-21510

| 1. | Answers- | -My Dream (| of the Uld | Ruggea Cross. | Cari Sm | III2150/4·2150/ |
|------|-----------|--------------|--------------|---------------|--------------|-------------------|
| ☐ 2. | Honky-Ton | ık Man—l'm l | Ready, If Yo | u're Willing | Johnny Ho | rton 215044·21504 |
| □ 3. | Make Him | Behave—Th | e Rockaway | RockThe | Collins Kids | 215144-21514 |

| 4. 1 | ve thanged— | -IT TOU DO | Dear, Lari Smill | |
|--------|-------------|------------|------------------|----------------|
| ☐ 5. R | lun Boy—You | Never Wil | l Be TrueRay Pri | ce214744-21474 |

NEW POP RELEASES

WARM ALL OVER-BIG D

Jo Stafford....40697....4-40697

| 1. The | Rain in Spain—With a Little Bit of LuckPercy Faith | 4-40696 |
|-----------|--|-----------|
| 2. Good | ibye, Au Revoir, Adios—Because I Love YouJohnny Ray . 4069 | 54-40695 |
| 3. Don' | t Cry—Ticky Ticky TickFrankie Laine | 3 4-40693 |
| ☐ 4. If I | Forget You—Walk FastJerri Adams4069 | 04-40690 |

NEW FOLK RELEASES

I JUST CAN'T HELP MY LOVIN' YOU— SO IN LOVE AGAIN Roy Drusky....21516....4-21516

| "Little" Jimmy Dickens | 154-2151 |
|--|----------|
| 2. Take a Look at Yourself—Send for My BabyGeorge Morgan | 4-2151 |
| 1 3 - Tennessee Two Sten Guitar Dark and Poll Joe Manhis | 4.7151 |

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Reviews of New Pop Records

Continued from page 100

BOB HARMAN

Kingfish Boogle64 DECCA 29872-A fast and furious piano essay that takes the listener back to period of-Meade Lux Lewis and the early Basie. The market isn't particularly receptive to instrumentals of this type now, but some decjays may try it. (Northern, ASCAP) ASCAP)

Kentucky Home Boogle....62 Another piano-with-rhythm opus in similar vein. Harman is a past master of this swingy piano style, of which there are still a few dichard adherents. (Northern, ASCAP)

JEAN SWAN

Dear Love63 MERCURY 70866—A ballad of the type associated with Joni James. Miss Swan puts heart and soul into this song, but is not quite strong enough to bring it off. (Judy, ASCAP)

Forget You, Never....62 Phrasing and style here again suggest Joni James. Pretty as it may be, it will have tough sledding, (Lex-

ington, ASCAP)

MANSFIELD 607-Gerald does a pleasant vocal here. The ballad is very simply produced-seemingly just piano and guitar are backing the vocal. (Wise, BMI)

GERALDINE I'm Lonely Just for You....56 This ditty is not in the modern commercial groove, and the engineering

is not good. (Wise, BMI)

BETSY GAY

REGIS 3847-Miss Gay puts a lot of personality into this rhythm novelty, selling it effectively. The material itself has a dated sound and is further weakened by thin backing. (Windy City, ASCAP)

SID NIEMAN

Take Me Back 58 A ragtime piano side, taken at a fast clip. Admirers of the rickytick keyboard idiom will get a kick out of this old-fashioned number. (Windy City, ASCAP)

(I'm Only) Your Once-in-a-While 50 MANHATTAN 502 - Coupling

sounds like a songwriter's demo cut before the girl group joined RCA Victor. Little potential here. (Manhattan, ASCAP)

Innocent Eyes 50 As above. (Manhattan, ASCAP)

Reviews of New Jazz Records

ANITA O'DAY

VERVE 2008 - After a vigorous stanza by Gene Krupa's band, in which Roy Eldridge blows lead horn, Anita O'Day styles this Swing Era classic to a "T." Her phrasing and the subtleties of her delivery are a terrific listening pleasure, (Robbins, ASCAP)

Let Me Off Uptown....79 Another standard that arouses nostalgic memories. Miss O'Day, with solid assistance from the big Krupa band, recreates it with a light, sophisticated touch, (Duchess, BMI)

JOHNNY HODGES ORK I'm Gonna Sit Right Down

and Write Myself a Letter78

NORGRAN 149-Hodges, in this excerpt from the new "Ellingtonia '56" LP, is backed by a small unit of Ellingtonians. He walks, talks and wails thru the popular standard in a manner that's well suited to most juke boxes. Fine dance stuff. (Crawford, ASCAP)

Night Walk 75

Blues number on the order of "Night Train" also is an excerpt from the new LP. Hodges is backed by the full Ellington band minus Duke, (Tempo, ASCAP)

THE JOHNNIE PATE TRIO

In the Wee Small

Hours of the Morning70 GIG 200-A mood piece, marked by clean, sensitive instrumentation, with plano featured.

You're a Livin' Doll 70 This side has a bright beat and a lilting vocal. The trio performs BETHLEHEM RECORDS

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EXCITING NEW LABEL IN THE RECORD INDUSTRY

Goody Launches Record Club

labels. "On any label," said Goody,

"if I can't give my customers the

service they are entitled to, I would

the club in the New York Times

follow-up promotion has already

been set for a number of national

magazines, including Esquire, the

Saturday Evening Post and the

Saturday Review of Literature.

Goody's regular mail order cus-

tomer lists will also be solicited

Tradesters can be expected to

watch with great interest for dealer

reactions to the Goody Club plan.

In some circles, it was felt that

retailers would be hesitant to offer

anything approaching full support.

via direct mail efforts.

rather not handle the line."

Continued from page 11

ord dealers explaining how they | that he serves them with all other can take part in the Goody Club.

Two separate plans, carrying annual membership service charges of \$12 and \$25, respectively, provide for identical offers during the year, except that under the more expensive fee, the new member and New York Herald Tribune, also receives a free Walco diamond needle, with a retail value of \$25 to \$31, depending on the unit to be fitted.

Payment of the service fee under either of the two plans brings an immediate free record and entitles the buyer to purchase any or all of the LP selections of the month at an average discount of 38 per cent. LP's listed at \$3.98 thus go for \$2.47, while disks listed at \$4.98 cost \$3.09. The \$5.95 records will be available at \$3.69.

Considering the \$12 annual service fee, a minimum of eight records, normally selling for \$3.98 each, would have to be purchased in order for the buyer to come out even in terms of regular list prices. Following this, he would start reaping the benefits of the savings and would, in effect, save more on more records purchased.

A monthly bulletin containing 20 "best of the month" selections will be mailed to all club subscribers, who can have their pick of any, all or none. There is no obligation to take any "minimum" number of records during the year.

Selections will be made by the "Goody Record Club Board of Experts," headed by Abner Levin, manager of the Goody store and head of Phonotapes, a recorded tape firm.

A strong indication that hit or potential hit albums will be anong the regular offerings was seen in the May selection. In the pop category, the line-up includes the "My Fair Lady" original cast album, Sinatra's "Songs for Swingin' Lovers" and the album from Sammy Davis' legiter, "Mr. Wonderful." Among the jazz entries are "Count Basie Swings," "Joe Williams Sings," "K. and J. J.," and the Gerry Mulligan quartet, "Paris Concert" package. Classical material includes "Brahms Violin Concerto," with Jascha Heifetz and the Chicago Symphony, and the Minneapolis Symphony's waxing of Tchaikowsky's "1812 Overture" and "Capriccio Italien."

Goody will pay a flat commisthe regular offerings was seen in

Goody will pay a flat commis-sion of \$5 for every new club mem-ber signed up by other dealers. Dealers will be sent brochures on the club in any reasonable amount for a \$2, "good faith" fee. How-ever, this fee will be refunded along with the \$5 commission at the time the dealer signs his first member.

It was noted that one of the few labels of substance not to be represented among selections offered was Angel. Asked why, Goody said that Dario Soria, Angel prexy, has never allowed him (Goody) to serve his customers in the same manner

Contract Ties

Continued from page 12

erties. He is currently recording songs from the 20th Century-Fox film, "The Best Things in Life Are Free," and is being sought for both "The Pajama Game" at Warner Bros. and "Silk Stockings" at M-G-M. With Doris Day already inked for "Pajama Game," a conflict is expected should MacRae get the part. get the part.

In addition, Capitol currently has the Harry James Band in "The Opposite Sex," Dean Martin in "Hollywood or Bust," Yma Su-mac in "The Loves of Omar Khayyam" and Frank Sinatra in "The Pride and the Passion." Tunes from these pictures, plus others al-ready completed in which Capitol artists have appeared, are expected to be recorded by the diskery.

Music Rights

• Continued from page 11

lation of approximately ten-andone-half million would also be used. The acquisition of four TV and five radio stations by Crowell-Collier last week is also looked upon as an important adjunct of the company's upcoming record In addition to ads announcing operation. Collier President Paul Smith also disclosed that a new consumer publication, similar in nature to the Time-U. S. format, is on the drawing boards.

The possibility also existed, Smith disclosed, that the acquisition of recording rights in addition to primary first magazine rights would be considered in all future literary properties. An esoteric LP series of important literary and dramatic works is reported to be considered.

It's reasoned that the each member quainted with the savings and sesigned brings a \$5 dealer commis- lections available, they might be sion, when buyers once get ac- less likely to visit local stores.

No More Crying Towels

Continued from page 11

corner on choral editions. Both of instrumental editions, etc. the latter, in recent years, have broadened into original material.

3-Million Choral Copies hits were rock and roll, and a resentatives. ders roared in for chorals, concert the educational business."

ing until recently had a virtual | and marching band arrangements,

The well-rooted educational tradesters have noted, however, that many pop publishers, lacking One printer, Kuperman and Del experience in the field, are starting Guercio, turned out three million to flood the market with unsuitchoral copies for Waring in a sin- able material. It is pointed out gle year. The same printer, at one that each choral or instrumental time regarded as the biggest pop category has its own specialists, printer for Tin Pan Alley, has de- with official acceptance among the termined that his current business educators who attend the various is 80 per cent standard and 20 per music conventions, clinics and cent pop. Two years ago, it was camps. Most of the old line firms 60 per cent pop and 40 per cent have their representatives attend standard. Just one year ago, ac- those events. An outfit like Sam cording to Kuperman, most of the Fox, for example, has six such rep-

good ballad would rarely sell as One of the biggest pop firms many as 200,000 copies. He was told The Billboard that he'd still ready to give up on the music prefer a couple of pop tune hits a business, and concentrate on the year, but since these are not alcommercial field and then the or- ways forthcoming: "Thank God for



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NEW ARTISTS

KNOTTY RECORDS Knotty Music, Inc. Lander 2116 12065 Beacon Avenue

• Continued from page 61

agers.

talent contests among teen-

Radio Help

Small's first task was to set up a meeting with radio personnel who might be interested in the teen-age campaign. Accordingly, he arranged a luncheon with Austin Grant, new analyst, CKLW, and Larry Gentile, disk jockey, WJBK. The idea was kicked around, and as a result of this informal get-together the event got rolling.

Leading disk jockeys were asked if they would emsee teen-age events at regular intervals-over a dozen, from five radio stations, stated they would.

With radio co-operation assured, UMO took its plan to the police commissioner for endorsement. The commissioner liked the plan so well that he suggested that he make a formal news release to all the papers in the area announcing the planned program.

At the next association meeting, operators, radio personnel, the press, city officials and leaders of local business organizations were on hand. The entire plan was outlined, with each group represented given a special assignment. It was here that the first teen-age fete was scheduled.

Paper Co-Operate

Stories of the teen-age party were featured in all the papers, news commentators and disk jockeys chatted about the event on their programs nearly every day.

list their co-operation. Such artists test on his show every week. my Mara, Pat Boone, Frankie Cas- the UMO campaign. Tho the building sound systems.

tro, Jaye P. Morgan and Bill Darnel all turned out to make the event a success.

The teen-age parties were originally scheduled to be weekly events, but were later re-scheduled for every other week.

During all the preparation meetings, operators and disk jockeys long, UMO changed its bylaws so youth group. that disk jockeys could be made honorary members.

event. The tickets were distributed by three groups-UMO, the city Youth Bureau and the Parks and Recreation Department. The first show pulled approximately 2,000 teen-agers, subsequent shows drew about 1,500.

Ops Contribute

The task of installing speakers in the gymnasium fell to UMO operators. Before every event, different operators would wire speakers and install one or two juke boxes.

The same program was also developed in surrounding suburban communities. It drew such wide publicity that even Toledo operators and disk jockeys went for the program. Fred Mitchell, WOHO, Toledo, asked UMO to assist him organize a similar teen-age program there.

At each of the teen-age shows in Detroit, amateur talent contests were held. The winners, local teenagers, were given the opportunity Representatives of the City Park of appearing on local disk jockey and Recreation Department offered | shows. Bob Maxwell, who headed a gymnasium as a site for the event. the Bob Maxwell Show, WWJ-TV, Record companies were con- which is currently off the air, had Grazio, of Globe Vending Machine tacted by UMO in an effort to en- winners of the teen-age talent con- Company, Quincy, has been a

events do not now get the newspaper publicity that greeted the program when first introduced, it has solid sustaining support from radio stations and civic officials. Canceled during the winter months, the program will begin again this

Op Assn.

Continued from page 61

Company, presented a box to a became well acquainted. Before veterans organization for their

Maintenance of the machines so donated is also underwritten by the To control the attendance at the UMO, providing a continuing pubteen-age shows, a limited number lic relations contact. This has been of tickets were distributed for each financed from part of a special assessment of \$3 per machine paid by UMO members. In addition the organization has recently gone into operating itself to provide a fund for such maintenance.

Detroit music operators appear confident that public relations work is definitely building up the prestige and recognition accorded their business, and that it is best accomplished thru organized effort.

P-R Legislation

· Continued from page 61

Redd, Atlas and Associated Amusements have won considerable commendation for their donations to Catholic, Protestant and Jewish organizations. Operators also are garnering constant favorable opinion by supplying equipment to youth and other groups.

Adolph Dugas, who operates a route out of Webster, recently was cited by the Catholic Youth Organization for giving more than 100 juke boxes to the group. Anthony strong supporter of boys groups in as Rusty Draper, the Chuckles, Bunny Paul, Roy Hamilton, Tom- in the Detroit area participated in equipment and personal help in re-

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Bookings:

Management:



Nickel Play, High Costs Collide

Continued from page 63

panding market has kept pace with | slightly, but adds hurriedly that advancing costs here. In the midst of a tremendous period of growth, this area for the past 10 years has produced locations for juke boxes almost as fast as operators in the district could finance and place new machines.

Explains Reasons

Reasons for dime play were neatly summed up by one operator who said: "I can remember a time serted. when three machines could keep five machines operating. Now your lucky if you can equal the 3 per cent sales tax. I have in the neighborhood of 100 machines. At \$32.50 net license fees per machine a year, I have to shell out \$3,250 before I can even start operating."

"If we are ever going to work into dime play, now is the time," said operator Nathan Allen, owner of Ten Ball Novelty Company, adding, "I think the new 200-selection machines give us a perfect entry into dime play. All locations want the new machines, and most seem willing to go to dime play provided they get them."

A spot check of location owners revealed that most would welcome the advent of dime play if their competitors were to switch too.

No Fast Change Allen pointed out that the caution on the part of the location "Death of a Salesman" and "The filling their machines with as much owners could work to the advantage of operators. "None of us can disks by John van Druten, Lillian ing disks. Nearly all operators troduced.

Allen has some of his equipment ogy, economics and literature.

collections are up in every instance.

Allen, who has been in the business since 1928, said he believed a positive attitude was needed in selling location owners on dime play. Operators should explain to location owners how the location owner's profit will increase, not how rising costs are forcing the operator out of business, he as-

However, the general timbre of feeling is that dime play will eventually come to Birmingham. The only questions are how and when.

Westm'ter Produces

• Continued from page 13

Artists" series will offer poetry story and play readings by such as Alfred Lunt and Lynn Fontanne, Anthony Quayle, etc. The "Golden Treasury of Verse" series will in- ness." clude readings in German, French, Spanish and Italian chosen by university professors and read by leading artists in each tongue. These will include Jean Vilar, Jean-Louis Barrault and Madeleine Renaud, Padraic Colum and Henry Schnitz-

A "Playwright Series" will start with Arthur Miller in excerpts from Crucible," and will continue with as 40 per cent of the longer playafford to replace all of our equip- Hellman and Paul Green. There agree that the EP's served as a ment over night," Allen said, "so if also will be a "Distinguished cushion during the conversion operators would change equipment Teachers" catalog, in which top period. in one area at a time, the new profs will discuss important phases equipment could be gradually in- of their work. Subjects will, in- operators began using less and less clude anthropology, history, zool- EP's. A few still use them ex-

Utah Dime Play

Continued from page 63

co-operation for the slow dime move in Utah.

A distributor in Salt Lake City estimates that only 20 per cent of all the machines in the area are set for dime. "There has been a lot of talk about dime play, but only recently have Salt Lake operators really tried to get together.

Switch Back to 5¢

Another distributor noted the attempt to switch to the 10-cent price, but added: "Some operators started out new machines with a dime and had to switch back to a nickel."

One of the large operators here said: "I can't see any future in the music business unless there is a switch to dime play."

He said operators are trying to switch to dime play but are afraid they will lose locations.

He said that costs have gone up so much that dime play is necessary if "we are going to stay in busi-

Operators in Northern Utah are meeting regularly now to hash out the problem in a co-operative

Memphis Dime Play

Continued from page 63

erators used EP's extensively, some

As dime play became entrenched tensively, tho the majority have on dime play. He admits that the total number of plays has declined LP's and will retail at \$4.98.

Bay State Gains

• Continued from page 63

operating problems all come up at association meetings and are dis-

With regard to dime play, we intend to keep plugging away. Currently, we are stressing proper programming to operators as a means of increasing collections. The association also urges members to keep their equipment as up-to-date as possible for better collection re-

A long, hard fight is ahead of us all if we are to continue to operate and receive a fair return on our investments. As stated before, our 10-cent machines are up in collections despite the fact that they are surrounded by nickel machines.

I would like to close by citing one true incident:

Recently one of our better customers, who would not go on dime play because "the juke box is for our customers' convenience only, the money is secondary to us," decided to buy their own machine. They did, and immediately put it on dime play. Asked why, they replied: "The machine is very expensive and records cost a lot of money. We'll never get our money back operating it at a nickel."

See You At The

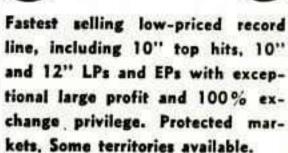
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With the Vocal Magic of Gloria Wood

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"12th STREET RAG" BUTTON UP YOUR OVERCOAT"

by Art and Dotty Todd

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D-7 LIGHT MUSIC

By Ronnie Kemper with songs we never forget -as sung in your own living room.

D-8 PRELUDE TO PASSION

By the Bluestone Orchestra. Moods created by masterful strings where 38 musicians combine to give many hours of colorful, danceable, rich music.

ALL ON THE FASTEST GROWING LABEL IN THE COUNTRY



MOA Biographies

Continued from page 69

William Blatt Director

Willie Blatt entered the coin machine business in 1928. He started out operating Arcade equipment and penny venders. Today his route consists of about 500 phonographs, cigarette venders and novelty-type machines. His firm, Supreme Distributors, Inc., Miami, supports eight employees. In addition to his MOA post, Blatt is a member of the board of directors of the Automatic Music Operators' Association of Dade County. He was instrumental in AMOA's adoption of a public relations program which calls for regular juke box donations to charitable organizations. Blatt thinks the future of the phonograph business is good, tho adds that the industry needs rick's Day. dime play desperately.

Max Hurvich Director

Max Hurvich, assisted by his brother, Harry, who is his business partner, started in the coin machine business in 1931 with a couple of dren.

State Licenses

an additional \$1 for each addition-

al wall box. The receipt for this

license fee must be affixed to each

machine before it can be put into

Rhode Island. There is no State

South Carolina. There is no

Tennessee. For each machine

that requires a minimum deposit of

5 cents the annual license fee is \$5.

For each machine that requires a

minimum deposit of more than 5

cents, the annual license fee is \$10. These license fees are payable in

the county where the machine is

in operation. The license receipt

shall be attached to the machine,

and the entire contents of the li-

cense shall be visible to the public

so as to be readable at all times.

other regulation on juke boxes ex-

Utah. There is no State tax,

Vermont. There is an annual

license or regulation on juke boxes.

license fee of \$25 for each machine

January 1 to December 31 of each

year. A receipt for each license

must appear on each machine.

When juke boxes are licensed to be

operated as concessions at fairs or

carnivals the fee is \$50 per week

Virginia. There is a State license

tax of \$5 per year on each juke

box. A license receipt sticker must

be displayed on each machine.

for each concession.

played on the machines.

Texas. The State levies an annu-

tax, license or regulation on juke

Continued from page 65

from the machines.

operation.

juke boxes.

tax, however.

boxes.

Norman Gefke Director

Norm Gefke first became aware of the coin machine business when he was an orchestra leader. It just naturally followed that Gefke become a music operator. He entered the business in 1940 with just a handful of phonographs. As time went on he not only added phonographs, but vending machines, amusement games and pin balls as well. Gefke has been a member of MOA since 1950 and a director since 1954. He played a key role in forming the South Dakota Phonograph Operators' Association in 1945, and currently is vice-president. Oddly enough, his hobby is collecting records. He's married and was made a dad last St. Pat-

Larry Marvin Director

Larry Marvin entered the music machine business in 1941. He's a native of California and operates out of Sacramento. Once in the business. Larry decided a local association affiliation was a must and joined the Sacramento division peanut machines. Today he heads of the California Music Merchants' one of the largest phonograph and Association in 1942. A year later vending operations in the Mid- he was elected president. Marvin south. He was one of the founders has served as president ever since. of MOA and has been a director He joined MOA in 1952 and was for the past two years. Max hails named a director two years ago. from Boston but is a staunch His California operation boasts of Southerner from Birmingham, Ala. two full-time employees and one He is married and has three chil- part-timer. Larry is married and has two children.

City License

· Continued from page 65

due on the gross receipts taken a strict censorship on records played, with a long list of titles not allowed. This includes "bee-bop" Oregon. There is an annual license fee of \$10 per juke box and style of music.

> New Orleans-The annual city permit for juke boxes is \$10.25 per machine. There is also a \$2.50 Charity Hospital permit.

New York City-There is a \$1 per machine occupancy tax.

Newark, N.J.-There is no city tax or regulation.

Oklahoma City-There is an an-State tax, license or regulation on nual license fee of \$5 per machine. The license must be purchased be-South Dakota. There is no State fore May 1, and tags indicating the tax, license or regulation on juke purchase of licenses must be on boxes. Receipts are subject to sales machines by May 15.

> Philadelphia-There is an annual license fee of \$25 per machine.

> Providence-There is no city tax, license or regulation on juke boxes.

Richmond, Va.-There is an annual license fee of \$10 per ma-

Salt Lake City-There is an annual license fee of \$15 per machine. This license must be affixed on each machine.

Seattle-Each operator must have a mechanical musical machine operator's license. The fee is al tax of \$5 on each juke box. No \$100 per year per operator. There is also an annual license fee for cept that a tax receipt must be dis- each juke box of \$10.

plished by completing the proper application form 2401 and the payment of \$1 to cover the fee. It is also necessary to apply for and in operation, which extends from obtain a certificate of registration to be attached to each machine in operation. There is no charge for these certificates of registration.

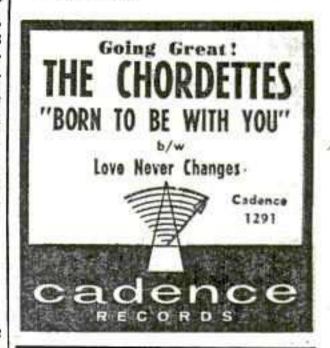
> West Virginia. A license fee of \$5.50 per year is required for all juke boxes.

> Wisconsin. There is no State tax, license or regulation on juke boxes.

Wyoming. There is no State tax, license or regulation on juke boxes. Washington. Each machine There is, however, a use tax due CIVE TO DAMON RUNYON must be registered with the State on the purchase of the machine Tax Commission. This is accomitself.

Charter Music Assn. in N. C.

ASHEVILLE, N.C.-Western North Carolina Music Operators Association, Inc., with principal office here, has obtained a charter from Secretary of State Thad Eure. It is a non-stock corporation. Berlin Ashe and Glenn Holt, both of Franklin, and Gladys Under-wood, Asheville, were listed as the incorporators.



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CANCER FUND

Wide Choices

Continued from page 67

their silver celebration, they're making big plans for a gala occasion.

In Garden District

The firm, headed by John (Tac) Elms, is in the city's swank Garden District section. Elms picked up the nickname "Tac" as a kid, and the name remained with him ever since.

"The funniest part of it," says Elms today, "I don't remember who first tacked that name on me, or how it came about, but it stuck with me like glue, and eventually became the trade name for our firm."

The firm is built on a foundation of service, dependability and courtesy. A fleet of service trucks work around the clock to insure prompt and efficient service whenever a location calls.

The TAC firm operates 400 juke boxes, and boasts a staff of 26 trained specialists. They wear snappy looking uniforms-a familiar sight every Thursday night when the record men gather to sort their routes.

Lining Up Selections

Thursday morning the route men visit the record shops and buy new disks, and later that evening, about 6, they meet to assert the records and line up the selections for their routes.

They meet in the library-a room containing a large working table, with plenty of space for the men to lay out their records. Thirty bins, containing 3,000 records each, They are thus replaced with fresh wherein I take into account the flank the tables on four sides.

The TAC plant is a spacious one, containing a display room, several offices, a paint and cabinet room, a repair shop, and the library, or record room.

The company has proved it believes in a good public relations program, and they have a livewire artist in the person of Joe Ricks, the sparkplug behind the "Juke Box Week in N. O." and who is currently ramrodding a move to provide the city's recreation spots with gratis jukes. (See story elsewhere in this issue.)

This, in addition to a softball team (kids) which TAC sponsors, and an entrant in the annual Soap Box Derby, show conclusively that TAC keeps "public interest" foremost in thought.

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Hit Records

Continued from page 67

three months. Some hits cling to the juke for as long as a year. Rock and roll and country and western hits last longer than pop in most

Canale Amusement Company keeps a log on each sapphire phonograph needle. An electric recording device notes how many times it has played a record. When it goes thru 10,000 plays it is replaced. This insures the best possible sound reproduction.

and cleaning solvent go over every ord on my own best seller listmachine thoroly. A clean machine and machines," he said. not only has eye appeal and brings chanically, says Canale.

changed over to dime play a year in the fact that he has progressed ago, Canale had half of his units from a virtually one-man operation bought 45's and replaced the 78's. with himself, are kept busy full All the new 45's were geared to time. take dimes, two nickels, or quar-

on each juke box.

The public likes singles just as consisted of several makes. well or better, he believes. Too, He estimates that with his pro-EP's cost more and slow down gramming system, he often comes play on the machines.

portable typewriters they take with weeks before they are termed "hits" them on the route. Reason is the by listings. "That way I have a title cards fade after five weeks. balanced programming system, cards, improving eye appeal and popularity charts and my own upping play.

believes, is high fidelity. He has it meter readings," he said. on most of his machines to give the He noted that national reports

sound reproduction. Canale started in the music business after meeting George Sammons, president of Sammons-Pennington Company, in 1949. Sammons is the Seeburg distributor law school.

and put them on location. By the time he was a senior in law school said. he had 40 units. He realized little profit during the first three years, but was building equity.

He graduated and became a lawyer in 1951, but has never practiced. He had built a good route, liked the music business, and staved in it.

Location Taste

Continued from page 67

machine is doing well, he provides the customers with a faster turnover, thereby building play incentive.

He's heard customers remark that such a machine "always seems to have the top numbers."

"This is what builds income," says Willens, "selling the tune

when it is popular."

Another effective procedure is to increase the percentage of disk change on selected locations that run below average if they have a good potential. In this way the superior record service may transform the spot into a top location.

Willens buys records once a week, using the combined effects few novelties. of his own judgment, the recommendations of a trusted one-stop and the buying guides of the trade people can easily find the kind of papers. If he has confidence in a new number, he buys it for all his important in building repeat busimachines, or he may buy for half his route, buying for the other half customers . . . better than breaking if results warrant.

he believes, by cutting too many of music selection.

up about 20 disks will be semi- business for over a solid year.

Digs Disks

Continued from page 67

such as those carried by The Bill-

"I start by listening to the commercial copies of records sent us by the various labels. Then I place * them in a spot that caters to the class of people I feel the record should appeal to, such as juvenile, western, ballad, etc.

Checks Disks Three Ways

"By weekly checks of the meters, | close scrutiny of charts such as The Billboard carries and some per-Three times a year a crew of sonal observation, I can usually three servicemen with felt cloths judge whether I should put a rec-

Altho Bob Holt classes himself more plays-it functions better me- as "a middle-sized operator for his area," his success in programming When Memphis operators and business operation is reflected on 45 r.p.m. and half on 78. He to his present staff of four, who,

Bob believes in keeping up to date not only on records, but on A helpful cushion to Canale and equipment as well. "That is the other operators during the conver- difficult part, what with prices the sion period was the use of EP's. way they are today," he said. How-He had 15 to 20 per cent on each ever, he now handles one make of machine at the height of convert- music machines (Seeburg), thus ing, but is now using only a few eliminating the larger inventory of parts he carried when his route

up with a hit record and a good All Canale's servicemen have money-maker from four to six judgment and meter readings-and Another good feature, Canale that is where a hit counts-in the

customer the ultimate in good on records are not always true of any given area. It is up to the operator to discover and cater to the tastes in his area, Bob feels.

"After we get a program set up for a trend, we immediately start looking forward to the next trend here. Canale was then a junior in and for records to match. On our best spots we change records once He took on several phonographs each week, on all others we change at least every two weeks," Bob

> He said he pulls the four low meter readings each week at good locations, replacing with four he thinks will have top ratings soon.

By not missing any spot longer than two weeks, he said, the operator can keep equipment clean. Also regular checks often head off service calls before the machine breaks down and loses sales.

When his servicemen run into trouble they have orders to do a complete check, rather than to simply "un-jam" the machine.

"I have found that by locating the trouble-no matter how small -and correcting it on the spot, a recall to service the machine again is prevented. With each service call costing about \$7, every one that can be prevented by a thoro check during regular record changes saves us that much money in operation," Bob concluded.

classics and show tunes; close to 40 pop tunes; 5 to 10 country and western numbers, and the rest specialties. The latter will include about 30 varied disks-good instrumentals, progressive jazz, perhaps a

Disks are grouped in categorical position on the machines so that music they like. This he feels, is ness and appealing to consistent up categories, he believes, because Artists can lose their sales edge, people usually stay within one field

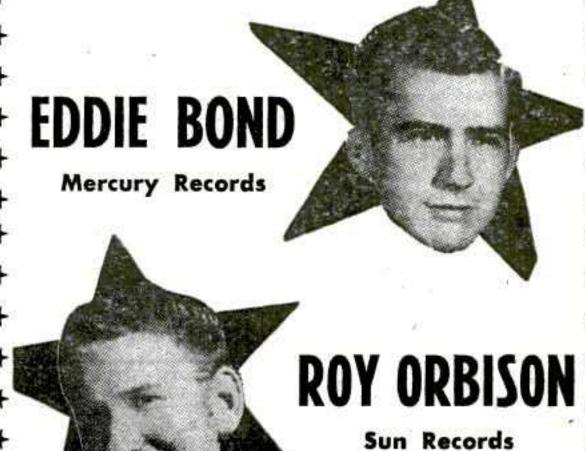
platters in too short a time. One | Each selection is programmed for good artist had three potentially the individual location on-the-spot; good numbers in six weeks recently. not rigidly planned in advance. One Too fast, Willens insists, to give proof of results may be that some any one of them a chance to "jell." of his numbers stay on the same In his typical 100-selection set- machine and have continued to do



CARL PERKINS Sun Records









These are the biggest drawing cards in the rock and roll business. For shows, fairs, jamborees, contact-

"Carl Perkins' bookings in co-operation with GAC and Big D Jamboree

BOB NEAL Manager

Suite 1916 Sterick Building. Memphis, Tenn.

Teamwork Keynote Of Wis. Juke Firm

Continued from page 58

or seniority has been with Pierce eight years.

Routemen observe a few simple, but important company rules:

1. Every piece of equipment must be thoroly inspected and cleaned at each service call.

2. Routemen must always be courteous.

3. No drinking while on the job. Pierce's routemen are thoroly trained to handle the bulk of the service problems that pop up on locations. Soldom is it necessary for machines to be taken to the Brodhead headquarters for repairs, except for periodical overhauls and renovating.

Soliciting of new locations is avoided. Only exceptions occur when a new restaurant, tavern or filling station building is erected in the territory. In such cases, a call is usually made by the routeman to sell the location owner on the top quality service and equipment they can provide. Almost all of the firm's hundreds of locations have been acquired via personal recommendations from old accounts, and inquiries from the field.

Routemen report for work at 7 a.m. and normaly are on the road leaded for their first stop of the day within 15 minutes. Their supplies of records, supplies and route instructions have all been prepared for them the day before to eliminate wasted time getting vak. started in the morning. By the time most of their competitors have pulled up before their first service call, the Pierce music men have already handled two or three stops.

Title Strips Home Made Record title strips are all printed at the Brodhead office. An addressograph system is employed to make them for each of the many thousands of disks used on the juke boxes. "It provides more uniform, legible title strips all thru the routes," points out Mrs. Marie Pierce, who handles most of the managerial tasks. "And, it gives us complete control over one of the most important first impressions our equipment makes on the pub-

Once a disk is removed from a ica, if they choose to accomplish juke box, the title strip is destroyed, something positive. Such problems and new ones are printed if the as the recognition of the NBOA same record is ever re-used.

Systematic records are kept of each location. A filing system reveals at a glance the history of each machine from the moment it is unpacked from the crate. Each file card notes the type of machine, its mar ufacturer, model number, serial number, quantity of records it holds, color of machine, from whom purchased, price, accessory equipment such as volume control kits, serial numbers of locks for front and back doors and the coin box. Also listed is a description of the type of light fixtures on the machine, the type of needle cartridges and whether the machine is set for nickel or dime play.

Handy Record Catalog

In addition, a continual running routemen in programming. list is kept of each record used on A good Pierce location receives

izations as the Rotary clubs, Elks,

Veterans of Foreign Wars, Ameri-

can Legion posts and in ever in-

creasing numbers at military bases.

Bands that have played these of

Weems, Jerry Gray, Charlie Bar-net, Blue Barron and Charlie Spi-

Diverse opinions continue to ex-

ist within the industry for the

dwindling popularity of bands. Some hold that the fault lies with

the musicians themselves, claiming

that Petrillo has priced his own

musicians out of business via un-

realistic wage scales, the latter in-

cluding recording scales. They ar-

gue that more work would be

available, and similarly more re-

expensive to utilize a musician's

There's little doubt that the mu-

sicians will have to get together,

primarily thru the efforts of DOLA

and in co-operation with the Na-

tional Ballroom Operators of Amer-

services.

Continued from page 13

PIERCE'S POINTS

- Keep accurate and complete business records.
- Demand top level route servicing and maintenance performance from employees, who must first of all, be selectively hired,
- Make certain that equipment on location is at all times in working condition.

the machine. If the record has been put on as the result of a location request, it is followed by the letter (R). The disk listing includes a remark concerning the location's preferences in music to guide the

Ills Still Plague Band Biz

able, the somewhat less financially called for seven-tenths of 1 per

remunerative. MCA and GAC reg- cent of the gross after taxes, are on

ularly book dates thruout the West | the agenda and should be of pri-

and Northwest among such organ- mary concern of both groups.



'Nerve Center" of C. S. Pierce Music Company, Brodhead, Wis.: Mrs. Marie Pierce, standing, and the three girls who handle all of the firm's bookkeeping and office details.

Like every other music operator definite improvement. in the industry, Pierce is faced with the problem of accumulations of old records. With approximately 500 juke boxes spotted, heavy quantities of used records are apt to create a space problem unless they are somehow disposed of. Used record jobbers take most of them off their hands-30,000 of them recently were sold to a Chicago firm.

A systematic procedure of filing a few of each number that Marie Pierce feels may possibly be used again at some later date, is followed. Currently, the shelves lining the first floor of the plant hold about 25,000 assorted records.

Dime Play Factor

The Pierces are convinced that growing scarcity and so-called rized American rock and roll, suc- dime play is the key to successful music operation in these days of high equipment and labor costs. Each day their routemen are add-

an average of five rew records a ing new dime play locations on week, if it uses 78's; or eight re- their routes. Results in virtually placements if it is a 45 rpm ma- every conversion, according to a survey of their cash receipts, show

> Wedding bells in 1932 brought Marie Pierce into the family as C. S.'s wife and business partner. Today, as partners, the firm they own and operate can boast of over 1,000 pieces of music, games and cigarette vending equipment, blanketing a radius of 70 miles around its Brodhead headquarters.



late include Johnny Long, Ted of the group in September. Ted Heath Band

DOLA President Les Brown de-

clared here last week that a defi-

nite program is expected to be es-

tablished and submitted to the

membership at the next convention

• Continued from page 12

cessfully attempted a Kenton-ish approach to jazz in compositions like "Stonehenge" and "Processional" and socked out danceable standards with equal aplomb. Featured assisting artists at Carnegie Hall were June Christy and the cordings exposed, were it not as Four Freshmen.

Negotiations are already under way for a return engagement. Whether such materializes or not, record dealers stand to see heavy volume on Heath LP's as result of the excitement aroused thruout the country by this visit. In the commercial field, at present, the pact with ASCAP, a contract which | English visitors have no rivals.

'GREETINGS, MOA CONVENTIONEERS"

THE SOUTH DAKOTA PHONOGRAPH OPERATORS ASSOCIATION

We may be small, but we're on the ball. We are 80% organized. We are solidly sold on MOA

Many of us will be seeing you at the convention.

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Buck Owens

'DOWN ON THE CORNER OF LOVE'

b/w

'IT DON'T SHOW ON ME' Pep #105

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PAMPER MUSIC

This Week's Best Buys

UNCLE PEN (Monroe, BMI)—Porter Wagoner—RCA Victor 6494—
Those who are led to believe that rock and roll has swamped the country field should observe how well commercially an outstanding piece of traditional material like "Uncle Pen" is currently doing. Not only in Southern areas like Atlanta, Richmond, Nashville and the Carolinas, but in Chicago, Buffalo, Cleveland and other Northern territories, Wagoner is making a very fine showing. Flip is "How I've Tried" (Barton, BMI). A previous Billboard "Spotlight" pick.

HOPING THAT YOU'RE HOPING (Cedarwood, BMI)—The Louvin Brothers—Capitol 3413—Also in the traditional country vein, the Louvin Brothers are enjoying success with the latest entry. Important dealers and one-stops on both sides of the Mason-Dixon line reported a fast take-off in the direction of the charts. Flip is "Childish Love" (Acuff-Rose, BMI).

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Jim Beck, of the Jim Beck Studios, Dallas, died there suddenly Thursday (3), according to word received at press time from Charles Wright, Dallas talent booker. For further details see story in news section.

"Consolation Prize," new tune just eleased by Fred Stryker's Fairway Music, has been cut by Eddy Akridge for Capitol, Terry Fell for Victor and Joey Gills for Mercury. . . . Bob J. Nikhazy, promoter, performer and manager of country talent, had a narrow escape from death recently when his recently purchased plane crashed and burned in South Dakota. He escaped with minor bruises and a bad shake-up and is already back in harness.

The Wilburn Brothers and Justin Tubb begin a swing thru Mississippi, Louisiana and Georgia, under the direction of Gabe Tucker, at Laurel, Miss., May 21. Remainder of the route stacks up as follows: Logtown, Miss., 22; Bogalusa, La., 23; McNeil, Miss., 24; Meridian, Miss., 25-26; Gainesville, Ga., 29; Maysville and Jeffersonville, Ga., 30; Tigall, Ga., 31, and Monroe, Ga., June 1.

Jack Turner, until recently on the Victor label, has inked a recording pact with Hickory Records and is rockin' with excitement over his first release, "Everybody's Rock-in' But Me," due out this week. Turner is still a feature on WSFA-TV, Montgomery, Ala., with "Alabama Jubilee" on Monday nights and the "Jack Turner Show" on Tuesday and Thursday at 5. . . . Jimmy Newman's newest release on the Dot label, "Come Back to Me" b/w "I Wanna Tell All the World," hits the racks this week. Jimmy penned both ditties. Newman and his personal manager, Slick Norris, will make the Jimmie Rodgers Day celebration in Meridian, Miss., May 25-26.

Merle Travis (Capitol) was a recent guest on Hank Thompson's TV-er, which originates from Oklahoma City every Saturday night. The show is carried on four Oklahoma TV stations. Wanda Jackson (Decca) and Floyd Tiliman were also recent guests with Thompson. The guests double at the Trianon Ballroom, Oklahoma City, on the same night. . . . Russell Sims flew into Dallas from Hollywood May 1 to sign and record Jackie Cochran, rock 'n' roller, on the Sims label. Deal was handled by Charles Wright Agency, Dallas.

Linda Flanagan, 14-year-old country singer of KWHN, Fort Smith, Ark., appeared as guest on "Ozark Jubilee" May 5, In addition to her radio work at KWHN, Linda is a feature on "Brother Bob's Auction Ranch Party," hourlong TV show heard on KTVX,

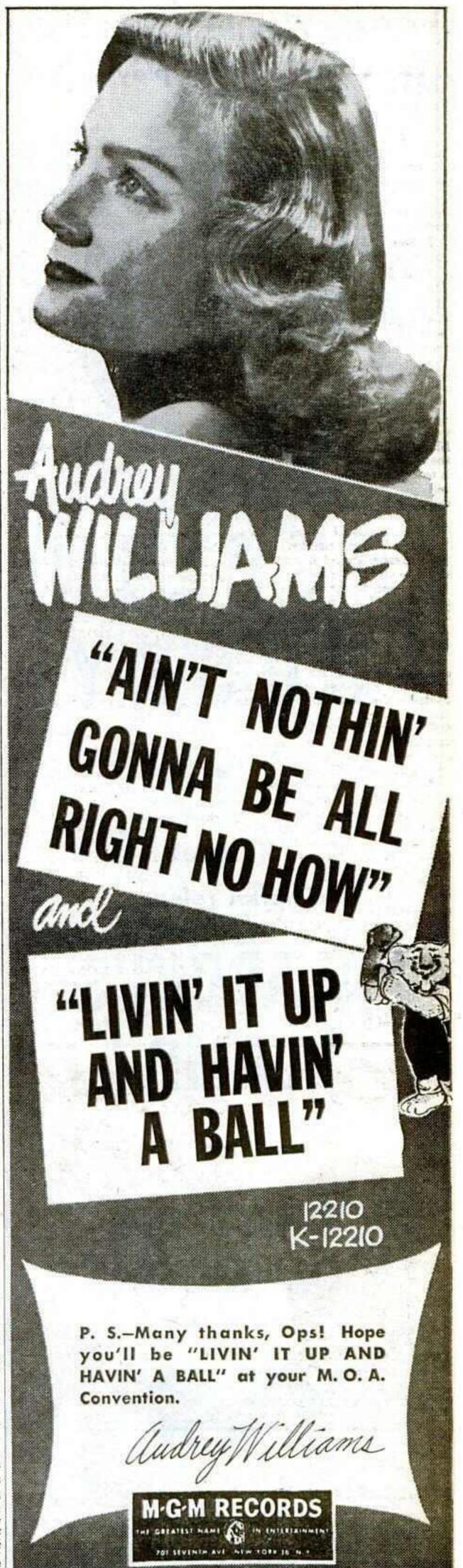
Tulsa, Okla., every Sunday night. Others on the latter show are the Foggy River Boys, Jimmy Helm, the Osborne Twins and Virginia Byrd. Miss Flanagan is carded to appear on the main show at the Jimmie Rodgers Day celebration in Meridian, Miss., May 26.

Following a report from WSM officials in Nashville last week that the NBC network portion of "Grand Ole Opry" would be broadcast from the Jimmie Rodgers Day celebration in Meridian, Miss., May 26, comes the news that Ernest Tubb's "Midnight Jamboree" will originate from Meridian on the same date. Both WSM broadcasts will be co-ordinated with the Saturday night stage show.

Sylvester Cross. of American Music, Inc., Hollywood, reports that the firm's newly released "Merle Travis Hit Parade Song Folio No. 1" moved into its second edition within two weeks after the first 5,000 copies were put on the market. The 52-page book contains 20 of Travis' most popular songs, in addition to some 30 photos, cartoons and stories. . . . Roy Acuff heads up the Prince Albert portion of "Grand Ole Opry" over the NBC radio network from Nashville Saturday (12), when Johnny and Jack and Kitty Vells will be the special guests. . . . Mac Curtis' firs, release for King Records, "Just So You Call Me" b/w "If I Had Me a Woman," hit the music racks last week, some two weeks ahead of the original release date. Both sides were written jointly by Joe Price and Jim Shell.

Red Foley and his "Ozark Jubilee" gang, including Marvin Rainwater, Bobby Lord, Tabby West, Uncle Cyp Brasfield, Lennie and Goo Goo, the Foggy River Boys and Bill Wimberly and His Country Rhythm Boys, returned to Springfield, Mo., April 28 after one of the most successful tours ever experienced by an "Ozark Jubilee" unit. The troupe is reported to have chalked up sro business in Cedar Rapids, Ia.; Austin, Minn.; Milwaukee, and Springfield, Ill.

Despite inclement weather, Jimmie Skinner's picnic and show, celebrating the fourth anniversary of his Cincinnati Music Center at Verona Lake Ranch, near Walton, Ky., Sunday (29), attracted more than 3,000 country and western music addicts. Verona Lake Ranch is operated by Thurston Moore and Smokey Warren. Among the artists on deck for the Ski..ner shindig were Jimmie Osborne (King), Betty Foley (Decca) the Davis Sisters (RCA), Jimmie Williams (M-G-M), Esco Hankins (Mercury); Claude Sweet, of Renfro Valley; the Country Pardners (RCA); Marty Roberts and Nelson King, of WCKY, Cincinnati; Ray Scott, of WNOP, Newport, Ky.; Estel Lee (Continued on page 110)



Thanks, Ops, for all your plays



FERLIN HUSKY

My latest
Capitol release

"ALADDIN'S LAMP"

and

"THAT BIG OL' MOON"

Capitol #3428



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X. COSSE

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Reviews of New C & W Records

LINK DAVIS Sixteen Chicks This side reviewed April 21, 1956. Grasshopper Rock 77 Another sock vocal by Davis on an Infectious rhythm ditty with a strong rock and roll beat, (Starrite, BMI) MAC CURTIS KING 4927-Curtis' first recording for King is in the Elvis Presley manner. In this fast bluesy material, he has hit upon a style that is potent in today's market. Both talent and tune are impressive, and should be watched. (Armo, BMI) Just So You Call Me....75 Hitting a slower, groovier pace, Curtis proves that he is a versatile stylist. Again, it is in a down-home idiom, a mixture of folk material with rock and roll that teen-agers will approve. (Armo, BMI) TERRY FELL Consolation Prize78 VICTOR 6515-Fell's weepy tones tell the tale of the heart that came out second best. Traditional country theme gets a sincere reading that definitely rates spins. (Fairway, BMI) Wham! Bam! Hot Ziggity Zam....74 Here's a swingy tune with a rickeytick touch. Sounds somewhat like Glenn Miller's "Wham Rebop Boom Bam" done in country style. A happy

juke box entry. (Jungnickel, ASCAP)

A stately folk-flavored picture song with the mood of pioneers and the outdoors. Tex Ritter does this kind of thing very well. Good for deelays.

Pickin' a Chicken....72

Reeves gets in the samba groove with some happy hand-clapping doings. This covers previous wax of the tune by British thrush Eve Boswell. Reeves has done better in more traditional fare. (Hill & Range, BMI)

This side is in the current rock and roll groove. An okay attempt; but ditty has not the charm of the flip. (Penny, BMI)

JIMMY WAKELY

Slow Down....71

Another side with a rock and roll feeling; but side has not the impact of the flip. (Paco, ASCAP)

Here's the same rock and roll tempo as the flip but with some Dixie "Basin Street" touches. Juke potential here too. (Trinity, BMI)

CLIFF SHEPARD

(I'm Taking Out)
Insurance of My Heart....65
"Idea" song doesn't have much impact. (Shelter, BMI)

Tennessee Two Step....70

Here Maphis and his boys return to a more conventional country style for a very attractive two step. Again, the pace is brisk, and well suited for juke boxes. (Vidor, BMI)

band. The powerful beat makes for

a good dance side. (Blackwood, BMI)

JERRY JERICHO
I'm Getting More Than My Share69
DAFFAN 104—Plaintive warbling on

• Best Sellers in Stores

For survey week ending May 2

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 through 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 Weeks

| This case, both sides are listed in bold type, the leading Week side on top. | Last | On Chart |
|--|------|-------------|
| HEARTBREAK HOTEL (BMI)—E. Presley I WAS THE ONE (BMI)—Vic 20-6420 | 1 | 11 |
| 2. BLUE SUEDE SHOES (BMI)-C. Perkins Honey, Don't (BMI)-Sun 234 | 2 | 13 |
| 3. I FORGOT TO REMEMBER TO FORGET (BMI)-E. Presley | 3 | 35 |
| 4. YOU AND ME (BMI)-R. Foley & K. Wells | 5 | 16 |
| 5. I'VE GOT FIVE DOLLARS (BMI)-F. Young YOU'RE STILL MINE (BMI)-Cap 3369 | | 6 |
| 6. YES, I KNOW WHY (BMI)-W. Pierce CAUSE I LOVE YOU (BMI)-Dec 29805 | 4 | 10 |
| 6. FOLSOM PRISON BLUES (BMI)—J. Cash SO DOGGONE LONESOME (BMI)—Sun 232 | 9 | 13 |
| 8. WHAT WOULD YOU DO IF JESUS CAME TO YOUR HOUSE? (BMI)—P. Wagoner How Can I Refuse Him Now? (BMI)—Vic 20-6421 | 10 | 7 |
| 9. BLACKBOARD OF MY HEART (BMI)— H. Thompson I'M NOT MAD, JUST HURT (BMI)—Cap 3347 | 10 | 6 |
| 10. I DON'T BELIEVE YOU'VE MET MY BABY (BMI)-Louvin Brothers | 7 | 16 |
| 11. WHY, BABY, WHY? (BMI)-R. Sovine & W. Pierc Missing You (BMI)-Dec 29755 | e 6 | 21 |
| 12. BABY, LET'S PLAY HOUSE (BMI)-E. Presley. I'm Left, You're Right, She's Gone (BMI)-Sun 217 | 13 | 14 |
| 12. FOR RENT (BMI)-S. James | 15 | 3 |
| 14. LITTLE ROSA (BMI)-R. Sovine & W. Pierce Hold Everything (BMI)-Dec 29876 | | 2 |
| 15. HOW FAR IS HEAVEN (BMI) Dust on the Bible (BMI)-Dec 29823 | • - | 1 |

FOLK TALENT AND TUNES

Continued from page 109

(Excellent), and Fiddlin' Guy Blakemann.

Roy Moss has a new release on Mercury, "You Don't Know My Mind" b/w "Corrine, Corrina," the former written by Jimmie Skinner. The latter also has a new one on Mercury, "Dime a Dozen" b/w "I've Got My Heart on a Budget." Skinner, incidentally, will appear as guest deejay on WWVA, Wheeling, W. Va., May 25, and the following day does a guest shot on the "WWVA Barn Dance." On May 20, Jimmie begins his sixth year on WNOP, Newport, Ky.

Booking on the Blackwood Brothers' Quartet, gospel singers, for the remainder of May are as follows: Waycross, Ga., May 10; Macon, Ga., 11; Asheville, N. C., 12; Hattiesburg, Miss., 15; Memphis, 18; Birmingham, 19; Tupelo, Miss., 22; Fairfield, Ill., 23; St. Louis, 24; Centralia, Ill., 25; Knoxville, 26; Carbon Jill, Al., 29, and Louisville, 31. . . . Hank Snow, George Morgan and the Carter Family set for Memphis May 15-19. . . . Odje and Jody begin a Texas swing at Laredo May 15, and follow with San Antonio, 16; Corpus Christie, 17; Kingsville, 22, and Harlinger, 23.

Hank Thompson and His Brazos Valley Boys are lined up on May dates as follows: Rapid City, S. D., May 9; Greeley, Colo., 10; Laramie,

a moving weeper about a guy who's getting more than his share of bad breaks. (Hill & Range, BMI)

Always Lend a Helping Hand....68

Sincere vocalizing on an appealing tune with a message. (Hill & Range, BMI)

DON RENO AND RED SMILEY

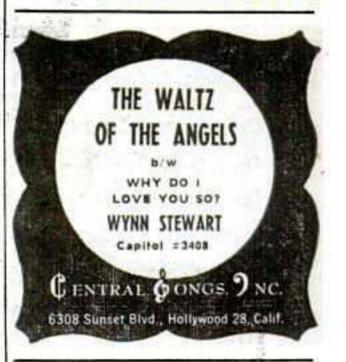
Banjo Riff....66

Don Reno is one of the country field's outstanding banjo pickers, and in this instrumental side, he shows off his skills. The relaxed rhythm and bluesy flavor of the material add to the listening pleasure. (Lois, BMI)

Wyo., 11; Casper, Wyo., 12; Cheyenre, Wyo., 13; Blackwell, Okla., 17; Oklahoma City, 18-19; Seminole, Okla., 25; Tulsa, Okla., 26; Kansas City, Mo., 27; Topeka, Kan., 28; Omaha, 29; Lincoln, Neb., 30, and Salina, Kan. . . . Ernest Tubb shows his wares at Jackson, Miss., May 12, and follows with Pensacola, Fla., 13, and St. Louis, 20.

Jimmy Key, formerly with WOOF, Dothan, Ala., is now holding forth with c.&w. wax over WMAK, Nashville. . . . Georgie Riddle, WRHC, Jacksonville, Fla., recently guested on "Country Frolics," which is beamed over the Florida Television Network. Riddle is scheduled to appear soon on the "Swannee River Jamboree" in Live Oak, Fla., along with the Masters Family (Columbia) and Jim and Jesse (Capitol).

(Continued on page 112)



CACTUS RECORDS

America's Fastest Growing
Country and Western Label
proudly presents
HITS ALL AMERICA WILL HEAR
IN '56.
Earl Phelps sings:
"THIS VEIL OF TEARS."

"YOU'RE JUST WHAT I DREAMED OF," with Willie and Norman Phelps. Johnny Watson sings: "MY HILLBILLY HEART." Tommy Vaughan sings: ...

"DON'T MAKE A FOOL OUT OF ME"
b/w
"WE'RE NOT SWEETHEARTS."

Lula Bell sings:
"STOP, LOOK & LISTEN."

"WHEN YOU KISS ME, DARLING."

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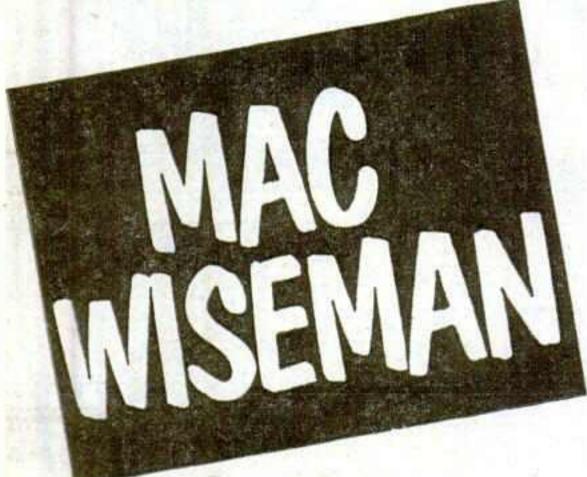
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RECORDS . GALLATIK TENNESSEE

FOLK TALENT AND TUNES

Continued from page 110

Promoters William H. King, Paul Raffles and Frank Atlass have an ambitious country and western extravaganza set for two performances at Chicago International Amphitheater next Sunday (13). Talent brigade will comprise the Pee Wee King unit, with Redd Stewart, Neal Burris and Little Eller Long; Red Foley, the Foggy River Boys, Bobby Lord, Minnie Pearl, Goldie Hill, Audrey Williams, Red Blanchard, Dorothy Ann Ferguson, Boyd Bennett and His Rockets and Ron Terry and His Polka Band.

Jim Reeves returned to Nashville May 1 and the following day cut transcriptions for the U. S. Navv. Last Saturday (6) Jim embarked on a Midwestern tour at Oklahoma City, following with Kansas City, Mo., Sunday (6); Topeka, Kan., Monday (7); Omaha, Tuesday (8); Lincoln, Neb., 9; Salina, Kan., 10, and Wichita, Kan., 11, after which he heads back for Nashville and the "Opry." Reeves' personal manager, Herb Shucher, joined him in Kansas City Sunday and then flew to Chicago for the MOA conven-

Hank Thompson, who for the last three years has been working radio, TV and personals for Falstaff Beer, has just entered into a new threeyear pact with the suds firm. Hank's personal manager, Jim Halsey, also has Thompson and His Brazos Valley Boys set on a long string of rodeo dates, including the '89 Days Celebration and Rodeo, Guthrie, Okla.; Colorado A. & M. Rodeo, Fort Collins, Colo., and the Wyoming A. & M. Rodeo, Laramie, Wyo. Hank and band are also booked as a feature for the Edmonton (Alta.) Exhibition and are tentatively set for the Frontier Days Celebration, Cheyenne, Wyo., and the Texas State Fair, Dallas, both of which they have played the last three years.

The June issue of TV Star Parade magazine features a four-page story on "Grand Ole Opry," illustrated by 10 shots of "Opry" stars in action. . . . Glenn Trout, the Missouri Mountain Boy, is back in Southern California after a tour of the northern part of the State, accompanied by his guitarist, Gary Lambert. . . . Betty Lee and Walter Riddle, currently displaying their wares over WARU, Peru-Wabash, Ind., are planning to settle soon in Jacksonville, Fla., for radio and club work.

With the Jockeys

Cousin Mack Howerton, KTCB, New Kensington, Pa., for the past three months has been running as a part of "RFD Jamboree" a 15minute seg called "Country Star Time," in which he features a quarter-hour of songs by a different top c.&w. artist each day. He inserts information concerning the artists spotlighted each day, geting most of the info from The Billboard. Response, thus far, has been good, he says. "Record service has been good from small labels," writes Mack, "but I could use more co-operation from the majors, especially on gospel and sacred songs."

Bob McKinnon, KTKT, Tucson, Ariz., reports that station will go to 10,000 watts soon and that he'd appreciate artists and deejays sending him tapes or disks comment-(Continued on page 114)

Most Played in Juke Boxes

For survey week ending May Z

the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When algnificant action is reported on both sides of a record, points are combined to determine position on the chart. Week Week Chart 1. HEARTBREAK HOTEL (BMI)-E. Presley..... 1 I WAS THE ONE (ASCAP)-Vic 20-6420 2. BLUE SUEDE SHOES (BMI)-C. Perkins..... 2 Honey, Don't (BMI)-Sun 234 3. YES, I KNOW WHY (BMI)-W. Pierce............ 3 'CAUSE I LOVE YOU (BMI)-Dec 29805 4. I FORGOT TO REMEMBER TO FORGET (BMI)-

RECORDS are ranked in order of the greatest number of plays in juke boxes through

E. Preslev MYSTERY TRAIN (BMI)-Vic 20-6357-Sun 223 5. SO DOGGONE LONESOME (BMI)-J. Cash..... 5 FOLSOM PRISON BLUES (BMI)—Sun 232

6. YOU AND ME (BMI)-R. & B. Foley...... 8 No One But You (BMI)-Dec 29740 7. WHY, BABY, WHY? (BMI)-R. Sovine & W. Pierce. . 6

Missing You (BMI)-Dec 29755 8. I'VE GOT FIVE DOLLARS (BMI)-F. Young..... 9 You're Still Mine (BMI)-Cap 3369

9. I DON'T BELIEVE YOU'VE MET MY BABY (BMI)-Louvin Brothers..... In the Middle of Nowhere (BMI)-Cap 3300 10. BLACKBOARD OF MY HEART (BMI)-

Review Spotlight on . . .

I'm Not Mad, Just Hurt (BMI)-Cap 3347

RECORDS

ELVIS PRESLEY

My Baby Left Me (Presley, BMI)

I Want You, I Need You, I Love You (Presley, BMI)-RCA Victor 6540-See under Review Spotlight on Pop

RED FOLEY

The Hoot Owl Boogie (Aberbach, BMI)

A Handful of Rice (Springfield, BM1)-Decca 29894-Foley sounds as mellow as ever on this winning coupling. First, there's a country swinger, with peppy beat and happy lyrics to match. The Foley hootin makes it a real winner. The flip is a warm and weepy traditional opus about the gal's wedding to the other guy. With Foley fandom, these should be great attractions.

GEORGE MORGAN

Take a Look at Yourself (Cedarwood, BMI)-Columbia 21517-Morgan milks this job for all it's worth. The theme of self-reflection via the looking-glass is a natural for the country traditional market and this highly emotional reading is bound to get plenty of attention. Flip is "Send for My Baby" (Milene, ASCAP).

3 COUNTRY COIN CATCHERS

"Dime A Dozen" "I've Got My Heart On A Budget"

BY JIMMIE SKINNER on Mercury 70854

"Corrine, Corrina" "You Don't Know My Mind" BY ROY "MR. ACTION" MOSS on Mercury 70858

> "Everready Kisses" "Maple On the Hill" BY COUNTRY PARDNERS on RCA 20/47-6433

> > **Personal Management**

LOU EPSTEIN, c/o JIMMIE SKINNER MUSIC CENTER

222 East 5th St.

Cincinnati, Ohio

JUKE BOX OPS, sure happy about the way you liked my "Run Boy."

I hope you'll find my latest is equally good.

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FOLK TALENT AND TUNES

Continued from page 112

ing on the increased power. Bob is now conducting "Hillbilly Jamboree" from 9-11 a.m., Monday thru Saturday. . . Denver Duke and Jeffrey Null recently guested on Wild Bill Hayden's all-night "Country Corner" over WJOB, Hammond, Ind.

seven-hour seg of country music April 16, running from 10 a.m. to 5 p.m. He hits the air on KTLW Texas City, Tex., at 10, and at 1 goes for a four-hour seg on KBRZ, Freeport, Tex. . . . An all-countrymusic station, KLOF, Albuquerque, N. M., took to the air April 15. On the staff thus far are Smokey

Pete Hunter started a daily Stover and Boyd Whitney, with

Best Wishes

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Voted #5 Band of the Nation

Exclusive Management SAM GIBBS 1031 Covington Wichita Falls, Texas

Now booking dates in Pacific for August.

Best Wishes M.O.A. at your 1956

Convention

LATEST RELEASE HEY, PRETTY BABY b/w WHO'S GONNA KNOW everal other deejays still to be dded.

William R. McDaniel, director of public relations, WSM, Nashville, letters: "We have been receiving many queries on how to arrange for an appearance on 'Mr. Deejay, U. S. A.' The show is open to any country music disk jockey who is willing to wait his turn. Reservations are usually filled several weeks in advance. Deejays who wish to appear on the show should write to me for a reserveation, giving me some idea of the date on which he prefers to appear. The program has been operating almost three years, and in that time we have had jockeys from 36 States and Canada. No one has ever appeared twice. Requests for an initial appearance are so heavy that we have not felt justified in permitting a repeat performance."

Earl Peterson, WCEN, Mount Pleasant, Mich., recently guested on Lee Sutton's show over WWVA. Wheeling, W. Va., and on "WWVA Jamboree." Peterson, who's on a deejay tour thru West Virginia, Virginia and the Carolinas, has a Columbia release coming out soon, "World of Make-Believe" b.w. "You Cotta Be My Baby." Renee Fontenot, KSLO, Opelousas, La., is heard each Tuesday night from 7:30-8:55 with his "Hillbilly Jamboree," and each Saturday from 6-7 p.m.

Paul Wills, recently of the Windy City, is now doing radio, TV and live shows with the KOTA Cowboys, reports Vern Lotz, deejay at KOTA, Rapid City, S. D. . . . Black Jack Wayne, who is helming a new show, "Star Brigade," Sunday afternoons over KVSM, San Mateo, Calif., writes that Skeets McDonald (Capitol) pulled a good crowd at the Garden of Allah, Niles, Calif., recently. . . . Hank Thompson (Capitol) and the Brazos Valley Boys recently did a live 30-minute show over KHOB, Hobbs, N. M., according to deejay Slim Corbin. KHOB is now programming five hours of country music daily, with Blackie Crawford handling four hours, and Corbin the other.

Shel Horton, WKMC, Roaring

Most Played by Jockeys

For survey week ending May 2

MAY 12, 1956

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 lockey shows in all key markets. Weeks

| | Last Week | * Chart |
|---|--|------------------|
| HEARTBREAK HOTEL-E. Presley | 1 | 11 |
| BLUE SUEDE SHOES-C. Perkins | 2 | 12 |
| YES, I KNOW WHY-W. Pierce | 2 | 11 |
| YOU AND ME-R. & B. Foley | 4 | 13 |
| LITTLE ROSA-R. Sovine & W. Pierce Dec 29876—BMI | 6 | 4 |
| YOU'RE STILL MINE-F. Young | 7 | 4 |
| FOR RENT-S. James | 7 | 5 |
| FOLSOM PRISON BLUES-J. Cash | 14 | 14 |
| I TAKE THE CHANCE-M. & J. E. Brown | 15 | 3 |
| | 5 | 18 |
| SEASONS OF MY HEART-J. Newman | | 2 |
| BLACKBOARD OF MY HEART-H. Thompson | 9 | 2 |
| Cap 3369—BM1 | | 3 |
| 'CAUSE 1 LOVE YOU-W. Pierce | . 12 | 6 |
| I WAS THE ONE-E. Presley | 13 | 3 |
| HOW FAR IS HEAVEN?-K. Wells | | 1 |
| | HEARTBREAK HOTEL—E. Presley. Vic 20-6420—BMI BLUE SUEDE SHOES—C. Perkins. Sun 234—BMI YES, I KNOW WHY—W. Pierce. Dec 29805—BMI YOU AND ME—R. & B. Foley. Dec 29740—BMI LITTLE ROSA—R. Sovine & W. Pierce. Dec 29876—BMI YOU'RE STILL MINE—F. Young. Cap 3369—BMI FOR RENT—S. James. Cap 3357—BMI FOLSOM PRISON BLUES—J. Cash. Sun 232—BMI I TAKE THE CHANCE—M. & J. E. Brown. Vic 20-6480—BMI I DON'T BELIEVE YOU'VE MET MY BABY— Louvin Brothers. Cap 3300—BMI SEASONS OF MY HEART—J. Newman. Dot 1278—BMI BLACKBOARD OF MY HEART—H. Thompson. Cap 3347—BMI I'VE GOT FIVE DOLLARS—F. Young. Cap 3369—BMI 'CAUSE 1 LOVE YOU—W. Pierce. Dec 29805—BMI I WAS THE ONE—E. Presley. Vic 20-6420—ASCAP HOW FAR IS HEAVEN?—K. Wells. | HEARTBREAK HOTEL |

Springs, Pa., advises that his daily morning show, heard from 5:30-8:30, is completely sold out. Horton is doing record hops in his area and is also putting together a Western unit to do live shows, broadcast work and square dances.

Marty Cardone, WHWL, Nanticoke, Pa., now helms the "WHWL Jamboree" from 1:30-2:30 p.m., Monday thru Friday. Cardone devotes half of his Friday show to sacred spinning. . . . Peanut Faircloth, formerly with WRDW, Augusta, Ga., is now deejaying country and western material over WAPO, Chattanooga. He replaced Red Brown, who moved on to another station.

Shorty Mason, WICK, Scranton, Pa., infos: "The new record segment of our early-morning country (Continued on page 124)

Going GREAT! "BLUE RIDGE WALTZ"

b/w

"IN MY HEART I LOVE YOU" by

BILL and MARY REID and the MELODY MOUNTAINEERS

on Columbia #21497

Thanks, Juke Box Operators, for programing our record. We appreciate it.



C & W Territorial Best Sellers

For survey week ending May 2

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

Birmingham

- 1. You and Me. R. & B. Foley, Dec. 2. What Would You Do If Jesus Came to Your House? P. Wagoner, Vic.
- 3. Heartbreak Hotel, F. Presley, Sun 4. Blackbourd of My Heart
- H. Thompson, Cap. 5. I've Got Five Dollars, F. Young, Cap.

Charlotte

- 1. Heartbreak Hotel, E. Presley, Vic. 2. Blue Suede Shoes, C. Perkins, Sun
- 3. I Forgot to Remember E. Presley, Vic-Sun
- 4. Baby, Let's Play House E. Presley, Vic-Sun
- 5. You and Me, R. & B. Foley, Dec. 6. It's Only You That I Love
- H. Snow-A. Carter, Vic.
- 7. I Was the One, E. Presley, Vic.
- 8. So Doggone Lonesome, J. Cash, Sun 9. You're Still Mine, F. Young, Cap. 10. 'Cause I Love You, W. Pierce, Dec.

Dallas-Fort Worth

- 1. Heartbreak Hotel, E. Presley, Vic. 2. Blue Suede Shoes, C. Perkins, Sun
- 3. Folsom Prison Blues, J. Cash, Sun 4. I Was the One, E. Presley, Vic.

5. You and Me, R. & B. Foley, Dec.

Houston

- 1. Heartbreak Hotel, E. Presley, Vic. 2. Honky Tonk Man, J. Horton, Col.
- 3. Blue Suede Shoes, C. Perkins, Sun 4. For Rent, S. James, Cap.
- 5. Seasons of My Heart, J. Newman, Dot
- 6. I Was the One, E. Presley, Vic. 7. Sixteen Chicks, L. Davis, Sdy.
- H. Thompson, Cap.

Memphis

- 1. Blue Suede Shoes, C. Perkins, Sun 2. For Rent, S. James, Cap.
- 3. Heartbreak Hotel, E. Presley, Vic. 4. Rock 'n' Roll Ruby, W. Smith, Sun 5. Yes, I Know Why, W. Pierce, Dec.
- 6. Why, Baby, Why? W. Pierce-R. Sovine, Dec.

Nashville

- 1. Heartbreak Hotel, E. Presley, Vic. 2. Blue Suede Shoes, C. Perkins, Sun 3. Yes, I Know Why, W. Pierce, Dec. 4. 'Cause I Love You, W. Pierce, Dec. 5. 1 Don't Believe You've Met My Baby Louvin Brothers, Cap.
- 6. Little Rosa, R. Sovine-W. Pierce, Dec. 7. So Doggone Lonesome, E. Tubb, Dec. 8. You and Me, R. & B. Foley, Dec.

New Orleans

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

Richmond, Va.

- 1. Heartbreak Hotel, E. Presley, Vic. 2. Blue Suede Shoes, C. Perkins, Sun 3. How Far Is Heaven? K. Wells, Dec.
- 4. For Rent, S. James, Cap. 5. Yes, I Know Why, W. Pierce, Dec. 6. You and Me, R. & B. Foley, Dec.

St. Louis

- 1. Blue Suede Shoes, C. Perkins, Sun 2. Heartbreak Hotel, E. Presley, Vic. 3. I've Got Five Dollars, F. Young, Cap.
- 4. Baby, Let's Play House E. Presiey, Vic-Sun

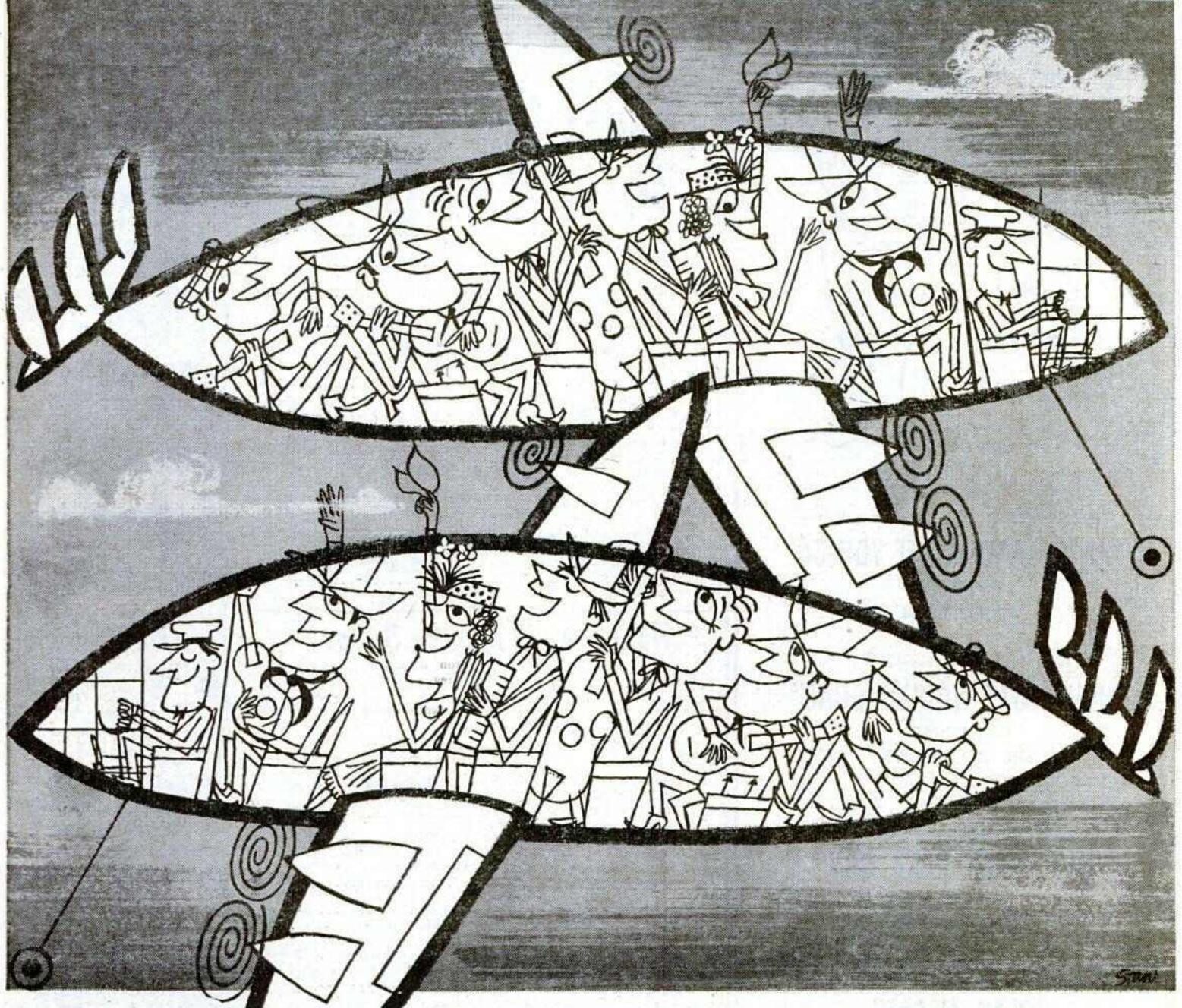
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Professional Demo Records of your songs. 45 or 78 RPM. Ampex tape-Hi-Fi Disc equipment. 6 different vocalists (male-female). The right combo and singer for any type song. Piano or Organ and Vocal—1 song: \$9.00. Add any or all of these instruments for \$2.50 each per song. Guitar, Clarinet, Steel Guitar, Bass Fiddle, Violin, Drums.

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WSM's Grand Ole Opry stars again broke all previous roadshow records in 1955. Opry talent groups logged almost 4,000,000 miles (and an individual mileage total would be about six times as much). They put on 2,977 shows for 8,931,000 country music fans — and between trips added to their national fame with regular appearances on coast-to-coast television and with more over-the-counter country music record sales than all other artists in this field in the nation put together!

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Carl Smith

Cowboy Copas

Duke of Paducah

George Morgan

Lew Childre Martha Carson Hank Snow Lonzo and Oscar Bill Monroe Ferlin Huskey The Louvin Brothers Justin Tubb Flatt and Scruggs Cousin Jody Jim Reeves Slim Whitman Benny Martin Moon Mullican Hawkshaw Hawkins Jean Shepard Del Wood June Carter Stringbean & Kirk McGee

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WSM Artists' Service Bureau

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#180 VEE-JAY

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#185 VEE-JAY

EDDIE TAYLOR

"DEAR HEART"

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THE SPANIELS

"JESUS REMEMBERS"

#182 VEE-JAY

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Best Sellers in Stores

For survey week ending May 2

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 rhythm and bues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a Weeks case, both sides are listed in bold type, the leading side Week Chart Week 1. LONG TALL SALLY (BMI)-Little Richard...... 1

SLIPPIN' AND SLIDIN' BMI)-Specialty 572 2. I'M IN LOVE AGAIN (BMI)-F. Domino..... MY BLUE HEAVEN (ASCAP)-Imperial 964 3. BLUE SUEDE SHOES (BMI)—C. Perkins...... 3 Honey, Don't (BMI)-Sun 234 4. WHY DO FOOLS FALL IN LOVE? (BMI)— Teen-Agers
Please Be Mine (BMI)—Gec 1002 5. CORRINE, CORRINA (BMI)-J. Turner..... Boogie Woogie Country Girl (BM1)-Atliatic 1088 6. HEARTBREAK HOTEL (BMI)-E. Presley..... 5
I Was the One (BMI)-Vic 20-6420 7. MAGIC TOUCH (ASCAP)—Platters..... Winner Take All (ASCAP)-Mercury 70819 8. I WANT YOU TO BE MY GIRL (BMI)-Teen-Agers.. 12 I'm Not a Know-It-All (ASCAP)-Gee 1012 9. IVORY TOWER (ASCAP)—O. Williams...... 10 In Paradise (BMI)-De Luxe 6093 PLEASE, PLEASE, PLEASE (BMI)—J. Brown.....
 Why Do You Do Me? (BMI)—Federal 12258 11. EDDIE, MY LOVE (BMI)-Teen Queens.......... 11
Just Goofed (BMI)-RPM 453 12. DROWN IN MY OWN TEARS (BMI)-R. Charles... 8 Mary Ann (BMI)-Atlantic 1085 13. DOWN IN MEXICO (BMI)—Coasters..... – Turtle Dovin' (BMI)-Atco 6064 14. NEED YOUR LOVE SO BAD (BMI)-

Most Played in Juke Boxes

For survey week ending May 2

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

| This | termine position on the chart. In such a case, both sides are listed in bold type, the leading side on top. | Last Week | Weeks on Chart |
|------|---|--------------|----------------------|
| 1. | LONG TALL SALLY (BMI)-Little Richard SLIPPIN' AND SLIDIN' (BMI)-Specialty 572 | . 1 | 5 |
| | BLUE SUEDE SHOES (BMI)-C. Perkins | | 9 |
| | HEARTBREAK HOTEL (BMI)-E. Presley I Was the One (ASCAP)-Vic 20-6420 | . 6 | 3 |
| 4. | WHY DO FOOLS FALL IN LOVE? (BM1)— Teen-Agers | . 5 | 10 |
| 5. | CORRINE, CORRINA (BMI)—J. Turner BOOGIE WOOGIE COUNTRY GIRL (BMI)— Atlantic1088 | . 9 | 2 |
| 6. | DROWN IN MY OWN TEARS (BMI)-R. Charles Mary Ann (BMI)-Atlantic 1085 | . 3 | 11 |
| 7. | MAGIC TOUCH (ASCAP)—Platters | . 8 | 3 |
| 8. | EDDIE, MY LOVE (BMI)-Teen Queens Just Goofed (BMI)-RPM 453 | 4 | 9 |
| 9. | FORTY DAYS AND FORTY NIGHTS (BMI)— M. Waters | . 7 | 2 |
| 10. | All Aboard (BMI)—Chess 1620 I'M IN LOVE AGAIN (BMI)—F. Domino My Blue Heaven (ASCAP)—Imperial 964 | . 10 | 2 |

Most Played by Jockeys

For survey week ending May 2

SIDES are ranked in order of the greatest number of plays ond disk lockey radio shows through the country according to The Billboard's weekly survey of top disk lockey shows in all key markets. Week Chart Week 1. LONG TALL SALLY-Little Richard..... 1 Specialty 572-BM1 2. SLIPPIN' AND SLIDIN'-Little Richard...... 3

Specialty 572-BMI 3. I'M IN LOVE AGAIN-F. Domino..... 2 Imperial 964-BMI CORRINE, CORRINA-J. Turner..... 9 Atlantic 1088-ASCAP 5. MAGIC TOUCH-Platters..... 7 Mercury 70819-ASCAP 6. HEARTBREAK HOTEL-E. Presley..... 4 Vic 20-6420-BM1 6. IVORY TOWER-O. Williams..... De Luxe 6093-BMI WHY DO FOOLS FALL IN LOVE?-Teen-Agers.... 6 Gee 1002-BMI BLUE SUEDE SHOES-C. Perkins..... 8 Sun 234-BMI

10. DROWN IN MY OWN TEARS-R. Charles...... 10 Atlantic 1085-BMI Federal 12258-BMI Imperiay 5386-ASCAP

13. LOST DREAMS-E. Freeman..... Imperial 5381-ASCAP 14. I WANT YOU TO BE MY CIRL—Teen-Agers..... -

15. NEED YOUR LOVE SO BAD-L. W. John..... King 4841-BMI 15. CHURCH BELLS MAY RING-Willows...... 15

LOVE

WATSON

RPM 455

GEORGE SMITH

RPM 456

MAY 12, 1956 Sensational NEW RELEASES! DARK IS THE NIGHT Parts 1 and 2 B. B. KING **RPM 459** SHORT'NIN' BREAD ROCK 7ears of Joy ETTA JAMES Mod. 988 Going Strong! 3 HOURS PAST MIDNIGHT JOHNNY 'Guitar'



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FRENCH FRIED POTATOES AND CATSUP #3320



SAVOY SAVOY

THE AWARD OF THE WEEK "SAY YOU'RE

THE SAVOYS Savoy 1188 A DEFINITE HITI



b/w

b/w

b/w

G/G4 0145

G/G4 0152

AL SEARS

G/G4 0151

PIANO RED

LOVE CALL

Reviews of New R & B Records

FLAMINGOS

A Kiss From Your Lips80 CHECKER 837-Tho the material on both sides is below par for this fine group, the renditions should carry them into the money. This one's a ballad, with an especially tender voice handling the lead thruout, (Are, BMI)

Get With It 76 A rocking item that has special dance appeal. (Arc. BMI)

THE SOPHOMORES

Every Night About This Time 79 DAWN 216 - Polished, youthful sounding new group from Boston revives a great old ballad that fits well into the current rock and roll idiom. Jocks will rally to the support of this classy issue. (Warock, ASCAP)

Cool, Cool Baby....77 Jump side has a combination rumbaboggie rhythm that's quite contagious. Another fine effort by this new group. (Cherio, BMI)

THE PENGUINS

WING 90076-A moving reading by the boys on a serenely paced ballad with imaginative lyrics. Excellent Job by the lead singer. (Panther, ASCAP)

Peace of Mind....72 The group wraps up a pretty, placid ballad in a tender vocal treatment. (Pera, BMI)

ARNIE WILLIAMS

Greetings coin operators

THANKS FOR ALL THOSE PAST PLAYS

AND FOR SOME REAL COIN CATCHERS.

------ Watch these ------

GONNA TELL MY DADDY

ROCK AND ROLL BALL

I'M NOBODY'S FOOL

THAT'S MY DESIRE

GROOVE IS LOOKING FORWARD

TO SEEING ALL OF YOU AT THE

RCA BOOTH AT THE MOA CONVENTION

GROOVE RECORDS . 155 EAST 24TH ST., NEW YORK, N.Y.

YOUR AMERICAN RED CROSS IS ALWAYS

VARETTA DILLARD

CHERRY BLOSSOM

HERALD 479-Williams shouts some inviting lines in an appealingly raspy voice. Different sound figures to get some attention. (Angel, BMI)

Margio....73 Rock and shout treatment of the old standard is keyed perhaps by Fats

A PRODUCT OF RADIO CORPORATION OF AMERICA

Domino's "Blue Heaven" click. Okay program wax. (Fisher-Mills, ASCAP)

THE CARPETS

FEDERAL 12269-The forceful projection of this humorous material by these teen-age boys reinforces an earlier impression that they are a talented group of whom more is going to be heard in the future. They do a knock-out job here, (Armo, BMI) Lonely Me....73

The group's lead is given a chance to wail in this pretty weeper ballad. He has an expert and most appealing style. The other boys give him solid, tastoful backing. (Armo, BMI)

CHUCK EDWARDS

APOLLO 495-A slow blues. Chuck Edwards chants this story of his baby with emotion, and he's backed with tasteful instrumentation with a satisfying Southern touch. (Bess & Pollard, BMI)

She Carried Me All Over Town....70 Routine blues chanted adequately by Chuck Edwards. (Bess & Pollard,

INSPIRATIONS

Maggie 75 APOLLO 494-This one is related melodically to "Why Do Foois Fall in Love?" Strong rhythm picks it up out of the routins groove and gives it some potential, depending on the kind of plugging it can get. (Bess,

Raindrops (The Crying Song)....69 Except for the sobs that punctuate this side, it's just one more unoriginal r.&b. ballad. Rendition is competent and includes a recitation, (Bess, BMI)

WILD BILL GRAHAM

EMERALD 2010-Wild Bill Graham aptly demonstrates how he earned his nickname on this savage side, featuring gutteral jungle noises, schreeches and a wild drum solo with a pounding beat. (Cavalcade, BMI) Sinbad Blues 68

Graham sings the blues with feeling

and a primitive beat. (Cavalende, BMI)

DAY, DAWN AND DUSK

Anytime 73 JOSIE 794-The threesome stirs up some very positive blues sounds on this ballad with a slow, steady beat. Lead singer particularly hits the mark. Jocks may go for this one. (Benell,

Who Are You Kissing? 70 Humor gets the spotlight as the boys wonder whom she's kissing when she closes her eyes. The ditty moves with a solid beat and the boys give # a good ride. (Bennell, BMI)

BIG JOE TURNER

Corrine, Corrina72 DECCA 29924 - Turner's original version of his current hit was made in 1941 as guest vocalist with a jazz combo led by Art Tatum. There's some fine Tatum piano and Joe Thomas trumpet here for the lazz buffs, and this could pick up a few stray sales where the Atlantic version isn't readily available. (Gotham, ASCAP)

It's the Same Old Story 71 Turner fans in both the jazz and the r.&b. fields will want to fill in their collections with this fine 1944 vintage blues side. Pete Johnson's rolling piano backs him here in the Kansas City manner, (Leeds, ASCAP)

CORA WOODS Just in Case You

Change Your Mind72 FEDERAL 12268 - The warm contrafto voice of this singer is an ideal vehicle for this favorite standard. Her velvety lower tones are a special delight. The the backing is definitely r.&b., there could be good pop vol-

Don't Fall in Love With Me 70 Another ballad that ought to strike both pop and r.&b, customers favorably. The sincerity and smooth, polished delivery of the singer are mighty easy to take. (Lois, BMI)

ume on this, too. (Leeds, ASCAP)

THE DREAMERS

Lips Were Meant for Kinsing71 MANHATTAN 503-This slow tempo ballad is belted out in nice style by

(Continued on page 119, the Dreamers. Horns and piano back-

• R & B Territorial Best Sellers

For survey week ending May 2

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. I'm in Love Again, F. Domino, Imp. 2. Long, Tall Sally, Little Richard, Spe.

3. Slippin' and Slidin', Little Richard, Spe. 4. I Want You to Be My Girl

Teen-Agers, Gee

5. Corrine, Corrina, J. Turner, Atl. 6. Ruby, Baby, Drifters, Atl.

7. Forty Days and Forty Nights M. Waters, Chs. 8. Magie Touch, Platters, Mer.

9. Can't Stand to See You Go J. Reed, VJ.

Charlotte

1. Ivory Tower, O. Williams, Del. 2. Long, Tall Sally, Little Richard, Spe.

3. Slippin' and Sildin', Little Richard, Spe. 4. I'm in Love Again, F. Domino, Imp.

5. Corrine, Corrina, J. Turner, Atl.

6. I Want You to Be My Girl Teen-Agers, Gee

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

Chicago

1. Blue Suede Shoes, C. Perkins, Sun

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

3. Heartbreak Hotel, E. Presley, Vic.

4. Long, Tall Sally, Little Richard, Spe. 5. Church Bells May Ring, Willows, Mba.

6. Drown in My Own Tears R. Charles, Atl.

Cincinnati

1. I Want You to Be My Girl Teen-Agers, Gee

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

3. Please, Please, Please, J. Brown, Fed.

4. Long, Tall Sally, Little Richard, Spe. 5. Lost Dreams, E. Freeman, Imp.

6. Heartbreak, Hotel, E. Presley, Vic. 7. Eddie, My Love, Teen Queens, RPM

8. I'm Not a Know-It-All, Teen-Agers, Gee 9. Pm in Love Again, F. Domino, Imp.

Detroit

1. Long, Tall Sally, Little Richard, Spe. 2. Fever, L. W. John, Kng.

3. Heartbreak Hotel, B. Presley, Vic. 4. Please, Please, Please, J. Brown, Fed.

5. Blue Suede Shoes, C. Perkins, Sun 6. Why Do Fools Fall in Love? Tcen-Agers, Gee

7. Down in Mexico, Coasters, Ato. 8. One More Chance With You Little Walter, Che.

9. Who? Little Walter, Che. 10. I Want You to Be My Girl Teen-Agers, Gee

Los Angeles

1. Blue Suede Shoes, C. Perkins, Sun 2. My Blue Heaven, F. Domino, Imp. 3. Why Do Fools Fall in Love?

4. Cherry Lips, Robins, Whp.

6. I'm a Fool, Turks, Mon.

7. Long, Tall Sally, Little Richard, Spe. 8. Magie Touch, Platters, Mer.

9. Down in Mexico, Coasters, Ato, -10. Casual Look, Six Teens, Flp.

New Orleans

I. I'm in Love Again, F. Domino, Imp.

2. Corrine, Corrina, J. Turner, Atl.

3. Long, Tall Sally, Little Richard, Spe.

4. My Blue Heaven, F. Domino, Imp.

5. Hearthreak Hotel, E. Presley, Vic.

6. Lost Dreams, E. Freeman, Imp.

7. Ivory Tower, O. Williams, Del.

8. Magic Touch, Platters, Mer. 9. Please, Please, Please, J. Brown, Fed.

New York

1. Blue Suede Shoes, C. Perkins, Sun

Teen-Agers, Gee. 3. Magic Touch, Platters, Mer.

1. I Want You to Be My Girl

4. Long, Tall Sally, Little Richard, Spe.

5. Heartbreak Hotel, E. Presley, Vic. 6. Why Do Fools Fall in Love?

Teen-Agers, Gee

7. Little Girl of Mine, Clottones, Ges S. Corrine, Corrina, J. Turner, Atl.

Philadelphia

1. Long, Tall Sally, Little Richard, Spe. 2. Slippin' and Stidin', Little Richard, Spe.

3. My Rius Heaven, F. Domino, Imp. 4. Drown in My Own Tears

R. Charles, Atl. 5. We Go Together, Moonglows, Chs.

6. Blue Suede Shoes, C. Perkins, Sun 7. In Paradise, Cookies, Atl.

8. Corrine, Corrina, J. Turner, Atl. 9. Church Bells May Ring, Willows, Mba.

10. I Want You to Be My Girl Teen-Agers, Gee

St. Louis

1. Need Your Love So Bad L. W. John, Kng.

Sensations, Ato.

2. Long, Tall Saily, Little Richard, Spe. 3. Forty Days and Forty Nights M. Waters, Chs.

4. I'm in Love Again, F. Domino, Imp. 5. Why Do Fools Fall in Love?

Teen-Agers, Gce

6. Blue Suede Shoes, C. Perkins, Sun

7. Slippin' and Slidin', Little Richard, Spe. 8. Please, Mr. Disc Jockey

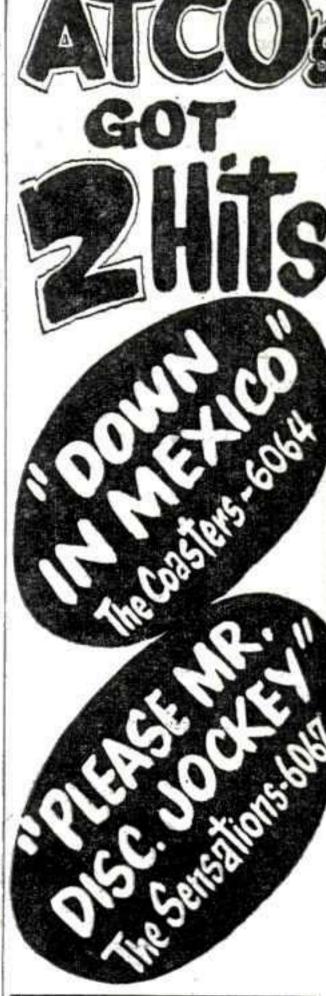
Washington, D. C.

1. Long, Tall Sally, Little Richard, Spe. 2. Blue Suede Shoes, C. Perkins, Sun 3. Why Do Fools Fall in Love?

Teen-Agers, Gee 4. Magic Touch, Platters, Mer. 5. Corrine, Corrina, J. Turner, Atl.

6. My Blue Heaven, F. Domino, Imp. 7. Heartbreak Hotel, E. Presley, Vic. 8. I'm in Love Again, F. Domino, Imp. 9. Please, Mr. Dise Jockey

Sensations, Ato. 10. Your Promise to Be Mise Drifters, Atl.



"FOXEY" LIVELY INSTRUMENTAL RIFF RUFFIN Combo

"YOUR KISS" ERNIE FREEMAN'S Combo Vocals by CARMEN DAVIS

"I PROMISE" SONNY WOODS and THE FOUR WINDS

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FATS DOMINO "I'M IN LOVE AGAIN" "MY BLUE **HEAVEN"** #5386



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Watch for the Picture
ROCK AROUND THE CLOCK
Be Prepared—Stock the Records
#1001 HALF WAY ROUND THE CLOCK
#1000 Cow Cow Blues

1016 Romance-Time

#1015 Won't You Come In
49¢ Buy Direct—Dealer's Discount 47¢.
Cash with order—postage paid.

All other orders C.O.D. EBONY RECORDS

THERE AFTER DISASTER STRIKES 5. Please, Please, Please, J. Brown, Ped.

Teen-Agers, Gee

This Week's Best Buys

TREASURE OF LOVE (Monument-Progressive, BMI)-Clyde McPhatter-Atlantic 1092-McPhatter, out of the Army only about as long as his latest record has been available to the public, is getting a resounding welcome back to civilian life. His fans are snowballing "Treasure" into a big hit for him. New York, Philadelphia, Baltimore, Buffalo, Cleveland, Detroit, St. Louis, Nashville and Durham reported strong sales to both pop and r.&b. (Progressive, BMI). A previous Billboard "Spotlight" pick.

FEVER (Jay & Cee, BMI)-Little Willie John-King 4935-Of the singers developed in the past year, hardly any have shown the consistency of Little Willie John. This time at bat he is certainly wasting no time in making his way to home plate. "Fever" is already on the Detroit territorial chart, and is becoming well established in Cincinnati, Cleveland, St. Louis, Nashville and Chicago. In the South and on the East Coast, the disk is also beginning to take hold. Flip is "Letter From My Darling" (Jay & Cee, BMI). A previous Billboard "Spotlight" pick.

PReview Spotlight on . . . RECORDS

ELVIS PRESLEY

My Baby Left Me (Presley, BMI)-RCA Victor 6540-See under Review Spotlight on Pop Records.

DINAH WASHINGTON

The First Time (Nielsen, BMI)

Cat on a Hot Tin Roof (Tee Pee, ASCAP)-Mercury WLAQ, Rome, Ga., claims that 70868-The exciting Miss "D" takes off on two solid he's getting very good sample servblues jobs. The top rates a slight not because it's real down-to-earth husky thrushing as only this gal can do it. The flip has almost equal potency, however, as the gal again belts in her favorite blues idiom. Real dynamics on both sides.

THE TURBANS

I'm Nobody's (Angel, BMI)-Herald 478-The crooning, screaming tenor lead makes this side stand out sharply. The guy is a great performer and his chanting with a solid vocal backup makes this a strong contender. The flip is "B-I-N-G," a humorous rock 'n' roll idea. (Angel, BMI).

TALENT

THE CARPETS

Chicken Backs (Armo, BMI)

Lonely Me (Armo, BMI)-Federal 12269-This group has impressed solidly in an earlier wax outing but here particularly they come thru in great style. It's a teen-age bunch and they really knock themselves out on the top side. The flip switches to the weeper school and the lead voice sounds fine. In both moods the group has

RHYTHM-BLUES NOTES

- By BILL SIMON

The Gale Agency is putting together an all-star package for Eastern theater bookings. So far, the Teen-Agers and Clyde McPhatter have been set, but according to Gale's Irv Siders, this is only the beginning. The first date will be New York's Apollo the week of June 8. Siders also informs us that Wink orkster, Red Prysock, has been booked solid - without an open date - right thru October. Prysock's bookings, for the most part, are in weekly segs.

Joe Liebowitz has signed two new acts to his Premium label: The "scorts-a group, and Arthur Lake, a young warbler whose style is described as a cross between Roy Hamilton's and Al Hibbler's. Leibowitz' new diskery is starting to swing now that the Wheels' platter of "My Heart's Desire" is starting to click in the East.... Phil Rose of Glory Records has signed another young singer, Sidney Poitoer. Latter's first disk is an opus tagged "Poetry of the Negro." ... Baton Records, which has reported some success with its Frank Culley band LP, is issuing the honk tenorman's first single on the label. This is a two-sided affair named "After Hours Express." Frank Badders, deejay on WLEE, Richmond, Va., got an advance copy of the disk and has made it his theme. Culley's last big singles hit was "Coleslaw," re- ton, formerly was vocalist with

leased on Atlantic several years ago.

Tommy Smalls, well-known "Dr. Jive" of New York's WWRL, was elected Mayor of Harlem in the annual poll run thru several local newspapers. This is the honor that once went regularly to Willie Bryant, who now is cutting a new swath for himself up in Detroit. Smalls "inauguration" will be held May 16 at Smalls' Paradise, the Harlem nitery he purchased a few months ago.... Evelyn Johnson of the Buffalo Agency in Houston informs us that Bobby Blue Bland and Little Junior Parker, who currently are touring the South and Middle East, will make their first appearances on the West Coast next month.

Bob Rolontz has signed several new talents for Groove. One is the West Coast thrush Beverly Wright. He also has a new group, the Twilighters, New York boys, will make their wax debut on the label, and the Johnny Byrd ork. Latter unit features two singers, Lillian Childs and a "Mr. Blues," who will be known by no other name, says Rolontz. Groove sales chief Ray Clark hit the road last week to visit his distributors in Pittsburgh, Cleveland and Detroit. He'll end up at the MOA meet in Chicago.

Gladys (Dizzy Lizzie) Hill, lovely fem deejay at KYOK, Hous-

Reviews of New R & B Records

Continued from page 118

ing the chanters contribute a good sound. (Manhattan, ASCAP)

No Obligation 68 Fair r.&b. ballad material gets a good vocal performance. (Manhattan,

SAVANNAH CHURCHILL

Let Me Be the First One to Know71 ARGO 5251-This three-beat popish item makes a pleasant side. Miss Churchill's vocal could stand more instrumental production. (Are, BMI)

They Call Me a Fool 70 Another pop side, Fair. (Are, BMI)

SIL AUSTIN

Sil's Groove69 WING 90075-A hard-driving, uninhibited instrumental with a strong, swinging beat. Good juke wax. (Jim Jim, BMI)

Titanic 69 Same comment. (Hartsdale, BMI)

B. B. King's aggregation for five months . . . Ellis Feinstein of KWIN, Ashland, Ore., complains about the shortage of r.&b. wax in that neck of the woods. The demand is there, says Ellis, so "let's have 'em!" Walter Baldwin, at ice from the companies, but only from those he has written to requesting service. Baldwin says: "It seems the record business is just too good right now for anyone to bother ruch about promoting. Diskeries, please heed!

Since Clyde McPhatter and the Drifters have gone their separate ways (but both on Atlantic), both have done great disk-wise. The Drifters made the money chart this week with their "Ruby Baby," and indications are that McPhatter's "Treasure of Love" is going to make it both pop and

DANNY OVERBEA

ARGO 5252-Overbea warbles with gentle sincerity and feeling on a pretty pop-ish ballad. (Are, BMI) Hear My Story 68

Same comment. (Are, BMI)

BOB WILLIAMS Little Girl What's on

> Your Worried Mind......68 VITA 129 - Williams handles this fast-moving blues with a sympathetic touch. Good listening. (Spark, BMI)

Much Smarter Than Men 65

Women Are So

Williams does a bit of rueful philoso-

phizing in this Calypso ditty. Combination of West Indian content with strong r.&b. backing makes an interesting hybrid specimen. (Spark, BMI)

VINNI MONTE

JOSIE 793-The guy wallows in the pains of love. Voice has power but a better showcase than records might be a night club production. The spoken intro to "darling" doesn't add much. (Benell, BMI)

Your Cute Little Ways 61 Monte's volume is turned all the way up on this slow, pulsing ode to the lady love. The power tends to wear thin. (Benell, BMI)

AL ZELANE

Mildred MANSFIELD 604 - Adequate warbling of this nice ballad. Disk lacks production. (Wise, BMI)

Someone Special 58 Ditto. (Wise, BMI)

-WELCOME, MOA MEMBERS-

IF YOU HAVE TIME, COME OUT AND SEE US

"SO ALL ALONE" Teen Queens #460 RPM

"PLEASE, MR. DISC JOCKEY" The Sensations #6067 ATCO

"BLUE SUEDE SHOES" Carl Perkins #234 SUN

OUR HITS

"A SHANTY IN OLD "WOT YTAAH2 Somethin' Smith & The Red Heads #9186 EPIC "GENTLEMEN, BE SEATED" (Hi Fi Minstrel Album)

#3238 LN EPIC "WHY DID I FALL IN LOVE" The Jacks #458 RPM

UNITED RECORD DISTRIBUTORS 2029 So. Michigan Ave. Phone: CAlumet 5-6605 Chicago 16, Illinois

A SMASH!!!

THE

The Billboard Picks April 21, 1956 Review Spotlight on . . .

RECORDS THE SIX TEENS Teen-Age Promise (Limax, BMI)
A Casual Look (Limax, BMI)—Flip
315—The new, mixed vocal group has come thru here with a strong cou-pling. "Promise" is keyed right to the current rock and roll groove. It appealing, relaxed beat. On the flip

has a winning, lilting melody and an there's an equally strong bit that has beautiful harmony and a salable teen-age love theme. With exposure these SIX TEENS Flip #315

HOT IN LOS ANGELES CASH BOX-May 15, 1956

618 S. Ridgeley Dr., Los Angeles 34, Calif. FLIP RECORDS Phone: WEbster 4-4033

PEACOCK RECORDS, Inc. 2809 Erastus St. Houston 26, Texas

got a "ROCK 'N' ROLLER" PEACOCK'S "ROCK AND ROLL BELLS"

b/w "ALL OVER, GOODBYE" by a new artist

LOUIS JONES

Sensational New Star

ELMORE MORRIS singing

"DARLING, DEPEND ON ME" "DON'T LET IT END THIS WAY"

Peacock #1660

THE ORIGINAL (5) BLIND BOYS

(Jackson Harmoneers) with something new

"THERE'S NO NEED TO CRY"

b/w "SAVE A SEAT FOR ME"

Peacock #1760

on Duke #151

"MY LOVE"

b/w

"YOU'RE SIMPLY DRIVIN' ME MAD" beautifully delivered by

CARL VAN MOON

DUKE RECORDS 2809 Erastus St. Houston 26, Texas 120

Juke Box Record Industries Converge on Chi for MOA Fete

Convention Predicted Biggest Yet; Members Tackle Many Problems

nation music operators, distributors program elsewhere on this page). Basch and George Miller. and manufacturers, record person- | Certainly, this year's convention nel plus representatives of every is a great improvement over preindustry connected with the music vious MOA events. Responsible Britz and Clem Stetson. field converged on the Morrison for this fact is MOA's behind-the-Hotel here Sunday (6) for the scenes committeemen. Following ninth annual Music Operators of are the various groups of operators America convention.

Prior to the convention's open- show: ing, George A. Miller, president of MOA, said: "This will be the biggest convention we ever held, both Miller, chairman, Clint Pierce, Al from an attendance and a business Denver, Martin C. Britz, Larry standpoint." Miller said the meetings would probably be highlighted | Montooth, James Tolisano, Hirsch by juke box copyright legislation, dime play and improved industry William Hullinger. public relations.

a three-day event, important busi- Norman Gefke, Howard Ellis and ness sessions have been slated for David Baker. Wednesday also, stretching the ac-

CHICAGO - From across the tivities to four days (see complete de La Viez, chairman; Buddy

who were responsible for this year's

Committees

General committee: George A. Marvin, Harry Snodgrass, Les de La Viez, Sidney Levine and

Exhibit committee: Larry Mar-The originally scheduled to be vin, chairman; John A. Wallace,

Entertainment committee: Hirsch

(Editor's Note: Steve Allen,

in a letter to the editors.

takes issue with an editorial

and an article which appeared

in the April 21 issue of The

Billboard. The editorial and

article criticized Allen for a

generalization in his Cosmo-

politan column on hoodlums

in the juke box business. Our

reply to Allen is also below.)

It is these people that we instinc-

We are very interested in help-

of its fringe hoodlum element.

broad generalizations which brand

the whole industry-and subject it

to question-because of the 1 per

(Continued on page 122)

tively defend against charges that

Dear Steve:

cent, law-abiding people.

Convention Program

Registration: Convention floor-Saturday, noon to 8 p.m.; Sunday and Monday, 9 a.m. to 8 p.m.; Tuesday, 9 a.m. to 6:00 p.m. Exhibit Hours: Sunday and Monday, 2:30 p.m. to 8:30 p.m. Tuesday, 2:30 p.m. to 6:30 p.m. Constitution Room.

SUNDAY, MAY 6

1:00 p.m. to 2:30 p.m. Music Operator Forum "Proper Juke Box Maintenance and Service." Moderators: Milton Cole, Ohio Specialty Company, and David Baker, president of the Massachusetts Music Operators' Association.

MONDAY, MAY 7

Reception committee: Bill Hull- 9:30 a.m. Invocation

Annual Meeting of Music Operators of America. George A. Miller, president and general business manager,

Report of the first vice-president-Clint C. Pierce. Report on Juke Box Copyright Legislation-Sidney H. Levine. "You're Over 21-The Age of Responsibility"-Lee Schooler,

president of Public Relations Board. 1:00 p.m. to 2:30 p.m. Music Operator Forums, Embassy Room. "Advantages of Dime Play and Fair Percentages." Moderators: Ted Nichols, president of the Nebraska Music Operators' Guild; Howard Ellis, secretary-treasurer of the Nebraska

Music Operators' Guild. "Taxation and Licensing Problems." Moderators: Larry Marvin, president of the Sacramento division of the California Music Merchants' Association; John Wallace, president of the West Virginia Music Operators' Association.

8:00 p.m. to 9:00 p.m. MOA Cocktail Hour, Venetian Room. 9:00 p.m. to 10:00 p.m. "You Can Do Something Now About Public Relations." A colored film presented by William E. FitzGerald, product sales director of AMI, Inc.

TUESDAY, MAY 8

10:00 a.m. General Operator Meeting

Amendments to the MOA Bylaws-Sidney H. Levine, legal

A Report on National Juke Box, Inc., and a Third Performance Rights Society-Barney Young.

An address by John Haddock, president of AMI, Inc. An address by Congressman George P. Miller.

"Merchandising of Locations"-Rodney Pantages. "YOU-Are the Answer"-Glen Fouche, vice-president of

Parade Publicans. Closing Remarks-Al Denver, president of the Music Operators

of New York. chase of new location equipment. 1:00 p.m. to 2:30 p.m. Music Operator Forums.

"Local and State Legislation." Moderators: Gordon Stout and Norman Gefke, of the South Dakota Phonograph Operators' Association.

"Management and Merchandising." Moderators: Harry Snodgrass, president of the New Mexico Music Guild, and James Tolisano, president of the Music Operators of Con-

7:00 p.m. MOA Annual Banquet, Terrace Casino Room

WEDNESDAY, MAY 9

10:30 a.m. to 11:30 a.m. Music Operator Forum "A Guide to Better Juke Box Programming." Moderator: Louis Ptacek, Kansas Music Association. 6:30 p.m. MOA Board of Directors Meeting, Suite 440.

Bilotta Pushes Organs, Pianos To Juke Ops

Banquet and ticket committee:

Harry Snodgrass, chairman; Martin

inger, chairman; Tom Withrow,

Dick Steinberg, Willie Blatt, Louis

Ptacek, Max Hurvich and Victor

Ostergren.

NEWARK, N. Y .-- John Bilotta, Wurlitzer distributor for Upper New York State, isn't confining his music sales to juke boxes. Bilotta operates his own music shop and handles Wurlitzer pianos and organs as well as a complete line of music equipment.

In fact, when a music or game operator drops into Bilotta's showroom here, often as not he'll wind up buying an organ for his home. According to Bilotta, 40 per cent of New York State operators own Wurlitzer pianos or organs.

Bilotta offers a combination deal on pianos and organs with the pur-

Coin Row Eyes 'No Sat. Trade'; Thanks for your letter. We're glad to publish it for it points out clearly the important fact not in your Cosmopolitan piece: That at **Action Doubtful** least 99 per cent of the nation's juke box operators are honest, de-

LOS ANGELES-Altho some distributors and jobbers along West directly or indirectly state that Pico's Coin Row here are in favor are that no plan will be put into ing the juke box industry rid itself effect.

Most of the firms have put it on Surely you agree with us that a basis of "we will if they all will." Two firms, Badger Sales Company and Minthorne Music, which closed on Saturday in the past are

AMI Details 200-Selection

Phonograph, Auxiliary Units

their business may be controlled of closing all day Saturday during by a mob.

of closing all day Saturday during June, July and August, the chances UMO Conciliation Effects Ouster of Stiff Juke Fee

heavy license fee on juke boxes in reluctant to try again as other operation here-\$300 annually per (Continued on page 122) operator—was revoked by the City

MELVINDALE, Mich. — A Council following arguments put forth on behalf of the city's operators by the United Music Operators of Michigan.

The ordinance proposed by this southwestern suburb of Detroit actually went into effect April 16, at which time all juke boxes in Melvindale were taken out of

service by operators. The city has 24 juke box locations covered by about 14 opera-

Following a successful presentation of the operators' position in opposing the license fee, Mayor Ben Fisher Jr. appointed a special committee under chairmanship of Robert Childs, city attorney, to prepare a new regulatory ordinance. The committee included, along with the seven members of eliminated all selector magnets. It 27 13-16 inches deep. Net weight the Council, a representative of operators, Roy Small, UMO conciliator.

> Submits New Proposal To furnish a basic working pro-

be slid out of the cabinet for posal, Small completed the draft The new model, called the servicing from the front. When the of a suggested ordinance and sub-"G-200", also features optional assembly is in the out position, it mitted it to all members of the

TO THE EDITOR:

Steve Allen Answers **BB** and Vice Versa

To the Editor:

"Since I have many friends on the staff of your publication I wish to make it clear that what I am about to write is not to be construed as an 'attack' on The Billboard, any more than my comments about the inroads gangsters are making into the juke box business should have been construed as an attack on that industry.

"I am frankly at a loss to understand the motive behind your two unbelievably distorted reports of my paragraph in the May issue of Cosmopolitan. I respectfully submit that unless your writer was motivated by deliberate ill will (which I find hard to believe) then he could do with a refresher course in basic

"When your doctor points out that there is a cancer on, say, your kneecap, it is not logical to say that he has condemned your entire body. When The New York Times prints an article pointing out that (Continued on page 122)

Assn. Letter Gives W. Va. Ops 10c Hints

CHARLESTON, W. Va.—The West Virginia Music Operators' Association, in an effort to promote dime play thruout the State, sent the following recommendations in a news letter to all West Virginia music operators:

1. Prepare your location. The first step is to prepare your location for the increase in price. Talk with the location owner. Reasonable persons will understand that the nickel has lost its buying power.

2. Change the phonograph. Give the location a different machine. If at all possible a later model. Buy a new machine or a good used machine for a good AMI phonographs.

here last week. The new model wheel principle. went on formal display in Chicago, Sunday (6), at the Music Operators of America convention.

retained the basic cabinet design action as relayed directly from the and sound system as featured in push button panel. Only four sethe firm's G-120 and G-80 models, lector relays are used in the entire the new phonograph represents a assembly. drastic departure from previous

tails of the new AMI 200-selection and horizontal scanning, the new quarter. However, dual pricingphonograph and auxiliary equip- phonograph has a record mecha- which allows operators to set the ment were released by the factory nism which operates on a paddle price of play at either 10 cents or

Mechanical Action

The the 200-selection model has credits selections via a mechanical is 390 pounds.

location, then step the equipment down. One purchase can usually (Continued on page 122)

Highlighting the model is an all-pricing. Standard factory price setting is for 10-cent play—

(Continued on page 122)

Highlighting the model is an all-pricing. Standard factory price setting is for 10-cent play—

(Continued on page 122)

Continued on page 122)

Highlighting the model is an all-pricing. Standard factory price setting is for 10-cent play—

(Continued on page 122)

GRAND RAPIDS, Mich.—De-| vertical record storage assembly | two nickels-and three plays for a 15 cents—is available.

> The G-200 is 63 5-32 inches Th new record mechanism has high, 34 15-16 inches wide and

Front Servicing The entire record changer assembly is mounted on rails and can

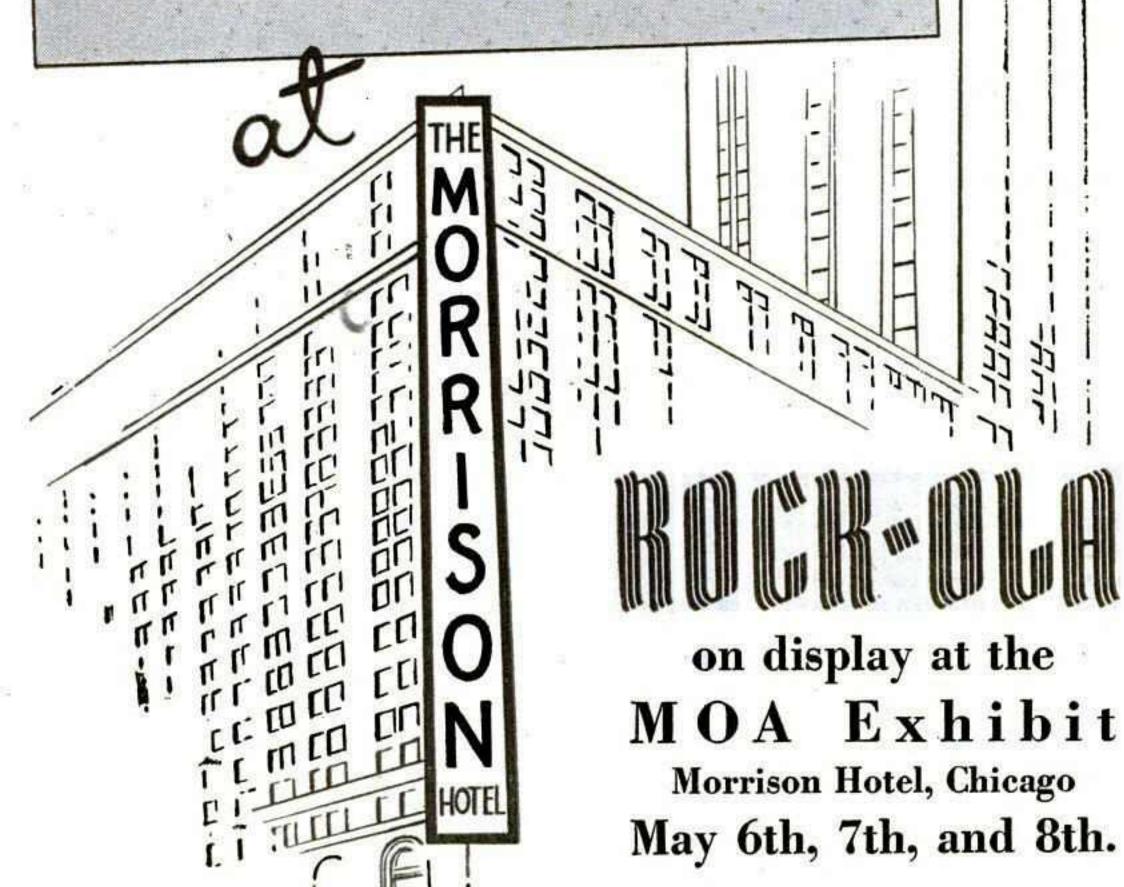


MUSIC OPERATORS of AMERICA



You are cordially invited to visit the ROCK-OLA Booth at the MOA Exhibit. We will display our complete line of phonographs and accessories for your inspection and members of our Sales Staff will be present at all times to answer your questions and to be of service.





Allen's Reply to the Editor

Continued from page 120

To the Editor

certain labor unions have been taken over by notorious criminals their report may not logically be construed as an attack on organized

taking exception to the remarks of, say Father Coughlin, it may not in logic be concluded that his statement constitutes an attack upon the Catholic Church.

"I deliberately belabor this point labor. If a man writes an editorial for the reason that its obviousness

evidently escaped your reporter's article was the juke box item and attention and hence he needs to hence your treatment of these two have it pounded home.

"Now, as to the facts: As you are well aware there are gangsters in the juke box industry. There are only a few of them, but even one is one too many. Wherever a criminal assumes power in any legitimate business he does it at the expense of honest men working in that industry. My reporting what The Billboard is only too well aware of, therefore, was a statement in support of the juke box industry, since turning the spotlight on the hoods is one of the things that must be done to stir up public sentiment against them. Public sentiment in turn awakens the sometimes tardy minions of the law and therefore often has excellent effects, as has been shown countless times, and particularly, by way of example, in the current New York City investigations into labor racketeering (the Victor Reisel attack) and so forth.

"Your writer deliberately falsi fies when he says 'STEVE ALLEN COMPARES JUKE INDUSTRY WITH DOPE PEDDLING.' In fact I think that headline deserves some sort of prize for being possibly the most flagrant example of editorial distortion of the year. Nor was there reason for the sarcasm evidenced by your use of the phrase top secret information' to describe my reference to gangsters owning of night clubs and engaging in other activities, since I prefaced these comments by saying 'I suppose everyone already knows that . . .' The only bit of news in my

parts of my story is but another indication of the fact that your rebuttal deliberately ignored facts in favor of sensationalism.

you were in honesty aware. I do 2, 3, etc. not make up the page on which my more than pleased to write a in the paddle wheel. lengthy article, space no issue, giving names, dates and facts of this unsavory picture wherein known criminals have strong-armed honest, defenseless juke box men and taken defending, not the gangsters. (Pen- strip. cil marks were around the following remark on Allen's letter.) I feel fairly certain, however, that Billboard will not feel like printing the article I could write since the juke box industry represents a heavy part of Billboard's advertising revenue and there's no sense endangering one's pocketbook, is there?

"I agree with you that 'the fight' (against gangsters) may be too often attempted by so many that don't have the facts,' but I assure you I do have them, and since you and I both know what they are why do we waste time writing to or about each other? I will be happy to support Billboard any time in any attack it makes upon the tough boys in the business.

"Another factor, incidentally, may not have occurred to you. As a recording artist it is now to be presumed that my records will never lining up directly alongside of the again be played on any juke machine owned or operated by a criminal. That's fine by me. If the honest 99 per cent of the owners play my records I'll do all right. I herewith insist that you provide your readers with a clearer picture of what I intended than was given by your two earlier reports, and suggest that the simplest way to do just that would be by printing this letter. (If you like you may eliminate the lines marked in pencil above.)

"Yours in the interests of honest journalism,

(signed) Steve Allen.

Editor's Reply

cent is bad for the industry and gives it a black eye. That's why we took issue with this statement of your in Cosmopolitan: "You might be interested to know that the juke box at the corner malt shop may be a mob operation."

Such a statement questions all people in the juke box industrythe 99 per cent and the 1 per cent. And therefore it does great damage to the 99 per cent of the nation's operators you and The Billboard both defend.

Several remarks in your letter ruffled our feathers-just as some in our article understandably ruffled yours. Just as we regret ours, we're sure you do yours, too. Your reference to our advertisers, for instance. We know that Billboard advertisers are as deeply concerned as it is possible to be to rid the industry of its fringe hoodlum ele-

We're glad to learn from your letter that you hold the same opinion on the hoodlum question as we do.

We hope this clears up our opinion for you. We're grateful for whatever information you have that will help this industry solve its hoodlum problem and the bad press it brings with it.

The Editors

Every conceivable kind of

AMI Details

Continued from page 120

in a single direction and will play both sides of a disk before passing "Lack of space had nothing to do on to the next selection. Recordwith the issue either, as I am sure playing sequence, therefore, is 1,

As viewd by a playing customcolumn appears. The editors of er, only a small portion of the Cosmopolitan add pictures, etc., as record mechanism is visible. A their judgment and experience dic- dress panel covers everything betates. If Billboard is truly interested low the record turntable, leaving in the facts, however, I will be only three of four records visible

Title Strips

Title strip arrangement is at eye level as on other AMI models. All 200 selections are visible, 10 rows of title banks, 20 tunes in each over their territory. These honest row. However, push buttons are men are the ones you should be no longer located with each title

> The new AMI model has incorporated two-button play. The selection panel, which is located to the right of the title strips, features three vertical rows of buttons. One row is lettered from A to K, the other two are numbered from 1 to 10 and 11 to 20. Selections are made by pressing one lettered button and one numbered button.

The G-200 is available in eight colors. The high fidelity sound system features separate bass and treble horns.

Wall Box

Accompanying the G-200 is a new 200-selection wall box and hideaway unit.

The new wall boxes use standard full-length title strips and can be mounted on the firm's current bracket for use at counter spots.

The wall box features singlebutton play, with each title strip appropriate push button.

The wall box can be set for any price combination offered in the G-200. Hinged title strip pages snap out of the wall box for easy servicing.

The 200-selection hideaway features the same mechanism and improvements as the G-200.

Coin Row Eyes

Continued from page 120

companies failed to go along at that time.

Charles A. Robinson, of C. A. Robinson Company, takes the attitude that the firms are open only 31/2 hours, as nearly all close at either noon or 1 p.m. Robinson is for remaining closed all day.

Paul A. Laymon, of the firm that bears his name, said that he would go along with the others.

Wayne Copeland, of Sierra Distributing Company, only recently opened a one-stop record department, which would make it impossible for him to close on that day.

All of the companies are desirous of giving employees long weekends, The Billboard learned. They point out, however, that small operators do not carry spare parts and a machine that breaks down cannot be operated on two of the biggest days of the week.

Assn. Letter

Continued from page 120

provide for three or four conver-

3. Never convert a machine on location. Take the machine to your shop. It is psychologically essential to have the location owner and his staff to look upon a dime play phonograph as a different machine.

4. Make a concerted effort. Try to change the phonographs in the principal location in a community at the same time. The same is true whether in a large city neighborhood or in a small village.

5. The results. Generally there is an increase in collections from 20 to 40 per cent immediately following the change-over. Frequently, after several months, the increase can go up as much as 75 per cent.

Copyrighted material



MICHIGAN AND TOLEDO, OHIO, **OPERATORS**

Angott Distributing Company, Detroit, invites you to drop in to its Suite during the M.O.A. Show in Chicago.

> Suite Room Numbers 827-828-829

DISTRIBUTING COMPANY 2616 PURITAN AVENUE DETROIT, MICHIGAN







ROLLS UNDER THE BOX rubber wheels In toe plate.

ND OUT

of truck on

led-type



WHEELS SWING BACK TO BALANCE THE LOAD ... forward for eliding under box.



SLIDES UP AND DOWN STAIRS. Box is cinch trapped in place.

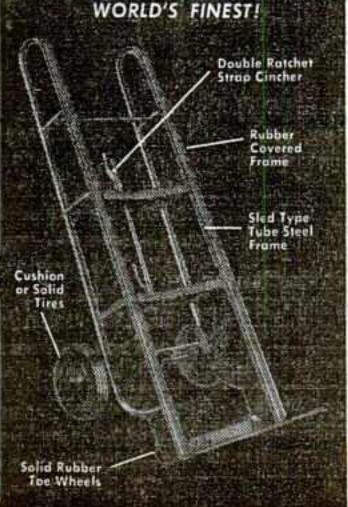
SAVE MONEY ON DELIVERIES and pick ups with an Easload Hand Truck. One man can actually handle any juke box up to 800 lbs. easily and safely without help. It's the only truck that takes the load off the man and balances it with retractable wheels. The well-braced, all-welded tube steel frame is the finest construction.

It will pay you to try an Easload-it's the best. Has ball bearing wheels with cushion or solid rubber tires.

ORDER BY MAIL . ONLY \$53.50 F.O.B. Los Angeles

Ship and bill at once. Check enclosed. Send C.O.D. STATE ORDERED BY

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2 YRS. OLD

Sked W. Va. Convention June 22-23

CHARLESTON, W. Va .-- The West Virginia Music Operators Association's second annual convention will be held June 22-23 at the Daniel Boone Hotel here, Dana M. Hicks, executive secretary, announced last week following a board of directors meeting.

Jack (Red) Wallace, president, named the following operators to work on the convention committee: William N. Anderson, of Logan, chairman; Max Carpenter, of Beckley, and Mrs. Laoma Ballard, of Belle.

Hicks said that all operators in the State would be invited to the event, also all distributors and manufacturers. He said that this year's meet was expected to far exceed last year's in both attendance and in accomplishments.

All operators have been asked to write directly to the Daniel Boone Hotel for reservations.

Conciliation

Continued from page 120

tion owner's fee of \$1 per location, plus \$1 per machine on location was proposed.

Highlights of Small's presentation were:

trade papers and newspapers.

- 2. Fees in neighboring cities were pointed out, most being considerably lower than the proposd Melvindale fees.

3. Statutes of Michigan provide that a license must be for the purpose of regulation, not for profit requirement, it was contended.

4. Small indicated that operators generally felt they would using the organization as a clearing growing numbers, James A. Gerahave to pass along any additional expense of this type to their loca- information was under considera- Pielock were appointed to present tions in form of some adjustment tion by the Massachusetts Music a slate of four officers and six adof commission. Thus, the proposed Operators' Association at its recent ditional members of the Board of tax would actually become a tax on local business.

Juke boxes were restored to service April 18 after it was agreed by the Council that the machines could continue to operate without being considered in violation of the ordinance.

YES, MRS. OP, HE'S AT MOA-**DIAL DE 2-4820**

CHICAGO -- There's no need to lose track of your friends and relatives Saturday (5) thru Tuesday (8). You can find them at the Music Operators of America show at the Morrison Hotel here by calling Dearborn 2-4820.

Free local phone service is provided MOA visitors by The Billboard information booth. Visitors can make business contacts and receive emergency calls (and calls from their wives) thru this number.

The Billboard booth will take the message or "call back" numbers and page conventioners in the halls or ring room numbers. House phones, transportation and other information will also be available.

Music Goes 'Round 25,000,000 Times

Continued from page 43

change and adjustment.

number of operators who are pro- pace with climbing costs. gramming semi-classics.

of operators programming more of check shrinking profit margins. more selections provide.

New Outlook Selectivity is the juke box; in selectivity lies the basis for the a dime appears to be much lower dominant position the juke box has than that figure may suggest. The in the world of pop music. With Poll indicates that well over half caps. increased numbers of selections on of this 70 per cent operate fewer machines five years ago, the in- than 50 per cent of their routes at dustry got a new future of growth. a dime, over a third fewer than Again, the fact of increased se- 25 per cent. A special report on lectivity-specifically, 200-selection dime play progress-which appears equipment-is the central one elsewhere in this section-offers

1. The industry, as represented trends were pointed up: That the Other methods of keeping inby UMO, has achieved a recog- one-stop is increasing in importance come parallel to costs-commission nized status of public service. A in selling disks to operators; that arrangement which provide "guarbrochure was introduced to the increasing numbers of operators are antees" or "first money"-are ave-Council presenting commendations buying records every other week nues which the Poll does not infrom Sen. Estes Kefauver, the instead of every week. In music dicate are being explored. Actually, other officials, and reprints from showed that an average of almost flat percentage commission is a 77 per cent of equipment now on little more favored than a year location are 1950 models or newer; ago (see complete Poll results elsethat almost 72 per cent are 80 where in this section).

is surely indicated.

suggests this as a certain area of or more selections; that almost 74 per cent play 45's.

Another effect which larger-ca- The other big factor in today's pacity machines appear to have on outlook of change and adjustment records programmed as indicated the juke box operator faces is the by the Poll is the increase in the need to increase his income to keep

Increasing the price per selec-Besides this classification, how- tion from a nickel to a dime, with ever, the Poll shows that only three-and sometimes four-for a rhythm and blues and pop cate- quarter, is the most popular means gories made gains, i.e., the number operators are currently using to

these types were up. All other Results of the Poll confirm reclassifications either dipped or ports that dime play is continuing showed no significant increases to spread, and that in the past over last year. It would seem that year, it has registered impressive it is too early to determine to what gains. The Poll shows a significant extent operators will make use of increase in the percentage of opthe opportunity to program a erators-70 per cent- who reported broader variety of music which they operate some of their equipment at a dime.

Dime Move

But the number of machines on which new thinking and planning further evidence that dime playfor all its evident benefits and suc-In record buying analysis, these cesses-is slow in coming.

Mass. Ops Mull Use of (or to raise funds). A fee such as that proposed was contrary to this

BOSTON—The desirability of Because of the association's house for the exchange of credit cos, David Gropeman and Stephen meeting in the Hotel Beaconsfield, Directors for consideration at the Brookline.

David J. Baker, president, said that the system could be used as a valuable means of not only exchanging credit information, but for the reporting of losses by unpaid loans, advance commissions and other financial problems that operators have in common.

The move has received the serious consideration of the directors, Baker said, and a definite recomendation is expected shortly.

Dues Reduced

Because of the growth of the Association since January 1, it was voted to reduce the dues from 45 cents per machine per month to 40 cents. It was also agreed that a maximum be set on the assessment against any member on the number of machines on which he paid dues. Any member operating more than 100 machines would be assessed for only 100.

A blueprint of the plan for MMOA support of the 1956 Cerebral Palsy Campaign was presented. Definite plans were drawn up for the placing of music machines, which will mostly be supplied by distributors, in locations secured by the CP organization. This also calls for the donation of used records by the operators, the distributing of coin collection con-

annual meeting on June 13.

Because of the inconvenience of Thursdays for some operators, monthly meetings will alternate each month starting with the second Monday and going thru the second Thursday. Because of the MOA convention the May meeting will be postponed until Tuesday, May 15.

Joe Van Named **National Rejectors** N. Y. Branch Mgr.

ST. LOUIS -- Joe Van was appointed last week as manager of the New York branch for National Rejectors, Inc., here.

With National for many years, Van started as a field service engineer, rose successively to service manager, manager of sales engineering, and now to the New York branch management.

National Rejectors' branches carry a stock of parts and offer repair service for their respective territories, according to J. I. Cleary, manager of sales.

The New York branch serves the States of New York, New Jersey, Pennsylvania, Maryland, Delaware tainers at locations and possibly Connecticut, Rhode Island, Massathe donation by operators of a few chusetts, New Hampshire, Ver-20-selection machines that are no mont, Maine, and the District of Columbia.



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NELSON MODERNIZATION KIT

Easy to Install. No Special Tools, Complete Kit Includes Popularity Meter. Takes Only One Hour to Install.

CONVERT YOUR SEEBURG M 100 A'S TO 45 RPM & KEEP ONE STANDARD RECORD LIBRARY 45 RPM's

Clip and Mail this Coupon Today!

D. W. Price Corp., Mfrs., 11167 W. Pico Blvd., Los Angeles 64, Calif. 1-1/3 deposit, belance C.O.D. | 2-Check in advance, kit shipped prepaid | KIT SHIPPED ON OUR MONEY-BACK GUARANTEE. 3-Send literature & guar.

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ADDRESS ALL ORDERS AND INQUIRIES TO:

THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

Business Opportunities

Detroit Police Commissioner, and machine buying analysis, the Poll the Poll shows instead that the EARRINGS, PINS, CAN BE PUT IN CAPsules, \$6 per gross only, plus postage, c.o.d. New England Jewelry, 124 Empire St., Dept. B. C., Providence, R. I.

> EXCELLENT MONEY MAKING OPPOR-tunities in coin radios & coin television for operators & distributors; installations made in hotels & motels; write or wire for details and prices Coradio. Inc. 196 Albion Ave., Paterson 2, N. J. ch-my26 ****************

Help Wanted

EXPERIENCED VENDOR SALESmen. New, high-speed, hot sandwich ma-chine. Designed for route sales. Not an infra-red. Electrical operation, priced for real volume sales. Automatic. Non-coin operated. Ail papers accept your ads. We drop ship your orders. Top commissions. Full details furnished if your first letter states experience in vendor sales and what lines sold. Write Box 165, c/o Billboard, Chicago, Ill.

Parts, Supplies & Services

STAMP FOLDERS DIRECT FROM MANU-facturer, unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust 7-1488. my26-ch

Routes for Sale

Routes in fast growing beautiful Colorado. Gum, capsules, nuts; 800 Acorns, Victors, Silver Kings on location. Brackets, stands, merchandise, van truck included. I'm going to give someone else a chance, too. \$12,000 total. Faye, 1635 Osceola St., Denver 4, Colorado.

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES, \$25 and up. Other vending machines, \$5 up. Established over 29 years. Mack H Postel, 2952 Milwaukee Ave., Chicago 18 Ill. my26

CANDY VENDERS, REFRIGERATED, SAC-rifice price of ½ list; 14 brand-new. United States Vending Corp., in original crates. Tropical Trader, 2600 Biscayne Blvd., Miami, Fla.

CIGARETTE--CANDY--COFFEE--CIGAROMAT

-Factory Distributors-U-Select-It, Candy & Coffee, Lehigh, PX.

Royal "17" Cigarette, Watling Scales, White's Comb Vendor & Combs. Write for complete details, prices, installment terms. TEXAS ASSOCIATED ENTERPRISES P. O. Box 1068, Amarillo, Texas. Dr. 3-8022

COINOLA NICKELODEON play; has unique set of flutes, plano, mandolin. Refinished nice Cactus-Green. First \$300 takes with 6 rolls. Jos. Collins, 2120 Grace, Dubuque, Iowa.

FOR SALE—23 POKERINO SCIENTIFIC make, Formica top, \$75 each; also 20 Pakerinos, 6-foot length. Acme Amusement Co., 3210 Boardwalk, Wildwood, N. J. Phone 22816.

PEANUT MACHINES, \$4.50 EACH. NORTH-western Model "33" is venders with locks. Very clean. De Cotes, 26 Duane Avenue, Binghamton, N. Y.

SANITARY VENDING MACHINE HEADQUARTERS

"Spare" sanitary napkin venders. DAV razor blade venders, Advance 23C's National #5, National #15 and other flat package sanitary venders. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.

Authorized factory distributor of ADVANCE VENDING MACHINES

NATIONAL SANITARY SALES Dept. B-8, 6640 N. Western Ave., Chicago 45

SCALES—MILLS, JENNINGS, HOCK-OLA, Pace, Navco, etc.; route of 85 or single. 18 Wurlitzer Skee Ball Alleys. A. M. John-son, Sylvan Beach, N. Y.

UNITED POOL TABLES, LATE MODELS, \$125; Broadways, \$595; Pixies, \$350; Triple Plays, \$325; Big Times, \$245; Manhattans, \$240; Gun Patrol, \$695; Atlantic Citys, \$24.50; Rio, \$65; Tahitis, \$49.50; Tropicanas, \$175; A.B.C., \$15; Shuffle Pool, \$39.50; United Official, \$39.50. Want Bally Carnivals. West Way, 3337 State St., Salt Lake City, Utah.

VENDING MACHINES, PARTS, ALL SUPplies, Ball Gum all sizes, 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies, 1¢ Hersheys, 320 or 520 ct. Candy Coated Gum, Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. King & Co., for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ili. my26

10 CHAMPION CAPSULE VENDORS, FULL of capsules, brings \$1,650 gross, \$7 each; 26 Champion 1¢ and 5¢ vendors, \$4; 75 Vendomatics 1¢, for gum or round charms, \$4; 19 Silver Kings Jrs., for cloro pellets or has nut changeover (5¢), \$4; 29 Northwestern 33s & 40s¢ \$4.50, for peanuts or loose candy 1¢; 37 Regals 1¢ and 5¢, some gum, some nuts or loose candy, \$6. We need room. 1/3 down, balance c.o.d. Kap's Vending Co., 2315 Arapahoe St., 45 years at same address, Denver 5, Colo.

Wanted to Buy

CIGARETTE, CANDY AND OTHER VEND-ing machines; give full description and lowest prices. Box 673, The Billboard, Chi-

VENDING MACHINES WANTED-NORTHwestern 49's, Silver Kings, Acorns, Top-pers, counter games. Send us your list. Rake, 609C Spring Garden St., Philadelphia 23. Pennsylvania. chtfn

WILL BUY EVANS CENTURY AND HOLI-day Phonographs. Write stating condition, price and quantity. Chet Manhardt, Hazel-hurst, Wis.

every conceivable kind of

EQUIPMENT, SUPPLIES AND SERVICES

has been sold in The Billboard

WHAT DO YOU HAVE TO SELLS

Write Box 666, 2160 Patterson St., Cincinnati, Ohio

Juke Bill May Pass in 1956

Continued from page 11

(S. 590) may be reported out of the Senate Judiciary Subcommittee on Patents and Copyrights and come up for discussion on the floor of the Senate without further hearings could not be corroborated by committee counsel, George Green. Green said that "briefs filed by attorneys of both sides have been correlated and submitted to Senator O'Mahoney, but no decision has been reached and none is expected for some time."

Senator O'Mahoney, chairman of the subcommittee, indicated at the time of informal hearings that no further action would be taken until a thoro study had been made (The Billboard, March 24). However, since the committee expressed the belief that the informal meetings "fairly represented" both sides of the fracas, formal hearings could be bypassed. On this subject, too, Green said that no decision had been reached.

John Floberg, attorney for juke box manufacturers, feels certain that hearings will be called before any further action because of "great interest" expressed in the bill.

Paul Cunningham, recently elected ASCAP president, expressed the view that the association is "ready to sit down with members of the coin machine industry at any time to discuss an equitable settlement."

FOLK TALENT AND TUNES

Continued from page 114

show, aired Monday, Tuesday and Wednesday, has gone over well. We start auditioning new records at 10:30 Monday morning and by Wednesday play both sides of all the new platters received for the week. On Thursday we feature the best of the new records, and from these we select the single outstanding new disk for the week. Winning disk is announced on our Saturday evening 'Top Six Plus Two' show, The record is then played on all programs during the ensuing week."

Fred Brooks, WTJS, Jackson, Tenn., reports that the early-morning show at WTJS has been changed. "Harry Bryan, the Singing Cowboy, now has a show of his own, writes Fred, "so he and I no longer do the program together. Show is now called 'Fred's Farm.' I also have another program on which I feature a different artist each day. Any country artist who would like to talk to my listeners can do so by sending me a two or three-minute taped interview."

Pete Smythe, KOA, Denver, recently sent out 50 honorary commissions to fellow shipmates who were with him on a cruise of the Carribean as guests of the Navy. Smythe made each an admiral in the Tincup, Colo., navy. Tincup, once a booming mining town high in the Colorado Rockies and now a ghost village, is the mythical scene of Smythe's daily disk show over KOA. . . . Eddie Skelton and band are currently doing two shows a day over WMCH, Church Hill, Tenn. In addition, Skelton twirls three hours of c.&w. stuff daily over WMCH. . . . Bill Morgan has been picked by WSM, Nashville, to country music show. ~

COINMEN YOU KNOW

Memphis

By ELTON WHISENHUNT

DELEGATION AT MOA CONVENTION. A group of Memphis operators and distributors are attending the Music Operators of America convention in Chicago this week. Among those in the Windy City are Clarence A. Camp, president of Southern Amusement Company; Parker Henderson, general manager, and Robert Goad, salesman; Allen



Dixon, vice-president and general manager of S & M Sales Company, and Earl Montgomery, secretary and treasurer of S & M; R. E. (Buster) Williams, president of Williams Distributing Company. ... Drew Canale, 32, owner of Canale Amusement Company, and his former secretary, Helen Mc-Adams, 26, were married May 9 at Immaculate Conception Church. The wedding, of wide interest among coin machine operators here, climaxed a business association of seven years during which Miss McAdams helped build Canale's business from the ground floor.

In Memphis from the Mid-South buying equip-HENDERSON ment and supplies at Sammons-Pennington Company, Seeburg distributor, were Mahon Jones, Mahon Jones Music Company, Holly Springs, Miss.; Pat Harrington, Harrington Sales Company, Houston, Miss.; Bob Bruner, John & Frank Music Company, Marked Tree, Ark.; Ted Combs, Oxford Music Company. Oxford, Miss.; Al Busby, Busby Music Company, Oxford; J. H. Stafford and Emanual Nassar, of Stafford Music Company, Shelby Miss.

Claude Shute, largest bulk vendor in Mid-South, is busy these warm spring days on his vast route of over 1,000 locations in three States-Tennessee, Mississippi and Arkansas. He reports penny gum and nickel charm vending picked up considerably with spring weather. . . . Other vending ops busy with converting to spring and summer fare in their food vending machines at industrial locations are R. E. Swanson, owner of Chickasaw Canteen Company, and John D. H. Meyer, owner of Meyer Sales Company. . . . Clarence A. Camp, owner of Southern Amusement Company, reports fishing is good at Horseshoe Lake, Ark. He has a cabin there and likes to spend most weekends at the lake.

Memphis ops seen recently at Southern Amusement Company, phonograph and game distributors: A. F. Furlotte, Johnny Novarese, Poplar Tunes Record Shop; Doug Highfill, Rainbow Amusement Company; Jimmy Rutledge, George Smith, E. T. Luckett. . . . Mid-South ops who dropped in for supplies were T. P. Aaron, Aaron Amusement Company, West Memphis, Ark.; Clinton Collins, Crystal Amusement Company, Grenada, Miss.; Bill Forsythe, Forsythe Amusement Company, Millington, Tenn.; Bill Uttz, Dixie Novelty Co., Covington, Tenn.; Pete and Bob Smith, Smith Music Company, Dyersburg, Tenn., and J. A. Butcher, Butcher Amusement Company, Dyersburg, Tenn.

Boston

By CAMERON DEWAR

APRIL IN PARIS. David J. Bond, president of Trimount Automatic Sales Corporation, spent last week with his wife in Paris. Dave visited most of the operators and distributors around and spent some time with Jimmy Delarue, one of the leading distributors and operators in the French capital. Weather turned out just like New England, cold and damp. The Bonds will go on to Antwerp, where Dave will look in on many friends and customers.

Irwin Margold, holding the Trimount fort at home, says Arcade and kiddie ride equipment is picking up after a slow start. Reports Mutoscope's Rock and Roll and Williams Crane are going exceptionally well. . . . Russ Eckels, Trimount's background music system manager, setting up display for the Hotel & Restaurant Show here. Trimount's service manager, Bob Bourque, just became the proud papa of a bouncing boy.

Another traveling ambassador is Jerry Flatto, of Boston Record Distributors, who has landed in London with his new wife after their wedding in New York. Personable Jack Sager is carrying on for Jerry at the Washington Street establishment. Louis Blatt, of Atlas Distributors, using the Hotel & Restaurant Show as a showcase for the NEW CAL AT UNITED, INC. Ruth Beckman is the new front office christening of the new AMI in these parts. Louis flies to Chicago to AMI headquarters and to take in the MOA convention. . . . Bob Jones, of Redd Distributors, really working now that the poor weather spell is over and is busy pushing out game shipments as fast as they come in. Redd is having a big play particularly with the new Bally Night Club and kiddie rides starting to boom. . . . Ed Ravreby, of Associated



BAKER

Amusements, reports United's Star Dust and Star Slugger taking a sudden upswing. In the midst of moving, Ed is trying to take care of the upswing in demand for Arcade equipment and kiddie rides. He and many others, including Dave Baker, of Melotone Music, Arlington, boarded the Chicago special. Al Robbins, Baker's partner, reports cigarette sales climbing again. Says patrons are getting used to putting 30 cents in vending units.

Louis Magerer, of National Vendors, Inc., finds after a wide tour of the territory that cigarete machines have been converted to 30 cents in nearly 60 per cent of the locations. Louis says locations are doing much better volume as a

result. . . . Down from the North last week buying games and music were Louis Taube and Jerry Lazar, of Manchester, N. H.; Durgin Noyes made the long trek from Presque Isle, Me. Up from Connecticut came Al Riquer, of Williamantic, and Charles Magenta, of Thompsonville. Bay Staters in the Hub were Ray Shea, of Worcester; Leo Dugas, of Athol; Al Dolins, of Hyannis, and Eddie DeWolfe, of Springfield.

New York

By AARON STERNFIELD

handle the station's new all-night Machine Division of the United Jewish Appeal met at the Henry Hud- Ritt and Bud Stiehm; Bob Morgan, Walter H. Johnson Company, and son Hotel Wednesday (2). Lou Boorstein, committee head, reported that Joe Spasaro, Ziegler Chocolate Company.

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

May 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, Pawa-

nee Hotel, North Platte. June 3-6-National Industrial Recreational Association Con-

vention, Hotel Statler, New York. June 5-Anthracite Music Operators' Association, monthly

meeting, Wilkes-Barre, Pa. June 5-California Music Merchants' Association, Los Angeles

division, association headquarters, Los Angeles. June 5-Washington Music Merchants' Association monthly

meeting, association headquarters, Seattle. June 6-Music Operators' Society of St. Joseph Valley,

monthly meeting, offices of Carl Zimmer, Mishawaka, Ind. June 6-Summit County Music Operators' Association,

monthly meeting, Akron. June 7-California Music Merchants' Association, Sacramento division, monthly meeting, association headquarters,

Sacramento. 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, New York.

June 22-23-West Virginia Music Operators' Association, directors meeting, Daniel Boone Hotel, Charleston.

contributions are running ahead of last year. Next committee meeting will be May 13 at the Henry Hudson.

Carl Pavesi, president of the Westchester Music Guild, is recovering from a recent illness. . . . Mrs. Rose Pollak, wife of Seymour Pollak, Tarrytown music operator, is on the mend after her recent operation. . . . The May meeting of the Westchester Operators' Guild has been changed from May 21 to May 14 because the organization's annual dinner will be held May 22. Ticket sales and journal ads are

Mrs. Charles Brinkman, wife of the Rowe vice-president, recently presented her husband with a fourth child, a son. . . . Recent 10th Avenue visitors were William Coddington, Hurleyville, N. Y.; John Bulloch, Hurleyville, N. Y.; James Haley, Middletown, N. Y.; Tom Gobel, Beacon, N. Y.; Anthony Catonese, Suffern, N. Y., and Mrs. Gertrude Browne, Beacon, N. Y.

Hank Peteet, Wurlitzer field engineer, was in town visiting Joe Young and Abe Lipsky. . . . Murray Kaye, Atlantic-New York, reports sales of the Seeburg V200 going strong.

Milwaukee

By BENN OLLMAN

gal at the United, Inc., Wurlitzer distributor office. . . . Mike Young, Soldiers Crove, and Bill Miller, Appleton, stopped by last week at Hastings Distributing Company for a few items needed on their routes.

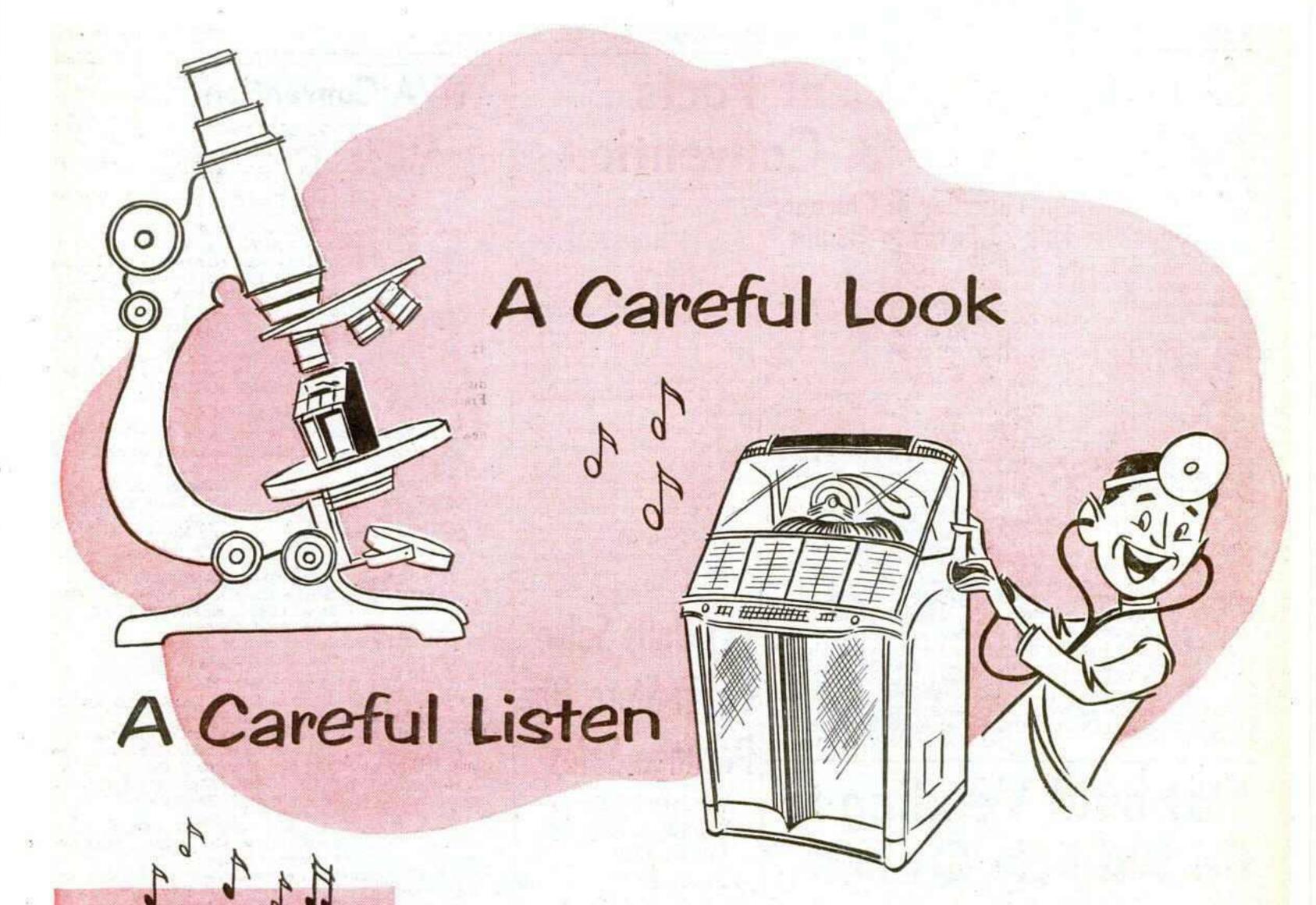
Sam Hastings, back from a weekend of fishing with Clyde Nelson at the latter's Wolf River home, reports he landed a string of 16 goodsized walleyes. Clyde, he adds, is once again in the coin machine business. Nelson now has a small string of music and games equipment on location in the Fremont, Wis., area.

Recent stop-ins at the United, Inc., stronghold were Mrs. Oliver Williams and her son, Stanley, and his wife. They operate a route in the Bailey's Harbor, Wis., region in Door County. . . . Kenneth Crum, the new Paster Distributing Company salesman, is sending in nice batches of orders from the Northern Wisconsin territory, according to his boss, Sam Cooper. A visitor here last week was Ed Ratajack, AMI sales manager. He came up from his Chicago office to spend a day.

"Can You Find It in Your Heart," by Tony Bennett, is high on the list of music operators' preferences these days, according to Bill Farr, Columbia Records man. . . . Mr. and Mrs. Herb Geiger, of Geiger's Automatic Sales, journeyed up to Rochester, Minn., last weekend. Their daughter, winding up her first year of nursing training at St. Mary's School of Nursing, was to participate in capping ceremonies there, marking the event.

Johnny O'Brien, of Major Distributors, had a busy day escorting Miyoshi Umeki, new sensational Japanese jazz pianist on Mercury Records, and her manager, Edna Whiting, around to deejay appointments. They were plugging the artist's first release, "How Deep Is the Ocean" and "Why Talk?" . . . A group of local candy men are making plans to drive up to the Twin Cities for the Annual Gopher Candy Club Friendship dinner in May. They include Forrest Thibeau and Carl More than 30 members of the executive committee of the Coin Lorenz, Sperry Candy Company; Dick Wall, Holloway's; brokers Joe

125



That's all you need to prove that for Quality Construction, Cabinet Beauty, true Hi-Fi Tone, this wonderful Wurlitzer has it over the rest like a tent.

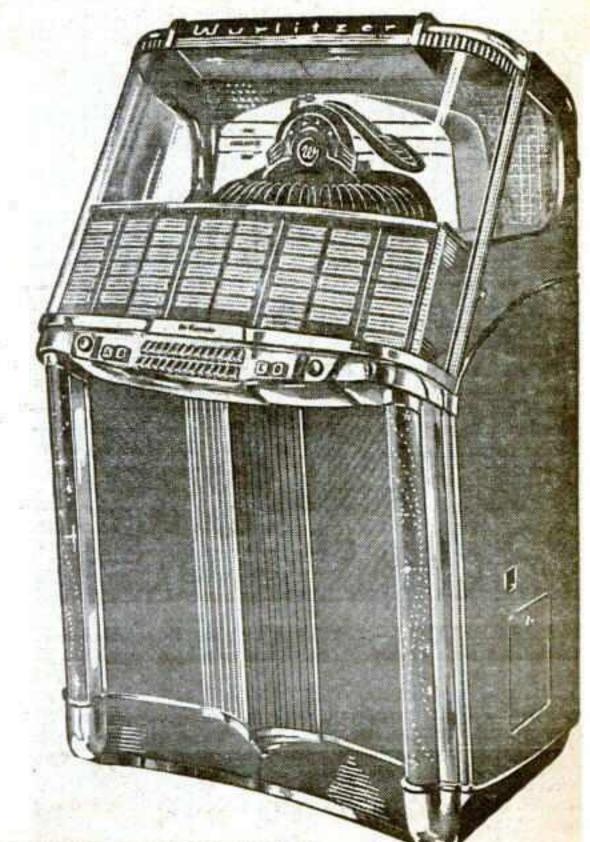
See Us BOOTH 6 MOA Convention



HIGHLIGHTING 100 YEARS OF MUSICAL ACHIEVEMENT

SEE IT, HEAR IT, BUY IT

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK



Cold Dollar & Cent Facts To Key 6th NVA Convention

Confab Opens Thursday in Chicago; 7 Speakers Set; 23 Firms to Exhibit

By BILL MASLOWE

CHICAGO --- From across the vending industry, operators, distributors, suppliers and manufacturers, will meet here this week at the Morrison Hotel for the sixth Vendors' Association.

Bannered "Vendorama of '56," the four-day conclave gets under dent of NVA, will officially open way Thursday (10), with seven speakers slated to discuss in detail every phase of the penny and nickel bulk vending industry, Paul Venetian Room. Crisman, convention chairman, announced. (See program elsewhere on a different subject, each will in this section.)

Of great interest will be the exhibits, one of the most complete fare of the operators as well as ever presented. Two manufacturers are to show new bulk venders for the first time, Crisman stated.

23 Exhibitors

this section.)

light the convention. The "Kick- Accounting Means More Profits." nation representatives of the bulk off" cocktail party at 8:30 p.m. Thursday in the Venetian Room; a buffet dinner, dance and entertainment program sponsored by Leaf Brands, Inc., Chicago, at 7:30 annual convention of the National p.m. Saturday, and the "Farewell Lion's International, Chicago, will Brunch" at 11 a.m. Sunday.

Moe Mandell, New York, presithe business sessions at 10 a.m. Friday with a welcoming address. All meetings will be held in the

While each speaker will dwell hit home with the "cold" dollar and cents facts pertient to the welpointing out the responsibilities of the distributor and manufacturer.

Friday's Speakers

Four speakers are scheduled to At press time 23 exhibitors had address the conclave Friday. At been confirmed, including 10 10:15 a.m. Rolfe M. Lobell, vice-equipment manufacturers, four president in charge of sales, Leaf product suppliers, seven charm brands, Inc., Chicago, will speak on "Security Thru Group Insur-(See exhibitors listing elsewhere in ance." At 10:45 a.m. Irving Shepard, Shepard & Schwartz, Account-

Three social events will high- ants, Chicago, will discuss "Proper At 11:15 a.m. Milton T. Raynor, general counsel of NVA, Chicago, will discuss "Now Is the Time to Fight," and at 12:30 p.m. Robert Channa, director of advertising, speak on "Service Clubs, Gum Balls and Dollars."

Election of Officers

Election of officers for the ensuing year will open Friday's sessions at 10 a.m. Addressing the convention at 10:15 a.m. will be Harvey Carr, Coin Machine Journal, Chicago, on "A Look at Things to Come." At 11 a.m. Frend Brandstrader, former legislative counsel of the National Automatic (Continued on page 132)

Cig Units Solve Package Sales

Venders Eliminate Pilferage, Step Up Traffic Flow

PHILADELPHIA-Thru installation of cigarette venders. Penn Fruit, a leading East Coast supermarket chain, has solved the problem of single pack sales in addition to stepping up traffic flow at its check-out counters.

Currently the chain has more than 60 vending machines installed in its 39 stores in Pennsylvania and New Jersey with plans calling for the installation of machines in its new stores in Maryland and Dela-

In addition to saving time at the cashiers' counters, a spokesman for the supermart disclosed:

"The cigarette machines have eliminated pilferage, the control of inventory and permitted us to dispense with the wire racks over the check-out counters."

Penn Fruit officials reported the firm purchased the machines from Arthur H. Du Crenier, Inc.

Richard Boylan Gen. Sales Mgr.

CHICAGO -- Richard (Dick) Boylan was named general sales manager for Logan Distributing Company here last week.

Jack Nelson, Logan owner, said Boylan will handle sales of the firm's vending machines, charm products and bulk vending supplies. Sales in these lines, according to Nelson, have been recently expanded.

Boylan, 31, a Chicago resident, has been with Logan nine months. Previously he was in the automotive field.

The firm, in its 10th anniversary year, has remodeled its showrooms to include a supermarkettype "serve-yourself" system for operators.

NVA Convention Program

Thursday, May 10

9:00 a.m.- 7:00 p.m.-Registration, sixth floor.

11:00 a.m.-Board of Directors Luncheon-Meeting, Parlor G.

1:30 p.m.-Ladies Committee Meeting. NVA Headquarters, Room 639.

4:00 p.m.- 7:00 p.m.-Exhibits open, sixth floor.

8:30 p.m.-"Kick-off" Cocktail Party, Venetian Room. (Music, dancing, entertainment, refreshments). Sponsors: Paul L. Price Company and Karl Guggenheim, Inc., both of New York; Northwestern Corporation, Morris, Ill.; Victor Vending Corporation, Chicago; Oak Manufacturing Company, Culver City, Calif.; Penny King Company, Pittsburgh; Plastic Processes, Inc., Freeport, N. Y., and Samuel Eppy & Company, Jamaica, L. I., N. Y.

Friday, May 11

All business sessions will be held in the Venetian Room.

10:00 a.m. -Welcoming Address: Moe Mandell, president,

10:15 a.m. - "Security Thru Group Insurance" by Rolfe M. Lobell, vice-president in charge of sales, Leaf Brands, Inc., Chicago.

10:45 a.m. -"Proper Accounting Means More Profits" by Irving Shepard, Shepard & Schwartz, Accountants, Chicago.

12 noon-Movie: "Drop of a Coin."

12:30 p.m.-"Service Clubs, Gum Balls and Dollars" by Robert Channa, director of advertising, Lion's International, Chicago.

2:00 p.m.- 6:30 p.m.-Exhibits open, sixth floor. 7:30 p.m.-Hospitality Night in Exhibitors Suites.

Saturday, May 12

All business sessions will be held in the Venetian Room.

10:00 a.m.-Election of officers.

10:15 a.m.-"A Look at Things to Come" by Harvey Carr, Coin Machine Journal, Chicago.

11:00 a.m.-"The Real Meaning of Industrywide Organization" by Fred Brandstrader, former National Automatic Merchandising Association legisla-

tive counsel, Chicago. 11:45 a.m.-"Operator's Potential Thru Diversification" by Frank Mencuri, vice-president, Exhibit Supply Company, Chicago.

12:15 p.m.-Open discussion.

2:00 p.m.- 6:00 p.m.-Exhibits open, sixth floor. 7:30 p.m.-Buffet Dinner by Leaf Brands, Inc., Chicago. by invitation only.

Sunday, May 13

11:00 a.m.-Farewell Brunch, Installation of Officers, and movie, "Wide, Wide World" by Rolfe M. Lobell, Leaf Brands, Inc., Chicago, Venetian

2:30 p.m.-4:00 p.m.-Exhibits open, sixth floor.

NVA Exhibitor List

Equipment Manufacturers

Atlas Manufacturing & Sales Company, 12220 Triskett Road, Cleveland.

Dean Manufacturing Corporation, 2888 Archer Avenue, Chicago.

Exhibit Supply Company, 4218 W. Lake Street, Chicago. Jennings & Company, 4307 W. Lake Street, Chicago. Midwest Postage Stamp Company, Inc., 533 S. Dearborn

Street, Chicago. Northwestern Corporation, 916 Armstrong Street, Mor-

Oak Manufacturing Company, 1411 Knightsbridge Avenue, Culver City, Calif. Victor Vending Corporation, 5701 W. Grand Avenue, Chi-

Williams Manufacturing Company, 4242 W. Fillmore Street, Chicago.

World-Wide Manufacturing Company, 174 S. 17th Street, Pittsburgh.

Product Suppliers

Beech-Nut Packing Company, Canajoharie, N. Y. Curtiss Candy Company, 1101 W. Belmont Avenue, Chi-

cago. Leaf Brands, Inc., 1135 N. Cicero Avenue, Chicago. Ohio Gum Supply Company, P.O.B. 155, Wickliffe, O.

Charms

Copyrighted material

M. J. Abelson Company, 2033 Fifth Avenue, Pittsburgh. L. M. Becker Vending, 124 E. Dewey Avenue, Brillion, Wis. Samuel Eppy & Company, Inc., 9-14 144th Place, Jamaica, L. I., N. Y.

Karl Guggenheim, Inc., 33 Union Square, New York. Penny King Company, 2528 Mission Street, Pittsburgh. Plastic Processes, Inc., 83 Hanse Avenue, Freeport, N. Y. Paul A. Price Company, 55 Leonard Street, N. Y. Royal Coin Company, Inc., 47 W. 46th Street, N. Y.

Trade Publications

The Billboard Publishing Company, 188 W. Randolph Street, Chicago. Coin Machine Journal, 407 S. Dearborn Street, Chicago.

National Vending to Be Publicly Owned

Firm Seeks Listing on Exchange; Merger In Works; \$20 Mil Volume Seen in '56

Vending Corporation, parent, company of the Continental Vending started with a small cigarette oper-Corporation and 14 operating subsidiaries, is scheduled to be listed the backbone of the firm's operaton one of the two major stock exchanges early in June.

The proposed entry will make a total of three automatic merchandising firms so listed. The other two are the ABC Vending Corporation and the Automatic Canteen Company of America, both on the New York Stock Exchange.

The Rowe Corporation had been listed on the American Stock Exchange, but, after its absorption by Canteen, the Rowe Corporation ceased to exist and the Rowe Manufacturing Company became one of the Canteen divisions.

National's bid for public ownership will come in the form of a merger with a firm already listed, The Billboard learned today (5). No further details about the proposed merger are available for publication.

Wiler Named Adv. Mgr. at Rudd-Melikian

PHILADELPHIA-Edward A. Wiler has been named advertising manager for Rudd-Melikian, Inc., manufacturer of hot drink vending machines. He replaces Jim Wickersham, who left to join the Mc-Cann-Erickson advertising agency on the Coca-Cola account.

Wiler had been sales promotion head. Moving into his old job is George Hopf Jr., formerly advertising manager at the Henry Disston Company.

NEW YORK — The National | National had its beginnings in the early 1930's, when Harold Roth ation. Today cigarette machines are ing subsidiaries, with 15,000 units on location in metropolitan areas thruout the nation.

Most amazing growth tho, has been in the manufacture of the Corsair cigarette machine by Continental, with 8,000 units turned out between July, 1955, when the firm first went into production, and April, 1956. Current production is at the rate of from 18,000 to 20,-000 units a year.

Complete Line

Last week Continental announced plans to go into the production on a complete line of food vending machines. Plant space in Logan Appoints Westbury, L. I., will be doubled, with another 35,000 square feet to be added by the fall. The origi-(Continued on page 130)

N. Y. COURT **PUTS OKAY** ON LOOK-SEE

NEW YORK -- A story which appeared in the May 5 issue of The Billboard cited a recent New York court decision on the all-charm vending machine. Actually, the story was about the mixed charm and ball gum vender with the look-see viewer. The allcharm machine has been approved here for some time. The story should have pointed out that the charm-ball machine is legal providing the purchaser can see the item about to be dispensed.

S"PREMIERE" ...introducing UAKS

Combination Ball Gum and Picture Card Vendor

Large Capacity

The "Premiere" holds 800 cards and 1000 ball gum.

Simplicity of Design

The "Premiere" was designed to provide maximum service with a minimum of servicing.

Cash Box Feature

The "Premiere" features a separate cash box to allow easy handling of collections.

Separately Locked Cash Box

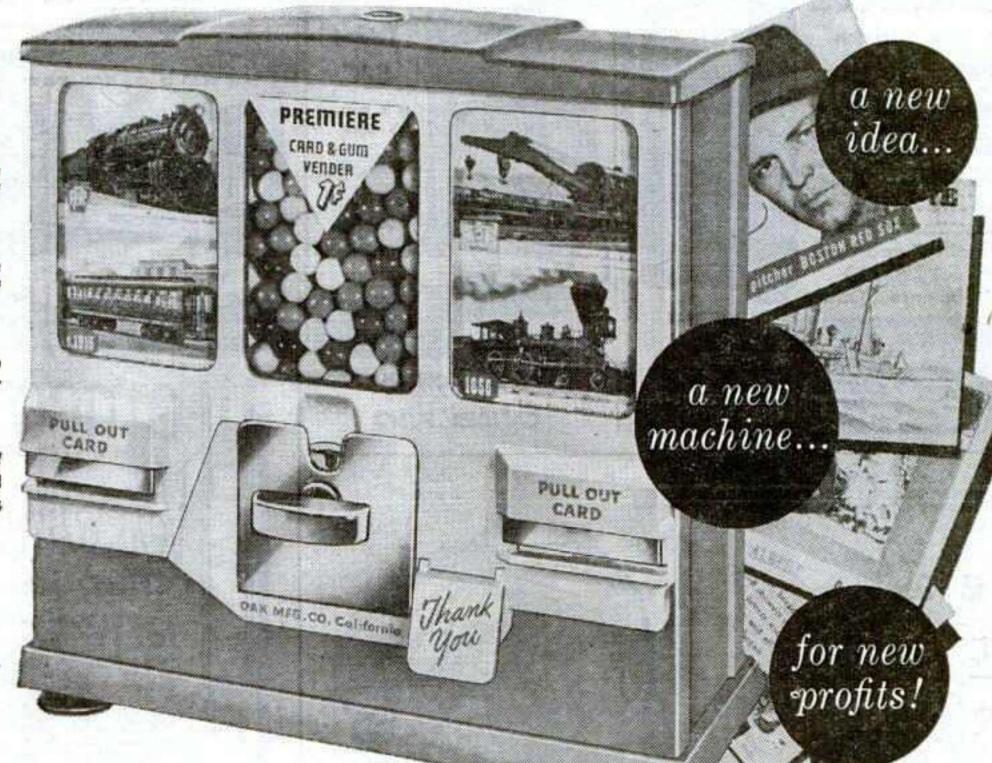
This feature permits location owner to re-fill cards and ball gum in your absence.

Trouble-Free Coin Mechanism

The "Premiere" has the same fool-proof coin mechanism that has been proved best in thousands of the famous "Acorn" Vendors.

from the makers of the famous

all purpose vendor



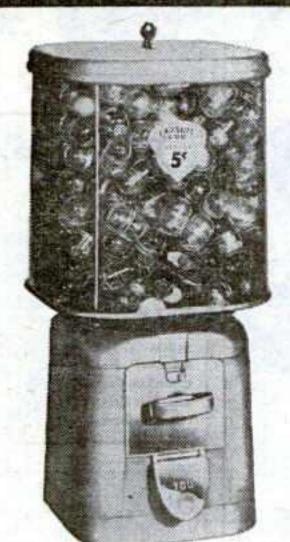
Vends Ball Gum AND Bonus Colorful, Fact-filled Souvenir Trading Cards ... BOTH FOR 1¢

Perfectly legal in every city in the U.S.A.

The new Oak's "Premiere" will be the kids' favorite the first time they see it. Souvenir Trading Cards on sports figures, ships, trains, etc., provide an educational hobby with the added fun of trading and collecting cards.

The Oak's "Premiere" was designed, engineered and produced by the Oak Mfg. Co., builders of the world famous line of Acorn vendors to provide long, trouble-free service.

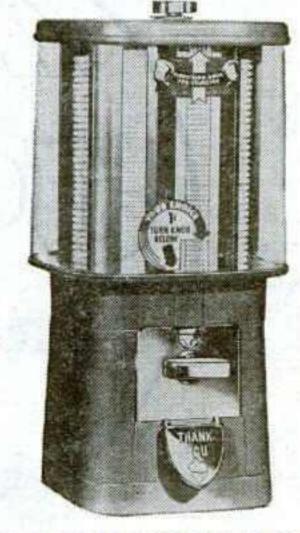
See it On Display At The National Vendors Assoc. Convention, Booth #643, Hotel Morrison, Chicago, III. May 10-11-12-13



OAK'S FAMOUS "ACORN" ALL PURPOSE VENDOR

Here's the all-time favorite of the vending business. The "ACORN" 1¢ and 5¢ all purpose vendor vends all bulk merchandise-nuts, ball gum, candy, charms, etc. It's quality features include; polished, easy to clean merchandise chute, tamper proof with a pick-proof lock, rotates stock, fills from top through wide globe opening, dispenses from the bottom, die-cast aluminum precision built with all parts interchangeable and perfect fit. The "ACORN" provides positive merchandise agitation with an easy portion adjustment and all materials used have been approved by health authorities, can be used without fear of contamination. Guaranteed to be mechanically perfect and offers interchangeable coin control for penny, nickel, dime, quarter or foreign coins. The "ACORN" is one machine with virtually no depreciation—today's machine appears the same as the original model!





OAK'S "GOLDMINE" TAB GUM SELECTOR

Vends all popular tab gum . . . Wrigley's, Adams, Beechnut, Chiclets, Charm candies, etc. Check these quality features; polished easy to clean merchandise chute, tamper proof with pick-proof lock, easy loading columns, merchandise rotates automatically, one piece plastic globe, merchandise can be seen from any angle, coin refused when column is empty, coin control interchangeable for penny, nickel, dime, quarter or foreign coins. The "GOLDMINE" is guaranteed mechanically perfect by the largest manufacturer in the world devoted exclusively to the manufacture of bulk vendors. The "GOLDMINE" is a die-cast aluminum precision built machine with all parts interchangeable and is shipped complete, ready to operate. One lock secures both money and merchandise and the "GOLDMINE" is extra easy to clean and service . . . it fills upright.

OAK'S NEW "400" CAPSULE VENDOR

Here is a die-cast precision built machine that provides easy servicing without crushing capsules or jamming because of half capsules. The "400" features a large capacity . . . approximately 400 capsules—for larger profits on each filling. All parts are interchangeable and fit perfectly, and the "400" is tamper proof with a pick-proof lock. The wide globe opening permits easy and fast filling and the "400" Is shipped complete, ready to operate. Coin control is interchangebale for 1¢, 5¢, 10¢, 25¢ or foreign coins. Shipped with 1c coin carrier and insert to changeover to vending lawbreakers or large 1" gum.

The "400" Conversion Head fits your present standard Acorn Vendor!

Contact Your Distributor

Pacific Coast Distributor OPERATORS VENDING MACHINE SUPPLY 1023 S. Grand Ave., Los Angeles

East & Midwest Gen. Sales Mgr. M. J. ABELSON Phone: At 1-6478 2033 Fifth Ave., Pittsburgh

send for free illustrated catalog Culver City, Calif.

MANUFACTURING CO., INC.

CIGARETTE MACHINE CONVERSIONS

on 25c and 30c Coin Mechanism Conversions for UNEEDA IMPERIALS, ROYALS, PRESIDENTS, CRUSADERS

ALL MODELS

 ROWE PRICE DIFFERENTIAL BARS Available: NEW CIGARETTE MAGAZINES (Containers) for all DuGrenier and National Machines. Will vend King Sixe & Reg. in all Cols. We can also "King Sixe" your old Rowe machines.

TERMS ARRANGED-WRITE FOR INFORMATION

CIGARETTE VENDORS

| National Model 9A, 9 Cols., 370 Cap | \$125.00 |
|---|----------|
| National Model 750, 7 Cols., 270 Cap. | 110.00 |
| Lehigh PX, 10 Cols., 300 Cap | 125.00 |
| Lehigh PX, 8 Cols., 240 Cap. | 115.00 |
| DuGrenier Model W, 9 Cols., 270 Cap | 85.00 |
| National 950, 9 Cols., 370 Cap | 115.00 |
| Rowe President, 8 Cols., 340 Cap., 25¢ & 30¢. | |
| King or Reg | 130.00 |
| Uneeda Model E. 6 Cols., 180 Cap | 70.00 |
| Uneeda Model E, 8 Cols., 240 Cap | 75.00 |
| | DEMOSPA: |

All Equipment Unconditionally Guaranteed. COMPLETELY RECONDITIONED AND REFINISHED Trade Prices, 1/3 deposit, balance C.O.D.

Ungeda vending service, inc.

"The Nation's Leading Distributor of Vending Machines" 250 Meserale Street . Brooklyn 6, N. Y. . HEgeman 3-6295



NATIONAL 9-30 9 Cols., 270 Cap. King Sixe or Reg. SPECIALIIII \$100.00

VICTOR'S SUPER MART VENDORAMA

(Trade Mark)



BIRMINGHAM VENDING CO. 540 Second Avenue, N. Birmingham 4, Alabama

GIVE TO DAMON RUNYON CANCER FUND

Hugh C. Howes Dies Suddenly

DETROIT-Hugh Ç. Howes, 48, vice-president in charge of vending for Howes-Shoesmaker for a quarter of a century, died suddently April 27 of a heart attack.

Prominently known in the industry, Howes was chairman of Region V, National Automatic Mer-





AMCO® line. If you have something to sell from vending machines, we have the unit for it. One- or two-coin models. Sturdy. Easy to install. Mechanically troublefree. Big capacity. Cash small investment brings big returns — just ask another operator t

Designers and Manufacturers of quality vending

write for DISTRIBUTOR

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| | 14 2 22 2 |
|-----------------------------|-----------|
| N.W. Model 49, 1¢ or 5¢ | . \$12.00 |
| N.W. DeLuxe 14 & 84 Comb | . 12.00 |
| N.W. #39 16 Porc | . 7.95 |
| N.W. #33 14 Porc. B.G | . 6,50 |
| Columbus 54 Bulk | . 6.50 |
| Silver King 1s B.G. or Mdse | . 7.45 |
| Silver King St | . 7.45 |
| ABT Guns | . 30.00 |
| Acorn 14 or 54 | . 8.50 |

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen\$.77

| Pistachio Nuts, Large Tulip |
|--|
| Pistachio Nuts, Vendor's Mix 4 |
| Pistachio Nuts, Shelk |
| Cashew Whole |
| |
| |
| Peanuts, Jumbo |
| Spanish |
| Mixed Nuts |
| Tabby-Lets, 520 ct |
| Rainbow Peanuts |
| Boston Baked Beans |
| |
| |
| Licorice Gems |
| Leaflets (similar to M. & M.), 550 ct4 |
| Assorted Fruit Charms, 100 ct |
| |
| Rain Ble Ball Gum, 60 ct., 140 ct. |
| 170 ct., 210 ct., 200 lbs, minimum, |
| |
| |
| 100 ct |
| Adams Gum, all flavors, 100 ct4 |
| Wrigley's Gum, all flavors, 100 ct4 |
| Beech-Nut, 100 ct |
| Hershey's Chocolate, 200 et 1.4 |
| |
| Minimum Order, 25 Boyes Asserted. |

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

SALES AND SERVICE CO.

MOE MANDELL 446 W. 36th St., New York 18, N. Y. LOnguere 4-6467

chandising Association, and a long time president of the Greater Detroit Cigarette Vending Machine Operators' Association.

Surviving are his widow, two daughters, and his father, B. L. Howes, president of the company.

Berny Koss, sales manager who has been with the firm for more than 20 years, has been elected to succeed Howes.

Cleveland Coin Machine Exchange, Inc.

Northwestern Corporation Distributors 2029 Prospect Ave. Cleveland, Ohio To. 1-6715 Write for prices.

> BE SURE TO VISIT NORTHWESTERN **ROOM 628** N.V.A. VENDORAMA

THERE ARE BIG PROFITS IN

GET YOUR SHARE WITH



PACKAGE GUM VENDER

This amazing

vender is a sure bet for big gum profits. A rotating merchandise drum with five columns vends a total of 95 standard nickel packs. "Visidome" display top attracts sales.

TAB

You'll hit the ackpot with this selective tab vender. Ten columns for wide selection and bigger capacity have doubled and even tripled sales. "Quick Change" merchandise drum cuts servicing time in half.



More profits with ball gum through the

BALL

famous Northwestern JET. Vends ball gum and charms or capsules-1¢, 5¢ or 10¢ play. Available in chrome for outstanding

Also NORTHWESTERN

49 NUT VENDER Interchangeable SANI-CARRY globe for faster servicing. Displays merhandise to best advantage. Also available in Hot Nut



THE NORTHWESTERN CORPORATION 828 East Armstrong Morris, Illinois

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Blumenthal's sensational new sugarshell, milk chocolate peanuts!

Here's the greatest vending item since penny gum. Joeys! The new, high-count-per-pound, sugarshell, chocolate covered peanuts. A wonderful summer vending item, IT CAN'T MELT! Minimum shipment: 200 lbs. Smaller shipments routed through your nearest distributor.

WRITE TODAY FOR FREE SAMPLES!



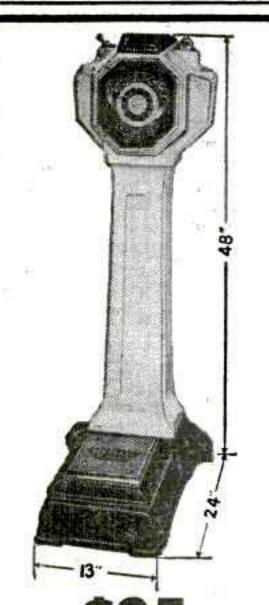
MENTHAL BROS. CHOCOLATE CO.

Famous for Goobers, Raisinets, Sno-Caps and Malties

MARGARET & JAMES STREETS

PHILADELPHIA 37, PA.

A few excellent Joeys distributorships are still open in various sections of the country. Write for details today!



DOWN

Balance \$10 Monthly ALL WEATHER SCALE

COMPLETE CABINET AND BASE. CAST IRON POR-CELAIN ENAMELED, FOR **OUTSIDE LOCATIONS.**

WRITE FOR PRICES. Invented and Made Only by

Manufacturing Company 4650 W. Fulton St. Chicago 44, III. Est. 1889—Telephone: Columbus 1-2772 Cable Address: WATLINGITE, Chicago

SENSATIONALI



ALL NEW SUPER

MART \$29.50

F.O.B.

factory

WORLD FAMOUS STANDARD TOPPER

\$13.25

\$12.75

Finance plan available. Very liberal trade-in allowances on your obsolete vendors.

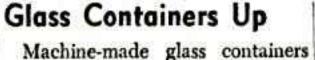
WEST COAST'S LARGEST SUPPLIERS OF CHARMS

Write For Complete List

STANDARD SPECIALTY CO.

5115 E. 14th St., Oakland 1, Calif.

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



shipped during March totaled 12,170 thousand gross, an increase of 20 per cent from the February total and 8 per cent above shipments in March, 1955, according to Commerce Department.

THE BILLBOARD

BERNARD K. BITTERMAN

Northwestern Sales & Service Kansas City, Missouri 4709 E. 27th



VICTOR Standard TOPPER

1c Ball Gum VENDOR \$13.25 Each \$12.75 Each 100 or More 1/2 deposit

on all orders owest prices on Victor filled capsule items. Time Payment Plan. We have on display in our showrooms Victor machines shown at N.V.A. Convention, Chicago, May 16-13.

FREE NEW CATALOG 32 page catalog complete with all items needed in bulk vending ma-chine operation. Write for your copy

BERNARD K. BITTERMAN VICTOR VENDING

Sales & Service

4709 E. 27th, Kansas City, Missouri

The ONLY Console Ball Gum

Package Charm Machine ON THE MARKET TODAY!

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: 21/2" x 2" x 1/2" . . . cash box slips in, slips out! All parts cadmium plated . . . no rust or corrosion. VENDORAMA gives you mechanical perfection without costly service

See VENDORAMA at the N.V.A. Convention MORRISON HOTEL, CHICAGO, ROOM 606, May 10th to 13th

WORLD WIDE

174 SO. 17TH STREET

MANUFACTURING COMPANY

PITTSBURGH 3, PA.

UP TO \$8 ALLOWANCE ON ANY MACHINE

T. & T. Vending Sales Co. 2659 No. Racine Ave. Chicago 14, III.

AK MFG. CO., INC., CULVER CITY, CALIF

CIGARETTE AND

Fully reconditioned, complete with

base, ready for location. Machines

are factory sprayed and lookalike

new. Lowest prices anywhere-

160 capacity, prewar model . \$110.00

102 capacity, prewar model ...

compare!

STONER 8-COLUMN CANDY.

STONER 6-COLUMN CANDY,

NATIONAL 9-18 CARDY.

ROWE 8-COLUMN CANDY.

120 capacity

11 column, king size

DUGRENIER 'V" CIGARETTE,

7 column, king size

DUGRENIER CHAMPION CIGARETTE,

UNEEDA 6-COLUMN CIGARETTE,

All equipment unconditionally

guaranteed. Fast delivery. One-

third deposit, balance C.O.D. All

30c conversions a vailable at

NATIONAL

VENDING SERVICE CO.

308 Furman St. Brooklyn, N. Y.

TRiangle 5-1857

162 capacity

\$20.00 extra.



In Trade VICTOR'S NEW SUPER MART!

60.00

\$29.50 WRITE TODAY! This Offer

or Limited Time Only

Write us for the latest operating "know-how" to get machines empty within one week.

GRAFF VENDING SUPPLY CO. 2817 W. Davis St. Dallas 2, Tex. Phone: WHitehall 2-8323



Advance coin detector with automatic coin return when machine is empty tected against break-in. Available tor le. Se. 10e or 25¢ operation.

For Details and Prices Write, Wire, Phone Today

Vending Machines 1645 Bedford Ave., Brooklyn 25, N. Y. PResident 2-2900 DLL

ARIA Super-Locks protect your investment better than any other locks

Revolutionary, exclusive cylinder and key design

Gives new, unheard-of protection against tampering.

Stops duplicate key problems.

Eliminates risks due to missing keys.

 You can change combinations—any time . . . Keep safe all the time! Saves lock replacement costs . . . just change combinations. No master keys to worry about—ever.

Speeds and simplifies collections.

Hundreds of operators have standardized on Super-Locks for worryfree, profitable protection. Write for full information, prices, to:

ARLO LOCK CORPORATION 5435 State Line Ave., Hammond, Indiana

Super-Locks protect your investment



JUMBO SIZE (1/2") BEST SELLERS!

NOVELTY COMPANY

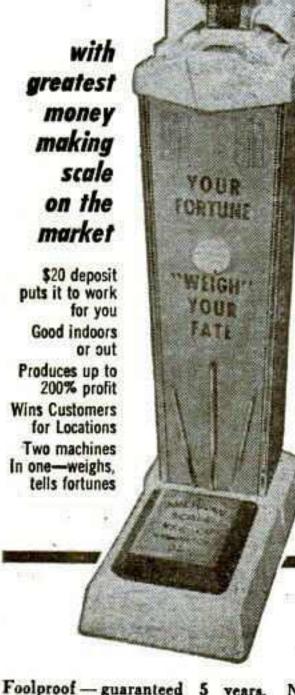
1540 BROAD ST., NORTH BELLMORE, N. Y. CASTLE 1-0122 **IVANHOE 9-7700**

New York Operators, contact
MOE MANDELL

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SID BLOOM, OPERATORS VENDING CO., L. A.

PENNIES PAY OFF



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. 3206 Grace St. N.W., Washington 7, D. C. Send more details ☐ Send scale ☐ \$20 deposit enclosed

NAME

ADDRESS

ZONE STATE

GIVE TO DAMON RUNYON CANCER FUND



GENUINE FOREIGN COINS!



The Wonderful New 'Money-Maker'

- VENDING MACHINES THEATER MATINESS
- (Civeaways) ADVERTISING & PREMIUM USE

\$6 to \$15 per thousand Coins

WRITE FOR FREE PRICE LISTS. SEND \$1 FOR SAMPLES OF \$15 FOR SAMPLE ASSORTMENT OF 1,000 COINS (5 Varieties) or \$18 (15 Varie-

We also have genuine foreign paper money. Send \$10 for 1,000 piece mixture. All orders F.O.S., N. Y.

DON'T MISS **OUR EXHIBIT** at the

N. V.A.

CONVENTION **MAY 10-13**

Morrison Hotel, Chicago

ROYAL COIN CO., Inc. WORLD'S LARGEST SUPPLIER OF FOREIGN COINS and CURRENCY Dept. 8-10, 47 West 46 St., N. Y. C. JUdson 6-4689

Penny King Bows New Specs Charm

PITTSBURGH -- The Penny King Company here has gone into production on Spees charms, which are 2.5 inches long but made of a \$2,000,000. rubbery plastic which can be folded and scotch-taped for bulk

The firm has pioneered the use of plastic charms which may be folded so that large items may be dispensed thru vending wheels.

First such item was the Skele-ton, followed by Your Old Man's Mustache and Buck Teeth.





to Chicago + see our NEWEST SELLERS!

Don't Miss Us at the NATIONAL VENDORS' ASS'N CONVENTION May 10-13.. Morrison Hotel, Chicago

PLASTIC PROCESSES FREEPORT NY

Northwestern 49

Nat'l Vending

· Continued from page 126

nal factory, on a five-acre site, was built in 1953 at a cost of

Officers are Harold Roth, president; Robert S. Hirsch, secretary; Max Roth, treasurer; Alva L. Kahan, co-manager of sales; Dan Carr, co-manager of sales; William Danziger, chief engineer; Ralph Saltman, production manager; Lester A. Schuster, comptroller, and Herbert Sternberg, credit manager.

Roth is president of all operator subsidiaries and Hirsch is secretary. Local managers are subsidiary vicepresidents. Local subsidiaries, in order of dollar volume, operate the following six types of equipment: Cigarettes, music, candy, soft drinks, coffee and ice cream. Its cigarette operation is second only to Rowe's.

National's 1955 volume was about \$13,000,000, with anticipated income to hit \$20,000,000 this year.





BUBBLE • CHICLE CHLOROPHYLL and TAB

Prices

Bubble Ball Gum, 140-170 & F.O.B. Factory. 150 Lb. Lots

AMERICAN CHEWING PRODUCTS 4th & Mt. Pleasant a Newark 4, N. J.



ages up to ¼ x 2 x 3 inches. 25c - or 50c coin mech-

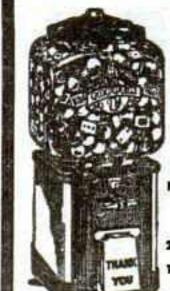
Coin returned when machine is empty. Separate cash box.

Holds up to 160 packages.

BOX 147, WICHITA, KAN.

DESIGNERS AND MANUFACTURERS OF QUALITY VENDING MACHINES

write for CIRCULAR AND NAME OF NEAREST DISTRIBUTOR



VICTOR Standard TOPPER \$53 Case of 4 SPECIAL! FOR A LIMITED

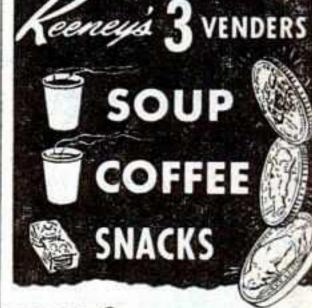
4 Standard TOPPERS 25 lbs. of Gum plus 1000 Best Grade Charm Mix \$64

1/3 Deposit, Balance C.O.D. CHAMPION NUT CO. 1194 Tremont St., Boston 20, Mass.

VISIT **KEENEY'S**

BOOTHS 46-47-48 M.O.A. SHOW

FIND OUT HOW



BRING 3-WAY PROFITS

* Soup customers drop loads of dimes into Keeney Soup Venders while coffee drinkers pour coins into Keeney Coffee Venders. And, the Keeney Snack Vender is an absolute "must" with any hot or cold drink machine!



Gold Hammerloid Keeney's 19% "W.x15%"D.x52" H.

HOT COFFEE VENDER Keeney's





Neutral Gold Color SIZE: 10" W. x 10" D. x 36" H. Attach to or set beside any hot

vender.

19% W.x15% D.x52 H. Red or Gold Hammerloid 300-Cup Capacity. All dry ingredients. Prices can be set from 5c to or cold drink 10c. Returns change automatically.

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Write FOR FREE CIRCULARS TODAY!

Keeney & co. INC. 2600 W. FIFTIETH ST. . CHICAGO 32, ILL.

SOMETHING NEW HAS BEEN

"EVER FRESH" Special Quality

MIXED NUTS

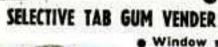
Brand new for Bulk Vending operators. "Ever Fresh" nuts

are packed in 5-lb. vacuum cans.

These stay-fresh cans are filled with special quality mixed nut meats consisting of:

#1 Red Skins | No spoilage-keep

Northwestern





 Window shows empty columns. Interchangeable merchandise ..

- Pre-load extra drums at home.
- Quick servicing on location. Giant capacity, 550 pieces.
- \$28.95

es. In lots of 100 or more. Everything the

operator needs

KING & COMPANY

Small Cashews

#1 Blanched

fresh for indefin-ite period. Virginias 450-count "Not the Cheapest But the Best." Guaranteed fresh at ALL TIMES. SPECIAL

1-lb, EVER FRESH Mixed Nuts in cocktail size, Packed espe-cially for Holiday Trade. Save on shipping costs by order-ing 100 lbs. or more, as freight rates are based on 100 lbs. or more. Write for prices.

Interchangeable Sani-Carry globe enables operator to service location in about 30 saconds, Displays merchandise to best advantage: invites sales. Metal carrying cap insures freshness of merchandise at

all times; handle makes for easy carrying. Also available in Hot

\$17.75 in lots of 100 or



We carry a complete line of **Vending Machines**

INTRODUCING . . . N. V. A. SHOW ITEMS!

2700 W. Lake Street, Chicago, Illinois. Tel.: KEdzie 3-3302

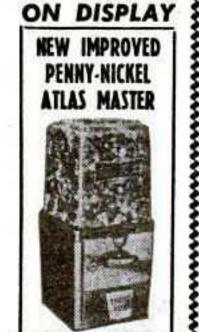


SPECTACLES GENIE LAMP RUBBER FINGERS OWL WITH JEWEL EYES **NEW LARGE BABY SHOE** PLATED SKULL WITH EYES

World's Largest Selection of Miniature Charms

PENNY KING COMPANY

2538 MISSION ST., PITTSBURGH 3, PA. Announcement of the contraction of the contraction



See Machines for All Type Vending Operations

1c BALL GUM MACHINE

\$12^{.75}

AMERICA'S

FINEST



BALL GUM VENDOR VICTOR'S FIVE STAR BABY GRAND \$13.25

1/3 Deposit on All Orders

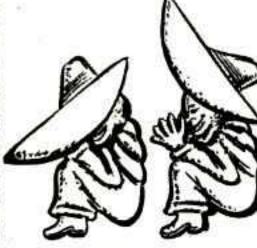
Write for Our Specials on CANDIES-BALL GUM--NUTS--CHARMS

H.B. Hutchinson Jr.

860 North Ave., N.E. Atlanta, Ga. Phone: EMerson 4300,

THE RESIDENCE OF THE PARTY OF T

PEDRO"



HOTTEST NEW CHARM ON THE MARKET

SEE WHAT PEDRO IS DOING UNDER HIS HAT!

Great gimmick that will stimulate sales! Designed for multiple uses by the kiddies. Attractive two-tone color combinations. For bulk or capsule vending.

ONLY \$15.00 Per M

SEE WHAT PAUL PRICE HAS UNDER HIS HAT at the N. V. A. Convention

15 NEW HOT ITEMS!!

YOU WILL BE SURE OF THE BEST BY SEEING US FIRST

> EXHIBIT ROOM 626 MORRISON HOTEL CHICAGO



when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

VICTOR'S Dev- vend. Op Sales Campaign Revel When the firm goes into full y Bev-Vend to Launch

sales program to operators by shift basis. July 1.

Bev-Vend's predecessor com-

The firm has made machines for Pepper.

2,000 Machines

According to Jim Cain, Bev-Vend president, the firm has turned chine sells for \$495 complete. out 2,000 machines in two years of operation, with 300 of these three months.

However, future production for direct operator sales will be confined to post-mix machines. Cain said that pre-mix sales, in the forseeable future, will go exclusively to bottlers thru arrangements with sirup manufacturers.

Gaiety Part Of NVA's '56 Convention

vents will highlight the four-day urer. convention of the National Vendors' Association here beginning this Thursday (10) at the Morrison Ho-

The conclave will open on an informal note with the kick-off cocktail party, dance and entertainment program at 8:30 p.m. Thursday in the Venetian Room.

Sponsored by eight exhibitors, the cocktail party and dance, according to Paul Crisman, convention head, will permit members to renew acquaintenances before settling down to serious business.

The second event will be the buffet dinner sponsored by Leaf Brands, Inc., Chicago, at 7:30 p.m. Saturday in the Cotillion Room. It will be by invitation only, with a gala program of dancing and comedy to follow the dinner.

Finally the convention will close also on an informal note with a Farewell Brunch at 11 a.m. Sunday in the Venetian Room. On the program will be the installation of new officers, and a movie, "Wide, Wide World," taken by Rolfe M. Lobell, Leaf Brands, Inc., on his recent tour around the world.

The sponsors of the "Kick-Off" party are: Paul L. Price Company and Karl Guggenheim, Inc., both of New York; Northwestern Corporation, Morris, Ill.; Victor Vending Corporation, Chicago; Oak Manufacturing Company, Culver City, Calif.; Penny King Company, Pittsburgh; Plastic Processes, Inc., Freeport, N. Y., and Samuel Eppy & Company, Jamaica, L. I., N. Y.



CENTERVILLE, Md. - Bev- | When the firm goes into full pro-Vend, Inc., manufacturer of post- duction in July, Cain estimates that mix and pre-mix machines for sirup the factory will have a capacity of manufacturers, plans to launch a 5,000 machines a month on a three-

THE BILLBOARD

Same as Before

The post-mix units will be the pany, SerVit, Inc., of Dallas, was same as those previously produced organized in 1953 and began mak- for sirup manufacturers - a 400ing machines which were financed cup-capacity single-flavor unit, and for operators by sirup companies. a 400-cup-capacity dual-flavor unit.

List for the dual-flavor machine Dr. Pepper, Coca-Cola and Pepsi- is \$667. Broken down, it is \$618 Cola. Early this year Bey-Vend for the unit with a 5-cent and 10went into production on pre-mix cent changemaker, another \$13.95 machines for Seven-Up and Dr. for a CO2 regulator, \$30 for a 25cent changemaker, and another \$5 for a five-year guarantee on the condenser. The single-flavor ma-

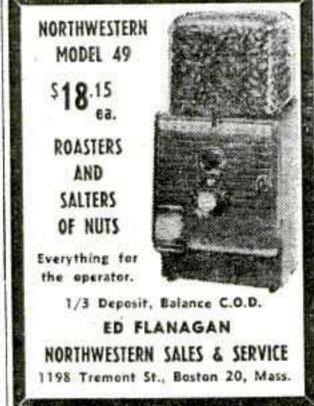
In production is a 200-cup capacity single-flavor pre-mix mapre-mix units produced in the last chine, while a 500-cup-capacity pre-mix unit is on test location. Plans call for a three-flavor premix unit with a cup capacity of from 800 to 900 cups.

Sales Force

When operator production gets under way, sales will be handled directly thru the office here. Sales engineers have already been hired, and a direct sales force will be organized.

All equipment for Bev-Vend is made under contract by the Victor Products Corporation, Hagerstown, Md. Bev-Vend officers are Cain, president; Frank McCraw, vicepresident and secretary, and W. O. CHICAGO - Three social Grove, vice-president and treas-





WATCH OUR NEW WATCH CHARMS See Us at the N. V. A. CONVENTION Morrison Hotel CHICAGO May 10, 11, 12 and 13 **ROOM 634** DON'T MISS SEEING OUR COMPLETE NEW LINES! uggenheim

33 UNION SQUARE

N. Y. C. 3, N. Y. • AL. 5-8393

OPERATORS: GET BIG PROFITS-Fast Turnover with DEAN BALL PEN VENDERS

SEE DEAN BALL PEN VENDORS AT ROOM #689. MORRISON HOTEL, CHICAGO NVA CONVENTION, MAY 10-13

Repeat — Repeat Sales because your Vender will be selling Trimmest and Finest writing retractable ball pen that can be compared to the highest priced. Gay-colored barrels-red, pink, yellow, blue, white, etc.

A machine for operators. Made of heavy gauge metal with simple ejector for nuisance slugs made of cardboard, plastic, linoleum, etc.

Holds 100 pens; yet is only 5" deep by 8" wide and 13" high. Comes with suction cups for placing on counters and holes set for stand or wall mounting. Protects your locations . . . gets you

new locations.

SEE the DEAN PEN VENDER and PENS at your distributor, or If there isn't a distributor in your area, please write, wire or phone

DEAN MANUFACTURING CORP

Mfrs. of Ball Pens and Precision Fab. for the past 10 years

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FISHBOWL

Clear Plastic, Painted Fish

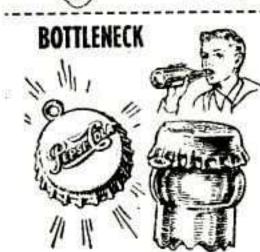
\$15.25

MAKE BIG MONEY OPERATING WITH Eppy's Newest Releases



FALSE FINGERTIPS (flesh) with Red Nails





Clear Neck with Vac-Plated Crowns \$15.25

DONKEY & ELEPHANT PINS

Democrat & Republicant Gold Vacuum-Plated with Safety Pins.



Gold Vacuum-Plated FAUCET \$7.75 DICTIONARY HOLY BIBLE @1956

CHARM SERIES #10

Gold & Colored, Vacuum-All. If you don't buy this \$3.00 you're off the beam.

All prices per 1,000 f.o.b. Jamaica, N. Y. Or: At Our Distributors EVERYBODY BEATS A PATH TO EPPY Room 632, Morrison Hotel, Chicago, III.

HAPPY CONVENTION TO ALL!

GIVE TO DAMON RUNYON CANCER FUND



THE IDEAL SOUVENIR! REAL WOODEN

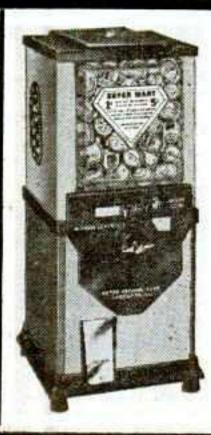
NICKELS with Your Imprint \$40.00

per thousand (Retail at from 10c to 15c each)

Send \$1 for 20 Assorted Samples and Our Latest Coin and Currency Listal ROYAL COIN CO., INC.

World's Largest Supplier of Foreign Dept. BW-4, 47 West 46th St. New York, N. Y. Judson 6-4689

BULK VENDER HEADQUARTERS



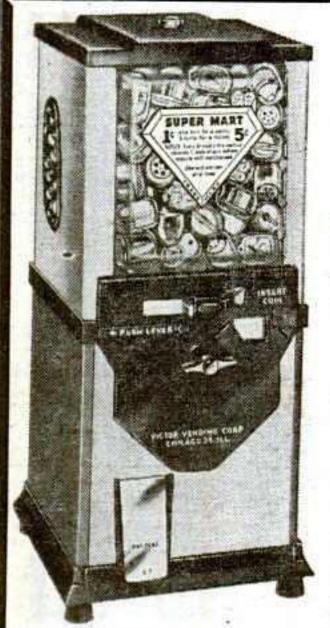
- Everything in Vending Supplies.
- Serving Operators for over 10 years.
- New and Used Machines, Parts, Stands, Charms and Vending Merchandise.
- See us at N. V. A. Show Room 624 for the latest in vending.
- WRITE FOR OUR PRICE LISTS OR COME IN TO OUR SHOWROOM.

LOGAN DISTRIBUTING CO.

916 Milwaukee Ave.

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"SYMBOL OF PROGRESS IN THE BULK VENDING FIELD" U. S. Patent Pending

The most versatile bulk vendor ever designed! It's a combination ball gum and capsule vendor . . . Or vends, in combination, 210-count gum and jumbo 15/16" (62 count)

SUPER MART offers you the greatest improvements in bulk vending AND the fastest turnover of merchandise which means Greater Profits! Super Mart will take over and capture the bulk of pennies and nickels played in other vendors in every location!

SIZE 9" x 9" x 19"



HERE IS HOW IT WORKS - - - 210 GUM AND CAPSULE STYLE:

Every penny vends an item; every nickel vends 5 items; every 6 pennies (or nickel and 1 penny) assures customer will get five 210-count gum and one capsule filled with merchandise. Decal on machine is self-explanatory. Capacity: 260 capsules and 6 pounds 2 ounces of 210 gum. Takes in approximately \$15.50 when emptied.

HERE IS HOW IT WORKS - - - 210 GUM AND JUMBO GUM STYLE:

Every penny vends a ball of gum; every 3 pennies assures customer will get two 210-count gum and one jumbo (62 count) gum. Decal on machine is self-explanatory. Capacity: 500 jumbo gum and 5 pounds of 210 gum. Takes in \$15.00 when emptied.

Price \$29.50 each

F.O.B. Chicago.

1/1 CERTIFIED DEPOSIT, BALANCE C.O.D.

Minimum Packing: 2 to the case.

BE FIRST IN YOUR LOCALITY TO TAKE OVER THE CHOICE LOCATIONS WITH THIS ENTIRELY DIFFERENT AND GREATEST OF ALL BULK VENDORS, SUPER MART . . . VENDORAMA OF THE FUTURE!

VICTOR VENDING CORP. 5701-13 W. Grand Ave.

SPECIAL TREATS FOR M'LADY AT **NVA CONCLAVE**

CHICAGO - M'lady attending "Vendorama of '56." the sixth annual convention of the National Vendors' Association this week, will be treated to a special showing of the latest women's wearing apparel and a demonstration in modern cooking.

A special tour has been arranged for 1 p.m. Friday of the modern kitchen display at the People's Gas, Light & Coke Company, which will be followed by a demonstration

on cooking. However, Saturday m'lady will be treated to a showing of the latest styles in apparel. At 11 a.m. they will be conducted on a "behind the tour" of Marshall Field & Company that will be followed by a fashion show and luncheon. Gifts will be presented to those making the trip.

Frostie to Plug Finance Plan on **Drink Venders**

BALTIMORE - The Frostie Company, manufacturer of root beer sirups, is shooting for a larger share of the vending market by promoting its finance plan to cup drink operators.

Tom DeCorse, Frostie vice-president and general manager, said the firm will continue with its policy of no direct sales to operators, with local Frostie franchised bottlers handling sirup sales.

Right now the firm has 184 franchised bottlers, with distribution in every section of the country except the Great Plains.

DeCorse said the finance plan would be handled thru local banks.

\$ & Cent Facts

Continued from page 126

Merchandising Association, Chicago, will discuss "The Real Meaning of Industrywide Organization. and at 11:45 a.m. Frank Mencuri, vice-president, Exhibit Supply Company, Chicago, will speak on "Operator's Potential Thru Diversification.

The business session will close with an open discussion on problems confronting the industry at 12:15 p.m.

Concluding the conclave will be the Farewell Brunch and installation of new officers at 11 a.m. Sunday at which Lobell will present a movie, "Wide, Wide World," taken on his recent trip around the world.

Peanut Supply Stable

Equivalent farmers' stock of uncleaned, unshelled peanuts totaled 831 million pounds on March 31, according to Agriculture Department. Total includes 2.3 million pounds of imported shelled peanuts, but excludes stocks on farms, shelled seed and shelled oil stock.







VICTOR Standard TOPPER

BALL GUM VENDOR \$13.25 Each

\$12.75 Each 100 or More 30 day moneyback guarantee if not satisfied.

Vs 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.

2124 Market St., Philadelphia 3, Pa. Phone: LOcust 7-1448

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 % 40,000 size 5/4

Shipments made at once from factory by truck. Cive name of trucking company that delivers to you.

FULL CASH WITH ORDER

CHARMS

Try a bag of charms (450 to 500 charms)

\$3.20 per bag-Parcel Post Paid.

Distributor of all types of machines of Victor Vending Corp., Northwestern Corp., Silver-King Co.

ROY TORR Lansdowne, Pa.

Giving friendly service & liberal financing since 1910

SERBERRRRRRRR

All Machines Completely Checked Complete Confidence.

BULK VENDORS

Silver King, 1e or 5e 8 8.50 N.W. Model 49, 1e or 5e 12.50 N.W. 39, 1¢ Porcelain N.W. Deluxe, 1¢ or 5¢ Comb. . . Masters le & 5e Comb. Mills 6 Col. Tab





Vendors, recond., for location, incl. stand and cup dispenser. 10c mechanism. Write for SPE-CIAL pricel

\$64.50 EA. 1/4 deposit, balance C.O.D.

Rake Coin Machine Exchange 609 A Spring Garden St., Philadelphia 23. Pa. LOmbard 3-2676

ATTENTION! VENDING OPERATORS .

Earn steady income with route of "FUN SHOPS." Fast selling tricks, jokes, puzzles, on metal display racks, for store counters. \$500 merchandise investment required. Write for full details today!

D. ROBBINS & COMPANY 127-R West 17th St., Kew York 11, N. Y.

SCHOENBACH STAMP VENDORS Folder Type



ATTRACTIVE OUTSTANDING

Built to

last for years, Parfect slug detection. Mechanism Closes when empty. Easy loading.

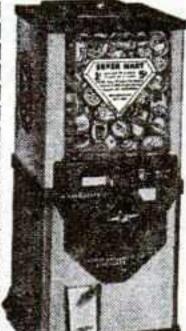
Reliable performer. Guaranteed. 2 Col. Vendor (as illus-

trated) \$24.50 ea. 3 Col. Vendor \$32.50 ea.

Very Low Prices.

1/3 With Order, Balance C.O.D. Distributors of Advance Vending Machines 1647 Bedford Ave., Brooklyn 25, N. Y

UP TO \$8 ALLOWANCE ON ANY MACHINE



in Trade for VICTOR'S

WRITE TODAYI

This Offer for Limited Time Only

Packed 2 to case. Minimum 1 case. Get on our mailing list free! Full line Victor Capsules, etc.

3121 Strathmoor Toledo 14, Ohio WA. 7742

IN YOUR POCKET WHEN YOU BUY FROM PIONEER! MAY SPECIAL Spanish 30c lb. This Month Only. Send this ad with order. Min. shipment 60 lbs. Cash with

SPECIAL! TOPPERS

plus 25 lbs. of Gum 1,000 CHARMS

CALL TODAY!

PRescott 4-5358 All Victor modf.o.b. Brooklyn. Time payment plan, trade-ins accepted. Write for our filled Victor capsule



order.

VENDING SERVICE Syd Rubenstein 590 Albany Ave. Brooklyn 3 N. Y

PResident 4-5358

SAVE MORE MONEY-MAKE MORE MONEY Subscribe to The Billboard TODAY!

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

| PINBALL (| GAMES | | | 11 | uvene vestiv | THE STATE OF THE PARTY. | ER PARKS | | ANNAL SERVICE | | 1 | GH LOW | Mean Average |
|--|--|------------------|--|---------------|----------------|--|--|---------------------|---|----------------------------|---|--|--|
| (4) | as communica | Mean | | N | IOS. | T ACTIV | E EO | UIP | MENT | | Clipper (U) (5/55), 310 Clipper Deluxe (U) | | (A) |
| BALLY | LOW | Average | | | | eek period ending | 3// | | | | (5/55) 325 Clover Shuffle (U) | .00 225.00 | 0 295.00 |
| Atlantic City | | | | | | | | | | | (1/53) 75 | .00 39.50 | 0 75.00 |
| (5/52)\$ 75.00 | \$ 35.00 | \$ 60.00 | ARCADE EQUIPM | ENT | M | USIC MACHINES | SHUFFL | E GAMES | VENDING MA | HINES | Comet Targette (U) (11/54) 295 | .00 150.00 | 0 195.00 |
| Beach Club (2/53). 115.00 | 60.00 | | 1. SEEBURG-Coon Hunt | -504ft: | | | 1. UNITED-L | | | CHINES | Comet Deluxe (U) | | |
| Beauty (11/52) 99.50 | 69.50 | 75.00 | 2. EVANS—Bat-A-Score | SC CONTRACTOR | | URGM-100-A | 2. UNITED-I | mperial | 2. Acorn 5c or 1c | | (11/54) 219 Criss-Cross (CC) | .00 125.00 | 0 185.00 |
| Big Time (1/55) 350.00 | 265.00 | 315.00 | 2. MUTOSCOPE—Drivemol 2. BALLY—Moon Rides | life | | | UNITED—R UNITED—C | | 2. National 950 | <u></u> | (11/53) 175 | .00 69.50 | 0 125.00 |
| Coney Island (9/52) 85.00 | 30.00 | 49,50 | 3. GENCO—Basketball | | | | 4. CHICAGO CI | | | | Criss-Cross Targette | | IN SERBARE |
| Dude Ranch (9/51). 115.00 | 69.50 | 90.00 | 3. GENCO-Rifle Gallery | | | | | | 2. Northwestern 49, 1 | c | Regular (CC) (1/55) 225 | .00 100.00 | 0 175.00 |
| Frelic (10/52) 115.00 | 65.00 | 80.00 | | | | | | | 2. Silver King Hot Nu | 1 | Diamond (K) | SWY PHILIPPIN | TANGETS. |
| Gayety (3/55) 24F.00 Gaytime (6/55) 345.00 | 140.00 215.00 | 175.00 275.00 | 1 | | | Bulbara | | | | | (5/53) 175 Feature (CC) | .00 160.00 | 0 175.00 |
| Hi-Fi (6/54) 145.00 | 69.50 | 100.00 | 0.75 | | | PINBALL | MACHINES | | | | (7/54) 185 | .00 150.00 | 0 185.00 |
| Ice Frolics (1/54) 145.00 | 75.00 | 110.00 | - 50 | 1 | Manufa | cturers with ten or | more gar | nes list | ed below! | | Fireball (CC) | Local Commence | ory programme |
| Miami Beach (9/55) 445.00 | 245.00 | 375.00 | BALL | | W 2 | GOTTLIEB | 575 | UNITED | 4.345-5015-413-413-413-413-413-413-413-413-413-413 | MINISTER STATE | (11/54) 250 Flash (CC) (9/54) 195 | .00 200.00 .00 195.00 | |
| Falm Beach (7/52). 95.00 | 35.00 | 60.00 | The Sanction Control of the Control | 5 | | | | | 50-55 - 17 | 43 | Gold Cup (CC) | See Consults | 1 173.00 |
| Spot Lite (1/52) 295.00 | 45.00 | 50.00 | 1. Surf Club 2. Hi-Fi | | | ays & Doils Oker Face | Singapo Triple I | | 1. Thunderbird 1. Dealer "21" | | (7/53) 115 | .00 64.50 | 0 110.00 |
| Surf Club (3/54) 150.00 | 75.00 | 115.00 | 3. Yacht Club | | 2.5 | authern Bells | 3. Pixie | | 1. Screamo | | Hollywood (CC) (5/55) 345. | 00 295.00 | 295.00 |
| Variety (9/54) 210.00 | 160.00 | 190.00 | | | 2. V | Vishing Well | | | 100000000000000000000000000000000000000 | | Imperial (U) (9/53) 125. | | |
| Yacht Club (6/53) 95.00 | 40.00 | 70.00 | | - | | | | | | | Jet Bowler (B) (8/54) 225. | 00 129.50 | 0 195.00 |
| GENCO | | | | | | | | | | | King (CC) 120. | | |
| Golden Nugget, (2/53) 75.00 | 49.50 | 65.00 | ARCADE EQU | ІРМЕ | NT | HI | H LOW | Mean Average | MUSIC MACH | INFO | Leader Shuffle Alley (U) (11/53) 175. | 00 210.00 | 0 125.00 |
| GOTTLIEB | /38/06/6 | | CODE-AP-Auto Photo, B- | | | Jet Fighter (W) (10/54) 225. | .00 175.00 | 225.00 | | 70.85 | League Bowler (U) (1/54) 160. Lightning (U) (2/55) 295. | | |
| Arabian Nights | | | Coin, EV-Evans, Ex- | | | Jet Gun (Ex) | 00 45.00 | 105.60 | HIGH | LOW Aver | Mars (U) (1/55) 235. | | |
| (12/53) 165.00 | 160.00 | 160.00 | Gb-Gottlieb, K-Kee | | | (12/51) 125 Midget Mavies (CC). 135. | | 125.00 | AMI | 1000 | Mercury Deluxe | 00 105.00 | 205.00 |
| Diamond Lil (12/54) 175.00 | 165.00 | 175.00 | scope, R-Roovers, S-tific, Sh-Shipman, | | | | 00 85.00 | 100.00 | MODEL B (48) 40 set. | | . 11th Frame (U), 235. Mystic Bowler (B) | 00 185.00 | 195.00 |
| Flying High (2/53). 99.00 | 50.00 | 95.00 | United, W-Williams, | | | (5/54) 350. | 00 150.00 | 250.00 | (78 RPM)\$156.00 \$ Model D-80 (51) | 135.00 \$150 | .00 (12/54) 335. | | |
| Grand Stam (4/53). 110.00 | 40.00 | 110.00 | | | Mean | Photomatic (M) | | | 40 70 | 199.50 319. | Olympic (U) (8/54) 75. OO Pacemaker (K) | 00 70.00 | 75.00 |
| Guys & Dolls (5/53) 110.00 | 60.00 | 99.00 | HDIF | LOW | Ave: age | (1/50) 350. | | | Model E-120 (53) | | (9/53) 95. | 00 65.00 | 85.00 |
| Gypsy Queen (2/55) 195.00 | 165.00 | 179.00 | ABT Challenger (5/46)\$ 30.00 | \$ 20.00 | \$ 30.00 | Pistol (CC) (1/49), 75. | 00 40.00 | 50.00 | 120 sel. (45 RPM) 595.00 | 025.00 #05 | Rainbow Shuffle | | |
| Happy Days 195.00 | 60.00 | 195.00 | | | | (S) 175. | 00 125.00 | 175.00 | ROCK-OLA | 425.00 495. | 00 Alley (U) (8/54). 195. Royal (U) (8/54) 110. | | |
| Lovely Lucy (2/54). 139.00 Marble Queen (8/53) 125.00 | 115.00 75.00 | 130.00 125.00 | Baseball, 2 Player | THE SECOND | 7,500 00000 | Polar Hunt (W) 365. | | | 1436 A (53) 120 | | Shuffle Alley | | |
| Pin Wheel (11/53), 125.00 | 99.00 | 125.00 | (G) 150.00 | 125.00 | 145.00 | Quarterbacks (C) | | C OFFICERAL CONTROL | sel. (45 RPM) 275.00 | 199.50 259. | 00 10 Player (K) 70. | 00 50.00 | 55.00 |
| Poker Face (9/53). 125.00 | 90.00 | 125.00 | Basketball (G) 250.00 | 145.00 | 195.00 | (9/55) 350. | 00 79.50 | 325.00 | 1438 (54) 120 sel. (45 RPM)., 525.00 | 489.50 479 | Shuffle Alley 11th Frame 195. | 00 135.00 | 175.00 |
| Queen of Hearts | 6.6110000 | | Basketball (CC) 215.00 | 145.00 | 195.00 | Rife Gallery (G) (6/54) 325. | 00 195.00 | 195.00 | 2000 35 6500 0 H 0 C 0 C 0 H 0 C 0 C 1 | 107.20 | Shuffle Pool (G) | | SE STREET |
| (12/52) 100.00 | 55.00 | 100.00 | Basketball Champ | 14E 00 | 195.00 | Set Shot Basketball | 175.00 | 173.00 | M-100-A (49) 100 | | (11/53) 75. Speedy (U) (8/54). 210. | | |
| Shindig (10/53) 115.00 | 95.00 | 105.00 | (CC) 195.00 Bat-A-Score (EV) | 145.00 | 195.00 | (Munves) (6/52), 295. | 00 275.00 | 295.00 | | 204.50 250. | 00 Starlite (CC) | 150.00 | 1/3.00 |
| Skill Pool (8/52) 125.00 | 60.00 | 110.00 | (8/48) 179.50 | 65.00 | 145.00 | Shoot the Bear (5), 145. | 00 75.00 | 125.00 | M-100-B (51) 100 sel. (45 PRM) 475.00 | 395.00 464. | 50 (5/54) 225. | 00 175,00 | 175.00 |
| Southern Belle (6/55) 225.00 | 100.00 | 225.00 | Big Broncho | | | Shooting Gallery | 00 350.00 | 205.00 | M-100-C (53) 100 | | Super Frame (CC) (5/54) 195. | 00 125.00 | 165.00 |
| Stage Coach (11/54) 195.00 | 190.00 165.00 | 195.00 | (1/51) 395.00 | 294,50 | | 500 295. Sidewalk Engineer | 00 150.00 | 295.00 | A. 115 Mrmr 375.00 | 519.50 575. | 00 Targette (U) 185. | 00 125.00 | The State of the S |
| Wishing Well (9/55) 225.00 | 175.00 | 225.00 | Big Inning (B) (47) 115.00 | 85.00 | 100.00 | 1101 July 441 1 1 1 4 4 | | A 100 CO. VOLUMENTS | WURLITZER | | Team Bowler (U) (1/54) 165. | 00 325.00 | 150.00 |
| - Fig. 121 - 54 | The state of the s | 202120 | Big League Baseball (W) (2/54) 185.00 | 175.00 | 175.00 | Six Shooter (Ex) 95. Sky Gunner (G) | 00 50.00 | 95.00 | 네가 들은 회사로 교육하면 가면 살아가 살아가면 하는 때문 그래요? 되는 생각으로 보다 있다. | 75.00 275. | Triple Come Beinler | 00 125.00 | 150.00 |
| UNITED | | | Bonus Gun (U) | 213.00 | 273.00 | (9/53) 145. | 00 95.00 | 115.00 | 10 Ministra | 213.00 | (CC) (6/53) 95. | 00 - 75.00 | 79.50 |
| Hawaii (6/54) 95.00 | 85.00 | 95.00 | (1/55) 350.00 | 250.00 | 275.00 | Sky Rocket (G) | 00 220 50 | 245.00 | | | Triple Strike Bowler (QC) 295. | 00 279.50 | 295.00 |
| Manhattan (4/55) 275.00 Mexico (3/54) 135.00 | 195.00 | 275.00 125.00 | Carnival Deluxe (U). 245.00 | 215.00 | 245.00 | (5/55) 425. Space Ranger (Deco) 295. | | 345.00 295.00 | SHUFFLE GA | MES | Victory Bowler (B) | NOW DESCRIPTION | 275.00 |
| Pixle (9/55) 425.00 | 325.00 | 390.00 | Carnival Gun (U) | 105.00 | | Space Ship 325. | | 325.00 | SHELLE ON | MEELS. | (5/54) 195. | | UU. TOTAL TOTAL OF THE |
| Rio (11/53) 125.00 | 60.00 | 115.00 | (10/54) 295.00 | 195.00 | 225.00 | Speed Boat (B) (7/53) 325. | 00 325.00 | 325.00 | Ace Bowler (CC) | | Vinus Bowler 325. | 10 165.00 | 250.00 |
| Singapore (10/54) 145.00 | 49.50 | 95.00 | Coon Hunt (S) (2/54) 195.00 | 124.50 | 175.00 | PAO S RUI NE RESCUENTA (\$100) | 00 323.00 | 323.00 | (9/50)\$195.00 \$1 | 45.00 \$165. | 00 | | - |
| Tahiti (8/53) 125.00 | 50.00 | 75.00 | Dale Gun (Ex) 89.50 | 24.50 | 65.00 | (11/51) 300. | 00 175.00 | 225.00 | Advance Bowler (CC) | | VENDING | MACHIN | ES |
| Triple Play (8/55), 375.00 WILLIAMS | 225.00 | 295.00 | Derby, 4 Player (CC) (3/52) 175.00 | 125.00 | 125.00 | F. S 340. Super Home Run (CC) | 00 245.00 | 275,00 | Banner (U) (8/54). 225.00 | 100.00 110. 160.00 215. | 00 Acorn 5c or 1c\$ 10. | | CAN THE STREET STREET |
| Dealer '21' (2/54), 125.00 | 85.00 | 125,00 | Drivemobile (M) | | | (3/54) 249. | 50 165.00 | 249.00 | Bonus Bowler (K) | 150.00 150. | 00 National 950 115. Northwestern 39, 1c 7. | | |
| Peter Pan (4/55) 175.00 | 135.00 | 165.00 | (7/54) 165.00 | 95.00 | 165.00 | Super Jet (CC) | | | (3/54) 135.00 | 75.00 125. | CO Northwestern Deluxe | 525 TESTER | 752127072 |
| Screamo (4/54) 135.00 Struggle Buggle | 85.00 | 135.00 | Flying Saucer (M) | 00.50 | 00.50 | (4/53) 395. Telequiz (T) (1/49). 100. | | 395.00 99.50 | Bonus Score Bowler (CC) (4/55) 345.00 2 | 95.00 345. | 1c & 5c 12. | | |
| (12/53) 149.50 | 125.00 | 125.00 | (6/50) 1.50 | 99.50 | 99.50 95.00 | Undersea Raider | 15.00 | 77.50 | Capital Deluxe Shuffle | | PX (8 Col.) 115. | | |
| Thunderbird (5/54). 135.00 | 74.50 | 135.00 | Goalee (CC) (1/46). 95.00 Gun Patrol (Ex) | 50.00 | 73.00 | (2/46) 125. | 00 115.00 | 125.00 | Games 335.00 | | 00 PX (10 Col.) 125. | AND AND THE PROPERTY OF THE PARTY OF THE PAR | |
| Times Square (4/53) 89.50 | 39.50 | 89.50 | (5/51) 95.00 | 94.50 | 95.00 | Voice-O-Graph (M) (4/46) 350. | 00 275.00 | 350.00 | | 49.00 85. 60.00 60. | 00 Rowe President 00 (8 Col.) 130. | 00 60.00 | 130.00 |
| Tuesty Grand | | 47.54 | Home Dun & Player | | | Wild West (C) | 500 | 230.00 | Chief (II) (11/53) 145.00 | | no Silver King Sc 8 | | 7.50 |

Explanation of Coin Machine Price Index

Prices given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors,

74.50

Highs and Lows. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on music machines which have been advertised 10 times or more for the four-week period, and on all other equipment which has been advertised five times or more, "Highs" and "lows" are most meaningful when used with the mean average

Mean Average. The mean average is a computation based or all prices at which a machine has been advertised at for the four-week period indicated and reflects the dominant advertised price. It is not a simple average between the "high" and the "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

Chief (U) (11/53).. 145.00

50.00

365.00 Classic (U) (6/53). 175.00

Most Active List. The Most Active Equipment list shows which machines in major categories have been advertised the greatest number of times for the four-week period indicated. In the case of pinball games only, most advertised games are listed of each manufacturer who has eight games or more listed below. Machines in all categories appear in order of frequency advertised. Numbers indicate position.

7.45

9.00

110.00 Silver King 5c 8.50

85.00 | Silver King Hot Nut. 9.95

'Heartbreak' Tops MOA Show List

Twenty Grand

NEW YORK -- "Heartbreak Hotel," with Elvis Presley on RCA-Victor, was chosen as the nation's favorite juke box disk Saturday night (5) on "National Juke Box," the ABC radio network show prepared by the Music Operators of America.

Regional favorites were "Moonglow," with Morris Stoloff on Dec-ca, West Coast; "The Happy Whistler," with Don Robertson on Capitol, East, and "The Stars and Stripes Forever Merengue," with Gloria Parker on Gloro, Midwest.

Voted the most promising disks were "Too Close for Comfort," the Four Lads on Columbia.

COINMEN YOU KNOW

Wild West (G) 165.00 175.00 (2/55) 375.00

Detroit

Home Run, 6 Player

(CC) (3/54).... 200.00

by HAL REVES

NEW OP FIRMS ORGANIZED. Food-O-Matic, Inc., has been organized as a Michigan corporation to operate Heinz Soup Venders in the Detroit area. The company is headed by Howard Kirk as president and general manager. Kirk is also general manager of A & K Vending, of which Food-O-Matic will be an affiliate. . . . The Michigan Milk Company has been established by Charles J. Harris with offices in the Fort Wayne Hotel, to operate a route of cup-type milk venders. . . . A new juke firm here is the Top Music Company, headed by Charles G. Miloian and Edward Karapetian, newcomers to the business. They started with a small route, buying a portion of the route operated by Edward W. Lesinski under the name of Model Music Company.

J. W. Meek, formerly a partner in Web Service, has withdrawn with Edye Gorme on Ampa, and from the firm to form his own business, Special Services-Vending, which "Standing On the Corner," with will consist of a diversified vending route. Headquarters will be

ago, remains as sole proprietor. . . . Guy L. Bieber, who formerly ran a music route in Miami about 10 years ago, and has been a manufacturers' agent since, is returning to the business, establishing the R & G Music Company in the western suburb of Inkster. He has purchased two established routes: The Dee Music Company and the Boyd Music Company.

Alfred Jencka is reviving the name of the Imperial Music Company, at one time used by his brother, Felix F. Jencka, who operated a juke and game route in the suburb of Hamtramck. . . . Martin Siegel has joined his father, Samuel Siegel, in the coin business, forming a new partnership under the name of Ford Coin Machine Company, with offices in Highland Park. The father and son team is operating a mixed route of juke boxes and shuffleboards.

Frank V. Koitek disposed of his tavern interest to go into the game field, starting with a small route of shuffleboards and pool games. Encouraged by results, he has decided to expand into the juke field, forming the Fireside Music Company, specializing in West Side locations. . . . Inspector Herbert W. Case, for years in charge of licensing activities, is a candidate for secretary of the Detroit Bowling Association. . . . The juke industry was represented at the testimonial dinner for James C. Hoffa, of the Teamsters' International, by Roy Small, will consist of a diversified vending route. Headquarters will be conciliator of the United Music Operators, Pat Patton, Pat's Music, shared with Web. Walter E. Button, who founded Web about five years and William E. Bufalino, president of the Service Drivers' Local 985.

Baltimore Game, Music Collections At Record Level; Mostly 5-Cent Play

Location Loans Highest in Nation; With Pins Ruling Roost; Game Ops Adding Cigarettes

body connected with the coin ma- large cities. chine business is making money One coin machine executive Dime play is virtually unknown here, particularly the location pointed out that a man can buy a here, and that goes for music and owners. Pinball machines, backbone bar in the city for \$10,000 without shuffle bowlers as well as pinball of the industry here, are racking investing one cent of his own machines. Attitude of the average up more money than they ever money. The entire grubstaking operator is that a fast nickel is bethave, and juke box collections are chore is handled by the operators. ter than a slow dime. And business at a record level.

134

The only fly in the ointment is the tremendous amount of loan money outstanding to locations. While the practice of operators lending money to good stops is not unknown in the East, it apparently has reached a level here which

Gottlieb Ships Derby Day, New Five-Ball Game

CHICAGO - Timed with the Double-U to Move running of the Kentucky Derby, May 5, D. Gottlieb & Company shipped a new five-ball pinball game, Derby Day, to distributors

To New Quarters last zeek.

The single player unit has four ball targets and roll-overs that advance lights representing four horses to win, place and show po-

The lights, in turn, set up a spe- its new headquarters the second be other than coin games. He cial ball hole for replays. Lining week of June, according to Harry added, tho, that Double-U plans up all horses at any point in the Rosenberg, president of the firm. a serious re-entry into the export "race" lights up a mid-playfield roll-over button for high scores.

Two flipper buttons are pushed which will cost the firm in the viby players to shoot balls back up cinity of \$300,000. Total space the playfield for added action. The includes 20,000 square feet for buttons are protected by new metal showrooms, shops and offices, with plates, now standard on Gottlieb an additional 10,000 square feet

Derby Day has two ball kicker mechanisms, a actionized ball iron brick, and all offices, shops bumper, all steel legs, plated side and showroom space will be airrail and cigarette holders. The conditioned. Parking space for 60 backglass depicts a racing scene cars will be provided. and records scores.

Fisher Adds New Pool Unit, Double Bank

CHICAGO -- Fischer Sales & Manufacturing Company here added to their coin pool line a new one-side play all-mechanical game, Double Bank.

Players shoot balls from one end anking shots off cushions and Mutoscope Set banking shots off cushions and bumpers at three playfield holes. Playfield bumpers form a "V", with

bumpers, off cushions, and line up shots at the pockets. The game requires players to bank balls twice to score on any shot.

Each of two players or teams has five balls of red or white color to land in pockets to win the

Double Bank has the same dimensions as the regular bumper play game. A light fixture which attaches to the far end of the table is standard equipment. Lightup bumpers are available.

Double Bank is slated to be displayed at the Fischer booth at the score. Music Operators of America show here at the Morrison Hotel May 23 inches long and four feet high. added that immediate deliveries Amusement Company, Troy, N. Y.; sizes-32 inches by 48 inches list-

BALTIMORE -- Nearly every- would stagger operators in other up vast sums of money and still

Easy Credit sign long-term contracts with game, making a change. music and cigarette operators and come out of the transaction with enough money in the form of out- boxes on location in Baltimore, muright gifts and loans to cover the sic is regarded by many operators entire amount. One location re- as an accommodation-insurance portedly owes \$28,000 to operators. for good game locations. Virtually all loans are at no inter-

green just to act as fairy god- think primarily in terms of pinball fathers to tavern owners. They have machines. continued the practice because the This situation mitigates strongly locations are doing such a heavy against 10-cent juke box play. It is business that they can afford to tie

\$300,000 Plant to Be Ready by June;

Finishing touches are being ap- field.

plied the interior of the building.

Exterior of the building is rust

Loading dock will be one of the

largest in any coin machine dis-

tributorship in the nation, with

space enough for a 32-foot trailer

take on additional lines when the

move is complete. In the last two

months Double-U has picked up

Williams and Genco distributor-

ships in addition to United, which

What those lines will be are not

it has held for some time.

Rosenberg said the firm plans to

for storage.

truck.

More Lines, Export Trade Contemplated

BALTIMORE-The Double-U | yet ready to be announced, but

Sales Corporation will move into Rosenberg indicated that they may

come out on top.

is so good that nobody wants to The propective bar owner can risk location or customer wrath by

Game Insurance

Altho there are about 5,000 juke

That doesn't mean that juke boxes aren't doing well. It's just But Baltimore operators aren't that games are taking in so much shelling out the large amounts of more by comparison that operators

(Continued on page 136)

BLENDOW RUNS BLACK SALES CO. NEW YORK--Al Blendow

has resigned from Capitol Projectors to accept the managership of the Black Sales Company, a new distributorship owned by Dave Simon. Blendow had been sales manager at Capitol and formerly had been an executive with the Meteor Machine Corporation. Simon refused to comment on the appointment or on the new distributorship.

Williams Bows Piccadilly, New Five-Ball Game

CHICAGO-Piccadilly, a new two-player five-ball pin game, was shipped to distributors this week by Williams Manufacturing Com-

The game combines roll-overs, ball bumpers, trip lanes and button-operated flippers to run up

All playfield bumpers when hit are good for one point until made

Knocking out lights in rotation five points apiece.

A special center hole scores 10 points and spots a number from 1 to 5 when lighted. Roll-over buttons add one point apiece to scores. Flippers are activated by players to shoot balls back up the playfield. The backglass records scores in large light-up numbers (Continued on page 135) for two players.

in rotation, when scores increase.

ups bumper values from 1 to 20 points. Five bumpers are good for

Edolite Ships Pool Game With Match Features

Adds Match Play Table Tops for Op Conversions

DETROIT -- Edolite Products. Inc., has begun shipments of a new coin pool game with light-up match play features. The game was to be exhibited by Edolite at the Music Operators of America show.

The game can be played as a two-hole table with match features, or as a two or three-hole table without match play. It's set to list at \$375.

Separate table tops with the match play features are also available for operator conversions. This will enable operators to revamp older model tables to include the match play features. Tops are set to list at \$175.

Isador Edelman, Edolite president, said the firm is also planning to introduce a slate top pool game in the near future.

Regular Play Model

The match play model is a regular-play game, with the exception that it has small playfield lights, numbered from 1 to 5 run-10 points when lighted, as are two ning along one of the side cushions side roll-overs. Side lanes record and bumpers that light up at the bottom and-or the top, the latter counting for match scores when corresponding to the side lights. Winner of the game is credited with match scores made.

The game is simply wired for match scores and can be plugged in for match play by the operator. Two special meters prevent players from affecting undeserved match

Chi Game Ops Sport CIAA Label at MOA

CHICAGO - The Chicago Indopendent Amusement Association. game operator group, last week distributed special identification labels to members to wear at the Music Operators of America show

CIAA hopes to encourage local operators to join the association during the industry get-together.

Sam Greenberg, CIAA president, announced the next association meeting will be held Tuesday, May designed to prove the city's claim man is scheduled to address the

Cincy, Toledo Pin Ops Await High Court Rule

banned here under a new ordi- cinnati went before the Ohio Sunance slated to take effect July 1. preme Court, April 25, hoping to However, the situation could have free-play pinball games outchange with the decision in the lawed as "gambling devices." Cincinnati case pending before the . Actually Cincinnati could ban Ohio Supreme Court.

Council approved an ordinance out- on the books. A decision in the lawing pinballs and sacrificing Supreme Court case is not ex-\$200,000 in annual license fee in- sected to come for a few months. come from the games.

of pinballs here believe that the a Cincinnati attorney put \$1.50 Toledo ordinance will be affected in nickels in a pinball. James Farif the Supreme Court rules in fa- rell had a net "loss" of 30 cents 15, in the Pine Room of the Convor of pinball operation in Cin- at the end of the demonstration gress Hotel, Chicago. A finance

Toledo has licensed pinballs as "amusement devices" for about 20 years. Currently, pinballs are operating in the city under a special license covering them until June 30. The city has an estimated 1,000 pinballs.

Earlier the Toledo Council had voted down a proposed ban on pinballs, (The Billboard, April 7). But city groups continued to press for such legislation, and the council has unanimously passed the ordinance banning the games.

by hand controls so the ball can handled thru distributors, except make the journey thru the maze that in areas without distributors,

Larry Galante, Mutoscope ex-

TOLEDO-Pinball games are | COLUMBUS, O .- City of Cin-

the games by ordinance thru re-Last April 9, the Toledo City pealing a licensing ordinance now here.

Arguments in the case got under | Membership currently stands at 80. Both proponents and opponents way with seven judges watching (Continued on page 136) operators.

Nyack Slate Launches **Drive for Distributors**

NYACK, N. Y .- The Nyack ton; Al Simon, New York; Dave lining up distributors to handle penter, Chester, N. Y. pool table top sales to coin machine operators. The firm has been in production two weeks and has shipped out 186 table tops.

Current plans call for weekly production of from 200 to 250 units, according to John L. Van this goal, the higher is the player's ecutive, said that while the game Wyck, NSC president. Distributors can be used in Arcades, it was de- named so far include Rex Amuse-Dimensions are 18 inches wide, signed primarily for locations. He ment Company, Syracuse; Rowe Redd Distributing Company, Bos-

Slate Company, Inc., is currently Rosen, Philad Iphia, and Russ Car-

Van Wyck, a veteran Rockland County game operator, is associated in the venture with Joe Bosco, secretary, and Oscar Frahn, vice-president. Bosco, a music operator, purchased his route from Van Wyck.

Two Sizes

Slate table tops come in fwo (Continued on page 135)

wings of the "V" slanting back toward the cushions. Object is to bank shots thru the NEW YORK -- The Interna-

tional Mutoscope Corporation is currently in full production on the Rock 'n' Roll maze game, with 1,000 units scheduled to be turned out in the next month. The game consists of a playing

field on which is a maze and holes. Object is to manipulate the field without falling in any of the holes. they will go thru the factory. The greater the progress toward

List price is \$149.50. Sales will be can be made.

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POOL ON PARADE Rotation Pool FOR MOA MEET **EXPECTS 9 UNITS**

CHICAGO -- The coinoperated pool game is expected to play a big role at the Music Operators of America Convention here Saturday thru Tuesday (5-8), with nine different models slated to appear among the amusement game exhibits.

Some of the games will be unveiled for the first time to the trade, and others will be displayed in the suites above the convention halls.

Among the manufacturers expected to sport pool game exhibits were Chicago Com Machine Company, Edolite Products, Inc., Exhibit Supply, Fischer Sales & Manufactur ing Company, Genco Manual facturing & Sales Company, J. H. Keeney & Company, Bert Lane Company, Valley Manufacturing Company, and Williams Manufacturing Com-

Nyack Slate

Continued from page 134

ing for about \$99.50, and 32 inches by 66 inches listing for \$107.50. Both sizes are equipped with large or small plastic lock-in plates. Van Wyck added that the two sizes will fit any make pool table on the market.

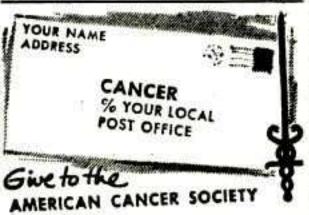
Most factory models have wooden tops under the felt. According to Van Wyck, these tops will warp surface off.

He said that manufacturers have been using slate because most of it is imported from Europe. The only black and gray slate available in this country is quarried in Pennsylvania where it is trucked in in 11-ton loads of 200 piece: each.

top will outlast the table, and such a top allows operators to run their equipment indefinitely. He added on location in 15 minutes.

Van Wyck said that a rangements may be made to have the slate shipped to distribution points thruout the country for assembly. Sales will be handled thru the distributor organization, which Van Wyck hopes will be national in export orders.

Also, he said that he is negotiating with a manufacturer to have the slate used in new machines. Van Wyck himself operates 120 pool tables in Rockland County.



DER CIGIG INTO

New Chi Coin 4-Side Game

CHICAGO -- Rotation Pool, a new four-side play coin pool game with numbered balls, was shipped to distributors this week by Chicago Coin Machine Company.

It is the first time, according to Ed Levin, director of sales, that numbered pool balls have been used on a coin pool game. List price is set at \$289.50.

Each player or team has five balls, numbered from 1 to 5, to sink in the red or the white colored end pocket, depending on which pocket he is shooting for. As in the standard game of rotation pool, the number 1 ball must be shot first, then the number 2,

Players, however, can shoot the proper numbered ball against other balls to sink balls of their own, or block or knock away opponent's balls.

To begin the game, all balls are spotted on playfield, players shooting their number 1 balls simultaneously. Player making or getting closest to the end hole shoots next. From then on players shoot balls in order of number until each is sunk. Thus players must continue to hit number 1 ball first until that ball is sunk, and so on.

Rotation Pool is 3 feet by 5 feet in dimensions, 8 inches longer than the standard Chicago Coin pool in time, throwing the entire playing game, but not as long as the Jumbo

The game is equipped with a

Double-U Move

• Continued from page 134

Until three years ago Double-U Van Wyck explained that a slate exported a substantial amount of games to Europe and South America, but facilities at the present location were too cramped to allow that the slate top may be installed the export business to expand. The firm simply couldn't process the orders fast enough.

> With the completion of the new building, Rosenberg feels that the space will be available and the personnel-to be increased from 15 to 25-will be adequate to process

> Meanwhile Sam Weisman, Double-U executive, said sales are substantially ahead of a year ago and prospects for the balance of the year are bright.

Raleigh D. Younger is the latest addition to the sales force. He covers the District of Columbia, Virginia, Southern Maryland, North Carolina and West Virginia. He had previously been on the sales force of a juke box distributor for

Reporting heavy sales in his area is Art Nyberg, who covers Southern Pennsylvania, Western Maryland and Northeastern West Vir-

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Occupation

center hole, with plug, but this hole is not used in the regular rotation game. It can be used when playing the game without regard to numbered balls.

Rotation Pool has light-up bumpers, "level-matic" adjusters to provide a flat surface, new leg supports that add sturdiness to the table, and a new color scheme. Playfield bumpers are jumbo size, but balls are regular size. Cloth is marked with a newly designed grid arrangement.

The game can be played by two or four players.

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Emco to Bow Slate Top Pool

CHICAGO -- Emco, newly formed coin game manufacturing firm (The Billboard, April 28) plans to have a new slate pool model on the market within the next 10 days.

Emco, headed by Edward Krynski, president, and Carl Johnson, sales and promotion, already have marketed a regular-play wood top coin pool game, and added a Senior regular game.

The Senior model will have pockets extended three inches from end rails.

the near future to all Emco games. thing on the location.

Johnson said the firm intends to add other new games to its has three pin games and a phonoline, including a variation of the standard pool game.

Chi Distribs Hold MOA Open House

CHICAGO--Amusement game distributors here are staging "open houses" during the Music Operators of America show here May 5-8, both at their coin machine headquarters and at suites in the Morrison Hotel, convention site.

Among the local distributors who will greet visiting coinmen at suites in the Morrison Hotel will be Purveyor Distributing Company.

Columbus

• Continued from page 134

that free-play pinballs are for gambling.

After an hour-long hearing enlivened by questions from the justices, the court took the case under advisement.

Appeals Earlier Ruling

The case came before the high court on an appeal of Joe Westerhaus, of Westerhaus Corporation, from a ruling by the Appellate Court that the games are "gam-bling devices." The Appellate Court had reversed an earlier Hamilton County Common Pleas Court ruling.

Westerhaus went to Common Pleas Court for a declaratory judgment on legality of free-play pins after Cincinnati passed a pinball licensing ordinance. Westerhaus also asked the Common Pleas Court for an injunction against possible seizure of his machines

Judge Charles Bell granted the injunction. The city of Cincinnati then appealed to the Eighth District Court of Appeals. The Appellate Court reversed Judge Bell, ruling the machines "gambling devices" and dissolving the injunc-

The High Court's ruling could determine whether pinballs which reward patrons with free games are "gambling devices" per se. There is no evidence before the court that free-play games have been used for gambling or that there have been payoffs in money or other prizes.

Robert N. Gorman, former Ohio Supreme Court Justice, and the Westerhaus attorney, argued: "The only question before this court is whether a free replay device converts a pinball into a gambling device."

Corman added the action of the city is clearly outrageous in that "it is trying to ban all pinball games under a catch-all provision." He pointed out there are about 23 different types of pinballs now in operation.

Farrell argued that earlier court

Baltimore Game

Continued from page 134

estimated that only 5 per cent of the machines on location are straight 10 cents and three for a quarter. Another 19 per cent are 10 cents and five for a quarter or dime minimum and six for a quarter. The other 85 per cent are on nickel play.

Wash, and Va.

In neighboring Washington and Virginia the situation is somewhat different, due to stricter laws on pinballs of the bingo variety. Washmodel 18 inches longer than the ington and Richmond are predominantly on dime play, as are the Northeastern counties of Virginia.

There are only a handful of 100 per cent music operators in the Both the regular and Senior city. Most of the music is controlled models have light-up bumpers. by the same operators who have center hole for two or three hole the games. Latest trend on the part play, and other standard features. of game operators is to add ciga-Jumbo bumpers are to be added in rettes so that one firm has every-

The average location in the city graph, with a straight 50-50 split the normal commission arrangement. Front money and minimum guarantees are rare.

Industrial Growth

Basis for the coin machine boom here is the spectacular industrial growth in the area. New industries are moving in and employment and wages are the highest in the history of the region.

The increased prosperity, coupled with the fact that few new game and music locations are opening.up, accounts somewhat for the intense competition among oper-Empire Coin Machine Exchange, ators. Add in a dash of fat weekly First Coin Machine Exchange, and takes and you have all the ingredients which account for the ardent wooing of tavern owners.

> decisions have held that amusement is a thing of value, and free replays add the prize factor to the definition of gambling. He added: "Anyone who plays

> these machines does so with the idea of a payoff. It's pretty obvious you don't put that much money in a machine just to win free games."

GAMES

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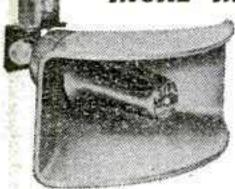
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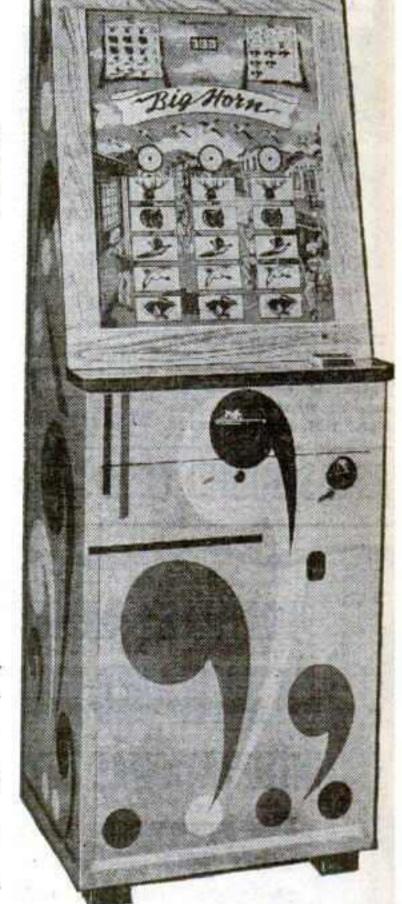
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| SURF CLUB | 125 |
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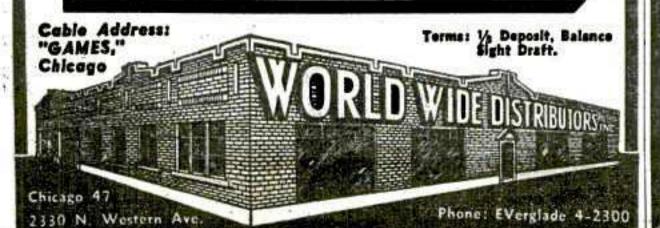
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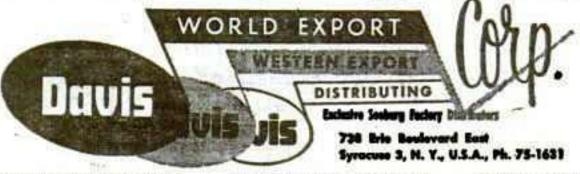


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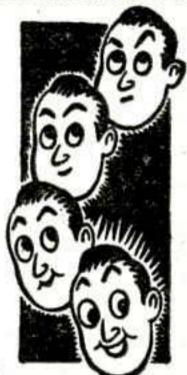
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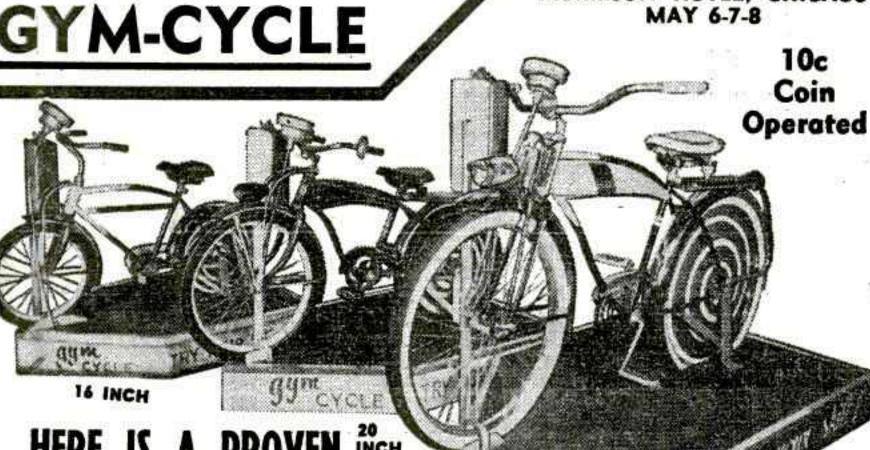
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| United | y Bikini Imperial Bowler 6-Play Star | 65.00 |
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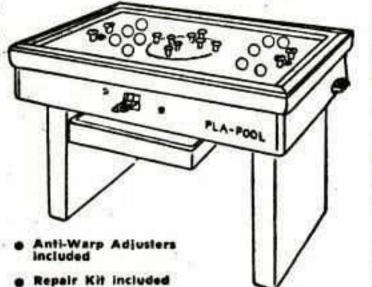


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Center Hole Has Removable Plug for 2 or 3 Hole Play!

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 Pockets set in from end
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Cue Chalk, gross 3.50
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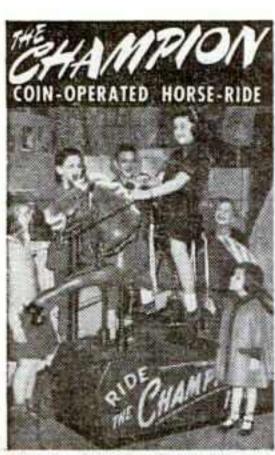
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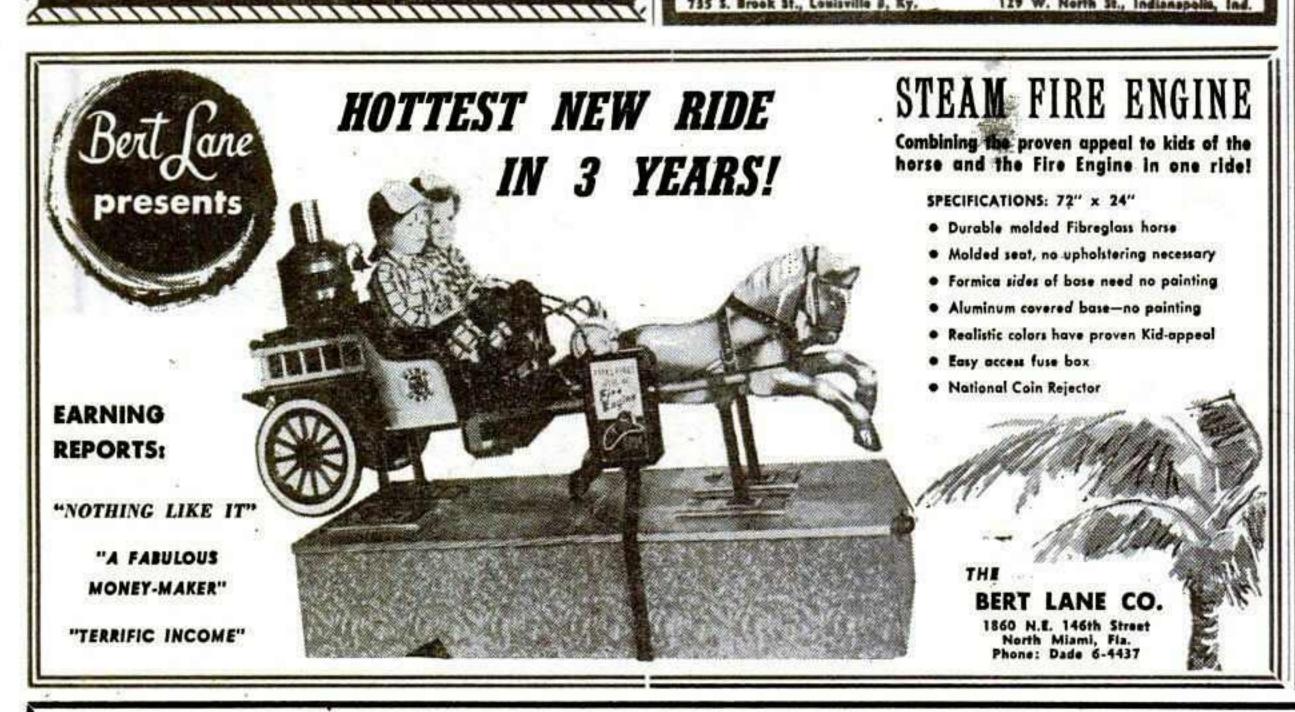
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the control of the Scientific Machine Corporation may be near completion (The Billboard, May 5).

NEW YORK-Negotiations for Levine estate had 50 per cent of torney for Dave Simon, and Dr. the common stock and Dave Simon, Charles Levine, executor for the Simon Sales, owned the other 50 estate of Max Levine, announced per cent.

With no one owning controlling interest. When Max Levine, who founded interest, there was some question The offer must be accepted by the firm 25 years ago, died on as to who should assume the man- Dr. Levine by Wednesday (9), or

that Simon has offered to sell his

March 3, it was disclosed that the agement. Walter Feldesman, at- Simon said it would be withdrawn.

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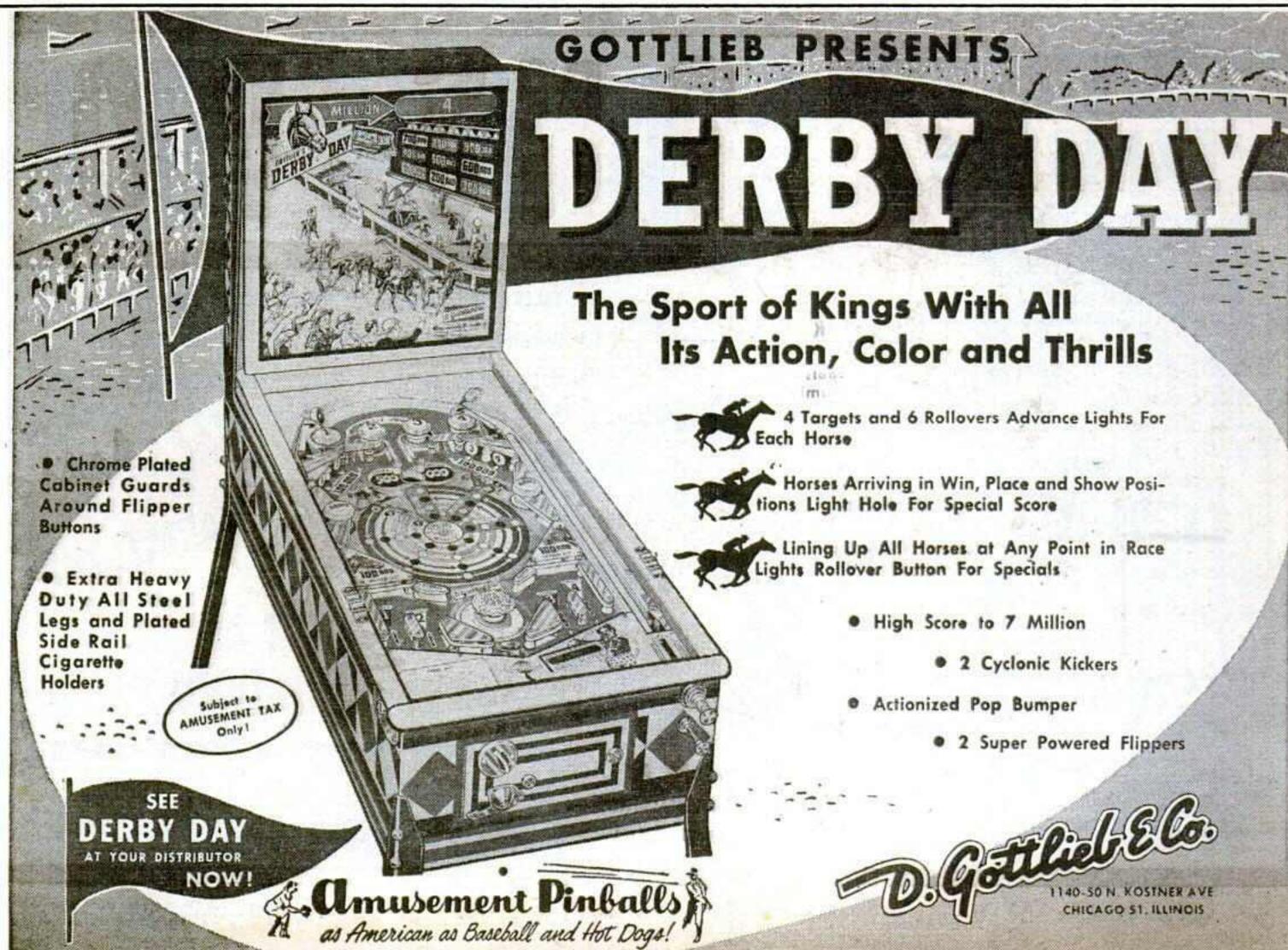
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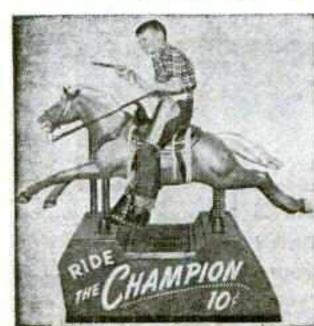
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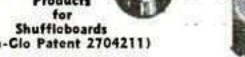
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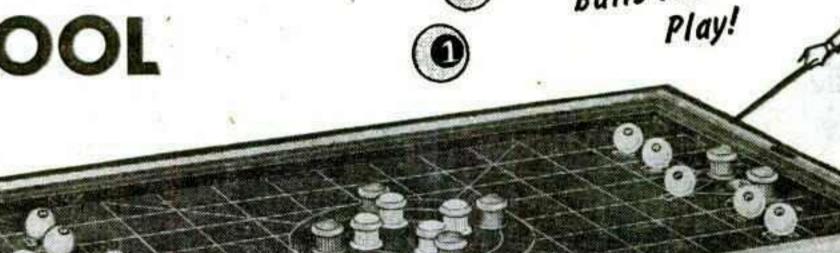


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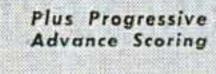
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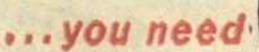
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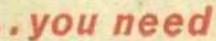
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